

ComeOn Group awarded its Finnish gambling licences ahead of market opening on 1 July 2027

Stockholm, 22 October 2026 – European Entertainment Group AB (publ) (“EEG” or the “Group”) is pleased to announce that its subsidiary, ComeOn Group, has been awarded all gambling licences it applied for from the Finnish National Police Board required for its plans to enter the newly regulated market officially opening on 1 July 2027. The licences authorize the Group to offer online casino and sports betting services to Finnish players when the newly regulated market officially opens. ComeOn Group submitted its applications on 2 March 2026, the first day of the application window, and was among the first operators granted licences under Finland’s new Gambling Act. Finland’s transition from a state monopoly to a competitive licensing model represents one of the most significant regulatory shifts in the European online gambling sector.

Itai Frieberger, CEO of EEG, said: “Securing all the licences we applied for, required to execute the Group’s plans for the regulated Finnish market, is an important milestone and reflects the work our teams put into preparing for Finland’s new regulatory framework. Finland is a market where we look forward to serving Finnish customers in a fully regulated environment from July 2027.”

Raffaele Amodio, Group CFO, added: “Finland is a core part of our growth strategy. Entering a regulated market with licences in hand gives the Group a strong platform for sustainable, compliant revenue growth, and supports our continued commitment to the 100% regulated revenue.”

The Group will provide further updates on its Finnish market preparations in its regular financial reporting.

For further information, please contact:

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This information is information that European Entertainment Group AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 18.30 CEST on 22 October 2026.

About European Entertainment Group AB (publ)

European Entertainment Group (publ) is a leading pan-European, multi-brand gaming operator and provider of interactive entertainment, diversified across the entire gaming value chain and spanning both direct-to-consumer and business-to-business operations. The Group serves its customers and entertains millions of players every year.

The Group operates through three diversified business areas: Online Gaming, Game Development, and Online Marketing. The Online Gaming business area comprises online casino and sports betting. Game Development is a market-leading online game

developer whose games are licensed to a range of gaming operators; its operations focus on developing innovative products for the casino and virtual sports gaming market, both online and land-based. Online Marketing operates within performance-based marketing, generating customer leads on the Internet, and is aimed primarily at online gaming operators, as well as other segments where the Group's expertise can strengthen both parties' businesses, while giving end-customers a stronger basis for their decisions.

Learn more about the Group on

<http://europeanentertainmentgroup.com/>