

### Third quarter and the period January to September highlights

- **New all-time high in Gross winnings revenue of GBP 142.3 (86.1) million for the third quarter of 2016, and GBP 391.3 (242.7) million for the period January to September 2016. Gross winnings revenue from the acquisitions of iGame Group and Stan James Online amounted to GBP 14.8 million for the third quarter of 2016.**
- **Underlying EBITDA for the third quarter of 2016 was GBP 33.9 (19.6) million, and GBP 84.4 (53.7) million for the period January to September 2016. EBITDA from the acquisitions of iGame Group and Stan James Online amounted to GBP 5.7 million for the third quarter of 2016.**
- **Profit before tax for the third quarter of 2016 amounted to GBP 24.8 (14.4) million after GBP 2.2 million related to an accounting FX impact on the earn-out payment to the iGame owners. Profit before tax for the period January to September 2016 amounted to GBP 62.7 (40.9) million.**
- **Profit after tax for the third quarter of 2016 amounted to GBP 21.0 (12.9) million. Profit after tax for the period January to September 2016 amounted to GBP 54.5 (36.3) million.**
- **Earnings per share for the third quarter of 2016 were GBP 0.091 (0.057) and GBP 0.237 (0.159) for the period January to September 2016.**
- **Number of active customers at the end of the quarter was 1,067,910 (671,635). Of these, 223,617 are customers of iGame Group and Stan James Online.**

### **“Strong performance across all brands and successful acquisitions deliver 65 per cent increase in Gross winnings revenue (42 per cent in constant currency, of which 27 per cent is pure organic growth)”**

“High activity levels driven by the ability to retain the customers from the Euro tournament that started in the second quarter has led to a continued gain in market shares. Margin in the sportsbook was in line with the prior year and the long-term averages, so it was pure activity growth that delivered a new all-time high in Gross winnings revenue of GBP 142.3 million.”

“Of the Group’s Gross winnings revenue 33 per cent was from locally regulated markets. Gross winnings revenue from the mobile channel more than doubled in GBP and accounted for 64 per cent of the total Gross winnings revenue generation in the third quarter.”

“It is of course particularly satisfying that the excellent top line growth converted into a new all-time high in EBITDA, demonstrating again the scalability of the Group’s business model which is structured to meet the future challenges of further regulation.”

“All our brands performed very well in the third quarter. The Group underlying EBITDA grew by 38 per cent in constant currency. If iGame Group and Stan James Online had been part of the Group for the full third quarter 2015, their combined EBITDA would have grown by 95 per cent in constant currency.”

“In the period from 1 to 30 October 2016, average daily Gross winnings revenue in GBP was close to 50 per cent higher compared to the same period in 2015. Adjusting for the impact of exchange rate changes, the constant currency growth was 20 per cent,” says Henrik Tjärnström, CEO of Unibet Group.

---

Today, Wednesday 2 November 2016, Unibet Group’s CEO Henrik Tjärnström will host a presentation in English at FinancialHearings, Operaterrassen in Stockholm at 9.00 CET.

Please go to [www.financialhearings.com](http://www.financialhearings.com) to sign in. The presentation is also webcast live on [www.unibetgroupplc.com](http://www.unibetgroupplc.com)

For those who would like to participate in the telephone conference in connection with the presentation, the telephone number is UK: **+44 20 3008 9804** or in the USA: **+1 855 831 5946**.

The Unibet Group companies hold local gambling licences in UK, France, Belgium, Denmark, Germany (Schleswig-Holstein), Italy, Australia, Ireland, Romania and Estonia. The Unibet Group also holds international gambling licences in Malta, Gibraltar and Alderney. The Unibet Group pays betting duties in all markets in accordance with applicable local laws.

**SUMMARY TABLE Q3 AND PRIOR YEAR**

This table and the contents of this announcement are unaudited.

To aid comparability, the 'per share' figures disclosed below, and throughout this report, relating to Q3 2015 and the period from January to September 2015, have been adjusted to reflect the 8:1 share split in December 2015.

GBP	Q3		Jan - Sep		Full Year	Rolling
	2016 GBPm	2015 GBPm	2016 GBPm	2015 GBPm	2015 GBPm	12 months <sup>3</sup> GBPm
Gross winnings revenue	142.3	86.1	391.3	242.7	354.1	502.7
EBITDA <sup>1</sup>	33.1	17.4	81.8	50.8	77.0	108.0
Underlying EBITDA	33.9	19.6	84.4	53.7	80.8	111.5
Profit before tax	24.8	14.4	62.7	40.9	62.2	84.0
Profit after tax	21.0	12.9	54.5	36.3	55.7	73.9
Net cash <sup>2</sup>	20.0	32.1	20.0	32.1	46.0	
Bank debt	60.2	56.9	60.2	56.9	56.7	
	GBP	GBP	GBP	GBP	GBP	GBP
EBITDA <sup>1</sup> per share	0.144	0.076	0.356	0.223	0.337	0.471
Earnings per share	0.091	0.057	0.237	0.159	0.244	0.322
Net cash <sup>2</sup> per share	0.087	0.139	0.087	0.139	0.200	

