

Stockholm, 8 december 2016

LeoVegas launched in Denmark!

As previously communicated, LeoVegas has been granted a gaming licence in Denmark. The pre-launch planning has gone according to plan, and today we welcome people throughout Denmark to LeoVegas' award-winning mobile casino.

"We are very excited that we can offer LeoVegas in Denmark," comments Gustaf Hagman, Group CEO. "I see Denmark as yet another step in our continued expansion. Denmark is another market in which we will use our mobile position to offer the greatest gaming experience and be number one in mobile gaming."

LeoVegas' expansion strategy is to enter regulated markets or markets facing regulation and to leverage its global brand through adept local, business-oriented teams. The marketing in Denmark will gradually increase each marketing channel will be analysed. The analysis is the basis for continuously optimizing the acquisition of new customers.

The Danish online gaming market in 2016 is worth an estimated DKK 4.6 billion, according to H2 Gaming Capital. LeoVegas has gaming licences in Malta, the UK and Denmark.

Warm welcome to <https://www.leovegas.com/dk> or download the app!

The information in this release is such that LeoVegas AB (publ) is required to disclose in accordance with the EU Market Abuse Regulation. The information was submitted, by the agency of the contact persons below, for publication at 08:00 (CET) on 28 November 2016.

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About the LeoVegas mobile gaming group

LeoVegas' vision is to create the ultimate mobile gaming experience and be number one in mobile casino. The business is distinguished by award-winning innovation and strong growth. LeoVegas' technical development is conducted in Sweden, while operations are based in Malta. The Swedish parent company LeoVegas AB (publ) invests in companies that offer gaming via mobile devices and desktop computers along with companies that develop related technologies. LeoVegas has attracted major international acclaim and has won numerous awards, including "Nordic Operator of the year", "Mobile Marketing Campaign of the year", and "Innovation in Mobile and Tablet of the Year" at the international EGR Awards. LeoVegas bases its development on "Mobile First" and is at the forefront of using state-of-the-art technology in the mobile gaming market. With a foundation in a great gaming experience, long-term customer relationships and establishment of a strong brand, the company has attracted a steadily growing customer base through innovative, effective and data-driven marketing. Since its start, the mobile gaming company LeoVegas has shown strong quarter-on-quarter growth. LeoVegas' shares are listed on Nasdaq First North Premier. Avanza Bank AB is the company's Certified Adviser. For more about LeoVegas, visit www.leovegasgroup.com or www.leovegas.com.