

**Question 1. Mikko got broad experience from iGaming working at companies such as Expekt, Finska pokerförbundet, and Leijonakasino. How did he and the team get the idea to launch Betspin?**

**Answer:** Mikko was approached by a friend of his who knew Kjetil Aasen (at that time Chairman of the Board) from Nio Inc. Nio wanted to set up an online casino and had a good budget for that. After some talks Mikko was chosen for the project. Mikko together with the team has had a clear vision of what modern casino should be like and how to present the company and people behind it.

**Question 2. How has the first month been for Betspin? Has anything gone better or been harder than earlier expectations?**

**Answer:** First month was good for us. Obviously we ran into few technical issues as well but nothing major. So all in all we're happy with the first month.

**Question 3. Please elaborate about the concept for Betspin's new casino. Also, has it changed over the start-up period?**

**Answer:** The main concept behind Betspin is (and has been since the start) overall user experience. Whether it's web design, customer service, playing games or depositing and withdrawing money we aim to deliver the best possible experience. Also it was clear from the very beginning that important part of this is transparency, we're proud of what were doing and we're not afraid to show it or ourselves.

**Question 4. Which role has Mikko taken as CEO? What is a normal day like for a casino start-up? Please explain a little to us what is going on..**

**Answer:** Mikko has been able to put together a great team. He's very direct and honest with his approach and always available for both us

employees as well as partners and customers.

**Question 5. Betspin have over 500 slot games available to play on laptop - and many of them are also available on mobiles and tablets. There are also several live casino games to choose from. Are a wide selection and variety of games on all platforms where you stand out from other Nordic brands?**

**Answer:** High amount of games is a must rather than a way to differentiate. Vast selection of games is pretty easy for anyone to get so one needs to do something else to be able to stand out.

**Question 6. Not so many other new casinos offer games from NYX. How come Betspin selected them? Are there any personal favourite games at NYX? Will there be games from more developers later this year?**

**Answer:** NYX provide good games which we believe will be well received by our players. PNG will come in a few weeks, followed by Williams Interactive Personal favorite games from NYX - Probably The Lab, Holly Madison and Foxin' Wins Again

**Question 7. Has Betspin considered launching any exclusive casino games?**

**Answer:** Yes, we are considering and they will come in the future

**Question 8. Betspin seems to be around 10 people at Malta right now. Do you have plans to recruit any more? What kind of specialists are Betspin looking to hire/recruit?**

**Answer:** We are 17 at the moment. We're recruiting more people almost monthly. At the moment we're looking for Digital Marketing Manager and Norwegian / Swedish Customer Care personnel.



**Question 9. Which markets are Betspin approaching this year and why? (Mikko seems to have a legal background so extra interesting from that perspective - but feel free to approach the question how you like)**

**Answer:** We will concentrate on the Nordic markets and UK on the first year.

For any questions, please contact:

Markus Jalmerot.

Mobile: +44 7450 961 888

Email: [markus@jalmerot.com](mailto:markus@jalmerot.com)

Skype: macckemo