

Press Release Betsson AB (Publ)

Betsson strikes a deal with Chinese state owned company

Betsson has established a business relationship with a local company in China which has set up a joint venture in the sports lottery related industry together with a Chinese state owned company.

China has the largest internet population in the world and is expected to issue internet lottery reseller licenses in the future.

"It is an important part of our strategy to be present through our B2B-unit in the world's major markets" says Pontus Lindwall, CEO of Betsson AB. "Betsson has invested in Asia for more than three years since we believe that the Asian markets have a great potential in the long term. I believe that this JV will provide a solid platform for us in China and I am very excited over this opportunity".

Betsson cannot today estimate when the cooperation within the joint venture will start generating revenues.

For further information, contact:

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