



MR GREEN & Co.

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Stockholm 14 June 2017

PRESS RELEASE

Mr Green has successfully completed a placement of new shares of SEK 195 million

Mr Green & Co AB ("Mr Green" or the "Company") hereby announces the completion of a placing of 5 million new shares (the "New Shares"), providing the Company with SEK 195 million before transaction costs.

The placement, which was announced earlier today on 14 June 2017, has allowed Mr Green to issue the New Shares to a large number of Swedish and international institutional investors, including Handelsbanken Fonder AB and Tredje AP-fonden, at a price of SEK 39.00 per New Share through an accelerated book-building procedure (the "Directed New Share Issue").

The Company intends to use the proceeds from the Directed New Share Issue to finance and facilitate further expansion, organically as well as through acquisitions. Mr Green's strong brand, broad European presence and focus on Green Gaming make the Company well positioned to play an active role in the consolidation of the online gaming industry.

To complete the Directed New Share Issue, the Board of Directors of Mr Green has, by virtue of the authorization granted by the Annual General Meeting on 16 May 2017, resolved on a directed issue of the New Shares. The reason for deviating from the preferential rights of the shareholders and to complete the Directed New Share Issue is to increase the distribution of ownership among Swedish as well as International institutional investors.

The completion of the Directed New Share Issue means that the number of shares in Mr Green increases by 5,000,000 shares from 35,849,413 shares to 40,849,413 shares and the share capital increases by SEK 5,000,000 from SEK 35,849,413 to SEK 40,849,413. The Directed New Share Issue results in an equity dilution of approximately 12.2 percent after completed issue.

A prospectus regarding the admission of trading of the New Shares on Nasdaq Stockholm has been submitted to the Swedish Financial Supervisory Authority for approval and registration and is expected to be made available on Mr Green's website www.mrg.se within short. Trading in the New Shares is expected to commence on or about 16 June 2017.

In connection with the Directed New Share Issue, a handful large shareholders have divested a total of 1 million shares in the Company. These shareholders, direct or via companies, consisting of Henrik Bergquist, Hans Fajerson, Fredrik Sidfalk, Martin Trollborg, Mikael Pawlo and Tommy Trollborg, have entered into an agreement with Carnegie Investment Bank and SEB not to sell additional shares in the Company over the next 90 days. The Company has also made certain commitments which essentially mean that, with certain exceptions, the Company may not issue or divest any financial instruments in the Company for a period of 180 days without the approval of Carnegie Investment Bank and SEB.

Carnegie Investment Bank is Global Coordinator, SEB is Bookrunner and Cederquist is legal counsel to the Company in the Directed New Share Issue.

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This press release is not a prospectus for the purposes of Directive 2003/71/EC as amended through Directive 2010/73/EU. Mr Green has not authorized any offer to the public of shares or rights in any member state of the EEA.

Mr Green is a leading online gaming company with operations in twelve countries. The business concept is to offer entertainment and a first-class gaming experience in a responsible environment. The business was founded in 2007 and has developed into a well-established online gaming company with a broad customer offer and a strong globally viable brand. In 2016, Mr Green generated sales of SEK 924.5 million and the company has over 200 employees. The headquarters and technical development are based in Stockholm, and operations in Malta. Mr Green has gaming licenses in Malta, UK, Italy, casino license in Denmark and Sportsbook license in Ireland. The company is listed on Nasdaq Stockholm's main market. Read more at www.mrg.se.

This information is information that Mr Green & Co 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 person set out above, on 14 June 2017 at 22.15 CET.