



STAKEHOLDER: BOARD MEMBER

## “Svenska Spel should serve as a model”

**As a new member of Svenska Spel’s Board, Michael Thorén participates actively in Board activities. He thinks that the Company works well in dealing with the trade-off between responsibility and profit.**

*How important is it that Svenska Spel works with responsibility issues?*

“It is very important that Svenska Spel deals with this issue.

An explicit aim of State-owned companies is to serve as a model in terms of sustainability and responsibility. It is also very important for the corporate brand. As a gaming company, the issue of social and ethical responsibility is decisive if the Company is to continue to be a credible alternative to unregulated gaming companies.”

*How do you think Svenska Spel manages the balance between responsibility and profit?*

“This is a difficult trade-off and one that easily shifts in favour of one or the other, but I think that Svenska Spel manages it well. You must remember that Svenska Spel is a company that competes with other actors on the market. It is crucial that Svenska Spel is offered the possibility to compete under the same conditions as the competitors. As administrator, we want the Company to generate value, it is important.”

*What would you like to see more or less of in the future?*

“I think the Company should serve as a raw model in everything it does – including sustainability and responsible gaming, but also regarding cost-efficiency and a business-like approach. The new CEO, Lennart Käll, has an important job ahead of him.”

Read more about our stakeholder dialogues on page 101.