SEK	Q3		Jan - Sep		Full Year	Rolling
	2016 SEKm	2015 SEKm	2016 SEKm	2015 SEKm	2015 SEKm	12 months <sup>3</sup> SEKm
Gross winnings revenue	1,592.9	1,132.1	4,576.6	3,127.9	4,562.9	6,011.7
EBITDA <sup>1</sup>	370.5	228.8	956.7	654.7	992.2	1,294.2
Underlying EBITDA	379.5	257.7	987.1	692.1	1,041.2	1,336.2
Profit before tax	277.6	189.3	733.3	527.1	801.5	1,007.7
Profit after tax	235.1	169.6	637.4	467.8	717.8	887.3
Net cash <sup>2</sup>	223.5	409.0	223.5	409.0	576.0	
Bank debt	672.7	724.9	672.7	724.9	709.9	
	SEK	SEK	SEK	SEK	SEK	SEK
EBITDA <sup>1</sup> per share	1.614	1.003	4.167	2.874	4.347	5.641
Earnings per share	1.024	0.744	2.776	2.054	3.145	3.868
Net cash <sup>2</sup> per share	0.971	1.777	0.971	1.777	2.503	

	No.	No.	No.	No.	No.	No.
Active customers	1,067,910	671,635				
Registered customers (million)	15.8	13.2	15.8	13.2	13.5	

Currency rate Q3 16 average: 1GBP = 11.194 SEK, Q3 15 average: 1GBP = 13.149 SEK, FY 15 average: 1GBP = 12.886 SEK, 2016 YTD average: 1GBP = 11.696 SEK, 2015 YTD average: 1GBP = 12.888 SEK, 30 September 2016: 1GBP = 11.174 SEK, 30 September 2015: 1 GBP = 12.740 SEK, 31 December 2015: 1GBP = 12.521 SEK

The Unibet Group reports in GBP and the SEK figures presented above at period end rates are for information only and are not intended to comply with IFRS.

<sup>1</sup> EBITDA = Profit from operations before depreciation & amortisation.

<sup>2</sup> Net cash = Total cash at period end less customer balances.

<sup>3</sup> Rolling 12 months consists of 12 months ended 30 September 2016.

**Significant events during the third quarter of 2016**

On 18 July 2016, the Unibet Group repaid EUR 4 million of the Revolving Credit Facility.

On 22 September 2016, the Board of Unibet Group plc decided to start exercising the buy-back mandate, which was approved at the Annual General Meeting on 17 May 2016. During the third quarter, 2,400,396 SDRs have been purchased under this mandate. More information about the share buy-back programme can be found on [www.unibetgroupplc.com](http://www.unibetgroupplc.com)

On 29 September 2016, the Board of Unibet Group plc announced that they are considering proposing a change in the name of the holding company Unibet Group plc to Kindred Group plc to the shareholders.

### Significant events after the period end

On 4 October 2016, Therese Hillman notified the Board of Unibet Group plc of her resignation because of her new employment.

On 20 October 2016, the Unibet Group signed a cooperation agreement with the FIFA subsidiary Early Warning System GmbH (EWS) in order to help safeguard the integrity of sports and betting. Under the agreement, the Group will exchange information with EWS and co-operate on efforts to improve prevention measures and education in the field of sports betting integrity.

### Proposal to change the name of the holding company Unibet Group plc to Kindred Group plc

The Board of Unibet Group plc are proposing to change the name of the holding company Unibet Group plc to Kindred Group plc in order to improve synergy, clarity and flexibility of the Group's multi-brand strategy. The name change will not affect the customer-facing brands such as Unibet, MariaCasino, Bingo.com, Stan James and iGame.

The strategic business rationale behind this decision relates to the fact that the Unibet Group is growing and changing and today has ten consumer-facing brands in its portfolio, many of them as a result of acquisitions. Over the last nine years, the Board have seen an increasing benefit of adding more brands to the portfolio and the Board believes that the Group will be better able to draw upon the full potential of these brands with a group name that differs from a consumer brand. Whilst Unibet is one of the strongest consumer brands in online sports betting, casino, bingo and poker, the Board sees a risk of confusion regarding the difference between the company "Unibet Group" and the consumer brand "Unibet".

The name change also includes a revised graphic identity and values to better cater for a group that can provide a multitude of brands across a wide range of markets. The name change is a central part of the growth strategy and will not affect any of the consumer-facing brands. Instead, it creates clarity and flexibility, thereby optimising efficiency and lowering risk.

### iGame Group earn-out

In accordance with the terms of the purchase agreement signed on 7 August 2015, a maximum payment of EUR 12.5 million was payable on 30 September 2016 based on the results of the iGame Group up to 30 June 2016. Those targets have been met in full and therefore Unibet Group plc has paid the second and final earn-out payment of EUR 12.5 million to the former owners of the iGame Group.

The cost of paying the maximum earn-out of EUR 20 million was fully provided in the financial statements of Unibet Group plc at 31 December 2015, therefore this payment has no impact on the Group's reported results for 2016.

### Market

The Unibet Group is one of Europe's leading providers of moneytainment, operating in 20 different languages in more than 100 countries. The Unibet Group offers pre-game and live Sports betting, Racing, Poker, Casino & Games and Bingo through several subsidiaries and brands. While the Group's core markets are in Europe and Australia, it addresses global markets excluding only territories that the Group has consistently blocked for legal reasons such as the USA, Turkey and similar markets. The Unibet Group is a founding member of the European Gaming and Betting Association, the 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.

### Current products

#### Sports betting

The Unibet Group's pre-game sports betting and live betting service offers a comprehensive range of odds on a variety of international and local sports events, to a worldwide customer base (excluding restricted markets as described above) 24 hours a day, 7 days a week. Bets are placed via the Group's websites and mobile apps.

The Group offered 46,481 live betting events in the third quarter of 2016 and streamed 9,276 events on desktop and mobile devices.

The majority of the Unibet Group's business is largely determined by the seasons for key sports such as the major football leagues in Europe, major golf and tennis tournaments, ice hockey leagues in the Nordic countries and North America and sports and racing in Australia. The seasonality of these events results in fluctuations in the Group's quarterly performance, especially in terms of the amounts staked. However, quarterly results can also vary widely, due to the volatility of Gross winnings margins in sports betting. Please also refer to page 5 for more information about the margin.

