

ASCH sells shares in Unibet Group

Anders Ström, Chairman of the Board of Directors of Unibet Group Plc ("Unibet"), through Anders Ström Core Holdings ("ASCH") has sold 930,000 shares, corresponding to approximately 3.3 per cent of the shares and voting rights in the company, to institutional investors. The transaction took place on August 20, and following the sale, ASCH owns 1,920,000 shares in Unibet, corresponding to approximately 6.8 per cent of the shares and voting rights in the company. SEB Corporate Finance, Skandinaviska Enskilda Banken AB has acted as financial adviser to ASCH in connection with the transaction.

Anders Ström comments:

"ASCH retains a significant holding in Unibet and intends to remain a committed and long term owner going forward. Personally, I will continue to engage actively in the company in my capacity as Chairman of the Board, and I also intend to be available for re-election at next year's Annual General Meeting."

Contact:

Patrick Clase +46-73 416 68 70