



Press information

Malta, 19 March 2013

Acquisition of real-money social gambling business

Unibet announces that it has signed a conditional agreement to acquire 100 per cent of Social Gambling (Channel Islands) Ltd, "SGCI", which principal asset is an investment in Bonza Gaming,

Bonza is one of the first developers to launch real money gaming on the Facebook Platform. The first game, Bonza Slots, was launched for the UK market at the start of 2013. SGCI holds slightly less than 50 per cent interest in Bonza, alongside co-investor Plumbee Limited, a leading entrepreneurial social gaming business. After expected dilution for incentive schemes, Unibet's equity interest in Bonza will be approximately 45 per cent.

Bonza holds a B2C gambling license in Alderney.

Unibet is paying a nominal price of GBP 100 but will provide a GBP 2 million loan facility to support the growth of Bonza, of which GBP 0.5 million is expected to be drawn down on completion

Completion is dependent on regulatory approvals.

More information about Bonza can be found on www.bonzagaming.com and more information about Plumbee Limited can be found on www.plumbee.com.

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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. Today, Unibet has over 7.2 million customers in over 100 countries. Unibet is a 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