#### Casino & Games

The Unibet Group's Casino offers a choice of over 660 games from more than 40 software providers. Of these, players have access to around 15 games that are available exclusively to the Unibet Group's brands. The revamped live casino studio was very well received during the quarter and the mobile offering has expanded with a new mobile roulette. Casino games are accessible on desktop, mobile web and native apps.

## Poker

Unibet Poker is the fastest growing licensed poker site in the industry. Bespoke software has created a sustainable home for poker players looking for both action and entertainment. Unibet is home of the Unibet Open, and the next stop will be Bucharest in December. This will be the 38th Unibet Open and a record number of entrants are expected.

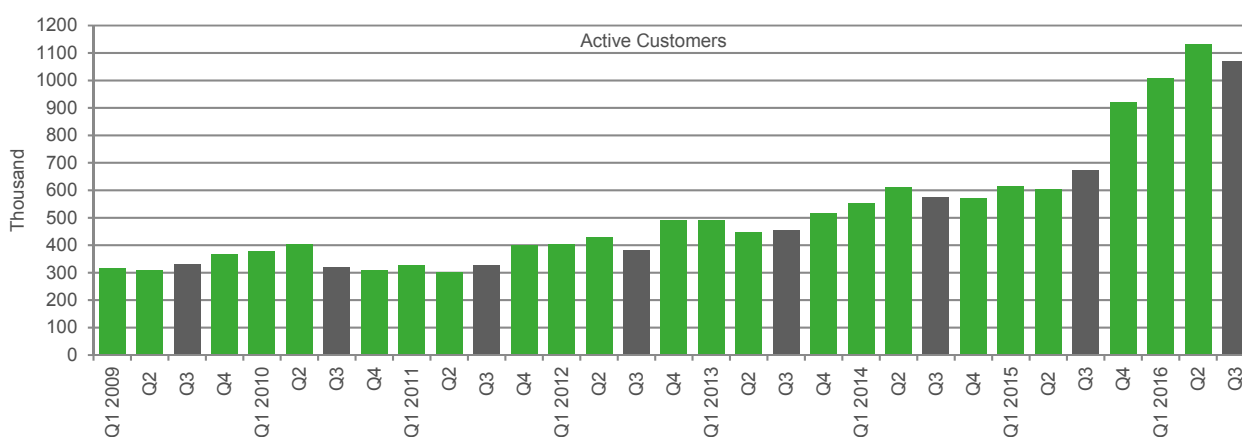
## Bingo

The Unibet Group's bingo product offers several different game types, big jackpots and exciting mini games. Players can access games around the clock across different devices and platforms. Since the launch of the Group's bespoke bingo client last summer the bingo network has continued to grow thanks to great software and innovative campaigns.

## Customers

The total number of registered customers has continued to increase and exceeded 15.8 (13.2) million at 30 September 2016, whilst at 30 June 2016, over 15.3 million customers were registered.

For the third quarter of 2016 the number of active customers amounted to 1,067,910 (671,635), compared with 1,132,840 for the second quarter of 2016. An active customer is defined as one placing a bet in the last three months.



## Financial review

The financial information within this report has been presented in accordance with International Financial Reporting Standards as adopted by the European Union. The accounting policies remain unchanged from the last published Annual Report and Accounts for the year ended 31 December 2015.

### Gross winnings revenue

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

Gross winnings revenue for sports betting amounted to GBP 66.7 (39.8) million for the third quarter of 2016. For the period January to September 2016, Gross winnings revenue for sports betting amounted to GBP 177.0 (110.2) million.

In the third quarter of 2016, live betting accounted for 63.9 (69.7) per cent of turnover on sports betting and 48.4 (50.9) per cent of Gross winnings revenue on sports betting.

Gross winnings revenue for other products amounted to GBP 75.6 (46.3) million for the third quarter of 2016. For the period January to September 2016, Gross winnings revenue for other products amounted to GBP 214.3 (132.5) million.

Please refer to pages 18 and 19 for more information on Gross winnings revenue per region and products.

### Gross margin on sports betting

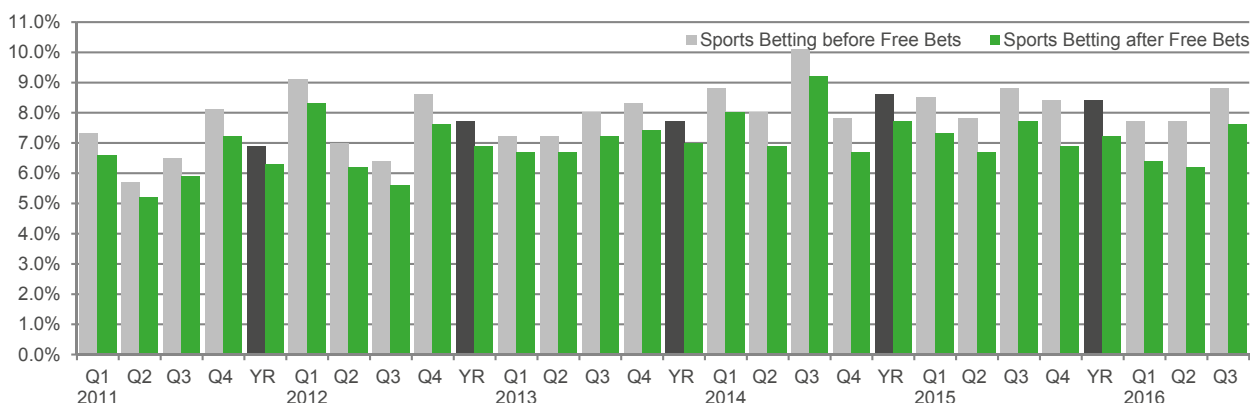
The gross margin for pre-game sports betting before Free Bets for the third quarter of 2016 was 12.5 (14.3) per cent.

