betssonab

2026/Q2

Betsson AB (publ) interim report January – June 2026

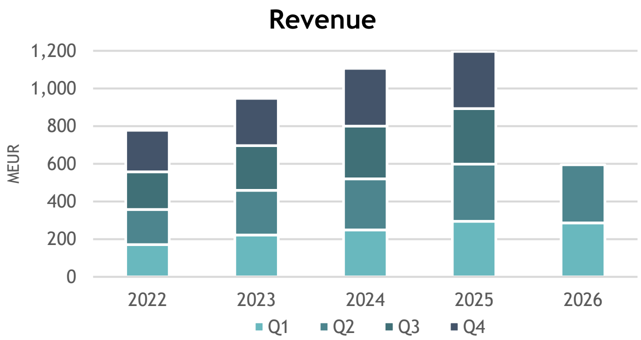
”Record-high revenue in the wake of the FIFA World Cup”

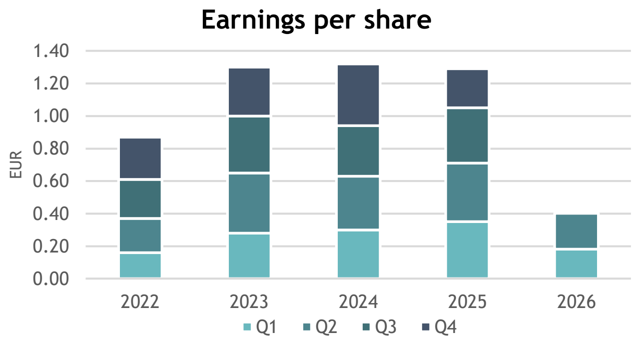
QUARTER APRIL – JUNE 2026

- Group revenue was EUR 310.2 (303.7) million, an increase of 2%. Organic increase of 6%.
- Casino revenue increased by 2%. Sportsbook revenue increased by 1% and the sportsbook margin was 10.5% (9.5%).
- EBITDA was EUR 58.5 (84.1) million, a decrease of 31%. The EBITDA margin was 18.8% (27.7%).
- Operating income (EBIT) was EUR 42.2 (69.0) million, a decrease of 39%. The EBIT margin was 13.6% (22.7%).
- Net income was EUR 30.4 (49.2) million, corresponding to EUR 0.22 (0.36) per share.
- Operating cash flow was EUR 60.4 (41.1) million.
- Net debt was EUR -128.4 (-151.8) million.
- Active customers were 1.8 (1.4) million.

THE PERIOD JANUARY – JUNE 2026

- Group revenue was EUR 595.5 (597.3) million. Organic increase of 5%.
- EBITDA was EUR 108.4 (161.8) million, a decrease of 33%. The EBITDA margin was 18.2% (27.1%).
- Operating income (EBIT) was EUR 76.2 (133.0) million, a decrease of 43%. The EBIT margin was 12.8% (22.3%).
- Net income was EUR 55.9 (97.3) million, corresponding to EUR 0.40 (0.71) per share.
- Operating cash flow was EUR 118.5 (127.5) million.
- The AGM approved dividend to shareholders of EUR 0.66 (0.76) per share. Last year’s dividend included a special dividend of EUR 0.10 per share.
- During the period, 2,850,520 shares were repurchased for a total amount of EUR 27.5 million.





KEY DATA

MEUR	Q2 26	Q2 25	Δ	Jan-Jun 26	Jan-Jun 25	Δ	Jan-Dec 25
Revenue	310.2	303.7	2%	595.5	597.3	-0%	1,197.0
Gross profit	177.5	193.9	-8%	341.9	381.8	-10%	755.5
Gross margin %	57.2	63.9	-	57.4	63.9	-	63.1
EBITDA	58.5	84.1	-31%	108.4	161.8	-33%	313.7
EBITDA margin %	18.8	27.7	-	18.2	27.1	-	26.2
Operating income (EBIT)	42.2	69.0	-39%	76.2	133.0	-43%	253.1
EBIT margin %	13.6	22.7	-	12.8	22.3	-	21.1
Net income	30.4	49.2	-38%	55.9	97.3	-43%	182.4
Earnings per share (EUR)	0.22	0.36	-39%	0.40	0.71	-44%	1.29
Operating cash flow	60.4	41.1	47%	118.5	127.5	-7%	215.6
Casino revenue	217.6	212.4	2%	421.4	424.7	-1%	867.5
Sportsbook gross turnover	1,292.0	1,467.9	-12%	2,748.1	3,300.0	-17%	6,033.3
Sportsbook revenue	91.3	90.0	1%	171.5	169.7	1%	323.5
Sportsbook margin after free bets %	10.5	9.5	-	9.4	8.7	-	8.7
Deposits	1,382.5	1,488.9	-7%	2,742.1	3,077.1	-11%	6,020.9
Active customers (number of)	1,825,487	1,384,332	32%				

CEO COMMENT

Pontus Lindwall, President and CEO of Betsson AB, at the AGM on 7th May.

Founded in

1963

Betsson AB's share is listed on Nasdaq Stockholm Large Cap

Ticker: BETS B

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Holder of local licenses in 23 countries

Record-high revenue in the wake of the FIFA World Cup

The second quarter was characterised by continued healthy growth in our B2C business, positively impacted by the FIFA World Cup that kicked off in June. At the same time, B2B revenue remained at a lower level than the previous year, which weighed on the quarter's profitability, although the operating margin improved compared with the previous quarter. Group revenue amounted to EUR 310 (304) million, the highest revenue level ever for Betsson in a single quarter, while operating income (EBIT) came in at EUR 42 (69) million.

As in previous quarters, the strongest growth came from Latin America, which grew by 32 percent to new record levels and is now our largest region. The region accounts for more than a third of total Group revenue. The increase was broad-based and received an additional boost from the FIFA World Cup, which contributed to high activity among both new and existing customers. Peru and Argentina were the region's brightest stars, thanks to earlier product investments, strong brands and well-targeted marketing activities linked to the World Cup. It is gratifying to see that our long-term commitment to the region continues to pay off and create value for customers and shareholders alike.

The B2C business also developed well outside Latin America. In Western Europe, growth was once again driven by Italy, where we continue to advance our positions with the support of our sponsorship of Inter, a club that crowned its season by winning both the domestic league and the cup. In Central and Eastern Europe and Central Asia (CEECA), B2C revenue rose across the board, with particularly positive development in the Baltics, Georgia and Croatia. All in all, B2C remains our growth engine and continues to deliver new record figures. The share of revenue from locally regulated markets amounted to 76 (66) percent. The higher share of locally regulated revenue, and the higher gaming taxes that follow, is once again a key explanation for the lower profitability compared with the same period last year.

B2B revenue, on the other hand, remained at a lower level than in the corresponding quarter last year, as previously due to lower activity from one of our larger customers. The trend has stabilised, but from a lower level than during the comparative period. Our strategy is based on a balanced mix of B2C and B2B initiatives, and we are working hard to return to growth in B2B with both existing and new customers.

The FIFA World Cup has provided a solid start to the third quarter. The average daily revenue so far this quarter, up to and including 13 July, has been 14 percent higher than the corresponding daily average for the entire third quarter of 2025. With a competitive product offering and strong market positions, we are well placed to continue creating long-term value for our shareholders.

Pontus Lindwall
President and CEO Betsson AB

SIGNIFICANT EVENTS AND OUTLOOK

SIGNIFICANT EVENTS DURING THE QUARTER

Dividend

The Annual General Meeting on 7 May 2026 approved the Board of Directors' proposal for an ordinary dividend to shareholders of EUR 0.66 (0.66) per share. The payment will be made in two equal instalments, of which the first was carried out in May. The second payment will occur in November.

Share buybacks

During the second quarter, the share buyback program that was in effect between 24 October 2025 and 30 April 2026 was concluded. During the quarter, shares were repurchased for EUR 7 million. Within the framework of the buyback program, a total of 3,849,700 Class B shares were repurchased at an average price of SEK 112.22, for a total of EUR 40 million. In May 2026, 3,094,000 repurchased Class B shares were cancelled. At the end of the second quarter, the total number of shares thus amounted to 139,635,838 and the total number of votes to 274,941,838.

New license

In May, the Group was granted a local sportsbook license in the Argentine province of Santa Fe. The aim is to launch sports betting in the province during the fourth quarter.

SIGNIFICANT EVENTS AFTER THE END OF THE QUARTER

Financing

In July, Betsson signed a long-term multi-currency revolving credit facility (RCF) of EUR 75 million with a leading Nordic bank. The credit facility has a term of two years with an option to extend for an additional year. The purpose of the RCF is to finance working capital requirements and general corporate purposes, including acquisitions.

TRADING UPDATE

This trading update is an indication of how the third quarter of 2026 has started, however it is not a revenue forecast for the quarter.

The average daily revenue in the third quarter of 2026 up until and including 13 July was 13.7 percent higher than the average daily revenue of the full third quarter of 2025. The World Cup in football contributed to the high activity during this period.

Adjusted for currency effects and acquisitions, the average daily revenue until 13 July was 19.9 percent higher than the average daily revenue of the full third quarter of 2025.

THE GROUP’S OPERATING ACTIVITIES

Betsson’s operational subsidiaries offer online casino, sports betting and other types of games. In the following sections, we comment on the development of the operational business as well as the financial development of the Group.

