



MR GREEN & Co.

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PRESS RELEASE

Mr Green is Socially Responsible Bookmaker of the Year

Mr Green has been awarded the prestigious title Socially Responsible Bookmaker of the Year 2017 at the SBC Awards in London.

Mr Green was awarded the title because of its industry leading initiatives in Green Gaming. Earlier this year, Mr Green launched its unique Green Gaming Predictive Tool for its casino players. The intention is to develop a similar tool also for its sportsbook's players in 2018.

The Green Gaming Predictive Tool gives players the ability to gain insight into their own risk behavior. At the same time, the tool's functionality means Mr Green can better detect when healthy playing has moved into the risk zone and can adjust its offerings and communications based on an individual customer's risk behavior. Players who exhibit increased risk behavior may be asked to set different limits for their playing or to step back from playing for a period of time. Mr Green will also refrain from communicate sales messages to customers with increased risk behaviors.

The tool has been developed together with Sustainable Interaction and Sebastian Gassner. Sustainable Interaction is a company based in Lund, Sweden, and specializes in developing digital products and diagnostic tools in the fields of responsible gaming and psychosocial health. Sebastian Gassner is an expert in responsible gaming technical development.

Mr Green has also set high targets for the education and training of its entire staff in areas like risky player behaviour to better support and guide high risk players.

Jesper Kärrbrink, CEO Mr Green Ltd, commented on the title;

"The award marks an important milestone in our Green Gaming plan. It proves that the industry believes in Green Gaming and acknowledges its importance".

Per Norman, CEO Mr Green & Co, commented;

"It should feel safe to play at Mr Green, and Green Gaming has been a cornerstone of our business strategy since the foundation in 2007. We have high ambitions, and want to be the brand you associate with Green Gaming. I am very proud of the entire Mr Green team and what they have accomplished over the past year and I am looking forward to continue delivering on our Green Gaming plan."

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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 220 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.