

2009-04-29

Financial Presentation Q1 2009

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CEO and President



Agenda

- Online gaming market
- what drives the market?
- Q1 financial presentation
- Product and geographical split
- Legal and other topics
- Events after Q1
- Q&A

2009-04-29

Online Gaming Market

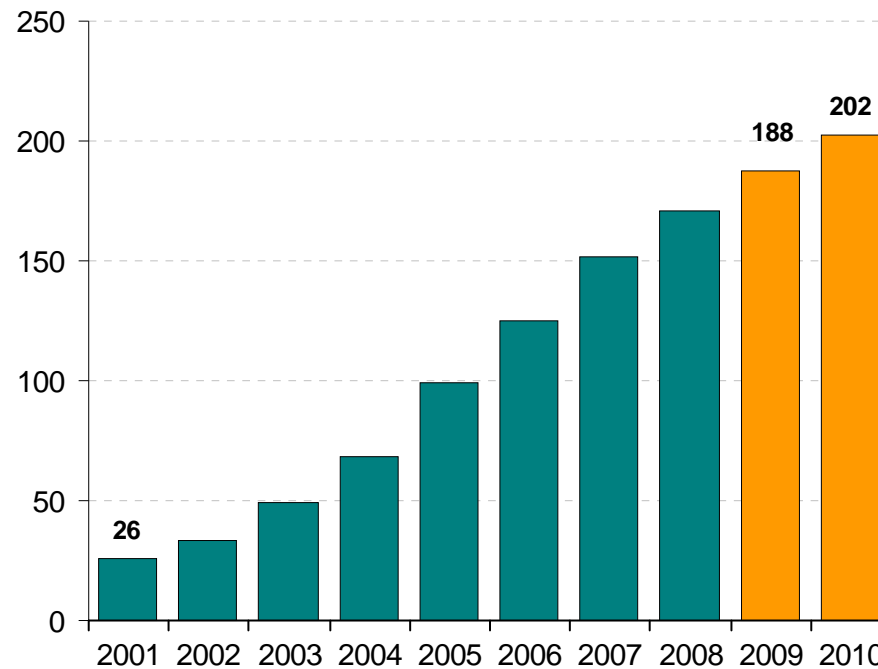
Key factors
for growth





Estimated online gaming market growth

SEK billions



- Source: Christiansen Capital Advisors, LLC
- \$ / SEK = 8,26

A close-up photograph of a person's hand in a white shirt, pointing at a roulette wheel. The wheel is wooden with red and black pockets containing white balls. The numbers 20, 14, 31, and 9 are visible on the wheel.