STRATEGIC DIRECTION FOR GROWTH

Betsson’s long-term ambition is to outgrow the market, which should be done in a profitable and sustainable manner with local adaptations. Betsson has identified the following growth areas: growth in existing markets, expansion into new markets and development of the B2B offering.

Betsson sees opportunities to grow in these areas, both organically through in-house development and through acquisitions. Betsson’s financial position provides flexibility to supplement the existing business with new geographical markets and products.

Betsson’s strong brand name as well as proprietary technology platform and sportsbook, enable quick and flexible entry into new markets. With the proprietary sportsbook, new offerings with economies of scale can be developed.

Operations in existing markets have continued to primarily focus on adapting and developing Betsson’s offerings to continuously improve the customer experience, meet regulatory requirements and strengthen our competitive position.

PRODUCT AND TECHNOLOGY DEVELOPMENT

Betsson’s gaming sites are largely operated on the proprietary platform Techsson, which is a Player Account Management System (PAM) that makes up the core of the offering and user experience. Techsson manages payments, customer information and account management as well as the games. The proprietary platform provides flexibility and enables rapid adaptation to new market conditions and ahead of launches in new markets. Betsson also works continuously to meet authorities’ rising demands for data and reporting, and has developed a tool to automate a large part of these deliverables.

Adaptations and further development of Betsson’s tech platform and sportsbook are also being made to support a B2B offering.

Within the Betsson Group, artificial intelligence (AI) has been an important innovation factor supporting, for example, customer services and various predictive tools. Lately, AI is being used to drive efficiencies across all operations in the group, including marketing and product and technology development.

Development work during the quarter was centered on preparations ahead of the FIFA World Cup. For example, capacity within the platform and the sportsbook was expanded and stress-tested in various ways to be able to handle up to five times more traffic than usual.

For the sportsbook, several improvements to the customer experience were introduced, such as new multiplier features based on the number of goals scored (Goal Rush), as well as the option to let a player coming in from the bench take over a bet placed on the player who was substituted, thereby keeping the bet alive even after the substitution (Super Sub).

Several new payment solutions were integrated across some of the Group's most important markets.

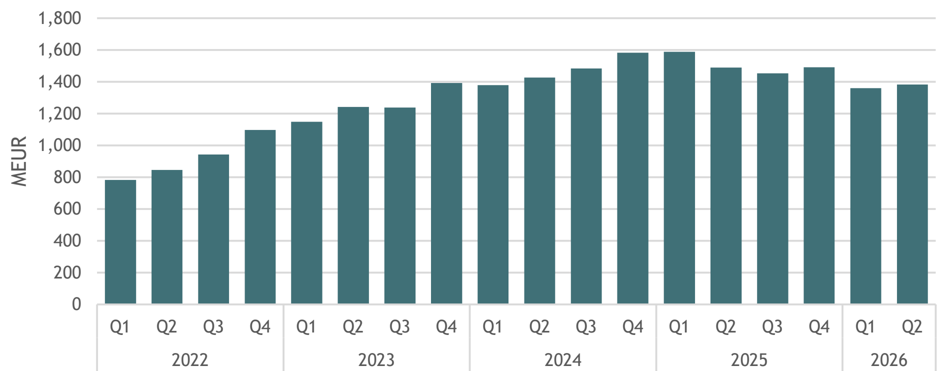
SECOND QUARTER DEVELOPMENTS

CUSTOMER ACTIVITY

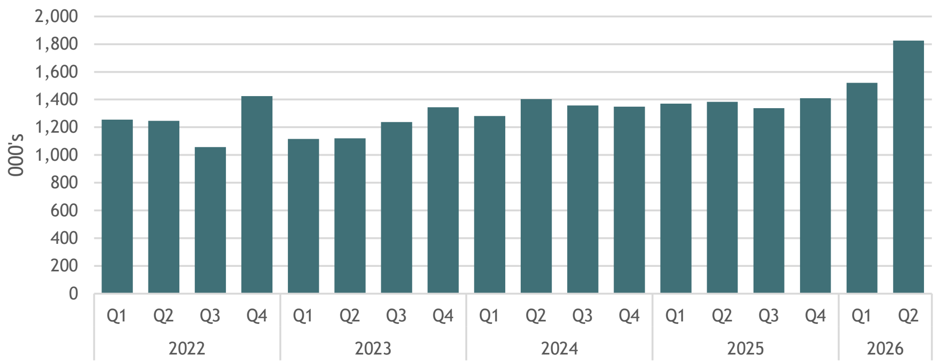
Customer deposits in all operational subsidiaries' gaming solutions during the quarter, both B2C and B2B (gross), were EUR 1,382.5 (1,488.9) million, a decrease of 7.1%.

Active customers in B2C increased by 31.9% during the quarter to 1,825,487 (1,384,332).

Customer deposits by quarter (B2C and B2B)



Active customers by quarter (B2C)



MARKET DEVELOPMENT BY REGIONS

Betsson's long-term ambition is to outgrow the market, both organically and through acquisitions. This should be done in a profitable and sustainable manner with various local adaptations. Betsson operates in locally regulated markets with local licenses, as well as in Point of Supply (POS)-regulated markets based on a license from the Malta Gaming Authority (MGA). POS-regulation refers to markets in which a product offering is made available based on EU and/or international law principles, without being licensed locally in such markets. Betsson's direction is to focus the B2C operations on locally regulated markets, as well as markets that have a clear path towards local regulation in the near future. In markets where local regulation is not considered likely to be introduced in the near term, Betsson's ambition is to discontinue its B2C operations, which is now continuously taking place.

The regional split below serves as an indication of the end users' residence. The reported revenue for each region includes both gaming revenue from the B2C business as well as license revenue for system delivery to Betsson's B2B customers.

Nordics

Revenue related to end users in the Nordics was EUR 28.1 (33.9) million, a decrease of 17.1%.

Both Sweden and Denmark reported decreased revenue in the second quarter compared to the corresponding period last year. The decline is primarily driven by reduced activity in the casino product.

Western Europe

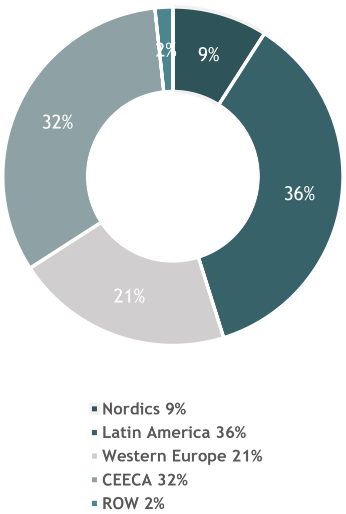
Revenue related to end users in Western Europe was EUR 64.2 (59.3) million, an increase of 8.3%.

The region reported all-time high revenue in the second quarter. The increase was primarily driven by the casino product.

Italy reported all-time high revenue in the second quarter, with new record levels in both turnover and deposits. The revenue increase compared to the corresponding period last year was primarily driven by the casino product. The sportsbook product continued to show strong growth, with revenue increasing both compared to the corresponding period last year and the previous quarter.

France reported increased revenue both compared to the corresponding period last year and the previous quarter. Belgium reported decreased revenue compared to the corresponding period last year, but a slight increase compared to the previous quarter. The decrease is mainly due to lower activity.

Revenue by region



CEECA

Revenue related to end users in Central & Eastern Europe and Central Asia (CEECA) was EUR 100.6 (118.2) million, a decrease of 14.9%.

Revenue was negatively impacted in the second quarter by lower license revenue for system delivery to B2B customers. The decline is driven by a decrease in activity for both the sportsbook and casino products.

The region's B2C segment continued to perform well. Croatia, Greece, Georgia, Lithuania, Poland and Estonia reported increased revenue compared with the corresponding period last year. The growth in Croatia and Greece was driven by the casino product, whilst the growth in Lithuania, Poland and Georgia was driven by the sportsbook product.

Latin America

Revenue related to end users in Latin America was EUR 112.1 (84.7) million, an increase of 32.3%.

Latin America reported all-time high revenue in the second quarter. The year-on-year increase was driven by strong underlying activity in both the sportsbook and in the casino product with new record levels across sportsbook revenue, casino revenue, deposits and turnover.

Argentina, Peru and Colombia reported all-time high revenue in the second quarter. The growth was driven by solid performance across both the casino product and the sportsbook product.

ROW, Rest of the world

Revenue from the rest of the world (RoW) was EUR 5.3 (7.6) million.

Rest of World reported decreased revenue compared with the corresponding period last year. The decrease in revenue is mainly driven by the Canadian operations.

MARKET DEVELOPMENT BY PRODUCT

Casino

Betsson's casino product includes a wide range of suppliers and diverse content, customised for a growing global portfolio of markets and brands. The aim is to provide relevant content for each individual region by using off-the-shelf games, as well as the Group's exclusive titles.

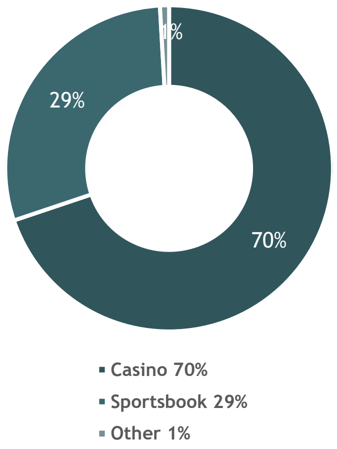
During the quarter, Betsson's offering expanded with 376 new casino games, 32 of which came with a period of exclusivity for the Group's brands.

