

Press Release Betsson AB (Publ)

Betsson AB has appointed Kaaren Hilsen new CFO

Betsson AB today announces that Kaaren Hilsen will assume the position as CFO of Betsson AB no later than November 1st 2017. Kaaren has an extensive international experience, both in CFO and CEO positions, mainly within the global telecoms company Telenor.

Kaaren is currently CFO of Telenor Sweden, a position she has held for four years. Prior to that, she held the positions as CFO and later CEO of Telenor in Montenegro. She has also worked in Telenor's Asian business for five years, amongst other things with investor relations for the Thai business dtac.

"Kaaren's very broad financial and general management experience, coupled with her international track record in regulated environments, will be great assets for Betsson. Our revenue mix is increasingly balanced, shifting from primarily Nordic to a pan-European/Central Asian business with a broad mix of markets", said Ulrik Bengtsson, CEO and President of Betsson AB.

Kaaren Hilsen was born 1972 in the United Kingdom and holds a degree in Modern European Studies from Nottingham Trent University.

As previously announced, current CFO Fredrik Rüdén will leave Betsson on August 31st 2017.

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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, PRIMARILY IN LOCALLY REGULATED MARKETS. BETSSON AB IS LISTED ON NASDAQ STOCKHOLM, LARGE CAP (BETS).

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