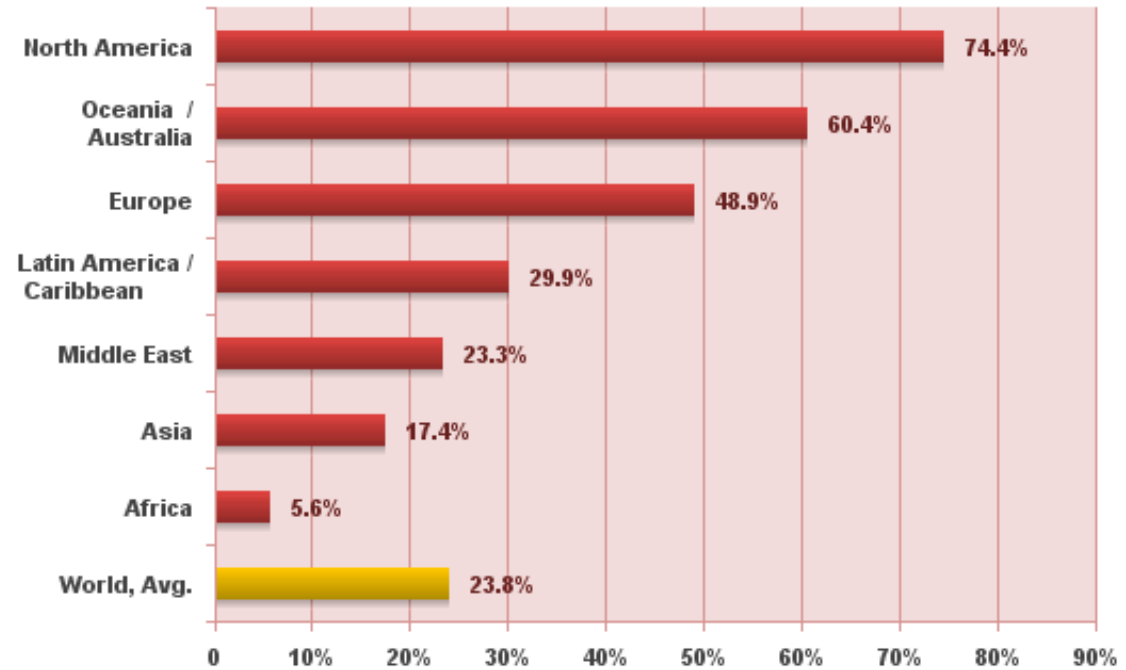
Internet Penetration

- Key factor in converting offline players to online players
- ISPs are constantly increasing speed and reliability of Internet services
- Penetration in Europe still under 50 %

ISP = Internet Service Provider



World Internet Penetration Rates by Geographic Regions



Source: Internet World Stats

Internet penetration on Betsson markets

Country	Penetration (%)
Nordic region	75
Germany	64
Spain	63
Turkey	37
Total EU	60

Source: Internet World Stats



Internet penetration growth on selected markets

Country	Increase %
Russia	27
France	21
Spain	15
Denmark	11
UK	10
Sweden	8
Germany	6
Total Europe	8

Source: comScore, period June 2007 - June 2008

Online payment methods

- Customers feel more secure using online payments
- Customers access their bank online, shop, buy music ... etc.



Betsson sites and products

FOR CONSUMERS



BETSSON.COM
Casino, Poker, Sportsbook,
Exchange, Scratch, Bingo,
Trader and Games



CASINOEURO.COM
Casino and Poker



CHERRYCASINO.COM
Casino and Poker

FOR SITE OWNERS



AFFILIATELOUNGE.COM
Marketing



2009-04-29

Financial Presentation

Q1 2009



Q1 Highlights

- Revenues increased 38 %
to SEK 315.5 million (227.8)
- Operating income increased 45 %
to SEK 82.4 million (56.8)
- EPS SEK 2.01 (1.36)

Numbers in gray = Q1 2008

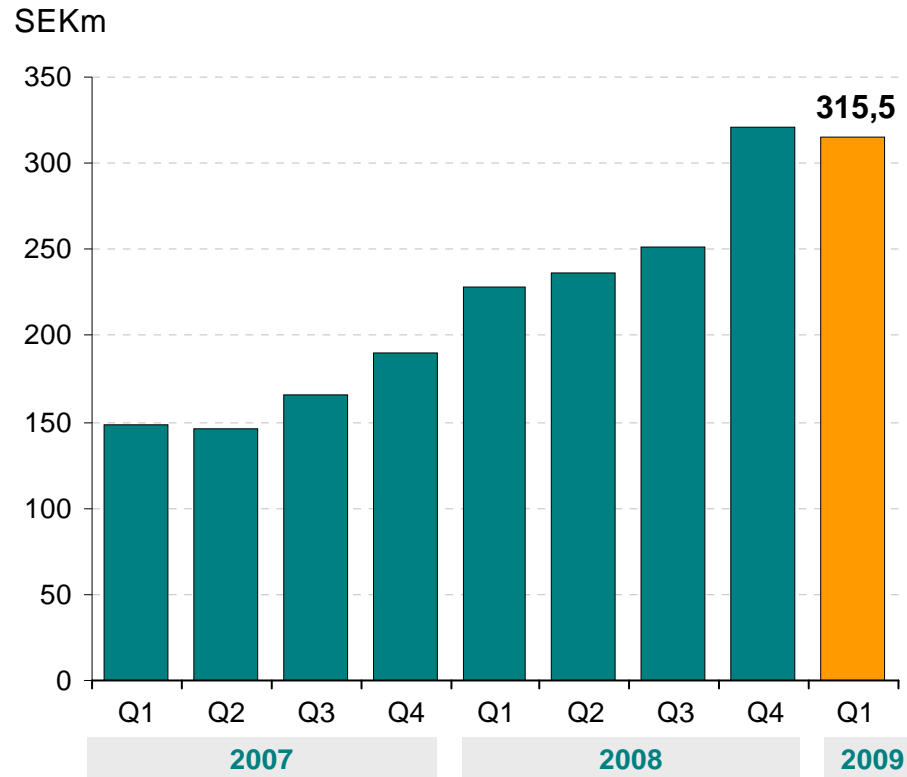
Q1 Highlights

- Operating margin 26.1% (24.9)
- Active customers increased 14% to 174 600 (153 200)
- Cash by end of period SEK 436.8 million (275.1)

