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Sport event of the year – LeoVegas Sport

The mobile gaming group LeoVegas is doing a full roll-out and marketing of LeoVegas Sport that will begin 13 May. The trend is moving fast towards the increasingly central role that mobiles will play in the overall sport experience. With a passion for the ultimate mobile gaming experience, LeoVegas is taking mobile sports betting to the next level.

The ambition of LeoVegas' Sport is to offer the market's fastest and most engaging mobile sports betting experience. The goal has been to combine LeoVegas' leading technology for speed on mobile devices with Kambi's latest technology for sports betting. The project has been successful and is being launched under the set timetable. Being able to launch LeoVegas Sport well in advance of a major sporting event such as the UEFA European Championship is a significant achievement.

LeoVegas Sport features a number of unique characteristics:

- *Speed* LeoVegas' proprietary technology features faster loading and easier navigation
- *Mobile First* The LeoVegas gaming experience is developed for mobile devices – it's fast, intuitive and engaging
- *Live* Special emphasis has been put on speed and betting on events as they unfold during a match

"LeoVegas' mobile DNA and innovative strength is the foundation for our market-leading position in mobile gaming," comments Gustaf Hagman, Group CEO and Co-founder. "I am very proud of our employees who have enabled us to launch a product that will bring mobile sports betting to a new level. With LeoVegas Sport we want to offer this year's sport event."

Kristian Nylén, CEO of Kambi Group plc, comments: "It has been extremely exciting and productive working with a partner such as LeoVegas, which is constantly pushing the technology forward and taking mobile sports betting to new dimensions. LeoVegas Sport is a brilliant example of how Kambi's platform can be used to create a unique and differentiated gaming experience."

LeoVegas Sport is available as a fully integrated gaming experience in the company's App and on LeoVegas.com. The customer can easily and fast navigate between Sports and the Casino. The European market for online sports betting amounted to 5.9 billion, making it about 50% larger than the online casino market.

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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.