



# LeoVegas sells BeyondPlay stake to Bettor Capital

LeoVegas Group announced that it had divested its 25% share in BeyondPlay, formerly known as SharedPlay, to venture firm Bettor Capital for €1.9 million. In less than two years, BeyondPlay grew from an idea at an early stage to becoming industry-leading within its niche, generating a 73% return on investment for LeoVentures, the Group's investment arm. The successful divestment is a testament to LeoVenture's ability to drive growth and value creation as a leading iGaming incubator.

Speaking about the divestment, Gustaf Hagman, Group CEO said "It has been truly incredible to watch BeyondPlay grow from an idea to a leader in its industry niche over the last two years. Karolina Pelc and her team have done an impressive job, and I know they are just getting started".

"We look forward to maintaining our valued partnership with BeyondPlay, and wish them all the best in their continued growth."

Karolina Pelc, CEO and founder of BeyondPlay, said "LeoVentures has been a fantastic acceleration partner for BeyondPlay, and we are grateful for the support received from the early days to date. We remain committed to a successful commercial partnership with LeoVegas Group and are excited for the next chapter of our journey. Looking to the future, securing the backing of such a prominent VC firm as Bettor Capital, among other hugely significant strategic industry investors, as part of a larger fundraising effort, is a powerful statement on our company's growth trajectory. I am looking forward to announcing more details very soon."

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