



Malta, 29 March 2018

## **Mr Green signs Magnus Alebo as Managing Director Mr Green brand.**

**Mr Green Ltd strengthens its brand strategy with the recruitment of Magnus Alebo, former CEO Hero Gaming as Managing director Mr Green brand.**

The newly assigned role will secure that the Mr Green's brand get full attention and continue its strong growth momentum.

Magnus Alebo, MD Mr Green brand, commented;

*"I am excited and proud to take on this position. Mr Green is one of the most renowned and appreciated brands in the industry. I look forward to working with the amazing team at Mr Green with the aim to continue developing Mr Greens as one of the strongest gaming brands in the iGaming industry."*

Jesper Kärrbrink, CEO Mr Green Ltd, commented;

*"Magnus' solid experience from the iGaming industry makes him perfectly suited to continue building Mr Green's strong position as one of the leading iGaming brands. Magnus will also have a focus on continuing to improve our marketing efficiency."*

Magnus has a background as Head of Marketing at Betsson and most recently CEO of Hero Gaming. Magnus Alebo will take on his new position as of beginning of April. As MD Mr Green brand, he will be part of the management team of Mr Green Ltd. MD Evoke Brands is Fredrik Staël von Holstein.

Jesper Kärrbrink, CEO Mr Green Ltd, commented on the new MD roles;

*"We are entering a new era with two main international brands – Mr Green and Redbet.*

*[Mr Green](#) is already a leading casino brand and [Redbet](#) is a growing sports brand with strong potential. The new organisation is also aligned for further growth, both organically and through acquisitions."*

For further information:

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[Mr Green Ltd](#) is an online gaming company that offers online casino, sportsbook and live casino in twelve countries. Mr Green is an award-winning casino operator, named Global Gaming Corporate Responsibility Provider of the Year 2018, IGA Socially Responsible Operator of the Year 2018, SBC Responsible Bookmaker of the Year 2017 and IGA Online Gaming Operator of the Year 2017. Mr Green Ltd is a fully owned subsidiary of the Swedish company [Mr Green & Co AB](#), listed on Nasdaq Stockholm main market since 2016.