The gross margin for total sports betting for the third quarter of 2016 before Free Bets was 8.8 (8.8) per cent. The gross margin for total sports betting for the third quarter of 2016 after Free Bets was 7.6 (7.7) per cent.

Please refer to page 19 for more information on sports betting margins.

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 overleaf. The bars show total sports betting gross margin by quarter and full year.

### Sportsbetting Gross Win % (before and after Free Bets)



### Cost of sales

Cost of sales includes betting duties, marketing revenue share and other costs of sales. For the third quarter of 2016 betting duties were GBP 17.6 (7.9) million and marketing revenue share amounted to GBP 7.8 (4.2) million. The betting duties for the period January to September 2016 were GBP 47.5 (22.9) million and marketing revenue share for the period January to September 2016 amounted to GBP 21.9 (13.6) million.

### Gross profit

Gross profit for the third quarter of 2016 was GBP 89.8 (57.5) million. Gross profit for the period January to September 2016 was GBP 246.2 (159.9) million.

### Operating costs (marketing and administrative expenses)

Operating costs include all indirect costs of running the business and are a combination of activity-related and fixed costs such as marketing, salaries and other administrative expenses.

During the third quarter of 2016, operating costs were GBP 59.3 (39.4) million. Of the operating costs in the third quarter of 2016, GBP 27.7 (18.9) million were marketing costs and GBP 15.9 (11.1) million were salaries. During period January to September 2016, operating costs were GBP 171.1 (114.8) million. Of the operating costs in the period January to September 2016, GBP 83.8 (55.1) million were marketing costs and GBP 44.5 (31.1) were salaries.

### FX rates

The following FX rates are those used for translation of the Group's SEK, NOK, EUR, DKK and AUD Balance Sheet and Income Statement items into GBP on 30 September 2016:

#### Balance sheet rates:

Rate to GBP	30-Sep-15	30-Sep-16	YoY Delta
SEK	12.740	11.174	12.3%
NOK	12.897	10.437	19.1%
EUR	1.354	1.161	14.3%
DKK	10.101	8.654	14.3%
AUD	2.158	1.702	21.1%

#### Income statement averages for the quarter:

Rate to GBP	Avg Q3 15	Avg Q3 16	YoY Delta
SEK	13.149	11.194	14.9%
NOK	12.738	10.934	14.2%
EUR	1.394	1.177	15.6%
DKK	10.405	8.760	15.8%
AUD	2.137	1.732	19.0%

### EBITDA and Profit from operations

Earnings before interest, tax, depreciation and amortisation (EBITDA) for the third quarter of 2016 was GBP 33.1 (17.4) million and for the period January to September 2016, was GBP 81.8 (50.8) million.

Profit from operations for the third quarter of 2016 was GBP 27.1 (14.4) million. Profit from operations for the period January to September 2016 was GBP 65.3 (41.5) million.

### Development and acquisition costs of intangible assets

In the third quarter of 2016 expenditure of GBP 4.2 (2.6) million has been capitalised, bringing the total for the period January to September 2016 to GBP 14.2 (7.6) million. Capitalised development costs during 2016 are driving economic benefit through customer experience improvements, local licensing requirements, data analytics and information mining.

### Finance costs/income

Net finance costs for the third quarter of 2016 were GBP 2.3 (0.0) million. Of this GBP 2.2 million is related to an accounting FX impact on the earn-out payment to the iGame owners. Net finance costs for the period January to September 2016 were GBP 2.8 (0.5) million.

### Profit before tax

Profit before tax for the third quarter of 2016 was GBP 24.8 (14.4) million. Profit before tax for the period January to September 2016 was GBP 62.7 (40.9) million.

### Profit after tax

Profit after tax for the third quarter of 2016 was GBP 21.0 (12.9) million. Profit after tax for the period January to September 2016 was GBP 54.5 (36.3) million.

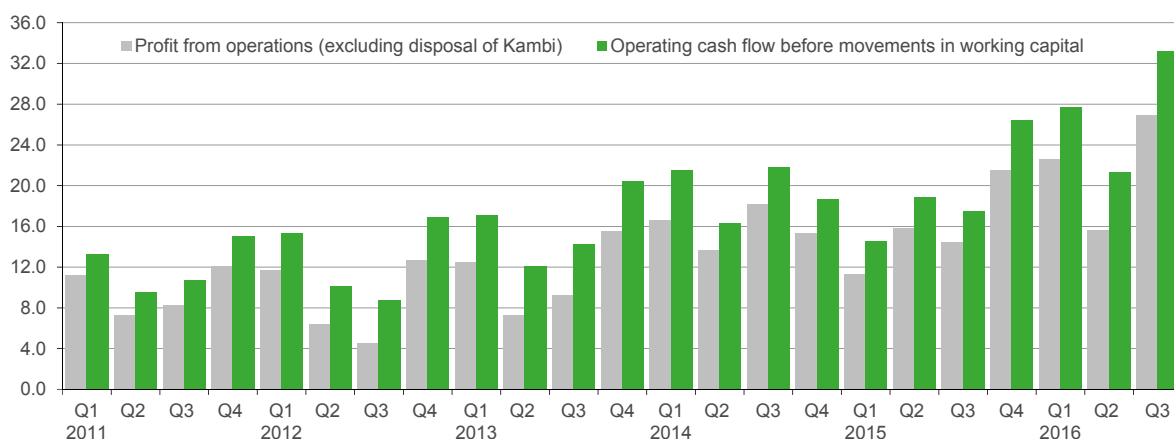
### Financial position and cash flow

The cash in hand position at the end of the third quarter of 2016 stood at GBP 70.9 (69.3) million while at the beginning of the quarter it was GBP 78.7 (40.2) million.

