



Unibet Group plc
Interim report January - June 2008

- **Gross Winnings Revenue** amounted to **GBP 27.9 (16.0)** million for the second quarter of 2008 and **GBP 59.2 (37.6)** million for the first half year 2008.
- **Profit before tax** for the second quarter of 2008 amounted to **GBP 4.0(1.7)** million. Profit before tax for the first half year 2008 amounted to **GBP 6.9 (10.5)** million.
- **Profit before tax** for the second quarter of 2008, excluding currency exchange loss of **GBP 0.2 (nil)** million on the bond, amounted to **GBP 4.2 (1.7)** million. Profit before tax for the first half year 2008 excluding currency exchange loss of **GBP 5.8m (nil)** million on the bond, amounted to **GBP 12.7 (10.5)** million.
- **Profit after tax** for the second quarter of 2008 amounted to **GBP 3.5 (1.6)** million. Profit after tax for the first half year 2008 amounted to **GBP 5.7 (9.9)** million.
- **Earnings per share** for the second quarter of 2008 were **GBP 0.127 (0.057)** and **GBP 0.205 (0.350)** for the first half year 2008.
- **Earnings per share** for the second quarter of 2008 excluding currency exchange loss on the bond were **GBP 0.131 (0.057)** for the second quarter of 2008 and **GBP 0.407 (0.350)** for the first half year 2008.
- **Number of active customers** at the end of the quarter was **316,780 (221,235)**.

“On track to achieve the 2010 financial targets”

“During the first half of 2008 we have seen healthy growth for the Group both in terms of gross winnings and profit from operations. “

“With the European Championships in football as a real high light during the quarter, we reached a new record high in active customers and our Live betting was a great success with over 3,000 offers.”

“We are on track to achieve the financial targets for 2010,” says Petter Nylander, CEO of Unibet.

Today, Monday 11 August 2008, Unibet’s CEO Petter Nylander and CFO Henrik Tjärnström will host a presentation in English at FinancialHearings, Operaterrassen in Stockholm at 9.00 CET.

Please go to www.financialhearings.com to sign in.

For those who would like to participate in the telephone conference in connection with the presentation, the telephone number is +44 (0)20 7806 1968.

Please call in, well in advance and register.

The presentation is also web cast live on www.unibetgroupplc.com.

SUMMARY TABLE Q2 AND PRIOR YEAR

This table is unaudited

GBP	Q2		Jan - June		Full Year 2007 GBPm	Rolling 12 months ⁴ GBPm
	2008 GBPm	2007 GBPm	2008 GBPm	2007 GBPm		
Gross winnings Revenue ¹	27.9	16.0	59.2	37.6	81.4	103.0
EBITDA ²	8.3	2.8	21.3	12.7	25.9	34.5
Profit before tax	4.0	1.7	6.9	10.5	20.0	16.4
Profit after tax	3.5	1.6	5.7	9.9	18.7	14.5
Net cash ³	27.9	4.4	27.9	4.4	29.6	
Bond liability	75.5	-	75.5	-	71.5	
	GBP	GBP	GBP	GBP	GBP	GBP
EBITDA ² per share	0.293	0.099	0.756	0.449	0.922	1.229
Earnings per share	0.127	0.057	0.205	0.350	0.665	0.518
Net cash ³ per share	0.988	0.157	0.988	0.157	1.047	1.878

SEK	Q2		Jan - June		Full Year 2007 SEKm	Rolling 12 months ⁴ SEKm
	2008 SEKm	2007 SEKm	2008 SEKm	2007 SEKm		
Gross winnings Revenue ¹	328.8	218.3	698.3	514.0	1,101.8	1,286.1
EBITDA ²	97.5	38.5	251.8	173.3	350.5	429.0
Profit before tax	47.2	23.3	81.4	141.5	271.3	211.2
Profit after tax	41.8	21.9	67.6	133.5	252.9	760.0
Net cash ³	330.4	60.3	330.4	60.3	400.0	
Bond liability	893.4	-	893.4	-	967.10	
	SEK	SEK	SEK	SEK	SEK	SEK
EBITDA ² per share	3.45	1.36	8.92	6.14	12.47	15.25
Earnings per share	1.50	1.89	2.42	4.73	9.00	6.66
Net cash ³ per share	11.70	1.49	11.70	2.14	14.16	

	No.	No.	No.	No.	No.	No.
Active customers	316,780	221,235	316,780	221,235		
Registered customers	2,764,482	1,890,000	2,764,482	1,890,000	2,348,900	

Currency rate Q2 07: 1GBP = 13.642 SEK, Q2 08: 1GBP = 11.794 SEK, FY 07 1GBP = 13.531 SEK

¹ Gross winnings Revenue and marketing expenses were restated in 2007 to include the effects of all gaming-related transactions within one line in accordance with recent IFRIC interpretations and industry standards.

This reclassification had no effect on reported EBITDA or profit before tax.

² EBITDA = Profit from operations before depreciation / amortisation

³ Net cash = Total cash at period end less customer balances and bank loans

⁴ Rolling 12 months consists of the 12 months result ended 30 June 2008

Unibet Group plc

Significant events during the second quarter of 2008

On 25 April 2008 Unibet signed an agreement to acquire 100 per cent of the issued share capital of the Internet based sports media company Guildhall Media Invest Limited, for a cash consideration of EUR 150,000. Unibet also took on responsibility for Guildhall's external debt of EUR 4.2 million.

