



MR GREEN & Co.

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PRESS RELEASE

Mr Green launches its new smart Sportsbook

Mr Green's new Sportsbook offers over 17,000 compelling bet prompts every week. The Sportsbook provides the customers with an industry first content experience as well as unique Instant Tennis and Combi Spin Football betting.

The weekly 17,000 bet prompts are branded under the "Bet Assist" stamp and support customers in making smarter bets.

The exclusive Instant Tennis mobile-first feature allows customers to experience next point betting in a unique way with engaging visualisations, suspense filled and super-fast betting. The Instant Tennis offering has been developed in-house by the Mr Green team.

Combi Spin Football delivers an entertaining experience for customers by allowing them to set odds and spin to find their preferred match selection.

The navigation of the Sportsbook has also been improved and the design updated.

The first markets to access the new Sportsbook are the UK and Ireland. The rollout will continue across Mr Green's other markets during the fall.

"The launch of our new Sportsbook embraces the five cornerstones of our business strategy Mr Green 2.0 – brand, user experience, product offering, geographic expansion and being the leader in Green Gaming. The Green Gaming aspect is especially important since the new features help our customers in making informed betting decisions based on the expert insight. I think we offer the first sportsbook which really tries to support the customers in betting smarter", says Per Norman, CEO of Mr Green & Co.

The new content is provided by Bettorlogic, using their proprietary analytical and modelling tool. Combi Spin Football is developed by Mr Green in cooperation with Bettorlogic.

For further information, please contact:

Per Norman, CEO of Mr Green & Co AB, tel. +46 72 230 91 91, per.norman@mrg.se
Åse Lindskog, Director Communications and IR, tel. +46 730 24 48 72,
ase.lindskog@mrg.se

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.