The net cash outflow for the third quarter of 2016 was GBP 10.4 (inflow 27.5) million after repaying EUR 4.0 million of the Revolving Credit Facility and a share buy-back of GBP 17.1 million. As at 30 September 2016, GBP 60.2 (56.9) million of the Revolving Credit Facility was utilised.

GBP 33.4 (17.5) million was generated from operating activities before movements in working capital. The quarterly profit from operations and operating cash flow before movements in working capital is shown in the table below.

### Profit and operating cash flow before movements in working capital (GBP million)



### Employees

The Unibet Group had 1,167 (1,019) employees at 30 September 2016, compared with 1,154 employees at 30 June 2016.

### Share based incentive programme

In September 2013 the Unibet Group made the first grant of performance share rights to senior management and key employees ("2013 Performance Share Plan"). The grants are subject to achieving business performance targets over the three financial years 2013-2015 and continued employment. The assessment of the actual business performance against the target conditions demonstrated that all targets over the three financial years 2013-2015 have been achieved at greater than 100 per cent. This entails that the full value of the 2013 Performance Share Plan grant should vest. The number of share awards granted in 2013 and outstanding as at 30 September 2016 is 196,274. These will vest in November 2016.

Performance targets	Target achieved
EBITDA	108%
Gross Contribution	106%
Free Cash Flow	112%



On 30 September 2016, the Unibet Group granted a number of 410,192 new performance share awards to senior management and key employees ("2016 Performance Share Plan"). These grants will vest after September 2019 and are subject to achieving business performance targets over the three financial years 2016-2018 and continued employment. The targets for the 2016 Performance Share Plan have been set and approved by the Remuneration Committee and the Board of Directors in early September 2016. The total amount expended is recognised over the vesting period of the plan, which is three years. A charge of approximately GBP 0.2 million will impact the fourth quarter of 2016.

No share awards have vested during the third quarter of 2016.

### Principal risks

The Unibet Group 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 the Group's risk management and risks arising from the legal environment can be found on pages 24 to 29 of the Annual Report for the year ended 31 December 2015 available from [www.unibetgroupplc.com](http://www.unibetgroupplc.com). There have been no changes in any risks identified since the year end.

### Next AGM and Nomination Committee

The 2017 Annual General Meeting of Unibet Group plc will be held on Tuesday 16 May 2017 in Stockholm. In view of the scheduled date for publishing the Notice of the Annual General Meeting, proposals have to be received by the Company and the Nomination Committee not later than Wednesday 1 March 2017 in order to have sufficient time for including them in the Notice and the meeting's agenda.

The Nomination Committee consists of Evert Carlsson, Swedbank Robur Fonder (chairman), Jonas Eixmann, Andra AP-fonden, Olof Jonasson, Första AP-fonden, Johan Strandberg, SEB Fonder, and Anders Ström, chairman of the Board of Directors. The nomination committee can be contacted at the following address: Unibet Group plc, "Fawwara Bldgs", Msida Road, Gzira GZR1402, Malta, or by email to: [Nomination@unibet.com](mailto:Nomination@unibet.com).

### Forthcoming financial reporting timetable

Full Year Report 2016	14 February 2017	NB. New date not to coincide with trade show.
Interim Report January – March 2017	26 April 2017	
Interim Report January – June 2017	26 July 2017	
Interim Report January – September 2017	1 November 2017	
Full Year Report 2017	7 February 2018	

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

Malta, 2 November 2016

Henrik Tjärnström  
CEO

### For further information please contact:

Inga Lundberg, Investor Relations +44 7887 996 116  
Henrik Tjärnström, CEO +46 723 878 059

*This report is unaudited.  
Unibet Group plc  
Company number C 39017  
Registered in Malta.*

## Independent review report to Unibet Group plc

### Report on the condensed consolidated interim financial statements

#### Our conclusion

We have reviewed the condensed consolidated interim financial statements, defined below, in the Interim report of Unibet Group plc for the nine months ended 30 September 2016. Based on our review, nothing has come to our attention that causes us to believe that the condensed consolidated interim financial statements are not prepared, in all material respects, in accordance with International Accounting Standard 34, 'Interim Financial Reporting', as adopted by the European Union and the requirements of NASDAQ Stockholm.

#### What we have reviewed

The condensed consolidated interim financial statements, which are prepared by Unibet Group plc, comprise:

- the consolidated balance sheet as at 30 September 2016;
- the consolidated income statement and statement of comprehensive income for the nine month period then ended;
- the consolidated cash flow statement for the nine month period then ended;
- the consolidated statement of changes in equity for the nine month period then ended; and
- the explanatory notes to the condensed consolidated interim financial statements.

As disclosed in note 2, the financial reporting framework that has been applied in the preparation of the full annual financial statements of the Group is applicable law and International Financial Reporting Standards (IFRSs) as adopted by the European Union.

The condensed consolidated interim financial statements included in the Interim report January – September 2016 have been prepared in accordance with International Accounting Standard 34, 'Interim Financial Reporting', as adopted by the European Union and the requirements of NASDAQ Stockholm.

#### What a review of condensed consolidated financial statements involves

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.

We have read the other information contained in the Interim report for the nine months ended 30 September 2016 and considered whether it contains any apparent misstatements or material inconsistencies with the information in the condensed consolidated interim financial statements.

