

Stockholm, 31 January 2017

## Authentic Gaming launches live casino with several leading operators

**Authentic Gaming delivers a highly innovative live casino product with real-time streaming from land-based casinos, where customers can play online in an authentic casino environment, together with real visitors. Authentic Gaming is an independent company within the LeoVegas Group.**

The team behind Authentic Gaming is made up of individuals with extensive experience in live casino and product development. Authentic Gaming's live casino was launched in the autumn of 2016 on a number of operators including LeoVegas.com and today it was launched at one of Europe's leading gaming operators.

*"We at Authentic Gaming are extremely happy that our live casino is being launched with another operator," comments Jonas Delin, CEO of Authentic Gaming. "We have worked hard with our product, which offers something unique in live casino. Our streaming is delivered in HD quality, with sound and video that provide a genuine feeling for the players. We have received a good response from both operators and land-based casinos. Authentic Gaming's greatest focus now is on launching the product with more operators."*

*Gustaf Hagman, Group CEO and co-founder of LeoVegas, comments: "It is really exciting to see yet another operator launch live casino from Authentic Gaming. With this we see that growth in the LeoVegas Group is being driven not only by geographic expansion and new product categories for LeoVegas.com, but also by investments in innovative and entrepreneur-driven companies. Jonas Delin and his team at Authentic Gaming have done an amazing job, and it will be exciting to follow their progress."*

The LeoVegas Mobile Gaming Group is continuously looking at opportunities and conditions to offer a unique gaming experience. As communicated in connection with its initial public offering to the stock exchange, LeoVegas started the company Independent Mobile Productions Ltd (IMP), a wholly owned holding company, where new business prospects can be driven in separate entrepreneurial companies, independent of LeoVegas' other operations. The establishment of IMP is part of LeoVegas' ambition to promote innovation and experimentation surrounding mobile gaming experiences. Authentic Gaming is part of IMP and active in the fastest-growing segment (live casino) in the market for online casino.

Via this link you can read Authentic Gaming's press release.

<http://www.authenticgaming.com/news/#january>

The information in this release is such that LeoVegas AB (publ) is required to make public in accordance with the EU Market Abuse Regulation. The information was submitted, by the agency of the contact persons below, for publication at 08:00 (CET) on 31 January 2017

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**About the LeoVegas mobile gaming group**

*LeoVegas' vision is to create the ultimate mobile gaming experience and be number one in mobile casino. The business is distinguished by award-winning innovation and strong growth. LeoVegas' technical development is conducted in Sweden, while operations are based in Malta. The Swedish parent company LeoVegas AB (publ) invests in companies that offer gaming via mobile devices and desktop computers along with companies that develop related technologies. LeoVegas has attracted major international acclaim and has won numerous awards, including "Nordic Operator of the year", "Mobile Marketing Campaign of the year", and "Innovation in Mobile and Tablet of the Year" at the international EGR Awards. LeoVegas bases its development on "Mobile First" and is at the forefront of using state-of-the-art technology in the mobile gaming market. With a foundation in a great gaming experience, long-term customer relationships and establishment of a strong brand, the company has attracted a steadily growing customer base through innovative, effective and data-driven marketing. Since its start, the mobile gaming company LeoVegas has shown strong quarter-on-quarter growth. LeoVegas' shares are listed on Nasdaq First North Premier. Avanza Bank AB is the company's Certified Adviser. For more about LeoVegas, visit [www.leovegasgroup.com](http://www.leovegasgroup.com) or [www.leovegas.com](http://www.leovegas.com).*