On 29 April 2008, Unibet Group held its Annual General Meeting and approved a dividend of GBP 0.50 (0.41) to be paid to the holders of shares/SDRs as at that date. Also at the AGM, Peter Boggs, Daniel Johannesson, Peter Lindell, Staffan Persson and Anders Ström were re-elected as Directors of the Company, and Kristofer Arwin was newly elected as Director. In addition, Mr. Daniel Johannesson was elected as Chairman and Anders Ström was elected as Deputy Chairman. All other resolutions as detailed in the Notice of the AGM were passed at the meeting.

Kristofer Arwin and Staffan Persson have been appointed as members of the Audit Committee. The committee is chaired by Staffan Persson. Both have the relevant accounting and financial management expertise.

Peter Lindell and Anders Ström have been appointed as members of the Remuneration Committee. Peter Lindell chairs the committee.

Daniel Johannesson and Peter Lindell have been appointed as members of the Legal Committee. Daniel Johannesson chairs the committee.

During the second quarter 2008 Unibet repurchased EUR 2.5 million of the EUR 100 million nominal Bond.

Significant events after the period end

Between 1 July 2008 and 8 August 2008, Unibet repurchased an additional EUR 17.1 million of the EUR 100 million nominal Bond.

Market

Unibet is one of Europe's leading companies in Moneytainment, operating in 20 different languages in more than 100 countries.

Gambling can be divided into games of skill (Sports betting, Horse racing, Poker, etc.) and games of chance (Roulette, Black Jack, Slot machines, Lotto, Bingo etc.) The gambling market can also be divided into online (Internet) and offline (betting shops, casinos) gambling. Online gambling is now regarded as one of the most important Internet businesses. Besides sports betting, which has enjoyed first mover advantage in the online arena and been the driver of online gambling, other areas such as casino games, poker and lotteries have grown rapidly in recent years.

Current products

Sports betting

Unibet's sports betting service offers a comprehensive range of odds on a variety of international and local sports events, to a worldwide customer base (excluding the USA, Turkey and similar markets) 24 hours a day, 7 days a week. Bets are placed via Unibet's site or via mobile phone.

The turnover of the Euro 2008 football championships broke new records and especially the growth in live betting was extremely satisfying. Unibet offered a wide variety of bets on each match in the tournament. In total the customers were able to choose between 150-200 bet offers per match.

A new pool-betting product, SuperScore, in which the customer predicts the correct score of between 2-4 football or ice-hockey matches was launched during the second quarter and the interest is expected to increase when the big European football leagues kick off in August.

Unibet also offered streamed football and tennis matches on the site and will continue throughout 2009. As the only bookmaker in the market, Unibet offered live-betting on all men's and women's French Open and Wimbledon tennis matches. During the second quarter over 3,000 different events were offered.

During the second quarter of 2008, the next generation of mobile betting was launched. Customers can access the complete sportsbook offering including live betting, live scores and statistics. Interesting new features will be added continuously. The usability and user experience is widely superior to the previous version.

In August 2008 Unibet launched a new horse racing pool betting product under the brand name Travnet Live Racing. The customer will be able to place pool bets on win, place and double on Unibet.com and via Travnet.se which is the leading trotting community in Sweden.

The majority of Unibet's business is largely determined by the seasons for key sports such as the major football leagues in Europe, major golf and tennis tournaments as well as ice hockey leagues in the Nordic countries and North America. The seasonality of these events results in fluctuations in the Group's quarterly performance, especially in terms of Gross Turnover. However, quarterly results can

also vary widely, due to the volatility of gross winnings margins in sports betting. Please refer to page 5.

Non-sports betting

Unibet's non-sports betting consists of casino, games, bingo and poker.

Unibet Casino consists of more than 50 games such as Roulette, Black Jack, Caribbean Stud, Video Slots and Video Poker. Next to a wide variety of regular promotions and tournaments, several new games were released during the second quarter.

Unibet Games consist of sport-orientated games and entertainment games. The games are a softer version of the casino and are derived from the popularity of lottery- and keno-based games, virtual sports and high/low games.

Unibet Bingo is available in the Nordic countries and Estonia. Unibet offers the 75-ball type Bingo together with a range of casino games attached to it. These casino games consist of multi-reel video slots, multi-hand video poker, black jack and roulette. Unibet Bingo 75-ball offers single patterns as well as the traditional Swedish multi-part patterns.

The multicurrency Maria Bingo is one of the premier Internet bingo operators in the Nordic market. Maria Bingo, which is now ranked number one in Norway and Denmark, was launched in Finland during the first quarter 2008 and in Belgium and Estonia during the second quarter of 2008.

The second season of Finnish TV show Pokeritähti was aired in Finnish TV from end of March until end of June 2008. More information about Pokeritähti can be found on www.unibet.com and www.pokeritahti.fi

The pan-European poker tournament Unibet Open in Madrid in the middle of May 2008 attracted nearly 300 players from all over Europe and also good media coverage. The next Unibet Open tournament will take place in Milan in the middle of September 2008.

Financial review

The financial information has been presented in accordance with International Financial Reporting Standards and IFRIC interpretations as adopted by the European Union. The accounting policies remain unchanged from the last published results for the year ended 31 December 2007.

