

Press information

Malta, 2 March 2016

Exercise of options in Unibet Group plc

In the exercise window ending on 15 March 2016 under the rules of Unibet Group plc Executive Option Scheme, 4,314 share options were exercised using 34,512 SDRs from the Unibet Group's Share buy-back programme initiated in 2007 and 2011. In connection with this exercise, Unibet has received SEK 815,346 which has, in full, been taken to equity.

Following this exercise, 465,896 from the Share buy-back programmes initiated in 2007 and 2011 continue to be held by the Unibet Group. The total amount of shares outstanding in Unibet Group plc is 230,117,040 ordinary shares with a par value of GBP 0.000625.

For more information:

Inga Lundberg, Investor Relations, +44 788 799 6116

About Unibet Group

Unibet Group is one of Europe's largest listed online gambling operators and is listed on Nasdaq Stockholm. Unibet Group provides services in 20 languages to over 13.5 million customers in over 100 countries through several subsidiaries and brands. Unibet Group 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 the pan-European CEN standard on consumer protection and responsible gaming.

More information about Unibet Group plc can be found on www.unibetgroupplc.com and twitter.com/UnibetGroup.