Numbers in gray = Q1 2008



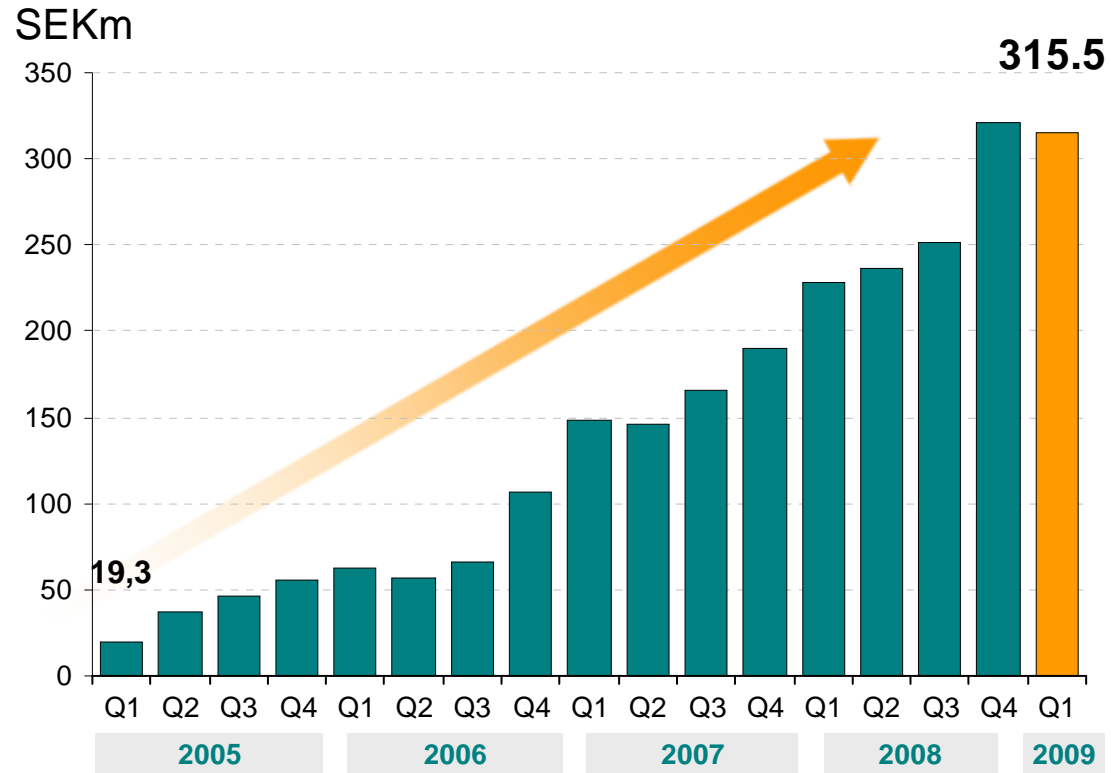
Revenues Q by Q



- + **38 %** compared to Q1 2008 (227.8)
- - **1,8%** compared to Q4 2008 (321.1)



Strong growth trend remains



Once again Betsson confirms the solid trend of growth!

