

Press release

Betsson AB (Publ)

BETSSON IN B2B COOPERATION WITH ARSENAL FOOTBALL CLUB

Betsson Business Solutions has signed a three year B2B contract with one of the most prestigious Football clubs in the world, Arsenal Football Club ("the Gunners"). Betsson becomes the Club's Official Betting Partner, providing betting services both online under www.gunnersgaming.com and in-stadia for Arsenal fans through a newly created brand, *GunnersGaming by Betsson*. Arsenal has a global fanbase and boasts the highest paid membership in world football with just under 200,000 members last season alone.

Betsson will provide and operate a complete gaming solution including Casino, Poker, Sportsbook and Other games. With a clear Arsenal branded solution and exclusive Arsenal specific prizes Betsson will deliver a unique offering. The solution will be launched immediately.

"We are delighted to be welcoming Betsson on board as an Official Partner of the Club, an experienced and trusted brand who will be delivering this innovative new venture. Through designing a range of gaming products specifically for Arsenal fans, we intend to offer our supporters a valuable and unique experience that we hope will have no rival to our supporters" says Vinai Venkatesham, Arsenal's Head of Global Partnerships

"Signing these kinds of B2B deals with a football club like Arsenal shows what a technically attractive partner Betsson is today. This is also a good opportunity for Betsson to gain a part of the regulated UK market." says Magnus Silfverberg CEO and President.

For further information, please contact Magnus Silfverberg, CEO and President Betsson AB (publ), telephone +46 (0)8 506 403 00 or +46 (0) 70 27 147 00 or magnus.silfverberg@betssonab.com

BETSSON AB'S CORE BUSINESS CONSISTS OF INVESTING AND ADMINISTERING SHAREHOLDING IN COMPANIES, WHICH THROUGH PARTNERS OR BY THEMSELVES, OFFERS GAMES TO THE END USERS VIA THE INTERNET. BETSSON AB OWNS BETSSON MALTA WHICH OPERATES GAMES THROUGH PARTNERSHIPS AND THE WEBSITES WWW.BETSSON.COM, WWW.BETSAFE.COM, WWW.CASINOEURO.COM AND WWW.CHERRYCASINO.COM. BETSSON MALTA OFFERS POKER, CASINO, SPORTS BETTING, SCRATCH CARDS, BINGO AND GAMES. THE CUSTOMERS MAINLY ORIGINATE FROM THE SCANDINAVIAN COUNTRIES AND OTHER PARTS OF EUROPE. BETSSON AB IS LISTED ON NASDAQ OMX NORDIC MID CAP LIST, (BETS).

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