Press Release Betsson Group

# Betsson strengthens the Product Team with hires from William Hill and Svenska Spel

Betsson Group has recruited Cíara Nic Liam as Product Director Gaming and Joakim Thor as Product Director Sports. With this move, Betsson reaffirms its dedication to hiring the best talent and continue its journey towards an even more efficient and business driven organisation.

“Both Cíara and Joakim have vast gaming experience from different parts of the industry. With them joining Betsson, our Product Team is further strengthened and will stand even stronger for the future,” says CSO/Acting CPO Peter Zäll.

Cíara’s most recent position was as Head of Gaming at William Hill, where she was responsible for all of the Gibraltar based gaming products and a senior member of the Management Team.

“Cíara has a proven track record of delivering strong results for the products she manages and ensuring revenue growth. I look forward to having her on board,” says Peter Zäll.

Joakim has a background with Svenska Spel, where he was Director of Product Management and responsible for the portfolio of sports products and services.

“Joakim showed substantial increase in online market share for the sports segment under his responsibility. He also had a strong focus on improving the customer experience, which is always a focus for us at Betsson,” Peter Zäll comments.

“I am happy to welcome Cíara and Joakim to Betsson Group. The competence that both Cíara and Joakim bring to the table will further enhance the customer experience of playing with Betsson,” Peter Zäll states.

Joey Hurtado has been appointed new Managing Director for Casino Brands

“Joey has done a great job as Head of Gaming & Live and with his vast experience in gaming I am confident that he will continue to deliver excellent results in his new position. This promotion is another example of the talent we have within our company and the possibilities there is to grow and develop professionally for those willing and able,” says Peter Zäll.

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**About Betsson Group**With 17 brands, including Betsafe.com, Betsson.com, NordicBet.com and CasinoEuro, offering Sportsbook, Casino and other games, Betsson Group is one of the world’s largest gaming groups, at the heart of entertainment for over five decades. The company’s vision is to provide the best customer experience in the industry – listening to, and learning from, its customers, and then exceeding their expectations. Betsson Group is wholly owned by Betsson AB – listed on Nasdaq Stockholm Large Cap.

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