



Press information

Malta, 20 November 2014

Exercise of options in Unibet Group plc

In the exercise window ending on 15 November 2014 under the rules of Unibet Group plc Executive Option Scheme, 228,099 share options were exercised.

The options were exercised by issuing 228,099 ordinary shares with a par value of GBP 0.005. In connection with this exercise, Unibet has received SEK 39,174,296.00 from the option holders which has, in full, been taken to equity. Of these Unibet's CEO Henrik Tjörnström has exercised 92,977 options of which 32,977 has been sold and the proceeds of this sale were reinvested into the exercise of the remaining 60,000.

Following this exercise, the total amount of shares issued in Unibet Group plc is 28,537,950 ordinary shares with a par value of GBP 0.005. Of the total issued shares, 85,364 from the Share buy-back programmes initiated in 2007 and 2011 continue to be held by Unibet in form of SDRs.

For more information:

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About Unibet

Unibet was founded in 1997 and is an online gambling company listed on Nasdaq Stockholm. Unibet is one of the largest listed gambling operators in the European market and provides services in 22 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. Today, Unibet has 9.5 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 and twitter.com/UnibetGroup