



---

## BETMGM IS LAUNCHED IN THE NETHERLANDS, BRINGING AN AUTHENTIC VEGAS EXPERIENCE TO THE DUTCH MARKET

The golden Vegas offerings and entertainment of BetMGM is coming to the Netherlands, following a successful launch in the UK. BetMGM will offer a best-in-class Las Vegas experience to deliver a new golden era of online casino and sports betting in the Netherlands. Leveraging LeoVegas Group's proprietary technology and platform, the launch marks a significant step in the brand's international expansion.

BetMGM, the entertainment and sports brand known for its golden offerings and authentic Vegas experience, is launching in the Netherlands. The new brand is set to provide customers with exciting new product features, including large-scale jackpots, loyalty rewards, exclusive slots, as well as unique and compelling sports promotions. Utilising LeoVegas Group's proprietary technology and platform, this expansion into the Dutch market represents the second European launch, succeeding a well-received rollout in the United Kingdom.

**Gary Fritz**, President of MGM Resorts International Interactive, said *"We are thrilled to launch BetMGM in the Netherlands and build on BetMGM's successful expansion into global markets. The Dutch market offers an exciting opportunity and will be an important part of our international expansion efforts and strategy to become a global gaming leader."*

**Gustaf Hagman**, Group CEO at LeoVegas Group, said *"Our launch in the UK was tremendously successful, and we eagerly anticipate bringing the golden Vegas experience to the Netherlands. This launch in the Dutch market is an important step in our international expansion, but we have much more in store."*

### FOR FURTHER INFORMATION, PLEASE CONTACT

---

**Daniel Valiollahi, Director of Communications and Public Affairs**

+46 (0) 70 110 29 34, [daniel.valiollahi@leovegasgroup.com](mailto:daniel.valiollahi@leovegasgroup.com)

### ABOUT LEOVEGAS GROUP

---

LeoVegas Group is a leading international igaming company with a clear vision to create the world's greatest igaming experience. The Group offers online casino, live casino, and sports betting via 9 brands in 10 jurisdictions. The Group continues to grow rapidly, currently employing over 1,400 people in Europe, including at its headquarters in Stockholm and operations hub in Malta. As one of the most innovative companies in the industry, the Group also invests and develops other igaming companies through its investment arm, LeoVentures. In 2022, LeoVegas Group became a subsidiary of the global entertainment company MGM Resorts International (NYSE: MGM). For more information, visit [www.leovegasgroup.com](http://www.leovegasgroup.com).

## IMAGE ATTACHMENTS

---

[BetMGM NL 1080x1080](#)

[BetMGM NL 1200x628](#)

## ATTACHMENTS

---

[BetMGM is launched in the Netherlands, bringing an authentic Vegas experience to the Dutch market](#)