



Press information

Malta, 16 November 2012

Exercise of options in Unibet Group plc

In the exercise window ending on 15 November 2012, under the rules of Unibet Group plc Executive Option Scheme, 20,534 share options were exercised.

Of these options, 7,000 options were exercised by Unibet's CEO Henrik Tjärnström by issuing 7,000 ordinary shares with a par value of GBP 0.005, and in connection with this exercise, Unibet has received GBP 97,930.00 which has, in full, been taken to equity.

The remaining 13,534 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 GBP 181,562.23, which has, in full, been taken to equity.

Following this exercise, the total amount of shares outstanding in Unibet Group plc is 28,276,266 ordinary shares with a par value of GBP 0.005. Of the total outstanding shares, 343,467 from the Share buy back programme initiated in 2007 and 2011 continue to be held by Unibet.

For more information:

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About Unibet

Unibet was founded in 1997 and is an online gambling company listed on NASDAQ OMX Nordic Exchange in Stockholm. Unibet is one of the largest privately-owned gambling operators in the European market and provides services in 27 languages through www.unibet.com, www.unibet.dk, www.unibet.fr, www.unibet.it, www.unibet.be, www.unibet.com.au, www.maria.com and www.mariacasino.dk. Unibet also offers Sportsbook B2B services through Kambi Sports Solutions, www.kambi.com.

Today, Unibet has 7.0 million customers in over 100 countries. Unibet is a founding member of the EGBA, European Gaming and Betting Association, ESSA, the European Sports Security Association 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