

Betsson acquires gaming operator and game developer in the Netherlands

Betsson today announces that the Group has acquired Holland Gaming Technology Ltd, a gaming operator with a license in the Netherlands, and Holland Power Gaming B.V., a game studio that develops casino games for Holland Gaming Technology Ltd. The total consideration amounts to EUR 27.5 million on a cash- and debt-free basis and is financed with own liquid assets.

Holland Gaming Technology Ltd is a gaming operator, which holds a gaming license for casino games in the Netherlands and offers games through the websites www.goldruncasino.nl and www.goldruncasino.com.

Holland Power Gaming B.V. is a game development company in the Netherlands that supplies casino games exclusively for Holland Gaming Technology Ltd.

The agreement in respect of the transaction was entered into, and closing of the transaction takes place on, 19 February 2024. The total consideration amounts to EUR 27.5 million, out of which EUR 16 million is paid upfront at closing, and deferred payments of EUR 9 million and EUR 2.5 million will be paid in six months and twelve months respectively.

The acquisition will over time contribute to a higher share of revenue from locally regulated markets and is in line with Betsson's strategic ambition to deliver profitable growth through geographic expansion.

The acquisition is subject to post-closing approval by the Dutch gambling regulator KSA.

For further information, please contact:

Martin Öhman, CFO, Betsson AB
+46 (0)8 506 403 00, ir@betssonab.com

Roland Glasfors, Vice President Communications & Investor Relations, Betsson AB
+46 (0)760 024 863, ir@betssonab.com

This information is information that Betsson AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication through the agency of the contact persons set out above, at 10:15 CET on February 19, 2024.

POST AND VISIT ADDRESS	TELEPHONE	REGISTERED OFFICE	E-MAIL WEB	CORPORATE REG.NO. VAT.REG.NO.
REGERINGSGATAN 28 111 53 STOCKHOLM, SWEDEN	+46 (0)8 506 403 00	STOCKHOLM	INFO@BETSSONAB.COM WWW.BETSSONAB.COM	556090-4251 SE556090425101

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 B).

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