Since Malta converted to EUR on 1 January 2008, Unibet's Board of Directors is investigating the possibility to change the reporting currency from GBP to EUR if it is justified by reference to Unibet's business and financing structure.

Gross winnings revenue

Gross winnings revenue on sports betting represents the net receipt of bets and payouts within the consolidated entity for the financial period as reduced for Free Bets. Free Bets are bonuses granted or earned in connection with customer acquisition.

Gross winnings revenue for sports betting, before Free Bets, amounted to GBP 9.6 (5.1) million for the second quarter of 2008. For the first half-year 2008, gross winnings revenue for sports betting, before Free Bets, amounted to GBP 21.4 (14.7) million.

Gross winnings revenue for non-sports betting amounted to GBP 19.5 (12.2) million for the second quarter of 2008. For the first half-year 2008, gross winnings revenue for non-sports betting amounted to GBP 40.3 (25.0) million.

Of the non-sports betting gross winnings in the second quarter, poker represents circa 31 per cent and casino circa 53 per cent.

**Gross winnings revenue by market and business segment
(based on country of residence of customer)
GBP thousand**

	Q2 2008			Jan - June 2008			Q2 2007			Jan - June 2007			Full Year 2007		
	Sports Betting	Non-Sports Betting	Total	Sports Betting	Non-Sports Betting	Total	Sports Betting	Non-Sports Betting	Total	Sports Betting	Non-Sports Betting	Total	Sports Betting	Non-Sports Betting	Total
Sweden	3,684	5,307	8,991	6,337	11,906	18,243	1,439	3,984	5,423	4,875	8,315	13,190	10,707	17,479	28,186
Rest of Nordic	1,810	5,987	7,798	4,121	11,682	15,803	923	3,156	4,079	2,615	6,214	8,829	6,082	14,493	20,575
Southern Europe	2,972	4,701	7,673	8,145	9,455	17,600	1,955	3,481	5,436	5,327	6,883	12,210	11,163	14,276	25,439
Other	1,097	3,457	4,554	2,841	7,287	10,128	794	1,585	2,379	1,838	3,601	5,439	3,941	8,560	12,501
Total before Free Bets	9,564	19,452	29,016	21,444	40,330	61,774	5,111	12,206	17,317	14,655	25,013	39,668	31,893	54,808	86,701
Free Bets	-1,140	0	-1,140	-2,569	0	-2,569	-1,318	0	-1,318	-2,092	0	-2,092	-5,273	0	-5,273
Total after Free Bets	8,424	19,452	27,876	18,875	40,330	59,205	3,793	12,206	15,999	12,563	25,013	37,576	26,620	54,808	81,428

Gross margin on sports betting

The gross margin for sports betting excluding live betting and before Free Bets for the second quarter 2008 was 7.0 (5.4) per cent.

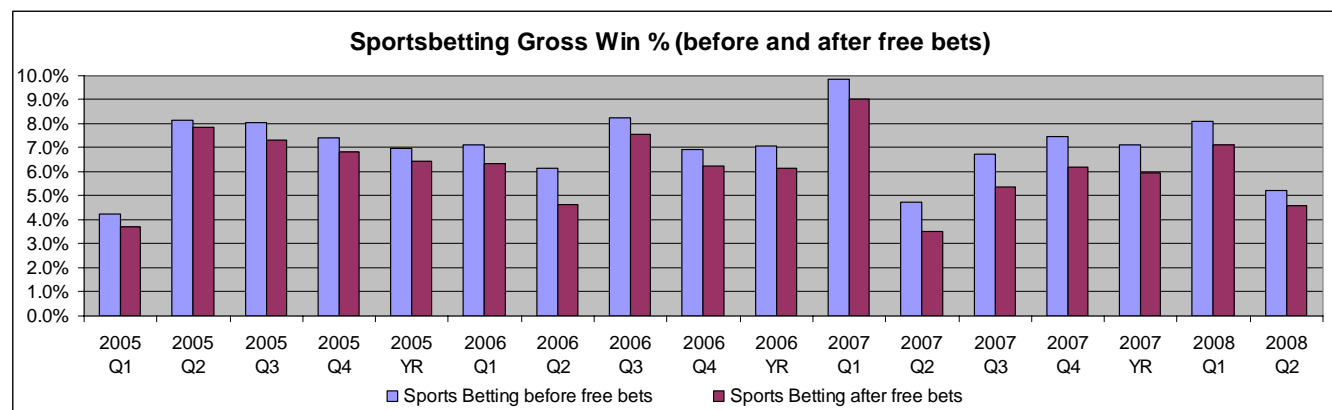
The gross margin for total sports betting for the second quarter 2008 before Free Bets was 5.2 (4.7) per cent. The gross margin for total sports betting for the second quarter 2008 after Free Bets was 4.6 (3.5) per cent.

Live betting is continuously growing and provides incremental revenue. Live betting accounted for 23.2 (12.2) per cent of gross winnings revenue on sports betting, excluding Free Bets, in the second quarter of 2008.

