

Stockholm, 12 September 2024

To the bondholders in:

ISIN: SE0017769672 – Betsson AB (publ) maximum EUR 250,000,000 senior unsecured callable floating rate bonds 2022/2025

CONDITIONAL NOTICE OF EARLY REDEMPTION

This conditional notice of early redemption (the “Notice”) has been sent on 12 September 2024 to Bondholders directly registered as of 11 September 2024 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 abovementioned bond issue (the “**Bonds**”) issued by Betsson AB (publ) (the “**Issuer**”), with first issue date on 23 June 2022 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 Issuer hereby gives conditional notice to all Bondholders of the Issuer’s outstanding Bonds for early redemption of the Bonds in full in accordance with Clause 11.3 (*Early voluntary total redemption (call option)*) of the Terms and Conditions (the “**Redemption**”). Subject to the condition described below, the Redemption Date is set to 8 October 2024 and the Record Date for the early redemption will be 1 October 2024, *i.e.* five (5) Business Days prior to the Redemption Date.

The Redemption is conditional upon the successful settlement of a EUR-denominated senior secured debt capital markets transaction (in accordance with the press release published by the Issuer on 11 September 2024) prior to the Record Date (the “**Condition**”).

The fulfilment of the Condition will be confirmed to the Bondholders through a press release. Should the Condition not be satisfied prior to the Record Date, the Redemption will not occur (unless the Condition has been waived by the Issuer in its sole discretion) which will, in such case, be confirmed to the Bondholders through a press release.

If the Condition is satisfied or waived by the Issuer, the Redemption will be unconditional and all outstanding Bonds (as of the Record Date) will be redeemed at the redemption price of 103.25 per cent. of the total outstanding Nominal Amount (the “**Redemption Price**”).

Any accrued and unpaid interest will also be paid in respect of the Bonds in accordance with the Terms and Conditions. The Redemption Price together with accrued and unpaid interest up to and including the Redemption Date will be paid on the Redemption Date 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 Redemption, the Bonds will be delisted from Nasdaq Stockholm.

This Notice of early redemption is irrevocable, subject to the Condition described herein, 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 Issuer.

For further information, please contact the Issuer at:

Martin Öhman, CFO Betsson AB
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