### Responsibilities for the condensed consolidated interim financial statements and the review

#### Our responsibilities and those of the directors

The Interim report for the nine months ended 30 September 2016 including the condensed consolidated interim financial statements, is the responsibility of, and has been approved by, the directors. The directors are responsible for preparing the Interim report for the nine months ended 30 September 2016 in accordance with the requirements of NASDAQ Stockholm.

Our responsibility is to express to the company a conclusion on the condensed consolidated interim financial statements in the Interim report for the nine months ended 30 September 2016 based on our review. This report, including the conclusion, has been prepared for and only for the company for the purpose of complying with the NASDAQ Stockholm and for no other purpose. We do not, in giving this conclusion, 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. The maintenance and integrity of the Unibet 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. Legislation in Malta and Sweden governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

PricewaterhouseCoopers LLP  
Chartered Accountants  
2 November 2016  
1 Embankment Place,  
London,  
WC2N 6RH



CONSOLIDATED INCOME STATEMENT GBP 'm	Unaudited Q3 2016	Unaudited Q3 2015	Unaudited Jan - Sep 2016	Unaudited Jan - Sep 2015	Audited Full Year 2015
<b>Continuing operations:</b>					
<b>Gross winnings revenue</b>	<b>142.3</b>	86.1	<b>391.3</b>	242.7	354.1
Betting duties	-17.6	-7.9	-47.5	-22.9	-35.0
Marketing revenue share	-7.8	-4.2	-21.9	-13.6	-19.7
Other cost of sales	-27.1	-16.5	-75.7	-46.3	-66.1
<b>Cost of sales</b>	<b>-52.5</b>	<b>-28.6</b>	<b>-145.1</b>	<b>-82.8</b>	<b>-120.8</b>
<b>Gross profit</b>	<b>89.8</b>	<b>57.5</b>	<b>246.2</b>	<b>159.9</b>	<b>233.3</b>
Marketing costs	-27.7	-18.9	-83.8	-55.1	-78.5
Administrative expenses	-31.6	-20.5	-87.3	-59.7	-85.1
<b>Underlying profit before items affecting comparability:</b>	<b>30.5</b>	<b>18.1</b>	<b>75.1</b>	<b>45.1</b>	<b>69.7</b>
M&A costs	-	-0.5	-	-0.7	-0.7
Management incentive costs relating to acquisitions	-0.8	-	-2.6	-	-0.9
Impact of Bonza acquisition	-	-0.1	-	-0.6	-0.6
Settlement of prior period betting duties and licence costs	-	-1.6	-	-1.6	-1.6
Amortisation of acquired intangible assets	-1.9	-0.1	-5.5	-0.4	-2.2
Foreign currency loss on operating items	-0.7	-1.4	-1.7	-0.3	-0.7
<b>Profit from operations</b>	<b>27.1</b>	<b>14.4</b>	<b>65.3</b>	<b>41.5</b>	<b>63.0</b>
Finance costs	-2.4	-0.1	-2.9	-0.7	-0.9
Finance income	0.1	0.1	0.1	0.2	0.2
Share of loss from associates	0.0	0.0	0.2	-0.1	-0.1
<b>Profit before tax</b>	<b>24.8</b>	<b>14.4</b>	<b>62.7</b>	<b>40.9</b>	<b>62.2</b>
Income tax expense	-3.8	-1.5	-8.2	-4.6	-6.5
<b>Profit after tax</b>	<b>21.0</b>	<b>12.9</b>	<b>54.5</b>	<b>36.3</b>	<b>55.7</b>
Earnings per share (GBP)	<b>0.091</b>	0.057	<b>0.237</b>	0.159	0.244
Weighted average number of ordinary shares for the purposes of calculating basic earnings per share	<b>229,619,412</b>	228,114,680	<b>229,593,148</b>	227,818,328	228,237,047
Fully diluted earnings per share (GBP)	<b>0.091</b>	0.056	<b>0.237</b>	0.157	0.239
Weighted average number of ordinary shares for the purposes of calculating diluted earnings per share	<b>230,050,527</b>	231,680,152	<b>230,238,826</b>	231,684,504	232,806,853
<b>CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME</b> GBP 'm	<b>Unaudited Q3 2016</b>	<b>Unaudited Q3 2015</b>	<b>Unaudited Jan - Sep 2016</b>	<b>Unaudited Jan - Sep 2015</b>	<b>Audited Full Year 2015</b>
<b>Profit after tax for the period</b>	<b>21.0</b>	12.9	<b>54.5</b>	36.3	55.7
<b>Other comprehensive income</b>					
Currency translation adjustments taken to equity	5.6	2.4	19.2	-7.5	-4.4
<b>Total comprehensive income for the period</b>	<b>26.6</b>	<b>15.3</b>	<b>73.7</b>	<b>28.8</b>	<b>51.3</b>

