



MR GREEN & CO.

EST. 2013

Stockholm, 15 December 2017

PRESS RELEASE

Per Norman awarded “Best CEO in the Sustainable Gaming Industry 2017”

Business magazine European CEO has awarded Per Norman the title Best CEO in the Sustainable Gaming Industry. He was awarded the title for the long-term, strategic sustainability work Mr Green has demonstrated since the company was founded in 2007.

The most important sustainability issue for the gaming industry is risk behavior and making sure that sound gaming habits is not turned into an unhealthy behavior. Green Gaming, or responsible gaming, is one of the cornerstones in Mr Green's business strategy.

In September this year, Mr Green launched its new Green Gaming Predictive Tool. The development of the tool took more than a year and has involved world leading experts in psychology and addictive gaming. The tool is unique and provides Mr Green with completely new opportunities to support customers with high risk behavior.

Thousands of players have already tested the tool and are positive to the possibility to observe their risk behavior.

“The award is an important acknowledgement for Mr Green and the determined efforts by everyone at Mr Green to make our customers experience a safe gaming environment”, says Per Norman. “Green Gaming is not about giving us a good feeling, it is also crucial for our business. Like every consumer company we want our customers to be loyal and return to us. Through Green Gaming, we build consumer confidence which is important in order to create long-term customer relationships.”

European CEO is a leading business magazine targeting European executives. European CEO is published every quarter in 28 European countries and is also available online.

[Watch European CEO's interview with Per Norman.](#)

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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.