



Press information

Malta, 3 December 2013

Unibet Launching New Poker Software

As the next step in developing their customer experience, Unibet have decided to move to a standalone poker product in early 2014. The software is developed exclusively for the Unibet and Maria brands by Estonian based supplier Relax Gaming. Unibet has been closely involved in key functionality and design to cater for their new poker strategy.

Unibet and Maria will be the sole operators offering this new product after previously being part of a network of multiple operators.

“The environment in the online poker industry has changed over the years and we have come to the insight that being part of a poker network is not sustainable for Unibet in the long term. This project has given us the possibility to start from a blank piece of paper and define everything we believe is important for a fun poker experience. In a way, our goal is to bring the fun back to poker by creating software with a clear focus on the casual player” says Daniel Eskola, Head of Gaming at Unibet.

“Our relationship with Microgaming remains strong, and we are continuing to offer Quickfire games in our casino” Eskola continues.

The new software will include a user friendly table selection, rich 3d backgrounds, ability to change avatar and screen name and gameplay features such as achievements and missions. Unibet Poker is a multi-channel product and will be available for PC and Mac download, browser, and tablet versions for both iOS and Android.

In connection with this Unibet has also invested EUR 1.25 million in Relax Gaming for a share of the company.

For more information:

Daniel Eskola,
daniel.eskola@unibet.com, +447702 717 975

About Unibet

Unibet was founded in 1997 and is an online gambling company listed on NASDAQ OMX Stockholm. Unibet is one of the largest privately-owned gambling operators in the European market and provides services in 27 languages through www.unibet.com, www.unibet.dk, www.unibet.fr, www.unibet.it, www.unibet.be, www.unibet.ee, www.unibet.com.au, www.maria.com, www.mariacasino.ee and www.mariacasino.dk. Unibet also offers Sportsbook B2B services through Kambi Sports Solutions, www.kambi.com. Today, Unibet has 8.2 million customers in over 100 countries. Unibet is a member of the EGBA, European Gaming and Betting Association, RGA, Remote Gambling Association in the UK and is audited and certified by eCOGRA in relation to responsible and fair gaming.

More information about Unibet Group plc can be found on www.unibetgroupplc.com