Betsson has strong, regionally customized offerings in live casino on the market and continuously invests in improvements of the customer experience to strengthen the market position in this segment.

Casino gross turnover in all of Betsson's gaming solutions was EUR 8,264.2 (9,047.9) million, a decrease of 8.7% compared to the second quarter last year.

Casino revenue amounted to EUR 217.6 (212.4) million, an increase of 2.5%. Casino represented 70% (70%) of Group revenue.

Revenue by product



Sportsbook

Sportsbook gross turnover across all Betsson's gaming solutions, was EUR 1,292.0 (1,467.9) million and corresponds to a decrease of 12.0% compared to the second quarter of last year.

Sportsbook revenue in the second quarter was EUR 91.3 (90.0) million, an increase of 1.4%. Sportsbook represented 29% (29%) of Group revenue.

The sportsbook margin was 10.5% (9.5%). The eight-quarter rolling average margin was 8.9%.

Other products

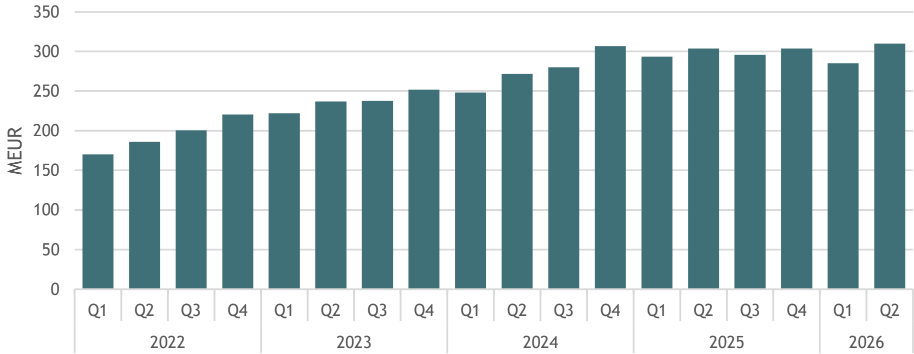
Revenue from other products (poker, bingo and other) amounted to EUR 1.2 (1.3) million, representing 1% (1%) of total revenue.

FINANCIAL DEVELOPMENT

Group revenue

Group revenue was EUR 310.2 (303.7) million, an increase of 2.1%. In constant currencies and adjusted for acquisitions (organic), revenue growth was 6.1%.

Revenue by quarter



Revenue from locally regulated markets increased by 17% and was EUR 234.2 (199.6) million, corresponding to 75.5% (65.7%) of total Group revenue.

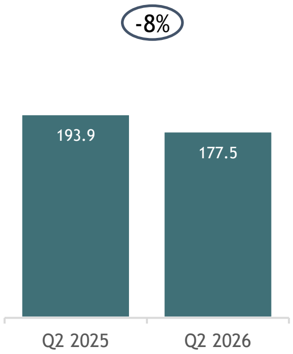
License revenue for system delivery to B2B customers amounted to EUR 49.1 (75.6) million and corresponded to 16% (25%) of Group revenue. The decreased license revenue is mainly explained by lower revenue for one of the B2B customers in the quarter.

Expenses

Cost of services provided was EUR 132.7 (109.8) million in the quarter. The increased cost of services is mainly due to higher gaming taxes and higher fees to payment providers.

Gross profit was EUR 177.5 (193.9) million, corresponding to a gross profit margin of 57.2% (63.9%).

Gross Profit (MEUR)



Operating expenses were EUR 135.3 (124.9) million and split according to the description below.

Marketing expenses (excluding affiliate- and partner commissions) were EUR 41.4 (37.4) million and corresponded to 16% (16%) of B2C revenue. The increased marketing expenses are driven by increased market activities in Latin America.

Personnel expenses amounted to EUR 49.7 (46.6) million. The average number of full-time employees in the Group during the second quarter was 2,899 (2,838) of which 1,543 (1,515) were based in Malta. The increase in personnel expenses comes from an increased number of employees, yearly salary revisions and continued investments in product and technology development.

The Group had 203 (243) full-time consultants engaged by the end of the quarter, mainly within product development. This cost is recognised under other external expenses.

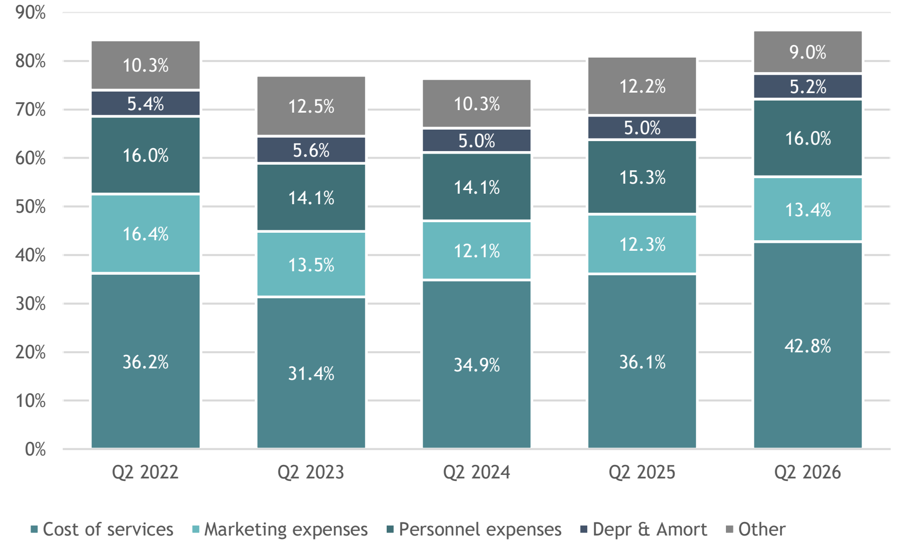
Other external expenses, which primarily include sportsbook-related costs, consultants and software licenses, were EUR 40.1 (35.3) million.

Capitalised development costs were EUR 12.5 (10.2) million. Amortisation of capitalised development costs was EUR 9.9 (6.8) million.

Total amortisation and depreciation for the quarter was EUR 16.3 (15.1) million.

Other operating income/-expenses were EUR -0.3 (-0.8) million. These operating incomes/-expenses mainly consist of gains/losses from foreign currency effects and gains/losses from divestments of assets.

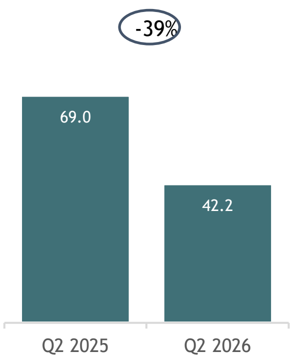
Expenses as a percentage of total revenue



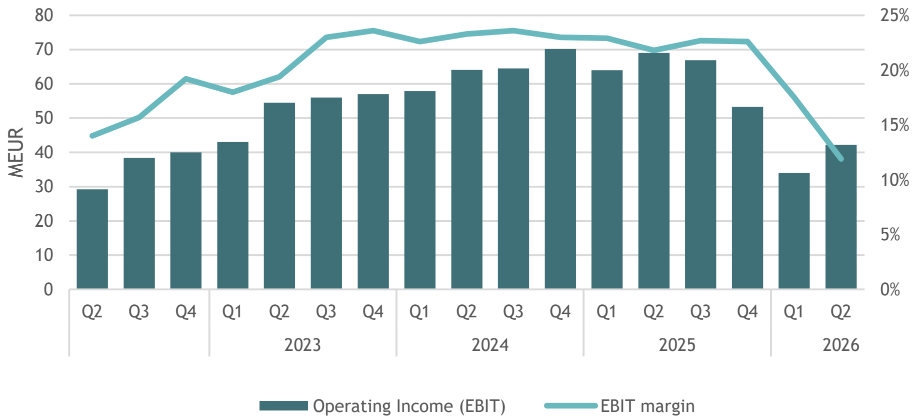
Operating income and net income

Operating income (EBIT) decreased by 38.9% to EUR 42.2 (69.0) million. The EBIT margin was 13.6% (22.7%). Organically, EBIT decreased by 33.6% to EUR 45.8 million.

EBIT (MEUR)



Operating income (EBIT) by quarter



Net financial items were EUR -0.8 (-5.3) million and are primarily related to interest expenses. The lower cost compared to the corresponding period last year is driven by an unrealized FX gain on intercompany loans.

Net income was EUR 30.4 (49.2) million and earnings per share was EUR 0.22 (0.36).

The reported corporate tax for the second quarter was EUR -11.0 (-14.6) million, corresponding to 26.6% (22.9%) of income before taxes. The effective tax rate may fluctuate between quarters depending on the tax base in the countries where Betsson has subsidiaries. For example, corporate taxes in certain countries are based on dividend distribution which may result in a difference between the effective and statutory tax rate.

Earnings for the six-month period

Operating income (EBIT) for the first six months of 2026 amounted to EUR 76.2 (133.0) million. Net income amounted to EUR 55.9 (97.3) million, corresponding to EUR 0.40 (0.71) per share.

