

BETSSON LAUNCHES SPORTSBOOK IN COLORADO, U.S.A

Earlier today, Betsson launched its mobile app sportsbook product under the Betsafe brand in the state of Colorado, in partnership with Dostal Alley Casino. The Business-to-Consumer (B2C) launch of Betsafe serves as an opportunity to showcase Betsson's proprietary, U.S.-adapted sportsbook for new and existing operators on the market, making it an important component of the company's Business-to-Business (B2B) strategy in the country.

In connection with the launch, Betsson has also opened an office in downtown Denver, whose primary purpose is to support regional B2B operations and an Account Director for the B2B offering in the United States has been recruited. B2C operations will also be run from the Denver office and a Managing Director for the B2C offering is already on the ground.

Pontus Lindwall, CEO and President of Betsson AB says: "The launch of our proprietary sportsbook in the U.S. is an important milestone. We are entering a new continent, expanding Betsson's global reach and further solidifying our B2B and B2C ambitions, thanks to many months of hard work by our product and technology teams to craft a product customised for the U.S. market."

The launch in Colorado was made possible by conducting significant regulatory and technological preparations to ensure that Betsson's sportsbook meets the high standards required in the United States. The GLI 33 certification that Gaming Laboratories International (GLI) issued for the sportsbook in Colorado is also necessary for operating in several states, and thus serves as an important cornerstone in the establishment of Betsson's B2B sportsbook offering in the country.

The Betsafe app will be available for download via iOS and Android. The app provides players with a wide range of sports categories, a variety of betting and payment options, competitive odds and engaging promotions for Colorado residents and visitors.

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About Betsson AB

Betsson AB (publ) is a holding company that invests in and manages fast-growing companies within online gaming. The company is one of the largest in online gaming in Europe and has the ambition to outgrow the market, organically and through acquisitions. This should be done in a profitable and sustainable manner, and with local adaptations. Betsson AB is listed on Nasdaq Stockholm (BETS).

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