



LEOVEGAS GROUP LAUNCHES “NYE EXPEKT” IN DENMARK, STRENGTHENING THE SPORTS BETTING OFFERING

LeoVegas Group is launching its sports betting brand expekt in Denmark, as part of the Group’s continuing international expansion. This follows expekt’s successful launch in the Swedish market in 2021, where it has grown rapidly to become one of the leading sports betting brands. The launch of nye expekt - the new expekt - in Denmark will strengthen LeoVegas Group’s sports betting offering to Danish customers and is part of the Group’s strategy to launch its brands in new markets and grow in sports betting.

Expekt, one of the Nordics’ oldest sports betting brands, was relaunched in Sweden in 2021 as “nya expekt”, meaning the “new expekt”. Following strong growth, the brand has re-established itself as a leader in sports betting in the Nordics. The brand is now relaunching in Denmark, after a 10-year absence, and Danish customers will benefit from a new smartphone app, competitive odds, and the greatest igaming experience.

Gustaf Hagman, CEO at LeoVegas Group, said *“Expekt is one of the strongest brands in the Nordics, and we’re thrilled to be relaunching nye expekt in Denmark with a modern app and competitive odds. We have a clear strategy to expand by increasing the number of brands and markets where we’re present, and we see great potential for growth in sports betting.”*

The launch of “nye expekt” will strengthen LeoVegas Group’s position in Denmark, and is part of the Group’s strategy to increase its focus on sports betting. In the past year, the Group has also entered into strategic partnerships with top European football clubs Manchester City F.C and FC Internazionale Milano.

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 9 jurisdictions. The Group continues to grow rapidly, currently employing over 1,200 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.

IMAGE ATTACHMENTS

[NyeExpekt](#)

ATTACHMENTS

[LeoVegas Group launches “nye expekt” in Denmark, strengthening the sports betting offering](#)