



BETMGM LAUNCHES IN SWEDEN, FURTHER STRENGTHENING LEOVEGAS GROUP'S LEADING MARKET POSITION

LeoVegas Group has launched its international hero brand—BetMGM—in the Swedish market, following successful rollouts in the United Kingdom and the Netherlands. As the market's largest privately owned operator, the Group will further solidify its leading position with exclusive sports betting experiences, live casino tables from Las Vegas, and Sweden's largest jackpot: MGM Jackpot.

Today, the international igaming brand BetMGM was launched by LeoVegas Group in the exciting Swedish market. The Vegas-themed brand was first launched outside of North America in 2023, with the United Kingdom being the first market, followed by the Dutch market in April 2024. BetMGM marks LeoVegas Group's fourth brand in its home market portfolio, which also includes fan favorites *LeoVegas*, *GoGoCasino*, and the sports betting brand *nya expect*.

New products such as streamed live casino from the floors of the legendary Bellagio Resort & Casino, and MGM Jackpot—Sweden's largest jackpot—will bring a unique and far-from-"lagom" Vegas touch that will further cement the Group's leading position in Sweden. Customers will be able to enjoy golden offers such as exclusive Las Vegas slots and competitive welcome offers across the casino, live casino, and sportsbook verticals. A new and unique odds boost concept, "Super Swedes," will also premiere, offering customers in Sweden the opportunity to follow and bet on currently topical Swedish teams, athletes, and clubs competing on the international stage.

Gustaf Hagman, LeoVegas Group CEO, said *"I'm absolutely thrilled to bring BetMGM to Sweden, where it all started! LeoVegas Group has been a leading operator in Sweden since its inception, and I'm confident that Swedish players will love the unique Vegas experience and golden offers that they will find on BetMGM. Sweden has never been closer to Las Vegas!"*.

In the past year, BetMGM has partnered with Premier League clubs Tottenham Hotspur, Newcastle United, and Wolverhampton Wanderers, opening the door to exciting and exclusive partnership events.

An omnichannel marketing campaign is set to launch in November, which will include radio, TV commercials, out-of-home (OOH), and digital out-of-home advertising (DOOH).

About BetMGM

BetMGM is an online casino brand that brings a new golden era to the igaming space, offering industry-leading odds, exclusive offers, and supersized jackpots. BetMGM are official partners of Tottenham Hotspur, Newcastle United and Wolverhampton Wanderers football clubs. BetMGM is operated by LeoVegas Group in the UK, the Netherlands, and Sweden. LeoVegas Group is a subsidiary of the global entertainment company MGM Resorts International (NYSE:MGM). Learn more at www.lovegasgroup.com

FOR FURTHER INFORMATION, PLEASE CONTACT

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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.

IMAGE ATTACHMENTS

[Welcome To BetMGM Banner SE](#)

[BetMGM SE STILL](#)

[BetMGM SE STILL 2](#)

[Tottenham Hotspur - BetMGM](#)

ATTACHMENTS

[BetMGM launches in Sweden, further strengthening LeoVegas Group's leading market position](#)