**Sports betting gross margin
GBP thousand**

	Q2 2008			Jan - June 2008			Q2 2007			Jan - June 2007			Full Year 2007		
	Sports Betting	Margin %	Share %	Sports Betting	Margin %	Share %	Sports Betting	Margin %	Share %	Sports Betting	Margin %	Share %	Sports Betting	Margin %	Share %
Live Betting	2,217	2.8%	23.2%	3,513	3.1%	16.4%	623	2.5%	12.2%	1,371	3.1%	9.4%	2,839	3.0%	8.9%
Other Betting	7,347	7.0%	76.8%	17,931	8.2%	83.6%	4,488	5.4%	87.8%	13,284	8.2%	90.6%	29,054	8.2%	91.1%
Total	9,564	5.2%	100.0%	21,444	6.5%	100.0%	5,111	4.7%	100.0%	14,655	7.1%	100.0%	31,893	7.1%	100.0%
Free Bets	-1,140			-2,569			-1,318			-2,092			-5,273		
Total net Free Bets	8,424	4.6%		18,875	5.7%		3,793	3.5%		12,563	6.1%		26,620	6.0%	

Sports betting gross margins can vary quite significantly from one quarter to the next, depending on the outcome of sporting events. However, over time these margins will even out. This can be seen in the table below. The bars show sports betting gross margin quarter and full year.



Customers

At 30 June 2008 the number of active customers amounted to 316,780 (221,235) compared with 288,161 at 31 March 2008. An active customer is defined as one placing a bet in the last three months.

The total number of registered customers has continued to increase during the quarter and exceeded 2.7 (1.8) million at 30 June 2008, whilst at 31 March 2008, over 2.5 million customers were registered.

Cost of sales

Cost of sales covers betting duties, revenue share and affiliate programs.

Gross profit

Gross profit for the second quarter 2008 was GBP 25.3 (15.4) million. Gross profit for the first half year 2008 was GBP 53.4 (35.8) million.

Operating costs (Marketing and Administrative expenses)

Operating costs include all indirect costs of running the business and are a combination of activity-related costs and fixed costs such as marketing, salaries etc. During the second quarter of 2008, ongoing operating costs were GBP 19.2 (13.7) million. Of the operating costs in the second quarter, GBP 6.8 (5.4) million were marketing costs and GBP 4.0 (3.6) million were salaries. During the first half year 2008, ongoing operating costs were GBP 37.0 (25.0) million.

Profit from operations

Profit from operations for the second quarter of 2008 was GBP 6.1 (1.8) million. Profit from operations for the first half year 2008 was GBP 16.4 (10.6) million. Earnings before interest, tax and depreciation and amortisation (EBITDA) for the second quarter of 2008 was GBP 8.3 (2.8) million and for the first half year 2008, GBP 21.3 (12.7) million.

Capitalised internal development expenditure

These results have been prepared under International Financial Reporting Standards, IAS 38, which require the capitalisation of certain internal development costs. In the second quarter of 2008, expenditure of GBP 1.1 (0.9) million has been capitalised, before amortisation, bringing the first half year 2008 total to GBP 3.2 (1.7) million.

Finance cost

Finance costs for the second quarter 2008 were 2.3 (0.2) million. Finance costs for the first half year 2008 were 9.9 (0.5) million. The finance cost for the first half year includes an unrealised exchange loss of GBP 5.8 (nil) million, primarily caused by the retranslation of the outstanding amount of the bond with a nominal value of EUR 97.5 million at 30 June 2008 to the closing exchange rate. The exchange loss on the bond in the first half of 2008 reflects the weakening of the GBP to the EUR which has been 7.3 per cent from 31 December 2007 to 30 June 2008.

Finance costs for the second quarter 2008 also includes GBP 0.1 million arising on the repurchase of EUR 2.5/GBP 2.0 million of the Bond during the second quarter.

Profit before tax

Profit before tax for the second quarter 2008 was GBP 4.0 (1.7) million. Profit before tax for the first half year 2008 was GBP 6.9 (10.5) million.

Profit after tax

Profit after tax for the second quarter 2008 was GBP 3.5 (1.6) million. Profit after tax for the first half year 2008 was GBP 5.7 (9.9) million.

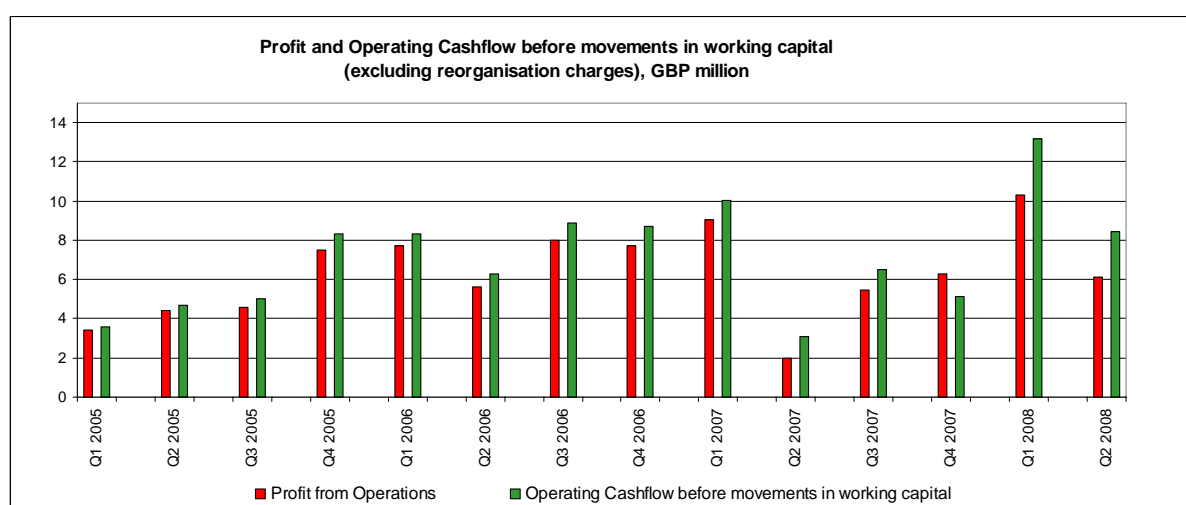
Financial position and cash flow

The cash in hand position at the end of the second quarter 2008 stood at GBP 54.3 (29.6) million while at the beginning of the period it was GBP 63.0 (43.5) million. This is before deducting GBP 75.5 (nil) million for the bond. During the second quarter 2008 GBP 2.0 million of the bond was repurchased.