Financial position
Cash and cash equivalents amounted to EUR 310.0 (327.0) million at the end of the period. Customer balances and reserves for accumulated jackpots, were EUR 54.4 (57.5) million. Gaming regulations require the Group to reserve a certain share of cash to cover customer balances and accumulated jackpots. Current receivables related to payment service providers for unsettled customer deposits were EUR 58.9 (49.7) million. The Group's net financial debt amounted to EUR -128.4 (-151.8) million at the end of the period.

Cash flow
Cash flow from operating activities during the second quarter was EUR 60.4 (41.1) million including a positive impact of EUR 21.1 (-15.9) million from a decrease in working capital. The positive effect on working capital is mainly driven by increased short-term liabilities and increased account payables. Cash flow from investing activities was EUR -14.2 (-13.9) million and consists of investments in own product and technology development. Cash flow from financing activities was EUR -77.9 (-65.6) million, mainly driven by paid dividend to shareholders, buybacks of own shares and an external loan.

External financing
The external financing at the end of the period consisted of bonds amounting to EUR 173.6 million. The outstanding bonds have a tenor of three years and a floating interest rate of 3 months EURIBOR plus 325 basis points for the bonds in series 2024/2027 and a tenor of four years with a floating interest rate of 3 months EURIBOR plus 275 basis points for the bonds in series 2025/2029.

External financing	Amount	Coupon rate	Maturity date
Bond 2024/2027 (MEUR)	99.4	EURIBOR 3M + 3,25%	Sep, 2027
Bond 2025/2029 (MEUR)	74.2	EURIBOR 3M + 2,75%	Dec, 2029

Equity
Equity in the Group was EUR 830.6 (836.2) million at the end of the period, corresponding to EUR 6.24 (6.16) per share.

RISKS
The risk areas that Betsson has identified as most significant and which can significantly affect the Group's operations, earnings and position are strategic risks, operational risks, compliance risks and financial risks. These risk areas are described in more detail in the latest annual report.

REGULATORY UPDATE
Betsson has gaming licenses in 23 countries, operates in additional markets, and is thus affected by gaming laws that broadly differ between different jurisdictions. Below is a short regulatory update regarding changes on markets that are relevant to the Group.

Nordics
By late May 2026, the Finnish National Police Board (the NPB) had reportedly received approximately 40 licence applications, indicating significant operator interest ahead of the 2027 re-regulation. The Group's subsidiaries also filed relevant applications with the NPB during the quarter.

From 1 April 2026, licensed operators in Sweden are prohibited from accepting credit cards, personal-loan funding, overdrafts and buy-now-pay-later products for gambling transactions.

Western Europe
Discussions on a proposed EU-wide online gambling levy of 3 percent first arose in May and continued during June 2026. Several member states, including Malta, Portugal, Sweden, Bulgaria, Greece and Latvia, expressed reservations, while France and Austria supported the proposal. The European Commission reiterated that significant legal harmonisation would be required and noted that the initiative originated from the European Parliament rather than the Commission. The levy was removed from the latest draft EU Multiannual

Financial Framework negotiating package, reducing the likelihood of near-term legislative progress.

From 1 May 2026, betting machines at newsagents in Belgium are required to use certified technology to verify player age (21+) and screen customers against the official government self-exclusion database. Any non-compliant machines must be deactivated.

In June 2026, Spain published Royal Decree 520/2026, introducing a new cross-operator deposit limit system for online gambling. The default deposit limits are EUR 700 per day, EUR 1,750 per week, and EUR 3,300 over a four-week period. Players may choose to increase, reduce, or remove these limits, subject to a prescribed process that includes enhanced risk awareness measures and information on responsible gambling. The regime will take effect on 25 March 2027 and will require operators to make substantial operational, technical and compliance changes. The Decree also raises the financial guarantee requirements for license holders.

The license held by the Group's subsidiary Racebets International Gaming Limited in Ireland expired during the quarter, and the company decided not to apply for a new license under the new regulations. All operations in the market have been discontinued accordingly.

In April 2026, the Group's subsidiary Zecure Gaming Ltd resolved to exit the UK market and began preparing for an orderly wind-down of operations. The UK Gambling Commission has acknowledged receipt of the company's licence surrender request and confirmed that the necessary steps are being taken to process the surrender.

Central and Eastern Europe and Central Asia (CEECA)
In June 2026, the Lithuanian Ministry of Finance submitted to Parliament an updated draft of proposed amendments to the Gaming Law, introducing a mandatory "Player Card" framework and a unified deposit limit applicable across all licensed operators. The proposed amendments also introduce affordability assessments for players seeking to set monthly deposit limits exceeding EUR 20,000. The legislative package is expected to be considered by the Parliament during the autumn.

As of 25 June 2026, Greece introduced significant regulatory and tax reforms affecting the online gambling sector. Among other measures, the withholding tax on player winnings has been increased from the previous 15–20 percent bracket to 20–30 percent. It establishes a quarterly information-sharing framework between the Hellenic Gambling Commission and the Independent Authority for Public Revenue. This enhanced cooperation is expected to strengthen regulatory oversight and tax enforcement through systematic cross-checking of data.

Latin America
On 11 June 2026, the Colombian Council of State provisionally suspended certain provisions of the gambling regulator Coljuegos Resolution No. 20231000019054 of 2023 in the context of ongoing annulment proceedings. This was based on a preliminary assessment that Coljuegos may have acted beyond the scope of its statutory authority. The suspended provisions include restrictions on advertising expenditure, the specific sanctions regime for advertising-related breaches, detailed marketing reporting requirements, and the obligation to obtain prior approval for certain share transfers. Coljuegos' general supervisory and enforcement powers remain unaffected, and all other regulatory obligations continue to apply. The proceedings are ongoing, and the matter remains subject to a final judicial determination.

In May, Argentina's federal government proposed legislation to combat illegal online gambling, including stronger criminal penalties, restrictions on advertising by unlicensed operators, enhanced payment controls, and a national gambling harm-prevention campaign. Unlike the gambling bill previously approved by the Chamber of Deputies, the proposal would not impose broad advertising restrictions on licensed operators; advertising would continue, subject to safeguards to protect minors and vulnerable consumers. The proposal has nevertheless faced criticism from opposition groups advocating stricter gambling advertising rules.
In the Argentinian province of Santa Fe, the Group was awarded a local sportsbook licence in May. Preparations are underway ahead of the planned launch in the fourth quarter 2026.

On 8 April 2026, Peru's banking and financial regulator (SBS) adopted Resolution SBS No. 01015-2026, introducing enhanced anti-money laundering (AML) and counter-terrorism financing (CTF) requirements for the gambling sector. The new rules replace the previous framework, align Peru's regime with international standards, apply to all operators licensed by MINCETUR, and took effect immediately.

SUSTAINABILITY

Sustainability is an integrated part of Betsson's business strategy and a prerequisite for generating shareholder value and at the same time taking long-term responsibility for customers, employees, and the communities in which the Group operates. The Group is a participant of the UN Global Compact, is a Nasdaq ESG transparency partner, and was awarded the Malta Gaming Authority (MGA) ESG Seal for the second consecutive year, in recognition of the Group's commitment to transparency and responsible business practices aligned with the MGA ESG Code of Good Practice. Betsson's sustainability framework establishes five focus areas: responsible gaming, ethics and business compliance, employee impact, social impact and climate impact. For more details on Betsson's ESG efforts, see the 2025 annual report, including the CSRD-compliant sustainability statement, which is available on the Company's website https://www.betssonab.com

In May, Betsson hosted a Sustainability Day for the third consecutive year in connection with NEXT Valletta, one of Europe's largest industry events in online gaming, where Betsson's CEO Pontus Lindwall, among others, participated.

Responsible gaming

93.1%

Share of active customers with activated tools for responsible gaming

Betsson's ambition is to be a role model in the industry and to create conditions for players to maintain a healthy relationship to gaming. Betsson continuously works to support customers in staying in control of their gaming and to identify and assist customers at risk of developing gaming-related problems. Betsson offers a wide range of responsible gaming tools, as well as access to well-trained and professional customer service 24 hours a day, seven days a week. Betsson's customer service is regularly assessed by independent evaluators for quality and service standards, and Betsson has received numerous awards in recognition of its efforts in the field of responsible gaming and customer service.

During major sporting events such as the FIFA World Cup, activity on Betsson's platforms increases. New customers typically place smaller bets for entertainment purposes and to enhance their engagement with the event. Historically, major tournaments have not resulted in any general increase in risky gambling behaviour. Betsson works with responsible gaming year-round and, as always, ensures that customers have access to information about the tools available to help them stay in control of their gambling. Ahead of major events, sufficient resources are put in place to manage the increased activity and to support the early identification of customers who may need assistance.

During the quarter, Betsson renewed its multi-year partnership with Epic Global Solutions, reinforcing its commitment to safer gambling. The partnership includes training programmes based on lived experiences of gambling-related harm, aimed at strengthening employee competence, enhancing customer protection and supporting the continuous improvement of responsible gambling practices. Previous training initiatives have delivered strong results, with over 90 percent of participants reporting increased confidence when interacting with customers. The renewed partnership with Epic reflects Betsson's long-term commitment to placing customer wellbeing at the centre of its operations and further advancing a sustainable and responsible gaming experience.