Quarter on quarter

- Revenues decreased 1.8 %
to SEK 315.5 million (321.1)
- Operating income decreased 10 %
to SEK 82.4 million (91.9)
- Active customer increased 4 %
to 174 600 (167 400)

Numbers in gray = Q4 2008

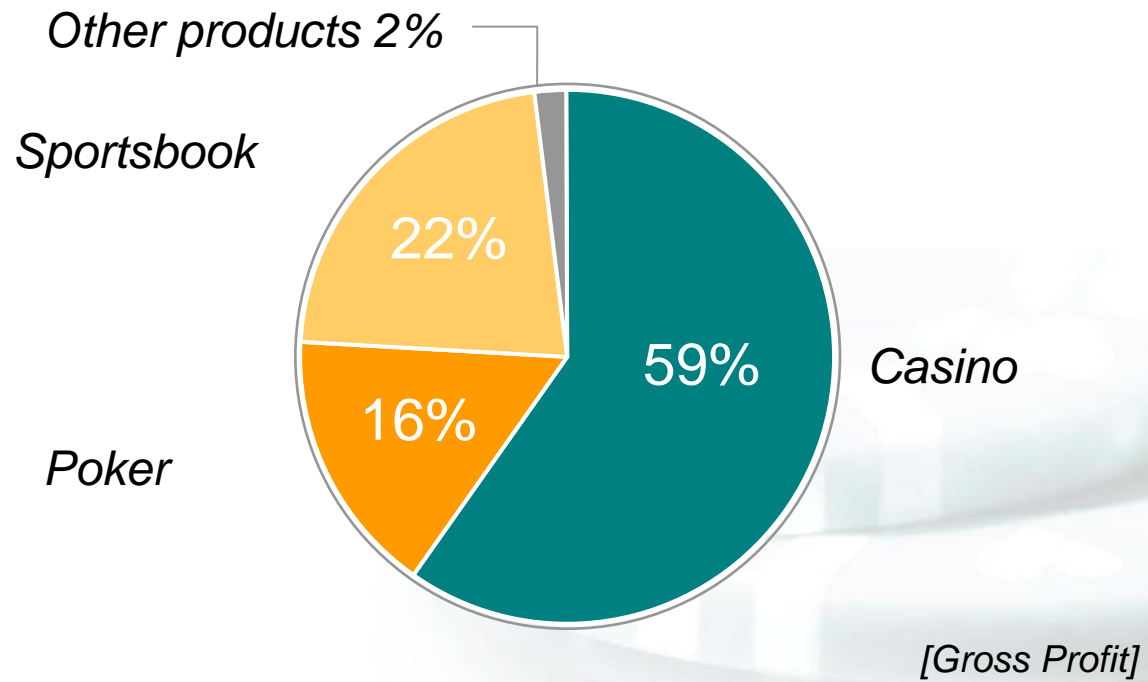
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Products and
geographical
split

