

Stockholm, 16 March 2016

## Clarification regarding the mobile gaming company Leovegas' advertising

**Under the headline "Listed gaming company advertising on porn and pirate sites", DI sheds light on an actual problem in affiliate marketing where advertisements are improperly exposed in a context that without question is in violation of the advertiser's intentions and rules. We welcome that this problem has been highlighted at the same time that important clarifications should be noted:**

- LeoVegas' advertising material has been exposed on file sharing sites such as The Pirate Bay, in violation of our Terms & Conditions and rules. We take this with utmost seriousness and will intensify our actions against affiliates that violate the terms of our agreements and are emphasising greater control in several areas.
- LeoVegas does not advertise on websites containing pornographic content. The article notes that other gaming companies are present in such environments and then uses the concept "porn and pirate sites" as a general angle, but it is important to note that LeoVegas does not advertise on sites containing pornographic content.
- LeoVegas has zero tolerance for this, as it is in direct contradiction to LeoVegas' values and what the company stands for.

The violations that are made against our advertising rules are acted upon as soon as they come to the company's knowledge.

Extract from LeoVegas' Terms & Conditions for affiliates:

### 6.4. Traffic Generated Through an Unsuitable Medium

We may terminate this Agreement if we determine (in our sole discretion) that your site is unsuitable. Any form of traffic that is generated from any medium that is aimed at children, promotes violence, includes Pornographic or Narcotic material, promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age, promotes illegal activities, or violates intellectual property rights, or are otherwise considered by Us to bring LeoVegas into disrepute or prejudice the interests of LeoVegas in any way is considered unsuitable and constitutes a breach of agreement.

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For further information, please contact:

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### **About the LeoVegas mobile gaming group**

*LeoVegas' vision is to create the ultimate mobile gaming experience and be number one in mobile casino. LeoVegas today has a leading position in mobile casino. The business is distinguished by award-winning innovation and strong growth. LeoVegas operations are based in Malta, while technological development is conducted in Sweden. The parent company LeoVegas AB (publ) invests in companies that offer gaming via mobile devices and desktop computers along with companies that develop related technologies. LeoVegas has attracted major international acclaim and has won numerous awards, including "Slot operator of the year 2015", "Marketing Campaign of the Year", and "Innovation in Mobile and Tablet" at the EGR Awards. For more about LeoVegas, visit [www.leovegasgroup.com](http://www.leovegasgroup.com).*