22 801

Customers analysed for potentially risky gaming

All Betsson customers receive information about responsible gambling and the tools available to them. In Q2, 93.1 (89.2) percent of active customers had some kind of tools for responsible gaming activated. This measurement includes any of the available tools such as reality checks, self-assessment tests, deposit and time limits etc. In the quarter, 26.6 (33.6) percent of active customers used deposit limits. These numbers vary between markets and depend on the geographic customer mix during the quarter since the usage of control tools can be different between markets depending on local regulations and customer preferences. Betsson uses a number of automated systems and manual controls to monitor customers, among other through the Company's proprietary responsible gaming prediction tool. If a customer exhibits potentially risky behaviour according to certain established parameters, an individual assessment is made, based on the customer's profile and gaming activity. 22,801 (14,722) customers were manually analysed during the quarter. Betsson then uses a wide spectrum of follow-up actions, for example by providing the player with more information about safer gaming or asking the customer for feedback to a set of questions, encouraging the customer to set deposit limits or to take a timeout. Betsson can also exclude customers from continued gaming. During the quarter, 3.0 (2.6) percent of customers self-excluded for a period longer than six months.

Ethics and business compliance

Betsson's way of conducting business should support a strong corporate reputation in the industry. Betsson holds gaming licenses in many different jurisdictions with significantly varied laws and regulations. To ensure long-term sustainable operations and profitability, compliance with laws, regulations and ethical standards in these jurisdictions is crucial. Betsson publishes summaries of key policies on the Betsson AB website: https://www.betssonab.com/governance/corporate-policies

Betsson also contributed to the development of future European anti-money laundering regulations through industry-wide input to the EU's new Anti-Money Laundering Authority (AMLA). During the quarter, the Group further strengthened its internal governance through updates to policies and governance documents relating to, among other areas, regulatory reporting, outsourcing, and compliance management.

Employee Impact

Betsson's ambition is to be the employer of choice – the first choice for current as well as potential new employees. Attracting and retaining talent with the right skills and mindset, as well as developing and training staff, are key components of Betsson's winning concept and the reason why Talented People is the first pillar in the Group's business strategy.

During the quarter, Betsson continued to invest in initiatives that strengthen employee engagement, collaboration and a shared corporate culture across the Group's markets. In connection with the FIFA World Cup, Betsson launched the Betsson Football Festival 2026, an internal, global initiative that brought employees together through shared activities across offices worldwide. The aim was to strengthen connections between teams and locations and foster an inclusive workplace where employees feel engaged and have a strong sense of belonging.

During the quarter, Betsson also continued its efforts to develop efficient and scalable HR processes and governance structures that support the Group's continued growth. In addition, Betsson's commitment as an employer was recognised through the Employer of the Year (Gold) award at the SBC Awards Europe 2026.

Social Impact

Betsson strives to have a positive impact on society. The Group's social impact framework has three focus areas: sports, diversity, and environment. At the same time, Betsson adapts its efforts to respond to global events and has provided continuous humanitarian support to Ukraine since 2022. During the quarter, Betsson supported Help99's work to deliver essential equipment and supplies to communities affected by the war in Ukraine. The initiative forms part of Betsson's long-term commitment to providing support where it is needed most.

Betsson also sponsored employee participation in the Wings for Life World Run 2026, which is held in support of spinal cord injury research. Employees from Colombia, Greece, Georgia, Hungary, Malta and Sweden took part in the global event, the Group's ambition to combine community engagement with a strong, positive corporate culture.

Read more about Betsson's commitment to community engagement: https://betssongroup.com/esg-sustainability/community

110%

Betsson compensates for all emissions and adds an additional 10% on top

Climate Impact

Betsson operates in an industry with relatively low CO2 emissions but nevertheless has a responsibility to help counteract climate change. As Betsson's business is mainly conducted online, a large part of the climate impact comes from employees' business travel and electricity use in customers' gaming units. Betsson has set Science-Based Targets (SBT) for reducing greenhouse gases by at least 55 percent for Scope 1 and 2 and by at least 15 percent for Scope 3 by 2030. Betsson offsets its emissions, including estimated emissions by customers' gaming units when playing on Betsson brands, by purchasing reduction units in verified projects.

Betsson holds ISO 14001 and ISO 50001 certifications for the Group's Italian operations, which cover the Malta offices, which is the Group's largest operating unit. The values underpinning these certifications are well embedded throughout the organisation, and the Group continuously works to improve its performance in both environmental and energy-related areas.

In connection with Earth Day in April, Betsson launched Earth Week 2026, a global initiative aimed at raising awareness of how both small and large actions can contribute to a more sustainable future. Employees across several of the Group's markets participated in activities focused on reuse, waste reduction, recycling, and local environmental engagement. The initiative reflects Betsson's ambition to integrate sustainability into its day-to-day operations and encourage employees to contribute to positive environmental outcomes through practical actions.

OTHER INFORMATION

EMPLOYEES

At the end of the quarter, the Group employed 2,927 (2,800) employees representing around 70 different nationalities. In addition, 203 (243) full-time consultants were engaged, mainly in product development.

Betsson's corporate values - *One Betsson, Passion and Fair Play* - set the tone for how employees should treat each other, customers, suppliers and other stakeholders, and for how employees should approach their work and assignments. Betsson's ambition is to be the best workplace in the industry. Diversity and equal opportunities are key elements and are included as a natural part of an innovative corporate culture. Skilled and engaged employees are a prerequisite to achieving the vision of providing the best customer experience in the industry.

The Group has, over time, retained people in leading positions, enabling consistent delivery according to its long-term strategy. To further inspire and support employees, leadership programs, career development and other initiatives are offered and promoted to them.

OWNERSHIP STRUCTURE AND SHARES OUTSTANDING

The Company's Series B shares are listed on Nasdaq Stockholm Large Cap list (BETS B). At the end of the period, the Company had 38,930 (34,574) shareholders.

The total number of shares and votes in Betsson amounts to 139,635,838 and 274,937,763 respectively, divided into 15,034,000 A-shares with ten votes each, 121,854,405 B-shares with one vote each and 2,747,433 C-shares with one vote each. The C-shares may not be represented at general meetings of shareholders. Betsson's treasury shares amounted to 2,747,433 C-shares and 1,583,123 B-shares at the end of the period.

PARENT COMPANY

The Parent Company Betsson AB's (publ) business consists of investing in and administering shareholdings in companies, which, through partners or by themselves, offer games and sports betting to end users online. The Company provides and sells internal services related to financing, communication, accounting, and administration to certain Group companies.

Revenue in the Parent Company for the second quarter was EUR 0.7 (0.7) million, and net income was EUR -4.2 (-8.3) million.

Cash and cash equivalents in the Parent Company amounted to EUR 66.7 (7.2) million.

DECLARATION BY THE BOARD

The Board and the CEO in Betsson AB hereby confirm that this interim report gives a fair view of the operations, balance sheet and income statement of the Parent Company and the Group and that it describes the material risks faced by the Company and the Group.

Stockholm, 17 July 2026

Johan Lundberg
Chairman of the Board

Pontus Lindwall
President and CEO

Eva Leach
Board Member

Louise Nylén
Board member

Peter Hamberg
Board member

Tristan Sjöberg
Board member

Eva de Falck
Board member

This interim report has not been subject to review by the Company's auditor.

CONSOLIDATED INCOME STATEMENT

MEUR	Q2 26	Q2 25	Jan-Jun 26	Jan-Jun 25	Jan-Dec 25
Revenue	**310.2**	**303.7**	**595.5**	**597.3**	**1,197.0**
Cost of services provided	-132.7	-109.8	-253.7	-215.5	-441.5
Gross profit	**177.5**	**193.9**	**341.9**	**381.8**	**755.5**
Marketing expenses	-41.4	-37.4	-79.2	-73.9	-147.1
Personnel expenses	-49.7	-46.6	-96.5	-90.3	-190.7
Other external expenses	-40.1	-35.3	-80.6	-73.0	-147.0
Capitalised development costs	12.5	10.2	24.7	19.0	41.6
Amortisation and depreciation	-16.3	-15.1	-32.2	-28.8	-60.5
Other operating income/expenses	-0.3	-0.8	-1.7	-1.8	1.3
Operating expenses	-135.3	-124.9	-265.6	-248.8	-502.3
Operating income	**42.2**	**69.0**	**76.2**	**133.0**	**253.1**
Financial income and expenses	-0.8	-5.3	-1.8	-7.5	-17.6
Income before tax	**41.4**	**63.7**	**74.4**	**125.5**	**235.5**
Tax	-11.0	-14.6	-18.5	-28.2	-53.1
Net income	**30.4**	**49.2**	**55.9**	**97.3**	**182.4**
Net income attributable to:					
Equity holders of the Parent Company	29.1	49.2	53.6	97.0	177.4
Non-controlling interests	1.3	0.0	2.3	0.3	5.1

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

MEUR	Q2 26	Q2 25	Jan-Jun 26	Jan-Jun 25	Jan-Dec 25
Net income	**30.4**	**49.2**	**55.9**	**97.3**	**182.4**
Other comprehensive income					
Revenue/expenses recognised directly in equity:					
Exchange differences in translating foreign operations	-0.1	-11.1	2.0	-13.7	-18.3
Other comprehensive income of the period	**-0.1**	**-11.1**	**2.0**	**-13.7**	**-18.3**
Total comprehensive income for the period	**30.3**	**38.1**	**57.9**	**83.6**	**164.1**
Total comprehensive income attributable to:					
Equity holders of the Parent Company	28.4	38.1	55.2	83.3	159.0
Non-controlling interests	1.9	0.0	2.7	0.3	5.1