Between 1 July 2008 and 8 August 2008, Unibet repurchased an additional EUR 17.1 million/ GBP 13.6 million of the EUR 100 million nominal Bond.

The bond with an original nominal value of EUR 100 million was issued on 21 December 2007 to finance the acquisition of Maria Holdings. The bond has a fixed annual coupon of 9.70 per cent and matures after 3 years. The bond can be redeemed early at Unibet's option from 21 December, 2008. Unibet also has the opportunity to repurchase the bond in the market and started to make such purchases during the second quarter in order to utilise surplus cash to reduce overall finance costs. This programme of repurchases has continued in the period since 30 June 2008.

The net cash flow for the second quarter 2008 was GBP -8.8 (-13.8) million of which the dividend paid was GBP 14.0 (11.5) million. GBP 8.7 (5.3) million was generated from operating activities. The quarterly profit and operating cash flow before movements in working capital is shown in the table below.



Principal risks

Unibet manages strategic, operational and financing risks on a group-wide basis. The principal risks affecting the Group are market risks, foreign exchange risks, credit risks and legal risks. Further details of Unibet's risk management and risks arising from the legal environment can be found on pages 22-25 and pages 43-44 of the Annual Report for the year ended 31 December 2007, available from www.unibetgroupplc.com.

Dividend

On 8 May 2008 a dividend of GBP 0.50 (0.41) per ordinary share/SDR was paid to the holders of shares/SDRs.

Option Scheme

During the second quarter 2008 Unibet granted 292,290 options to key employees. The options granted are exercisable in 2011 subject to certain performance conditions.

Employees

Unibet had 371 (308) employees at 30 June 2008 including 40 employees of Guildhall Media Invest Limited, compared to 359 at 31 March 2008.

Forthcoming financial reporting timetable

Interim Report January – September 2008
Year-end results 2008

5 November 2008
18 February 2009

The Board of Directors and the CEO certify that the interim report gives a fair review of the Group's operations, financial position and results of operations, and describes significant risks and uncertainties facing the Group.

Malta, 11 August 2008

Petter Nylander
CEO

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Unibet Group plc
Company number C 39017
Registered in Malta.

About Unibet

Unibet was founded in 1997 and is an online gambling company listed on OMX Nordic Exchange in Stockholm. Unibet is one of the largest privately-owned gambling operators in the European market and provides services in 20 languages through www.unibet.com. Today, Unibet has more than 2.7 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 certified by G4, Global Gaming Guidance Group.

In December 2007, Unibet acquired Maria Holdings, the largest online bingo operator in the Nordic market.

More information about Unibet Group plc can be found on www.unibetgroupplc.com

Independent review report to Unibet Group plc

Introduction

We have been engaged by the company to review the condensed set of financial statements in the half-yearly financial report for the six months ended 30 June 2008, which comprises the income statement, balance sheet, condensed statement of changes in equity, cash flow statement and related notes. We have read the other information contained in the half-yearly financial report and considered whether it contains any apparent misstatements or material inconsistencies with the information in the condensed set of financial statements. Our work was limited to the six months ended 30 June 2008 and we have therefore not conducted any procedures on the quarterly results.

Directors' responsibilities

The half-yearly financial report is the responsibility of, and has been approved by, the directors. The directors are responsible for preparing the half-yearly financial report in accordance with the requirements of the OMX Nordic Exchange in Stockholm.

As disclosed in note 2, the annual financial statements of the group are prepared in accordance with IFRSs as adopted by the European Union. The condensed set of financial statements included in this half-yearly financial report has been prepared in accordance with International Accounting Standard 34, "Interim Financial Reporting", as adopted by the European Union.

Our responsibility

Our responsibility is to express to the company a conclusion on the condensed set of financial statements in the half-yearly financial report based on our review. This report, including the conclusion, has been prepared for and only for the company for the purpose of the requirements of the Swedish Stock Exchange and for no other purpose. We do not, in producing this report, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

Scope of review

We conducted our review in accordance with International Standard on Review Engagements (UK and Ireland) 2410, 'Review of Interim Financial Information Performed by the Independent Auditor of the Entity' issued by the Auditing Practices Board for use in the United Kingdom. A review of interim financial information consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with International Standards on Auditing (UK and Ireland) and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the condensed set of financial statements in the half-yearly financial report for the six months ended 30 June 2008 is not prepared, in all material respects, in accordance with International Accounting Standard 34 as adopted by the European Union and the requirements of the OMX Nordic Exchange in Stockholm.

