



LEOVEGAS PARTNERS WITH SERIE A LEGENDS INTER MILAN

LeoVegas Group enters global partnership deal with Serie A club FC Internazionale Milano for the 2022/2023 season. Under the new deal, LeoVegas will be Regional Betting Partner of Inter in Europe and the Americas. The partnership is a key part of strengthening the Group's offering and visibility in sports betting.

LeoVegas Group has entered a new global partnership with Serie A team FC Internazionale Milano for the 2022 /2023 season. The LeoVegas brand will benefit from increased visibility through, for instance, virtual advertising on their sideline boards during matches in Europe and the Americas. By increasing brand presence in several continents, the partnership deal will strengthen the Group's offering and visibility in sports betting. LeoVegas customers will have access to exclusive digital content and opportunities to participate in co-branded activities such as competitions.

Speaking about the deal, CEO Gustaf Hagman said, *"We are thrilled to announce this partnership with Inter Milan, and it is an important step in our strategy to accelerate global brand visibility in sports betting. I look forward to offering LeoVegas customers worldwide 'Nerazzurri' insights : we are proud to be partnering with such an iconic club"*.

Inter is one of the world's most valuable football brands, and one of Italy's most successful football clubs with 19 Serie A titles and 3 European Cup/Champions League titles. Based in Milan, Inter is a global brand with about 48 million followers on social media platforms. The average stadium attendance is 65,000, while Serie A is broadcast in more than 200 countries. The partnership is a great opportunity for LeoVegas to reach audiences around the world, and supports the Group's ambition to launch LeoVegas globally as a provider of the greatest igaming experience for both casino and sports gaming.

FOR FURTHER INFORMATION, PLEASE CONTACT

Daniel Valiollahi, Director of Communications and Public Affairs

+46 (0) 70 110 29 34, daniel.valiollahi@leovegasgroup.com

ABOUT LEOVEGAS MOBILE GAMING GROUP

LeoVegas vision and position is "King of Casino". The global group LeoVegas Mobile Gaming Group offers games on Casino, Live Casino, Bingo and Sport. The parent company LeoVegas AB (publ.) is located in Sweden and its operations are mainly located in Malta. The company's shares are listed on Nasdaq Stockholm. www.leovegasgroup.com

IMAGE ATTACHMENTS

[LeoVegas InterMilan](#)

[LeoVegas InterPlayers](#)

[LeoVegasHagman Inter](#)

ATTACHMENTS

[LeoVegas partners with Serie A legends Inter Milan](#)