

Press release

Betsson AB (Publ)

## BETSSON PAYS ADDITIONAL PURCHASE PRICE IN RELATION TO THE ACQUISITION OF BETSAFE

As previously announced Betsson AB (publ) ("Betsson") has acquired Betsafe (through the acquisition of the holding company Artic Invest AS) ("Betsafe"), a gaming company based in Malta, offering sports betting, casino and poker to clients primarily in the Nordic region.

In connection with the completion of the transaction on 15 June 2011, Betsson paid an initial purchase price for the operations of Betsafe in the amount of EUR 34.0 million, comprised of cash and cash equivalents at a value of EUR 19.6 million and class B shares in Betsson at a value of EUR 14.4 million. In addition, Betsson paid EUR 7.4 million regarding acquired cash and cash equivalents and acquired net income. Based on the development of the acquisition and the integration thereof during 2011, an additional purchase price not exceeding EUR 27.5 million may become payable by Betsson, which means that the total purchase price for the operations will not exceed EUR 61.6 million and the total purchase price (including the acquisition of cash and cash equivalents and acquired net income) will not exceed approximately EUR 69.0 million.

Betsson has an option to pay any additional purchase price in cash or by way of transfer or issue of Betsson shares. If Betsson decides to pay by way of transfer or issue of Betsson shares, the final determination of the additional purchase price will be based on the market value of the shares delivered as of the settlement date. Betsafe has reached the targets in 2011 for the additional purchase price amounting to EUR 15 million. If conditions are fulfilled, the remaining part of the additional purchase price, i.e. up to EUR 12.5 million, is estimated to be paid up until the end of the first quarter 2012.

The board of directors of Betsson has resolved that the first additional purchase price in the amount of EUR 15 million shall be paid by way of issue of Betsson shares. The board of directors of Betsson has therefore, based on the authorisation granted at the Annual General Meeting held on 12 May 2011, resolved to issue 1,056,403 class B shares, whereby the share capital of Betsson will increase with an amount of SEK 2,112,806, from SEK 80,675,978 to SEK 82,788,784. The new class B shares will be subscribed for by the sellers of Betsafe. The subscription price for the new class B shares amounts to approximately SEK 130 per share, corresponding to the average volume weighted share price for the Betsson share during 30 trading days immediately prior to the issue date.

Trading in the new shares is expected to commence on NASDAQ OMX Stockholm on or about 8 September 2011. As a result of the share issue described above, the number of shares in Betsson will increase from 40,337,989 (5,420,000 class A shares and 34,917,989 class B shares) to 41,394,392 (5,420,000 class A shares and 35,974,392 class B shares). The number of votes in Betsson will increase from 89,117,989 till 90,174,392.

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