PricewaterhouseCoopers LLP
Chartered Accountants
London
11 August 2008

Notes:

- (a) The maintenance and integrity of the Unibet Group plc website is the responsibility of the directors; the work carried out by the auditors does not involve consideration of these matters and, accordingly, the auditors accept no responsibility for any changes that may have occurred to the financial statements since they were initially presented on the website.
- (b) Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

CONSOLIDATED INCOME STATEMENT GBP 000	Unaudited Q2 2008	Unaudited (restated) Q2 2007	Unaudited Jan - June 2008	Unaudited (restated) Jan - June 2007	Audited Full Year 2007
Gross Winnings Revenue	27,876	15,999	59,205	37,576	81,428
Cost of Sales	-2,617	-591	-5,776	-1,740	-5,278
Gross profit	25,259	15,408	53,429	35,836	76,150
Marketing costs	-6,797	-5,417	-13,400	-9,915	-21,157
Exceptional charges	-	-	-	-236	-2,836
Other administrative expenses	-12,357	-8,237	-23,624	-15,050	-30,760
Total administrative expenses	-12,357	-8,237	-23,624	-15,286	-33,596
PROFIT FROM OPERATIONS	6,105	1,754	16,405	10,635	21,397
Finance costs	-2,324	-240	-9,879	-501	-2,144
Interest received	224	195	375	344	784
Profit from Associate	-	-	-	-	12
Profit before tax	4,005	1,709	6,901	10,478	20,049
Income tax (expense)/credit	-458	-102	-1,171	-586	-1,357
PROFIT AFTER TAX	3,547	1,607	5,730	9,892	18,692
Earnings per share (GBP)	0.127	0.057	0.205	0.350	0.665
Weighted average number of ordinary shares for the purposes of calculating basic earnings per share	27,943,192	28,241,092	27,943,192	28,241,092	28,096,472
Fully diluted earnings per share (GBP)	0.126	0.057	0.203	0.350	0.659
Weighted average number of ordinary shares for the purposes of calculating diluted earnings per share	28,240,038	28,520,183	28,240,038	28,520,183	28,355,999
Non-statutory analysis of Gross Winning Revenue					
Sports Betting Stakes	183,599	108,425	330,021	205,650	447,016
Sports Betting Income	9,564	5,111	21,444	14,655	31,893
<i>Sports Betting margin %</i>	5.2%	4.7%	6.5%	7.1%	7.1%
Free Bets	-1,140	-1,318	-2,569	-2,092	-5,273
Sports Betting Income after free bets	8,424	3,793	18,875	12,563	26,620
<i>Sports Betting margin %</i>	4.6%	3.5%	5.7%	6.1%	6.0%
Non Sports Betting after bonuses	19,452	12,206	40,330	25,013	54,808
Gross Winnings Revenue	27,876	15,999	59,205	37,576	81,428

CONSOLIDATED BALANCE SHEET	Unaudited	Unaudited	Audited
GBP 000	30 Jun	30 Jun	31 Dec
ASSETS	2008	2007	2007
Non-current assets			
Goodwill	115,590	72,711	112,176
Other intangible assets	31,095	12,960	31,435
Investment in associate	115	69	81
Property, plant and equipment	3,836	2,563	3,819
Deferred tax assets	949	1,203	1,013
	<u>151,585</u>	<u>89,507</u>	<u>148,524</u>
Current assets			
Trade and other receivables	7,714	6,314	7,234
Cash and cash equivalents	54,308	29,614	56,047
	<u>62,022</u>	<u>35,928</u>	<u>63,281</u>
TOTAL ASSETS	<u><u>213,607</u></u>	<u><u>125,435</u></u>	<u><u>211,805</u></u>
EQUITY AND LIABILITIES			
Capital and reserves			
Share capital	141	141	141
Share premium	73,838	73,838	73,838
Translation reserve	333	21	148
Loss offset reserve	-	8,220	-
Other reserves	-42,889	-42,889	-42,889
Profit and loss account	56,335	49,222	64,328
TOTAL EQUITY	<u><u>87,758</u></u>	<u><u>88,553</u></u>	<u><u>95,566</u></u>
Non-current liabilities			
Deferred tax liabilities	1,892	1,456	1,778
Borrowings	75,458	6,124	71,474
	<u>77,350</u>	<u>7,580</u>	<u>73,252</u>
Current liabilities			
Trade and other payables	18,793	8,379	14,351
Customer balances	22,841	11,652	16,797
Tax liabilities	3,307	1,855	2,152
Borrowings	3,558	7,416	9,687
	<u>48,499</u>	<u>29,302</u>	<u>42,987</u>
TOTAL EQUITY AND LIABILITIES	<u><u>213,607</u></u>	<u><u>125,435</u></u>	<u><u>211,805</u></u>

Statement of changes in equity	30 Jun	30 Jun	31 Dec
GBP 000	2008	2007	2007
Opening balance	95,566	92,921	92,921
Dividend Paid	-13,972	-11,527	-11,527
Translation differences	185	-13	127
Share buy-back	-	-2,860	-4,947
Share Options - value of employee services	249	140	300
Profit for the period	5,730	9,892	18,692
Closing balance	<u>87,758</u>	<u>88,553</u>	<u>95,566</u>