CONSOLIDATED BALANCE SHEET

MEUR	30 Jun 26	30 Jun 25	31 Dec 25
Assets			
Intangible fixed assets	740.6	737.7	744.9
Property, plant and equipment	7.6	7.7	7.9
Right-of-use assets	24.3	12.8	15.5
Financial assets	13.6	20.8	14.3
Deferred tax receivables	13.2	18.2	9.1
Total non-current assets	**828.3**	**797.2**	**791.7**
Current receivables	215.5	271.9	213.7
Cash and cash equivalents	310.0	327.0	322.7
Total current assets	**525.5**	**598.9**	**536.4**
Total assets	**1,353.7**	**1,396.1**	**1,328.0**
Equity and liabilities			
Equity	**830.6**	**836.2**	**894.0**
Deferred tax liabilities	10.6	15.1	10.9
Bond	173.6	169.9	173.2
Lease liabilities	18.9	6.4	11.0
Total non-current liabilities	**203.1**	**191.3**	**195.1**
Lease liabilities	4.3	4.9	4.3
Other current liabilities	315.7	363.7	234.5
Total current liabilities	**320.0**	**368.6**	**238.8**
Total equity and liabilities	**1,353.7**	**1,396.1**	**1,328.0**

CONSOLIDATED CASH FLOW STATEMENT

MEUR	Q2 26	Q2 25	Jan-Jun 26	Jan-Jun 25	Jan-Dec 25
Income before tax	41.4	63.7	74.4	125.5	235.5
Adjustments for non-cash items	17.0	18.8	34.1	33.9	76.4
Taxes paid	-19.0	-25.5	-28.2	-31.1	-50.4
Cash flow from operating activities before changes in working capital	39.3	57.0	80.3	128.3	261.5
Changes in working capital	21.1	-15.9	38.1	-0.8	-45.9
Cash flow from operating activities	**60.4**	**41.1**	**118.5**	**127.5**	**215.6**
Investments in intangibles/tangibles	-14.2	-13.9	-28.8	-24.4	-64.6
Acquisition of shares in subsidiaries	0.0	-	0.0	-3.8	21.0
Acquisition of shares in associates	-	-	-	-5.1	-5.1
Paid earnout	-	-	-	-3.4	-3.4
Cash flow from investing activities	**-14.2**	**-13.9**	**-28.9**	**-36.7**	**-52.1**
Repurchase of own shares	-7.2	-	-27.5	-	-12.5
Bond issue	0.0	-	0.0	-	74.2
Bond redemption	0.0	-3.6	-0.0	-3.6	-76.7
External loans	-20.0	-	-20.0	-	-
Lease payments	-3.0	-2.5	-4.9	-4.1	-8.3
Loan Associates	-0.7	-0.2	-1.5	-0.4	-2.2
Dividend	-44.5	-59.3	-44.5	-59.3	-104.8
Warrant premiums received	-	-	-	-	-0.4
Dividend paid to non-controlling interests	-2.5	-	-4.8	-2.0	-7.4
Cash flow from financing activities	**-77.9**	**-65.6**	**-103.2**	**-69.4**	**-138.1**
Changes to cash and cash equivalents	-31.7	-38.3	-13.6	21.4	25.4
Cash and cash equivalents at beginning of period	341.8	367.7	322.7	308.5	308.5
Exchange differences	-0.1	-2.4	0.9	-2.9	-11.2
Cash and cash equivalents at end of period	**310.0**	**327.0**	**310.0**	**327.0**	**322.7**

CHANGES IN GROUP EQUITY

MEUR	30 Jun 26	30 Jun 25	31 Dec 25
Equity opening balance attributable to the Equity holders of the Parent Company	**905.6**	**869.1**	**869.1**
Total comprehensive income attributable to Equity holders of the parent company	55.2	83.3	159.0
Total change excluding owner transactions	**55.2**	**83.3**	**159.0**
Dividend	-88.9	-104.8	-104.8
Repurchase of own shares	-27.5	-	-12.5
Share-based program	0.4	1.6	3.0
Reclassification of minorities	-	0.6	-8.3
Equity at end of period attributable to the Equity holders of the Parent Company	**844.8**	**849.8**	**905.6**
Equity attributable to:			
Equity holders of the Parent Company	844.8	849.8	905.6
Non-controlling interests	-14.2	-13.7	-11.5
Total equity at end of period	**830.6**	**836.2**	**894.0**

PARENT COMPANY, INCOME STATEMENT

MEUR	Q2 26	Q2 25	Jan-Jun 26	Jan-Jun 25	Jan-Dec 25
Revenue	**0.7**	**0.7**	**1.2**	**1.4**	**3.2**
Operating expenses	-2.9	-3.2	-5.9	-6.1	-16.7
Operating income	**-2.2**	**-2.5**	**-4.6**	**-4.7**	**-13.5**
Financial income and expenses	-2.1	-2.9	-4.0	-5.6	160.7
Income before tax	**-4.3**	**-5.4**	**-8.7**	**-10.3**	**147.2**
Income tax	0.0	-2.9	-	-7.0	-12.1
Net income	**-4.2**	**-8.3**	**-8.7**	**-17.4**	**135.1**

PARENT COMPANY, BALANCE SHEET

MEUR	30 Jun 26	30 Jun 25	31 Dec 25
Assets			
Property, plant and equipment	0.1	0.1	0.1
Financial assets	708.4	596.8	598.4
Total non-current assets	**708.6**	**596.9**	**598.6**
Current receivables	287.8	374.8	418.0
Cash and cash equivalents	66.7	7.2	89.0
Total current assets	**354.5**	**978.9**	**507.1**
Total assets	**1,063.1**	**978.9**	**1,105.6**
Equity and liabilities			
Restricted equity	34.6	34.6	34.6
Unrestricted equity	719.5	702.6	844.3
Total equity	**754.1**	**737.2**	**878.9**
Bond	173.6	169.9	173.2
Total non-current liabilities	**173.6**	**169.9**	**173.2**
Other current liabilities	135.4	68.4	53.5
Total current liabilities	**135.4**	**68.4**	**53.5**
Total equity and liabilities	**1,063.1**	**978.9**	**1,105.6**

QUARTERLY DATA

CONSOLIDATED INCOME STATEMENT, IN SUMMARY

MEUR	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Revenue	**310.2**	**285.3**	**303.9**	**295.8**	**303.7**	**293.7**	**306.8**	**280.1**
Cost of services provided	-132.7	-121.0	-120.0	-106.0	-109.8	-105.8	-106.5	-101.4
Gross profit	**177.5**	**164.4**	**183.9**	**189.8**	**193.9**	**187.9**	**200.3**	**178.7**
Marketing expenses	-41.4	-37.8	-38.7	-34.4	-37.4	-36.5	-41.6	-32.4
Personnel expenses	-49.7	-46.8	-51.9	-48.5	-46.6	-43.7	-45.0	-38.7
Other external expenses	-40.1	-40.5	-37.6	-36.3	-35.3	-37.7	-38.1	-33.4
Capitalised development costs	12.5	12.2	11.6	11.1	10.2	8.8	8.1	7.7
Amortisation and depreciation	-16.3	-15.9	-16.1	-15.7	-15.1	-13.7	-16.2	-15.8
Other operating income/expenses	-0.3	-1.4	2.1	0.9	-0.8	-1.0	2.7	-1.5
Operating expenses	**-135.3**	**-130.3**	**-130.6**	**-122.9**	**-124.9**	**-123.9**	**-130.0**	**-114.2**
Operating income	**42.2**	**34.0**	**53.2**	**66.9**	**69.0**	**64.0**	**70.2**	**64.5**
Financial items, net	-0.8	-1.0	-7.6	-2.5	-5.3	-2.2	-4.8	-7.9
Income before tax	**41.4**	**33.1**	**45.6**	**64.4**	**63.7**	**61.8**	**65.4**	**56.6**
Tax	-11.0	-7.5	-10.7	-14.2	-14.6	-13.4	-12.3	-13.2
Net income	**30.4**	**25.5**	**35.0**	**50.1**	**49.2**	**48.4**	**53.1**	**43.4**

CONSOLIDATED BALANCE SHEET, IN SUMMARY

MEUR	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Non-current assets	828.3	801.2	791.7	791.9	797.2	797.4	788.5	767.6
Current assets	525.5	551.3	536.4	670.6	598.9	634.2	578.8	619.3
Total assets	**1,353.7**	**1,352.5**	**1,328.0**	**1,462.5**	**1,396.1**	**1,431.6**	**1,367.2**	**1,386.9**
Equity	830.6	899.0	894.0	877.0	836.2	901.9	857.7	800.3
Provisions and non-current liabilities	203.1	200.9	195.1	119.1	191.3	193.5	191.8	226.2
Current liabilities	320.0	252.6	238.8	466.3	368.6	336.2	317.7	360.4
Total equity and liabilities	**1,353.7**	**1,352.5**	**1,328.0**	**1,462.5**	**1,396.1**	**1,431.6**	**1,367.2**	**1,386.9**

