



Unibet Group plc

NOTICE IS HEREBY GIVEN that the Extraordinary General Meeting (“EGM”) of Unibet Group plc (“the Company”) will be held on [Tuesday 6 December] 2016 at 10.00 CET at the meeting room Perrongen, Spårväghallarna, Birger Jarlsgatan 57 A in Stockholm for the following purposes:

Notice to holders of Swedish Depository Receipts (“SDR’s”)

Holders of SDR’s who wish to attend and/or vote at the EGM must:

(i) be registered in the register kept by Euroclear Sweden AB **by 17.00 CET Friday 25 November 2016;**

(ii) notify Skandinaviska Enskilda Banken AB (publ) (SEB) of their intention to attend the EGM **no later than 11.00 CET on Thursday 1 December 2016; and**

(iii) send an original signed proxy form to the Company **no later than 17.00 GMT on Thursday 1 December, 2016** (unless the holder will attend the EGM in person).

Requirement (i): Holders of SDR’s whose holding is registered in the name of a nominee must, to be able to exercise their voting rights at the EGM (by proxy or in person), temporarily register their SDR’s in their own name in the register kept by Euroclear Sweden AB at the latest **by 17.00 CET Friday 25 November 2016**. Such holders must well before that day contact their custodian bank or brokerage to request that their holding be temporarily registered in their own name with Euroclear Sweden AB before **Friday 25 November 2016**.

Requirement (ii): Holders of SDR’s must, to be able to exercise their voting rights at the EGM (by proxy or in person), give notice to SEB of their intention to attend no later than **11.00 CET on Thursday 1 December 2016**. This must be done by completing the enrolment form provided on **www.unibetgroupplc.com/EGM**, "Notification to holders of Swedish Depository Receipts in Unibet Group plc". The form must be completed in full and delivered electronically.

Requirement (iii): Holders of SDR’s who will not attend the EGM in person must send their original signed proxy forms by post or courier so as to arrive at Unibet Group plc, c/o Unibet (London) Ltd, Wimbledon Bridge House, 1 Hartfield Road, London SW19 3RU, United Kingdom no later than **17.00 GMT on Thursday 1 December, 2016**. Proxy forms are available on **www.unibetgroupplc.com**.

Please note that conversions to and from SDR’s and ordinary shares will not be permitted between 25 November and 6 December 2016.

Proposed Agenda

It is proposed that the EGM conducts the following business:

Resolution:

1. Opening of the Meeting
2. Election of Chairman of the Meeting
3. Drawing up and approval of the voting list
4. Approval of the agenda
5. Election of one person to approve the minutes
6. Determination that the Meeting has been duly convened
7. **As Special Business, to consider the following resolution which will be proposed as Extraordinary Resolution:**

Resolution (a)

THAT:

The name of the Company be changed from Unibet Group plc to Kindred Group plc and that the Memorandum of Association of the Articles of Association be amended so as to reflect such change of name.

8. Closing of the meeting

Agenda item no 7

The rationale for the Board of Directors of Unibet Group plc to propose the change are:

- “Unibet Group” is a growing and changing company that today has 13 brands in the portfolio, many of them acquired.
- “Unibet” is one of the strongest customer brands in online sports betting, casino, bingo and poker.
- There is a risk of confusion regarding the difference between “Unibet Group” and “Unibet” leading to slower growth for both “Unibet Group” and “Unibet”.

Therefore the Board of Directors propose a name change of “Unibet Group” to “Kindred Group” as well as a revised identity to better cater for a group company that can serve a multitude of brands. The name change is a central part of the Group’s growth strategy and will not affect any of the customer facing brands. Instead it creates clarity and flexibility to accommodate for maximum efficiency and lower risks and creating better conditions for future growth.

By order of the Board
Unibet Group plc
Malta, October 2016

NOTE

1. A member entitled to attend and vote at the meeting is entitled to appoint one or more proxies to attend and vote on his or her behalf. A proxy need not also be a member.