CONSOLIDATED BALANCE SHEET GBP 'm	Unaudited 30 Sep 2016	Unaudited 30 Sep 2015	Audited 31 Dec 2015
<b>Assets</b>			
<b>Non-current assets</b>			
Goodwill	185.1	170.6	172.0
Other intangible assets	95.0	85.8	85.9
Investment in associates	1.6	1.4	1.4
Property, plant and equipment	12.0	5.8	7.6
Deferred tax assets	7.1	8.7	7.1
Convertible bond	6.5	5.6	5.6
Other non-current assets	2.0	1.6	1.6
	<b>309.3</b>	<b>279.5</b>	<b>281.2</b>
<b>Current assets</b>			
Trade and other receivables	31.7	21.5	23.3
Taxation recoverable	11.6	10.0	11.6
Cash and cash equivalents	70.9	69.3	83.4
	<b>114.2</b>	<b>100.8</b>	<b>118.3</b>
<b>Total assets</b>	<b>423.5</b>	<b>380.3</b>	<b>399.5</b>
<b>Equity and liabilities</b>			
<b>Capital and reserves</b>			
Share capital	0.1	0.1	0.1
Share premium	81.5	81.5	81.5
Currency translation reserve	17.8	-4.5	-1.4
Reorganisation reserve	-42.9	-42.9	-42.9
Retained earnings	159.9	155.0	175.8
<b>Total equity</b>	<b>216.4</b>	<b>189.2</b>	<b>213.1</b>
<b>Non-current liabilities</b>			
Other non-current liabilities	-	14.5	-
Deferred tax liabilities	3.2	2.6	3.4
	<b>3.2</b>	<b>17.1</b>	<b>3.4</b>
<b>Current liabilities</b>			
Borrowings	60.2	56.9	56.7
Trade and other payables	64.0	53.4	65.7
Customer balances	50.9	37.2	37.4
Deferred income	4.5	3.2	3.0
Tax liabilities	24.3	23.3	20.2
	<b>203.9</b>	<b>174.0</b>	<b>183.0</b>
<b>Total liabilities</b>	<b>207.1</b>	<b>191.1</b>	<b>186.4</b>
<b>Total equity and liabilities</b>	<b>423.5</b>	<b>380.3</b>	<b>399.5</b>

CONSOLIDATED CASH FLOW STATEMENT GBP 'm	Unaudited Q3 2016	Unaudited Q3 2015	Unaudited Jan - Sep 2016	Unaudited Jan - Sep 2015	Audited Full Year 2015
<b>Operating activities</b>					
Profit from operations	27.1	14.4	65.3	41.5	63.0
Adjustments for:					
Depreciation of property, plant and equipment	1.3	0.8	3.5	2.0	2.9
Amortisation of intangible assets	4.7	2.2	13.0	7.3	11.1
Loss on disposal of intangible assets	-	0.0	0.0	0.0	0.0
Loss on disposal of property, plant & equipment	-	0.1	0.1	0.1	0.1
Impact of Bonza acquisition	-	-0.3	-	-0.3	-0.3
Share-based payment	0.2	0.2	0.3	0.4	0.6
Equity settled employee benefit plan	0.1	0.1	0.2	0.3	0.3
Foreign exchange on dividend	-	-	-	-0.5	-0.5
<b>Operating cash flows before movements in working capital</b>	<b>33.4</b>	<b>17.5</b>	<b>82.4</b>	<b>50.8</b>	<b>77.2</b>
Increase in trade and other receivables	-2.5	-2.4	-8.8	-6.1	-7.9
Increase in trade and other payables, including customer balances	0.0	13.8	21.0	16.9	15.8
<b>Cash generated from operations</b>	<b>30.9</b>	<b>28.9</b>	<b>94.6</b>	<b>61.6</b>	<b>85.1</b>
Income taxes paid net of tax refunded	-2.3	-2.0	-4.4	-3.0	-5.8
<b>Net cash generated from operating activities</b>	<b>28.6</b>	<b>26.9</b>	<b>90.2</b>	<b>58.6</b>	<b>79.3</b>
<b>Investing activities</b>					
Acquisition of subsidiaries, net of cash acquired	-	-55.4	-	-55.4	-56.3
Settlement of contingent consideration	-10.8	-	-16.7	-	-
Interest received	0.0	0.0	0.2	0.2	0.2
Interest paid	-0.2	-0.0	-0.6	-0.1	-0.3
Purchases of property, plant and equipment	-3.4	-1.6	-8.0	-3.3	-5.9
Proceeds from sale of property, plant and equipment	-	-	0.5	-	-
Development and acquisition costs of intangible assets	-4.2	-2.6	-14.2	-7.6	-11.1
<b>Net cash used in investing activities</b>	<b>-18.6</b>	<b>-59.6</b>	<b>-38.8</b>	<b>-66.2</b>	<b>-73.4</b>
<b>Financing activities</b>					
Dividends paid	-	-	-54.0	-46.7	-46.7
Disposal of treasury shares	-	-	0.2	0.2	0.3
Proceeds of issue of new shares for share options	-	3.3	0.0	3.3	3.4
Treasury share buy-back	-17.1	-	-17.1	-	-
Proceeds from borrowings	-	56.9	39.9	56.9	56.9
Repayment of borrowings	-3.3	-	-42.0	-	-
<b>Net cash (used in)/generated from financing activities</b>	<b>-20.4</b>	<b>60.2</b>	<b>-73.0</b>	<b>13.7</b>	<b>13.9</b>
<b>Net (decrease)/increase in cash and cash equivalents</b>	<b>-10.4</b>	<b>27.5</b>	<b>-21.6</b>	<b>6.1</b>	<b>19.8</b>
<b>Cash and cash equivalents at beginning of period</b>	<b>78.7</b>	<b>40.2</b>	<b>83.4</b>	<b>67.0</b>	<b>67.0</b>
Effect of foreign exchange rate changes	2.6	1.6	9.1	-3.8	-3.4
<b>Cash and cash equivalents at end of period</b>	<b>70.9</b>	<b>69.3</b>	<b>70.9</b>	<b>69.3</b>	<b>83.4</b>