CONSOLIDATED CASH FLOW STATEMENT, IN SUMMARY

MEUR	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Operating cash flow	60.4	58.1	23.1	64.8	41.1	86.4	84.6	62.5
Cash flow from investing activities	-14.2	-14.6	-27.8	12.4	-13.9	-22.9	-24.5	-23.1
Cash flow from financing activities	-77.9	-25.3	-60.9	-7.8	-65.6	-3.8	-89.6	35.0
Total cash flow	**-31.7**	**18.1**	**-65.6**	**69.4**	**-38.3**	**59.7**	**-29.5**	**74.5**

2026/Q2

KEY RATIOS

	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Key financial ratios								
Gross Margin (% of revenue)	57.2	57.6	60.5	64.2	63.9	64.0	65.3	63.8
EBITDA-margin (% of revenue)	18.8	17.5	22.8	27.9	27.7	26.5	28.2	28.7
EBIT-margin (% of revenue)	13.6	11.9	17.5	22.6	22.7	21.8	22.9	23.0
Profit margin (% of revenue)	13.4	11.6	15.0	21.8	21.0	21.0	21.3	20.2
Marketing expenses (% of revenue)	13.4	13.3	12.7	11.6	12.3	12.4	13.5	11.6
Earnings per share (EUR)	0.22	0.18	0.24	0.34	0.36	0.35	0.38	0.31
Diluted earnings per share (EUR)	0.21	0.18	0.24	0.34	0.35	0.34	0.37	0.31
Equity per share (EUR)	6.24	6.73	6.44	6.43	6.16	6.64	6.32	5.91
Executed dividend/redemption per share (EUR)	0.33	0.00	0.32	0.00	0.43	0.00	0.32	0.00
Equity/assets ratio (%)	61	66	67	60	60	63	63	58
Return on equity (%, 12 months)	16	17	20	23	22	21	22	22
Return on total capital (%, 12 months)	14	16	19	19	19	19	20	19
Return on capital employed (%, 12 months)	19	21	24	26	27	26	26	26
Net debt (MEUR)	-128	-165	-158	-220	-152	-178	-140	-128
Net debt / EBITDA (Multiple, 12 months)	-0.5	-0.6	-0.5	-0.7	-0.5	-0.6	-0.4	-0.4
The share								
Average share price (SEK)	91.82	102.89	146.00	166.45	176.57	154.40	137.95	124.87
Share price at end of period (SEK)	84.70	100.20	147.70	155.30	199.90	155.54	143.60	123.54
Highest share price (SEK)	106.90	147.90	160.00	203.80	200.80	169.82	147.62	131.46
Lowest share price (SEK)	81.00	88.40	137.90	151.10	137.20	138.60	123.40	112.74
Number of shareholders at end of period	38,930	39,574	39,884	39,051	34,574	31,993	29,963	29,885
Number of shares outstanding at end of period (million)	135.3	135.5	137.7	137.9	137.9	137.9	137.9	137.7
Total number of shares at end of period (million)	139.6	142.7	142.7	142.7	142.7	142.7	142.7	142.7
Personnel								
Average number of employees	2,899	2,841	2,927	2,801	2,838	2,725	2,513	2,354
Number of employees at end of period	2,927	2,928	2,899	2,906	2,800	2,769	2,660	2,449

CUSTOMERS

	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Active customers (000's)	1,825	1,521	1,410	1,338	1,384	1,371	1,348	1,358
Customer deposits, all gaming solutions (MEUR)	1,382.5	1,359.6	1,491.5	1,452.3	1,488.9	1,588.2	1,582.7	1,482.6

CASINO DATA

MEUR	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Gross turnover, all gaming solutions	8,264.2	7,979.8	9,024.2	8,860.2	9,047.9	9,635.9	9,748.6	9,423.9
Revenue	217.6	203.8	219.8	223.0	212.4	212.3	213.9	209.9

SPORTSBOOK DATA

	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Gross turnover, all gaming solutions (MEUR)	1,292.0	1,456.1	1,470.1	1,263.2	1,467.9	1,832.1	1,714.1	1,553.4
of which gross turnover live betting (MEUR)	712.8	834.7	964.6	626.9	855.9	1,062.4	1,035.5	994.6
Sportbook margin after free bets (%)	10.5	8.4	8.8	8.8	9.5	8.0	9.8	7.4
Revenue (MEUR)	91.3	80.2	82.7	71.2	90.0	79.7	91.3	68.3

REVENUE BY PRODUCT

MEUR	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Revenue								
Casino	217.6	203.8	219.8	223.0	212.4	212.3	213.9	209.9
Sportsbook	91.3	80.2	82.7	71.2	90.0	79.7	91.3	68.3
Other products	1.2	1.4	1.4	1.5	1.3	1.6	1.6	2.0
Total	**310.2**	**285.3**	**303.9**	**295.8**	**303.7**	**293.6**	**306.8**	**280.1**

	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Share of total revenue (%)								
Casino	70	71	72	75	70	72	69	75
Sportsbook	29	28	27	24	29	27	30	24
Other products	1	1	1	1	1	1	1	1

	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Growth, compared with previous quarter (%)								
Casino	7	-7	-1	5	0	-1	2	10
Sportsbook	14	-3	16	-21	13	-13	34	-13
Other products	-10	-4	-7	19	-21	1	-17	-
Total	**9**	**-6**	**3**	**-3**	**3**	**-4**	**10**	**3**

	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Growth, compared with same period previous year (%)								
Casino	2	-4	3	6	11	18	17	22
Sportsbook	1	1	-9	4	15	22	36	8
Other products	-4	-16	-12	-21	-33	-25	-23	-7
Total	**2**	**-3**	**-1**	**6**	**12**	**18**	**22**	**18**

REVENUE BY REGION

MEUR	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Casino								
Nordics	19.9	20.9	23.4	26.0	23.8	26.3	26.9	32.9
Latin America	72.6	63.2	60.2	56.6	51.4	52.2	51.1	46.1
Western Europe	49.9	47.9	48.4	45.7	45.1	41.6	39.0	35.1
Central & Eastern Europe and Central Asia	74.4	70.2	86.0	90.5	89.1	89.8	94.3	92.6
RoW	1.0	1.5	1.8	4.1	2.9	2.4	2.6	3.2
Total	**217.6**	**203.8**	**219.8**	**223.0**	**212.4**	**212.3**	**213.9**	**209.9**

MEUR	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Sportsbook								
Nordics	7.9	10.2	9.9	9.8	9.7	11.0	12.6	11.7
Latin America	39.4	29.6	24.1	19.8	33.2	22.3	27.0	23.1
Western Europe	14.2	13.2	12.3	11.1	14.1	13.9	13.5	9.5
Central & Eastern Europe and Central Asia	25.5	24.7	33.7	28.0	28.4	31.7	37.1	22.9
RoW	4.2	2.4	2.8	2.5	4.6	0.8	1.1	1.0
Total	**91.3**	**80.2**	**82.7**	**71.2**	**90.0**	**79.7**	**91.3**	**68.3**

MEUR	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Total, for all products, per region								
Nordics	28.1	31.4	33.6	36.4	33.9	37.8	40.0	45.3
Latin America	112.1	93.0	84.3	76.5	84.7	74.5	78.2	69.4
Western Europe	64.2	61.3	60.8	56.9	59.3	55.6	52.7	44.7
Central & Eastern Europe and Central Asia	100.6	95.7	120.4	119.3	118.2	122.3	132.2	116.3
RoW	5.3	3.9	4.7	6.6	7.6	3.4	3.7	4.4
Total	**310.2**	**285.3**	**303.9**	**295.8**	**303.7**	**293.7**	**306.8**	**280.1**

	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Share per region (%)								
Nordics	9.0	11.0	11.0	12.3	11.0	12.9	13.0	16.0
Latin America	36.1	32.6	28.0	25.9	28.0	25.4	26.0	25.0
Western Europe	20.7	21.5	20.0	19.3	20.0	18.9	17.0	16.0
Central & Eastern Europe and Central Asia	32.4	33.5	40.0	41.3	39.0	41.7	43.0	42.0
RoW	1.8	1.4	1.0	2.1	2.0	1.1	1.0	1.0

	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Growth, compared with previous quarter (%)								
Nordics	-10.8	-6.5	-8.0	7.5	-11.0	-5.0	-12.0	-4.0
Latin America	20.5	10.2	10.0	-9.7	14.0	-5.0	13.0	11.0
Western Europe	4.7	0.8	7.0	-3.9	7.0	6.0	18.0	2.0
Central & Eastern Europe and Central Asia	5.1	-20.5	1.0	0.9	-3.0	-8.0	14.0	2.0
RoW	33.0	-15.3	-30.0	-12.8	127.0	-9.0	-16.0	11.0

	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Growth, compared with same period previous year (%)								
Nordics	-17.1	-16.9	-16.0	-19.7	-28.0	-19.0	-14.0	-2.0
Latin America	32.3	24.7	8.0	10.2	35.0	71.0	47.0	34.0
Western Europe	8.3	10.3	16.0	27.4	36.0	28.0	26.0	14.0
Central & Eastern Europe and Central Asia	-14.9	-21.8	-9.0	2.6	4.0	11.0	24.0	20.0
RoW	-31.0	17.6	27.0	52.0	94.0	-15.0	0.0	23.0