CONSOLIDATED CASHFLOW STATEMENT
GBP 000

	Unaudited Q2 2008	Unaudited restated Q2 2007	Unaudited Jan - June 2008	Unaudited restated Jan - June 2007	Audited Full Year 2007
OPERATING ACTIVITIES					
Profit from operations	6,105	1,754	16,405	10,635	21,397
Adjustments for:					
Depreciation of property, plant and equipment	463	305	822	573	1,482
Amortisation of intangible assets	1,702	763	4,122	1,473	3,024
Share of profit from associates	-	-	-	-	-12
Share-based payment	156	68	249	140	300
Operating cashflows before movements in working capital	8,426	2,890	21,598	12,821	26,191
Increase in receivables	-850	-1,277	-405	-2,002	-600
Increase in payables	1,127	3,687	3,817	2,159	10,456
Cash generated from operations	8,703	5,300	25,010	12,978	36,047
Income taxes (paid)/received	-37	-19	-37	-19	-1,483
NET CASH GENERATED FROM OPERATING ACTIVITIES	8,666	5,281	24,973	12,959	34,564
INVESTING ACTIVITIES					
Cash acquired upon acquisition	105	-	105	-	1,492
Cash paid for acquisition	-	-	-	-	-54,419
Cash invested in associate	-	-	-23	-	-
Interest received	224	195	375	343	784
Interest paid	-102	-239	-284	-501	-992
Purchases of property, plant and equipment	-645	-1,833	-688	-2,951	-6,604
Development costs of intangible assets	-1,089	-919	-3,156	-1,734	-3,713
NET CASH USED IN INVESTING ACTIVITIES	-1,507	-2,796	-3,671	-4,843	-63,452
FINANCING ACTIVITIES					
Dividends paid	-13,972	-11,527	-13,972	-11,527	-11,527
Share buy back	-	-2,860	-	-2,860	-4,947
Bond buy back	-1,977	-	-1,977	-	-
Proceeds from borrowings	-	-	-	-	70,033
Repayment of borrowings	-	-1,927	-9,687	-4,072	-7,926
NET CASH (USED IN)/FROM FINANCING ACTIVITIES	-15,949	-16,314	-25,636	-18,459	45,633
NET (DECREASE)/INCREASE IN CASH AND CASH EQUIVALENTS	-8,790	-13,829	-4,334	-10,343	16,745
CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD	62,998	43,472	56,047	39,986	39,986
Effect of foreign exchange rate changes	100	-29	2,595	-29	-684
CASH AND CASH EQUIVALENTS AT END OF PERIOD	54,308	29,614	54,308	29,614	56,047

KEY RATIOS	Unaudited	Unaudited	Unaudited	Unaudited	Audited
	Q2 2008	restated Q2 2007	Jan - June 2008	restated Jan - June 2007	Full Year 2007
Operating margin, % (Profit from operations/revenue for the period)	21.90%	10.96%	27.71%	28.30%	26.28%
Return on total assets, % (Profit after tax/average of opening and closing assets for the period)	0.4%	1.2%	0.7%	7.7%	10.9%
Equity/assets ratio, %	41%	71%	41%	71%	45%
Net debt/EBITDA (rolling 12 months basis)	1.517	-0.149	1.517	-0.149	1.603
Employees at period end	371	308	371	308	358
Gross cash per share (GBP) (cash at end of period/number of shares at end of period)	1.923	1.049	1.923	1.049	1.985
Net cash less bond per share (GBP) (total cash at period end less customer liabilities and borrowings/number of shares at end of period)	-1.684	0.157	-1.684	0.157	-1.484
Operating cashflow before movements in working capital per share (GBP)	0.298	0.109	0.765	0.464	0.932
Earnings per share (GBP)	0.127	0.057	0.205	0.350	0.665
Fully diluted earnings per share (GBP)	0.126	0.057	0.203	0.350	0.659
Number of shares at period end	28,241,092	28,241,092	28,241,092	28,241,092	28,241,092
Fully diluted number of shares at period end	28,240,038	28,351,750	28,240,038	28,351,750	28,308,080
Average number of shares	28,241,092	28,241,092	28,241,092	28,241,092	28,096,472
Average number of fully diluted shares	28,274,059	28,351,750	28,274,059	28,294,069	28,355,999

The total of 28,241,092 shares includes a total of 297,900 shares that were bought back by the company during 2007 and the intention of the Board is either to cancel the shares (requires further shareholder approval), use as consideration for an acquisition or issue to employees under a Share Option programme.

1 General information

Unibet Group plc ('the Company') and its subsidiaries (together, 'the Group') is an online gambling business with over 2.7 million registered customers worldwide as at 30 June 2008 and is one of the largest non state-run, publicly quoted online gambling operators in the European market.

The Company is a limited liability company incorporated and domiciled in Malta. The Group also has subsidiaries in Malta, the UK, Sweden and Antigua. Online gambling services for the international market are offered through Malta, Antigua and the UK.

The Company is only listed on the OMX Nordic Exchange in Stockholm.

This condensed consolidated interim financial information was approved for issue on 11 August 2008.

2 Basis of preparation

This condensed interim financial information for the half-year ended 30 June 2008 has been prepared in accordance with IAS 34, 'Interim financial reporting'. The interim condensed financial report should be read in conjunction with the annual financial statements (Annual Report) for the year ended 31 December 2007.

The next annual financial statements will be prepared in accordance with IFRS as adopted by the European Union and drawn up to the year ending 31 December 2008.

