



Press information

Malta, 16 March 2015

Exercise of options in Unibet Group plc

In the exercise window ending on 15 March 2015 under the rules of Unibet Group plc Executive Option Scheme, 3,216 share options were exercised using SDRs from Unibet's Share buy-back programme initiated in 2007 and 2011. In connection with this exercise, Unibet has received SEK 533,856 which has, in full, been taken to equity.

Of the total outstanding shares, 82,148 from the Share buy-back programmes initiated in 2007 and 2011 continue to be held by Unibet. The total amount of shares outstanding in Unibet Group plc is 28,537,950 ordinary shares with a par value of GBP 0.005.

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 21 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.unibet.co.uk, www.maria.com, www.mariacasino.ee, www.mariacasino.dk and www.maria.co.uk. Today, Unibet has 9.7 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