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LeoVegas teams up with the sports journalist Patrik Ekwall

Sports journalist Patrik Ekwall and LeoVegas are teaming up in a partnership in which Patrik will serve as a new profile for LeoVegas Sport.

"LeoVegas offers an exciting platform for me as a journalist and sports fan," says Patrik Ekwall. "I have great expectations about what we will achieve together. LeoVegas Sport suits me perfectly and is a natural step for me in my career, where I am moving out of the linear world of TV and into the new, digital and mobile world!"

"We are happy we have managed to sign one of Sweden's foremost sports journalists and to bring Patrik into the LeoVegas family," comments Gustaf Hagman, Group CEO of LeoVegas. "LeoVegas together with Patrik will be a great combination – a partnership that will lift LeoVegas Sport and our brand even more. It will make for an exciting start to 2017."

Patrik Ekwall together with Frank Andersson and Jon Olsson will form a strong trio to position LeoVegas as the fastest growing mobile sports betting service.

Patrik will begin in his new role on 1 January. The partnership is part of the continuing development of LeoVegas Sport, from both the product and marketing perspectives. Patrik Ekwall and LeoVegas Sport will work together on a number of joint projects and productions starting in 2017.

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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.