

Unibet wins Operator of the Year at 2016 EGR Awards

Unibet wins Operator of the Year, Socially Responsible Operator and Best Marketing Campaign at the 2016 EGR Operator Awards

Unibet won the prestigious title of “Operator of the Year” at the annual EGR Operator Awards held in London on Tuesday 28 November. The award capped a stellar evening for Unibet, who also took home two additional awards for Socially Responsible Operator and Best Marketing Campaign for the multiple-award winning “Luck Is No Coincidence” campaign.

Operator of the Year Socially Responsible Operator Best Marketing Campaign (Luck Is No Coincidence)

“This recognition makes me extremely proud. It caps off a brilliant year for the Unibet Group. Great products and industry leading marketing is underpinned by our commitment to be the most responsible and trusted operator,” says Henrik Tjärnstrom, CEO of Unibet Group.

“This is a true testament to the great teamwork everyone in the Unibet Group contributes and how all of our brands and teams work together to achieve a common goal – to give our customers the best experience,” says Ebba Ljungerud, Chief Commercial Officer of Unibet Group.

Unibet’s #LuckIsNoCoincidence videos have been viewed over 30 million times and has been described as a “genuinely disruptive campaign that challenged category norms” at the recent International Content Marketing Awards, where it also won a gold award.

Unibet Group takes a proactive approach to responsible gaming and sees this as a fundamental pillar in building long-term customer relationships. Helping players stay in control of their gambling, providing a safe and secure online environment and preventing fraud, all contribute to the Group’s aim of providing the best customer experience.

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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 15.8 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.