3 Accounting policies

The accounting policies adopted are consistent with those as described in the annual financial statements (Annual Report) for the year ended 31 December 2007, which are available from the Group's website. The comparative figures have been restated in accordance with the presentation in the 2007 Annual Report. This reclassification had no impact on reported profit or equity.

The following new standards, amendments to standards or interpretations are mandatory for the first time for the financial year beginning 1 January 2008, but are not currently relevant or material for Unibet:

- IFRIC 11, 'IFRS 2 – Group and treasury share transactions'
- IFRIC 12, 'Service concession arrangements'
- IFRIC 14, 'IAS19 – the limit on a defined benefit asset, minimum funding requirements and their interaction.'

The following new standards, amendments to standards or interpretations have been issued, but are not effective for the financial year beginning 1 January 2008 and have not been early adopted by Unibet:

- IFRS 8 'Operating segments'
- IAS 23 (amendment), 'Borrowing costs'
- IFRS 2 (amendment), 'Share-based payment'
- IFRS 3 (amendment), 'Business combinations'
- IAS 1 (amendment), 'Presentation of financial statements'
- IAS 32 (amendment), 'Financial instruments – presentation'
- IFRIC 13, 'Customer loyalty programmes.'

Management is currently assessing the effect of the above changes on future reporting by Unibet.

4 Segment information

Primary reporting format - business segments

Jan - June 2008 GBP 000	Sports Betting	Non-Sports Betting	Total
Revenue			
Gross winnings revenue	18,875	40,330	59,205
Results			
Profit from operations			16,405
Group costs	- finance costs		-9,879
	- interest received		375
Profit before tax			6,901
Income tax expense			-1,171
Profit after tax			5,730

4 Segment information (continued)

Primary reporting format - business segments

Jan - June 2007 GBP 000	Sports Betting restated	Non-Sports Betting restated	Total Restated
Revenue			
Gross winnings revenue	12,563	25,013	37,576
Results			
Profit from operations			10,635
Group costs	- finance costs		- 501
	- interest received		344
Profit before tax			10,478
Income tax expense			- 586
Profit after tax			9,892

5 Capital expenditure

	Intangible assets GBP '000	Property, plant & equipment GBP '000
Six months ended 30 June 2007		
Opening net book amount 1 January 2007	7,617	4,695
Additions	1,734	2,951
Reclassification	5,082	- 4,510
Depreciation / amortisation and other movements	-1,473	-573
Closing net book amount at 30 June 2007	12,960	2,563
Six months ended 30 June 2008		
Opening net book amount 1 January 2008	31,435	3,819
Additions	3,156	688
Acquisitions through business combination	626	151
Depreciation / amortisation and other movements	-4,122	-822
Closing net book amount at 30 June 2008	31,095	3,836

6 Capital

	Number of shares (thousands)	Share capital GBP '000	Share premium GBP '000	Total GBP '000
Opening balance 1 January 2007	28,241	141	73,838	73,979
At 30 June 2007	28,241	141	73,838	73,979
Opening balance 1 January 2008	28,241	141	73,838	73,979
At 30 June 2008	28,241	141	73,838	73,979

Employee share option scheme: No options were exercised during the first half of 2007 and 2008.

7 Borrowing and loans

	30 June 2008	30 June 2007
	GBP '000	GBP '000
Non-current	75,458	6,124
Current	3,558	7,416
Total	79,016	13,540

Movements in borrowings are analysed as follows:

	Non-current	Current	Total
	GBP '000	GBP '000	GBP '000
Opening balance 1 January 2008	71,474	9,687	81,161
Capital repayment of bank loan	-	-9,687	-9,687
Loan acquired in business combination	-	3,490	3,490
Unrealised exchange adjustment	5,708	68	5,776
Amortisation of initial charges	253	-	253
Repurchase of bond	-1,977	-	-1,977
At 30 June 2008	75,458	3,558	79,016

Unibet issued a bond with a nominal value of EUR 100 million on 21 December 2007 to finance the acquisition of Maria Holdings. The bond has a fixed annual coupon of 9.70 per cent and matures after 3 years. The bond can be redeemed early at Unibet's option from 21 December 2008. Unibet repurchased EUR 2.5 million nominal of the bond on the open market during the second quarter of 2008.

8 Dividends

A dividend of GBP 0.50 per ordinary share was approved at the AGM on 28 April 2008 and was paid on 8 May 2008.

9 Related party transactions

At 30 June 2008 a loan made to Mr Petter Nylander by a Group company of GBP 200,000 remained outstanding with interest accruing annually at 6.25%. The loan is repayable in November 2009.

At 30 June 2008 a second loan made to Mr Petter Nylander by a Group company of GBP 158,479 remained outstanding with interest accruing at the French legal rate.

10 Business combinations

In April 2008, Unibet entered into a definitive agreement to acquire 100 per cent of the voting share capital of Guildhall Media Invest Limited and its subsidiaries ('Guildhall') for a cash consideration of GBP 118,000, expected to be payable in the second half of 2008 upon completion of certain conditions precedent. Cash acquired was GBP 105,000.

Guildhall is an early stage media business and did not make a material contribution to the revenues of Unibet in the period to 30 June 2008. Guildhall contributed a loss of GBP 364,000 in the period to 30 June 2008.

Provisional goodwill of GBP 3.4 million has been recorded on the business combination, representing the difference between the purchase consideration and the net liabilities of Guildhall at the date of acquisition, which included a short term loan of GBP 3.5 million.