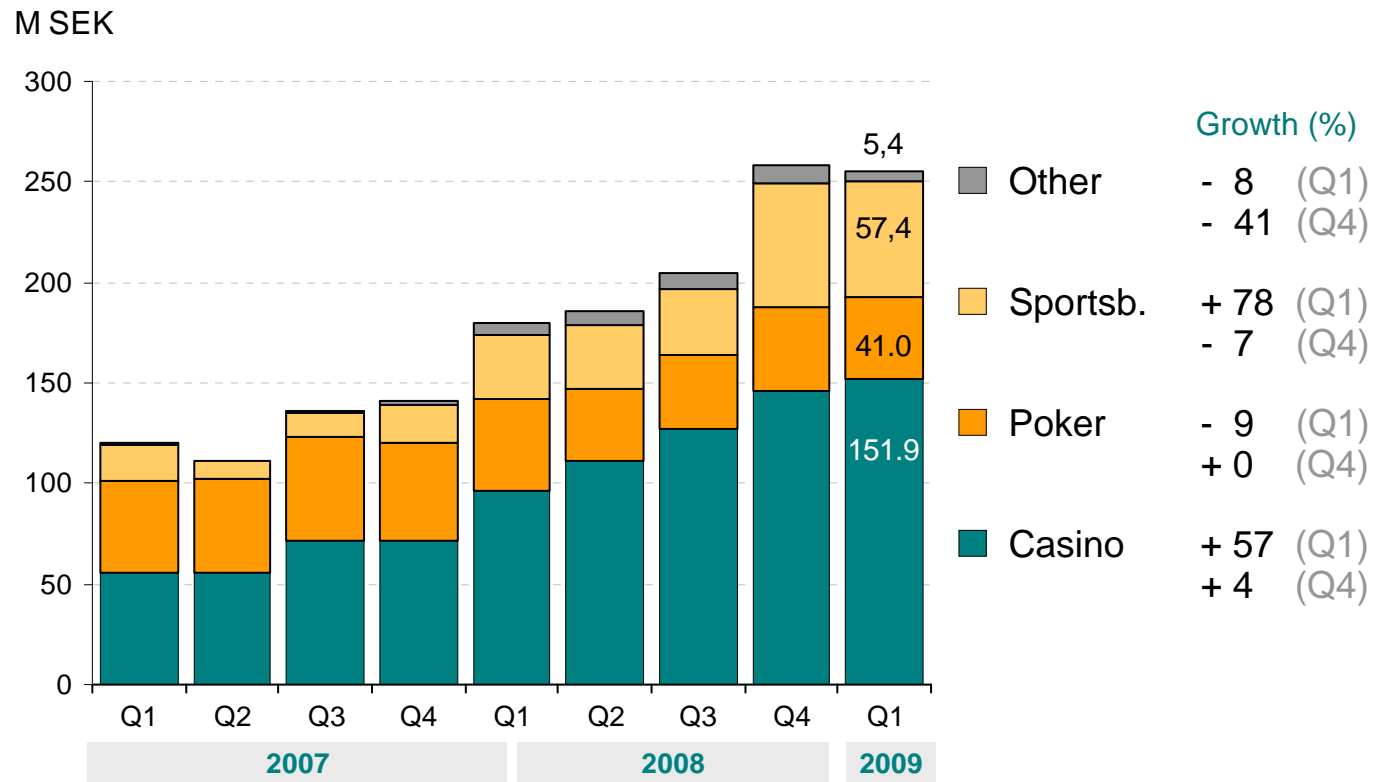


Gross profit per product Q1



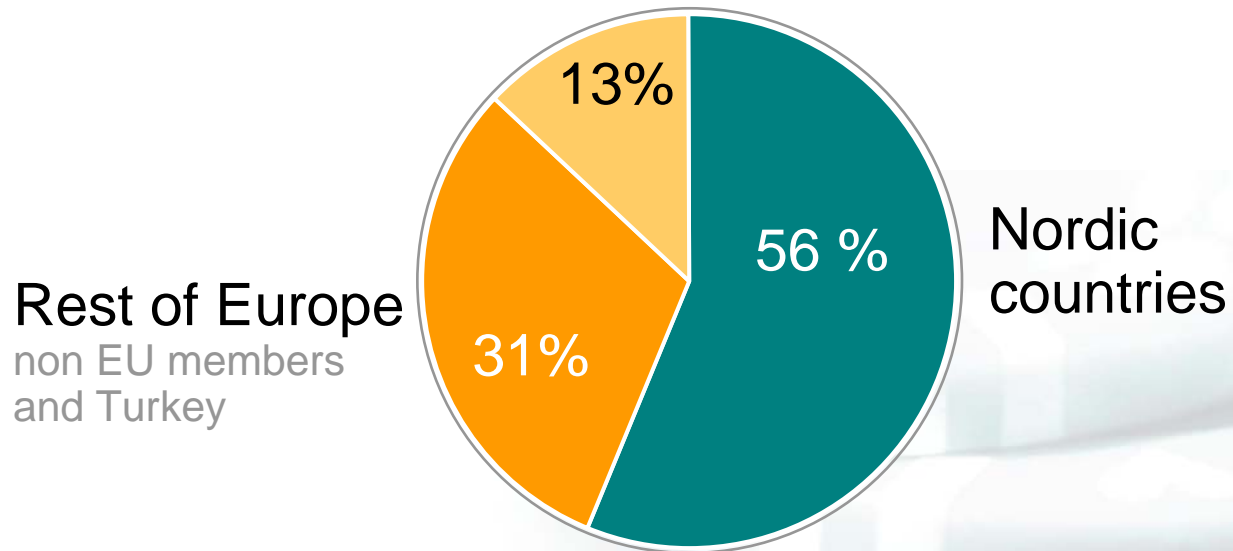


Gross profit by product segment



Gross profit per geographical area Q1

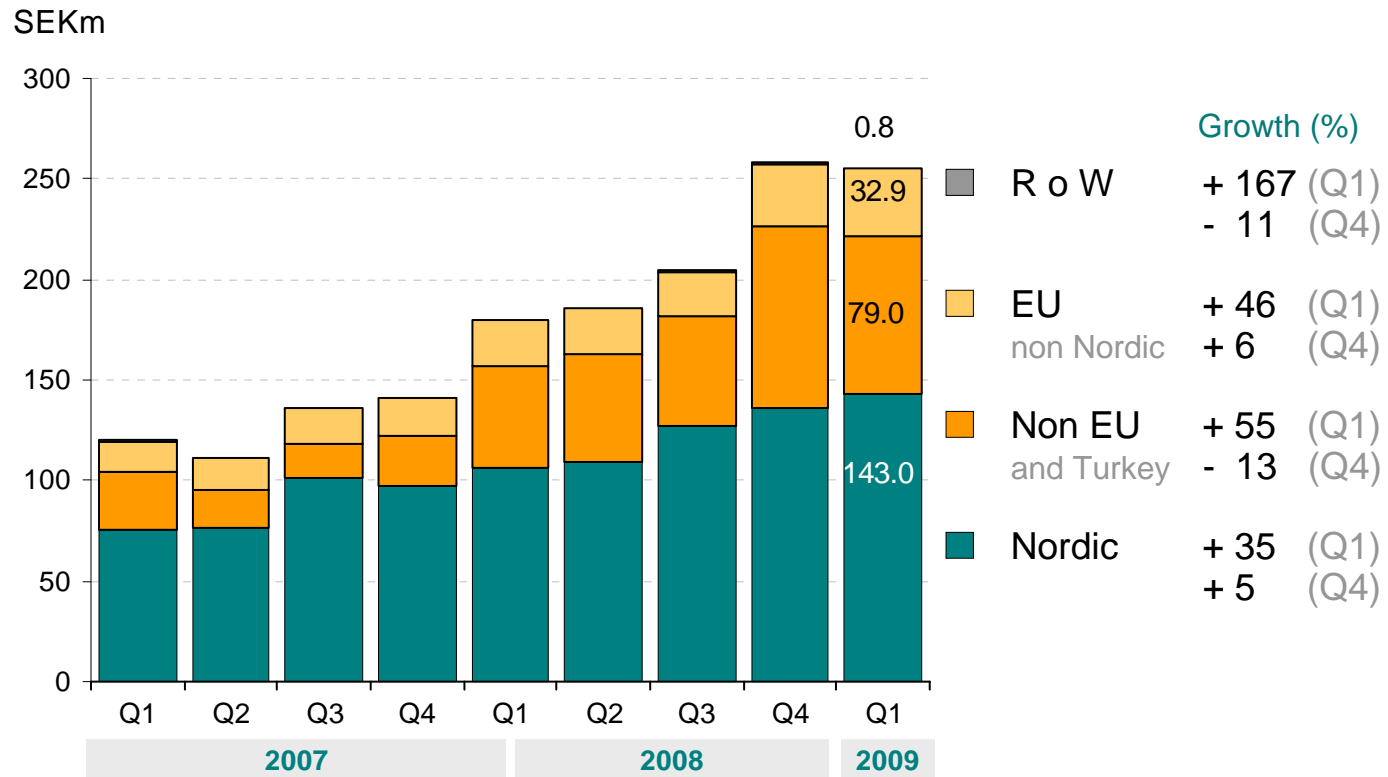
Non Nordic EU countries



Rest of the world 0,3 %



Gross profit per geographical area



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Legal and
other topics



Legal

- France proposes new legislation
 - France is moving on towards licensing
 - May serve as raw model for other EU countries
- Sweden
 - Debate over “Spelutredningen”
 - Criticism from many respectable institutions
 - Unclear what the outcome will be
- Turkey
 - No news

Legal

- Norway may impose payment blocking
 - Domain blocking being criticized
 - Local payment blocking weak measure
- USA
 - Some states propose to legalize internet gaming
- EU
 - EU keep on watching the member states
 - Further jurisdictions consider licensing systems (DK and others)

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Events after Q1



After Q1 – 2009 outlook

- Q2 so far somewhat weaker than beginning of Q1 2009, seasonal effect between quarters
- Strong development of sites, healthy customer activity
- Strong key indicators
- AGM May 12th, 2009





Q&A



What's your thrill?