

Stockholm, 5 October 2016

LeoVegas granted gaming licence for the Danish market

The mobile gaming group LeoVegas was today granted a gaming licence for the Danish market. Launch is expected to take place during the autumn. With focus on growth and the ambition to offer the greatest gaming experience, LeoVegas is now expanding into yet another locally regulated market.

LeoVegas' expansion strategy is based on leveraging its global brand through local, business-oriented teams. This creates the right prospects for a successful launch and long-term growth. The launch in Denmark will be conducted without an extensive expansion of LeoVegas' current organisation. The team that has been put together has extensive experience in digital marketing and the Danish gaming market.

"LeoVegas expansion continues, and it is gratifying to see how we grow in new markets," says Gustaf Hagman, Group CEO and LeoVegas co-founder. "Our strategy to enter regulated markets or markets that are facing regulation seems like a winning concept. I am convinced that our market-leading mobile gaming product, data-driven marketing approach and a strong, local team will help ensure a successful launch in Denmark, where no one has yet taken the mobile position."

The Danish online gaming market is estimated to be worth DKK 4.6 billion in 2016, according to data from H2 Gaming Capital.

With this new licence LeoVegas now has gaming licences in Malta, the UK and Denmark.

The information in this release is such that LeoVegas AB (publ) is required to disclose in accordance with the EU's Market Abuse Regulation. The information was submitted, by the agency of the contact persons below, for publication at 08:00 (CET) on 5 October 2016.

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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 or www.leovegas.com.