



Betsson has taken a decision to stop accepting Dutch customers on its international websites with the future objective to operate under the new Dutch licensing regime

Following the publication by the Dutch Gambling Authority (the KSA) of a new enforcement policy last week, Betsson's operational subsidiaries have taken a decision to stop accepting Dutch customers on their international websites. Betsson operational subsidiaries have always been committed to making the adjustments required for attributing to the channelization objectives of the regulator as well as putting themselves in a good position for the Dutch licensing process. This decision has been taken in furtherance of that goal.

Central to the new policy is the novel rule that providers who do not actively target the Dutch market without a licence but do serve Dutch players should cease their supply.

The above constitutes an unforeseeable break with an established policy towards operators currently under the cooling off period. However, Betsson's operational subsidiaries have taken the decision to stop accepting Dutch customers on their international websites in furtherance of the Group's long-term goal for a Dutch licence.

"Compliance with laws, rules and ethical standards in the countries in which we operate is a foundation for Betsson. We have a strong belief in the Dutch market, and we have a clear ambition to operate under the new Dutch regulatory framework in the future, making us able to yet again offer Dutch customers an outstanding and sustainable customer experience," said Pontus Lindwall, CEO and President of Betsson.

The decision to stop accepting Dutch customers is expected to impact Betsson's operating profit (EBIT) negatively by approximately SEK 25 million on a monthly basis, beginning in the fourth quarter 2021. The long-term financial impact will depend on when a license from the Dutch market can be granted to Betsson.

This information is information that Betsson 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 persons set out above, at 12.00 CEST on September 30, 2021.

For further information, please contact:

Pontus Lindwall, CEO Betsson AB
pontus.lindwall@betssonab.com

Martin Öhman, CFO Betsson AB
martin.ohman@betssonab.com

About Betsson AB

Betsson AB (publ) is a holding company that invests in and manages fast-growing companies within online gaming. The company is one of the largest in online gaming in Europe and has the ambition to

outgrow the market, organically and through acquisitions. This should be done in a profitable and sustainable manner, and with local adaptations. Betsson AB is listed on Nasdaq Stockholm Large Cap (BETS).