# **UNIBET GROUP plc**

## FORM OF PROXY

For use at the Annual General Meeting convened for 13 May 2009 at 14.00 CET at Moderna Museet, Skeppsholmen, Stockholm,

## I/We

(BLOCK CAPITALS PLEASE) (See instructions at the end of this document)

#### of

being (a) shareholder(s)/SDR holder(s) of the Company hereby appoint the Chairman of the Meeting (see Note 1) or

as my/our proxy and to attend and vote for me/us on my/our behalf at the Annual General Meeting of the Company to be held on 13 May 2009 and at any adjournment thereof. My/our proxy is to vote as indicated below in respect of the Resolutions set out in the Notice of Annual General Meeting (see Note 2).

Ordinary Resolutions		FOR	AGAINST	ABSTAIN
a.	To receive and approve the Report of the Directors and the Consolidated Financial Statements (Annual Report) prepared in accordance with International Financial Reporting Standards for the year ended 31st December 2008, together with the Report of the Auditors.			
b.	To declare a dividend.			
c.	To approve the remuneration report set out on pages 30 and 31 of the Company's Annual Report and Financial Statements for the year ended 31st December 2008.			
d.	To determine the number of Board members and deputy members.			
e.	To determine the Board members' fees.			
f.	To elect Kristofer Arwin as new director of the company.			
g.	To re-elect Peter Boggs as a director of the company.			
h.	To re-elect Daniel Johannesson as a director of the company.			
i.	To re-elect Peter Lindell as a director of the company.			
j.	To re-elect Staffan Persson as a director of the company.			
k.	To re-elect Anders Ström as a director of the company.			
I.	To appoint the Chairman of the Board and Deputy Chairman.			
m	To appoint the Nomination Committee.			
n.	To reappoint PricewaterhouseCoopers (Malta) and PricewaterhouseCoopers LLP (UK), the retiring auditors and to authorise the directors to determine their remuneration.			

0.	To resolve on guidelines for remuneration and other terms of employment for senior management.			
Ext	aordinary Resolutions	FOR	AGAINST	ABSTAIN
p.	The meeting will be requested to consider and if thought fit, approve, by extraordinary resolution, the following further resolution:			
	it being noted that			
	(i) at a board of directors' meeting held on 5 March 2009, the directors resolved to obtain authority to buy back GBP 0.005 Ordinary Shares/SDR's in the Company (the purpose of buyback being to achieve added value for the Company's shareholders); and			
	(ii) pursuant to article 106(1) (b) of the Companies Act (Cap.386 of the Laws of Malta) a company may acquire any of its own shares otherwise than by subscription, provided inter alia authorisation is given by an extraordinary resolution, which resolution will need to determine the terms and conditions of such acquisitions and in particular the maximum number of shares/SDR's to be acquired, the duration of the period for which the authorisation is given and the maximum and minimum consideration,			
	That the company be generally authorised to make purchases of ordinary shares/SDRs of GBP 0.005 each in its capital, subject to the following:			
	(a) the maximum number of shares/SDR's that may be so acquired is 2,794,319			
	<ul> <li>(b) the minimum price that may be paid for the shares/SDR is 1 SEK per share/SDR exclusive of tax;</li> </ul>			
	(c) the maximum price that may be so paid be 1,000 SEK per share/SDR and			
	(d) the authority conferred by this resolution shall expire on the date of the 2010 Annual General Meeting but not so as to prejudice the completion of a purchase contracted before that date.			
q.	The meeting will be requested to consider and if thought fit, approve, by extraordinary resolution, the following further resolution:			
	(i) At the annual general meeting of the Company held on 25 April 2007 the shareholders of the Company unanimously resolved that the directors be authorised and empowered in accordance with Articles 85(2) and 88(7) of the Companies Act, for a period of five years from the date of the meeting, to issue and allot up to a maximum of 800,000 shares in the Company of a nominal value of GBP 0.005 each solely for the purpose of issuing shares to holders and future holders of options under the Unibet Group plc Executive share option schemes, without first offering the said shares to existing Shareholders (the "2007 Authority");			
	(ii) At a board of directors' meeting held on 5 March 2009, the directors resolved to obtain authority to issue a maximum of 1,000,000 shares in the Company of a nominal value of GBP 0.005 each solely for the purpose of issuing shares to holders and future holders of options under the Unibet Group plc Executive share option schemes, without first offering the said			

shares to existing Shareholders and that if granted, the aforesaid authority would replace the 2007 Authority.	
That the directors be and are hereby duly authorised and empowered in accordance with Articles 85(2) and 88(7) of the Companies Act, with immediate effect, for a period of 5 years from the date of this resolution, to issue and allot up to a maximum of 1,000,000 shares, in the Company of a nominal value of GBP 0.005 each solely for the purpose of issuing shares to holders and future holders of options under the Unibet Group plc Executive share option schemes, without first offering the said shares to existing Shareholders. This resolution is being taken in terms and for the purposes of the approvals necessary in terms of the Companies Act and the Articles of Association of the Company and shall, from the date of this resolution, replace the authorisation granted by the shareholders pursuant to Articles 85(2) and 88(7) of the Companies Act on 25 April 2007.	

## DATED

Signed or sealed (see Note 4)

## Notes:

- If a shareholder/SDR holder wishes to appoint as a proxy a person other than the Chairman of the Meeting, the name of the other person should be inserted in block capitals in the space provided. A proxy need not be a shareholder/SDR holder of the Company but must attend the Meeting in person.
- 2. Any alteration or deletion must be signed or initialled.
- 3. A shareholder/SDR holder should indicate by marking the box headed either FOR, AGAINST or ABSTAIN with an 'X' to show how he wishes his vote to be cast in respect of each of the resolutions set out in the Notice of Annual General Meeting. Unless so instructed, the proxy will vote or abstain as he thinks fit. The proxy will act at his discretion in relation to any other business arising at the Meeting (including any resolution to amend a resolution or to adjourn the Meeting).
- 4. In the case of a corporation this form of proxy should be given under its seal or signed on its behalf by an attorney or duly authorised officer. In the case of joint holders the form of proxy should be signed by the senior holder and the names of all joint holders should be shown.
- 5. Use of this form of proxy does not preclude a shareholder/SDR holder from attending the Meeting and voting in person.
- 6. To be valid, this form of proxy must be lodged together with the power of attorney or other authority (if any) under which it is signed, or a notarily certified copy of such power or authority to Unibet Group plc, Wimbledon Bridge House, 1 Hartfield Road, London SW19 3RU, United Kingdom not less than 48 hours before the Meeting or any adjournment thereof or, in the case of a poll, not less than 48 hours before the time appointed for taking the poll.