

Detta meddelande till obligationsinnehavarna är endast utformat på engelska.

Stockholm, 26 September 2019

To the bondholders in:

ISIN: SE0009320617 – Betsson AB (publ) up to maximum SEK 2,000,000,000 senior unsecured floating rate bonds

NOTICE OF VOLUNTARY TOTAL REDEMPTION

This notice of voluntary total redemption has been sent on 26 September 2019 to Bondholders directly registered as of 25 September 2019 in the debt register (Sw. *skuldbok*) kept by the CSD. If you are an authorised nominee under the Swedish Central Securities Depositories and Financial Instruments Accounts Act or if you otherwise are holding Bonds on behalf of someone else on a securities account, please forward this notice to the Bondholder you represent as soon as possible.

Reference is made to the terms and conditions of the above-mentioned bond issue (with an aggregate amount outstanding of SEK 1,000,000,000) (the “**Bonds**”) issued by Betsson AB (publ) (the “**Company**”) on 28 November 2016 in accordance with the terms and conditions for the Bonds (the “**Terms and Conditions**”).

All capitalised terms used herein and not otherwise defined in this notice shall have the meaning assigned to them in the Terms and Conditions.

The Company hereby gives notice to all Bondholders of the Company’s outstanding Bonds for voluntary total redemption of the Bonds in full in accordance with Clause 8.3 (*Voluntary total redemption*) of the Terms and Conditions. The date of the voluntary total redemption (the “**Redemption Date**”) is expected to be 22 October 2019 and the Record Date for the voluntary total redemption is consequently expected to be 15 October 2019, *i.e.* five (5) Business Days prior to the Redemption Date.

The Bonds will be redeemed at an amount equal to 100 per cent. of the Nominal Amount (*i.e.*, SEK 1,000,000 per Bond) (the “**Redemption Amount**”) in accordance with the Terms and Conditions. Any accrued and unpaid interest will also be paid in respect of the Bonds in accordance with the Terms and Conditions.

The Redemption Amount together with accrued and unpaid interest will be paid to each person who is registered as owner of Bonds in the debt register maintained by Euroclear Sweden at end of business on the Record Date. In connection with the voluntary total redemption, the Bonds will be delisted from Nasdaq Stockholm.

This notice of voluntary total redemption is irrevocable and is governed by Swedish law. This notice is for information purposes only and is not to be construed as an offer to purchase or sell or a solicitation of an offer to purchase or sell with respect to any securities of the Company.

For further information, please contact the Company at:

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BETSSON AB (publ)