SPECIFICATION OF COST OF SERVICES PROVIDED

MEUR	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Licence fees	25.4	24.9	26.4	25.3	25.2	25.7	24.1	24.5
Betting duties	60.8	53.4	53.1	41.4	46.3	45.2	43.4	37.0
Affiliates and partners commission	12.8	11.9	12.6	12.1	11.9	9.5	12.9	12.9
Other cost of services provided	33.6	30.8	28.0	27.1	26.3	25.4	26.1	27.0
Total	**132.7**	**121.0**	**120.0**	**106.0**	**109.8**	**105.8**	**106.5**	**101.4**

SPECIFICATION OF AMORTISATION AND DEPRECIATION

MEUR	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Depreciation property, plant, and equipment	1.0	0.9	0.9	1.1	1.0	1.0	-0.2	2.2
Depreciation right-of-use assets	1.9	1.7	2.0	1.9	1.9	1.7	2.5	1.4
Amortisation intangible fixed assets	13.4	13.4	13.1	12.7	12.2	11.0	13.9	12.2
(whereof amortisation of capitalised development costs)	*9.9*	*10.1*	*10.3*	*8.1*	*6.8*	*7.6*	*7.2*	*6.9*
Total	**16.3**	**15.9**	**16.1**	**15.7**	**15.1**	**13.7**	**16.2**	**15.8**

ORGANIC CALCULATION

	2026 Q2	2026 Q1	2025 Q4	2025 Q3	2025 Q2	2025 Q1	2024 Q4	2024 Q3
Reported revenues	**310.2**	**285.3**	**303.9**	**295.8**	**303.7**	**293.7**	**306.8**	**280.1**
- Revenue from acquisitions	-	-	-2.0	-3.1	-4.1	-4.1	-1.2	-1.0
- Currency effects	12.0	20.9	21.0	18.9	15.2	7.5	68.4	78.6
Organic revenues	**322.2**	**306.2**	**322.9**	**311.6**	**314.7**	**297.1**	**374.0**	**357.7**
Organic growth (YoY)	6%	4%	5%	11%	16%	20%	48%	51%
Reported growth (YoY)	2%	-3%	-1%	6%	20%	18%	22%	18%
Reported operating income (EBIT)	**42.2**	**34.0**	**53.2**	**66.9**	**69.0**	**64.0**	**70.2**	**64.5**
- Result from acquisitions	-	-	1.0	1.9	0.6	1.0	0.5	-0.4
- Currency effects	3.7	5.6	3.7	5.3	4.0	1.5	13.6	23.6
Organic operating income	**45.8**	**39.7**	**57.9**	**74.0**	**73.6**	**66.5**	**84.3**	**87.7**
Organic growth (YoY)	-34%	-38%	13%	15%	15%	15%	48%	57%
Reported growth (YoY)	-39%	-47%	-24%	4%	8%	11%	23%	15%

OTHER NOTES

CURRENCY EXCHANGE RATES

The exchange rates below have a direct effect on the figures in the report.

Income Statement (average rate during the period April - June)

	2026	2025	Δ
SEK/EUR	0.0930	0.0902	3.1%
GEL/EUR	0.3175	0.3298	-3.7%
ARS/EUR	0.0006	0.0008	-24.1%
PEN/EUR	0.2512	0.2490	0.9%

Balance Sheet (closing rate)

	2026-06-30	2025-06-30	Δ
SEK/EUR	0.0901	0.0897	0.5%
GEL/EUR	0.3316	0.3137	5.7%

TRANSACTIONS WITH RELATED PARTIES

No significant transactions took place between Betsson and related parties that affected Betsson’s financial position and performance in the period. The extent and nature of transactions with related parties in the period are consistent with previous year’s transactions with related parties, as described in the 2025 annual report.

ACCOUNTING POLICIES

Betsson complies with IFRS standards and interpretations (IFRIC) as adopted by the EU. This Report has been prepared in accordance with IAS 34, Interim Financial Reporting. The Parent Company’s financial statements have been prepared in accordance with RFR 2.

The accounting policies applied are consistent with those presented in the Annual Report for 2025. Detailed information about the Group’s accounting and valuation principles can be found in the Annual Report for 2025 (Note 2), which is available on www.betssonab.com or at the Company’s head office.

DEFINITIONS OF ALTERNATIVE PERFORMANCE MEASURES

This financial report refers to key figures that Betsson and others use in the evaluation of Betsson. These so-called Alternative Performance Measures (APMs) are not defined in IFRS. The measures provide management and investors with important information to analyze trends in the Company's and group´s business operations. These APMs are intended to supplement, not replace, financial measures presented in accordance with IFRS.

Active customers: Number of customers who have played on any of Betsson's gaming sites in the past three months, without any deposit requirement.

All gaming solutions: In this term KPIs attributable to Betsson are consolidated with KPI's attributable to B2B associates.

Average equity: Equity in the beginning of the period plus equity at the end of the period, divided by two.

Average capital employed: Total assets less non-interest-bearing debts at beginning and end of quarter, divided by two.

Average number of employees: Number of employees expressed as full-time equivalent, FTE (full year's work).

Average number of shares outstanding: Weighted average number of shares outstanding during the period.

B2B: Business-to-Business

Betting duties: Includes consumption tax attributable to local licenses to operate gaming. Fixed fees for gaming licenses are not included.

Deposits: Customers' deposits to gaming accounts.

Dividend per share: Actual/proposed dividend. Includes share redemption programmes.

Earnings per share after dilution: Net income, attributable to owners of the Parent Company, divided by the weighted average number of shares outstanding adjusted for additional number of shares from incentive programs with dilutive effect.

Earnings per share: Net income attributable to owners of the Parent Company, in relation to the average number of shares outstanding.

EBITDA: Income before financial items, taxes, depreciation and amortisation.

EBITDA margin: EBITDA as a percentage of revenue.

Equity per share: Equity, attributable to owners of the Parent Company, in relation to the number of shares outstanding at the end of the period.

Equity/assets ratio: Equity at the end of the period as a percentage of the balance sheet total at the end of the period.

Gross profit: Revenue less commission to partners and affiliates, betting duties, licensing fees to games suppliers, payments to payment suppliers.

Net debt: Financial liabilities (bond, bank loans and leasing debts) plus customer balances less Cash and cash equivalents and 90% of receivables from payment providers.

Number of employees: Number of employees on last month's payroll.

Number of shareholders: Number of direct shareholders and shareholders listed through a nominee shareholder registered in the shareholder register kept by Euroclear Sweden AB.

Number of shares: The total number of A, B and C shares at the end of the period, excluding redemption shares.

Number of shares outstanding: Total number of shares (excluding treasury shares and redemption shares) at the end of the period.

Organic: Excluding effects from currency fluctuations, in relation to the comparable period, and contribution from acquired entities over the past 12 months

Operating income (EBIT): Income before financial items and taxes.

Operating margin (EBIT): Operating income as a percentage of revenue.

Operational expenses: Expenses for marketing, personnel, other external expenses, amortisation and depreciation, capitalised development costs and other operating income/expenses.

Profit margin: Income before taxes as a percentage of revenue.

Return on equity: Income after tax in relation to average equity.

Return on total capital: Income after financial items plus financial expenses, in relation to average total capital.

Return on total capital employed: Income after financial items plus financial expenses, in relation to average capital employed.

Revenue: Revenue from gaming business is reported after payment/payout of players' winnings, less deductions for jackpot contributions, loyalty programs and bonuses and other operating income. License fees from B2B partners consist of invoiced revenue for providing technical platforms for external gaming operators.

2026/Q2

FINANCIAL CALENDAR

Q3 2026	22 October 2026
Q4 2026	4 February 2027

PRESENTATION OF THE REPORT

At 10:00 CEST on 17 July 2026, Betsson invites analysts, investors and media to participate in the presentation of the report for the second quarter of 2026. The report will be presented by CEO Pontus Lindwall and CFO Martin Öhman. The presentation will be held in English, followed by a Q&A session. Participants are welcome to join via the webcast or telephone conference.

Link to participate in the webcast:
https://betsson.events.inderes.com/q2-report-2026/register
Written questions can be asked via the webcast.
Link to ask questions verbally via the teleconference:
https://events.inderes.com/betsson/q2-report-2026/dial-in

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ABOUT BETSSON

Betsson AB is an engaged owner of fast-growing companies in the online gaming industry. We are one of the leading online gaming groups worldwide and have the ambition to grow faster than the market, organically and through acquisitions. Growth should be generated in a profitable and sustainable manner. Betsson AB is listed on Nasdaq Stockholm Large Cap (BETS-B).

Betsson's operational subsidiaries' vision is to deliver the best customer experience in the industry. They offer casino, sports betting and other games via gaming licenses in 23 countries in Europe, Africa, North- and South America. The business model is to offer gaming under multiple brands, including the global flagship brand Betsson. The brands are operated on a proprietary platform, which is the core of the offer and the customer experience.

Being a responsible operator in relation to customers, suppliers, authorities, investors and other stakeholders is a cornerstone of Betsson's business. Betsson is a member of the European Gaming and Betting Association (EGBA), ESSA (Sports Betting Integrity) and G4 (The Global Gambling Guidance Group). Learn more about the Group on www.betssonab.com

In this report the name Betsson or the Group is used to describe the entire business run by the operational subsidiaries.

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