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY GBP 'm	Unaudited	Unaudited	Unaudited	Unaudited	Audited
	Q3 2016	Q3 2015	Jan - Sep 2016	Jan - Sep 2015	Full Year 2015
<b>Opening balance at beginning of period</b>	<b>206.6</b>	170.3	<b>213.1</b>	202.9	202.9
<b>Comprehensive income</b>					
Profit for the period	<b>21.0</b>	12.9	<b>54.5</b>	36.3	55.7
Other comprehensive income:					
Translation adjustment	<b>5.6</b>	2.4	<b>19.2</b>	-7.5	-4.4
	<b>26.6</b>	<b>15.3</b>	<b>73.7</b>	<b>28.8</b>	<b>51.3</b>
<b>Transactions with owners</b>					
Share options - value of employee services	<b>0.2</b>	0.2	<b>0.3</b>	0.4	0.6
Treasury share buy-back	<b>-17.1</b>	-	<b>-17.1</b>	-	-
Equity settled employee benefit plan	<b>0.1</b>	0.1	<b>0.2</b>	0.3	0.3
Deferred tax credit relating to share option scheme	-	-	-	-	1.0
Proceeds from shares issued	-	3.3	<b>0.0</b>	3.3	3.4
Disposal of treasury shares	-	-	<b>0.2</b>	0.2	0.3
Dividend paid	-	-	<b>-54.0</b>	-46.7	-46.7
	<b>-16.8</b>	<b>3.6</b>	<b>-70.4</b>	<b>-42.5</b>	<b>-41.1</b>
<b>Closing balance at end of period</b>	<b>216.4</b>	<b>189.2</b>	<b>216.4</b>	<b>189.2</b>	<b>213.1</b>

## Notes to the condensed financial statements

### 1: General information

Unibet Group plc ('the Company') and its subsidiaries (together, 'the Group') is an online gambling business with over 15.8 million registered customers worldwide as at 30 September 2016 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 United Kingdom, Sweden, France, Italy, Gibraltar and Australia.

The Company is only listed on the NASDAQ Stockholm.

This condensed consolidated interim financial information was approved for issue on 2 November 2016.

### 2: Basis of preparation

This condensed interim financial information for the nine-month period ended 30 September 2016 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 2015.

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 2016.

### 3: Significant accounting policies

The same accounting policies, presentation and methods of computation are followed in these consolidated interim financial statements as were applied in the preparation of the Group's consolidated financial statements for the year ended 31 December 2015.

Taxes on income in the interim periods are accrued using the tax rate that would be applicable to expected total annual earnings.

IFRS 13 requires management to identify a three-level hierarchy of financial assets and liabilities at fair value. The financial assets at fair value are immaterial and financial liabilities at fair value have been measured using inputs based on unobservable market data (defined as level three by IFRS 13). The financial liabilities at fair value through profit and loss consist of deferred income relating to unsettled bets at balance sheet date. The fair value amount of the deferred income as at 30 September 2016 and 31 December 2015 is reported in the consolidated balance sheet on page 10. A reasonable change in assumptions would not give rise to a material change in value.

There are no new International Financial Reporting Standards or Interpretations implemented during the period that had a material effect on these consolidated interim financial statements.

### 4: Items affecting comparability

The Group defines items affecting comparability as those items which, by their size or nature in relation to both the Group and individual segments, should be separately disclosed in order to give a full understanding of the Group's underlying financial performance, and aid comparability of the Group's results between periods.

Items affecting comparability include, to the extent they are material, merger and acquisition transaction costs, management incentive costs relating to acquisitions, settlement of prior period betting duties and licence costs, amortisation of acquired assets, and foreign currency losses on operating items.

GBP 'm	Nine months ended 30-Sep-16	Nine months ended 30-Sep-15	Full Year 2015
M&A costs	-	-0.7	-0.7
Management incentive costs relating to acquisitions	-2.6	-	-0.9
Impact of Bonza acquisition	-	-0.6	-0.6
Settlement of prior period betting duties and licence costs	-	-1.6	-1.6
Amortisation of acquired intangible assets	-5.5	-0.4	-2.2
Foreign currency loss on operating items	-1.7	-0.3	-0.7
<b>Total</b>	<b>-9.8</b>	<b>-3.6</b>	<b>-6.7</b>

Amortisation of acquired assets is the charge on IFRS 3 Business combination acquired assets over the useful economic life of the asset, and is included as part of the Group's total amortisation charge.

Management incentive costs relating to acquisitions refer to costs in connection with the acquisitions of iGame and Stan James Online in 2015.

## 5: Operating Segments

### (a) Reconciliation of segment revenues to profit from operations

For the nine months ended 30 September 2016 GBP 'm	Nordic Region	Western Europe	Central, Eastern & Southern Europe	Other	Total
Gross winnings revenue as reported	172.1	176.2	34.5	8.5	391.3
Cost of sales	-51.5	-74.1	-13.4	-6.1	-145.1
<b>Gross profit</b>	<b>120.6</b>	<b>102.1</b>	<b>21.1</b>	<b>2.4</b>	<b>246.2</b>
Marketing costs					-83.8
Administrative expenses					-87.3
Items affecting comparability					-9.8
<b>Profit from operations</b>					<b>65.3</b>

For the nine months ended 30 September 2015 GBP 'm	Nordic Region	Western Europe	Central, Eastern & Southern Europe	Other	Total
Gross winnings revenue as reported	111.1	104.0	19.0	8.6	242.7
Cost of sales	-31.5	-39.9	-6.7	-4.7	-82.8
<b>Gross profit</b>	<b>79.6</b>	<b>64.1</b>	<b>12.3</b>	<b>3.9</b>	<b>159.9</b>
Marketing costs					-55.1
Administrative expenses					-59.7
Items affecting comparability					-3.6
<b>Profit from operations</b>					<b>41.5</b>

### (b) Product revenues by principal product groups

GBP 'm	Nine months ended 30-Sep-16	Nine months ended 30-Sep-15
Sports Betting (after Free Bets)	177.0	110.2
Casino	194.5	117.8
Poker	9.0	5.4
Other	10.8	9.3
<b>Total Gross winnings revenue</b>	<b>391.3</b>	<b>242.7</b>



## 6: Intangible assets and property, plant & equipment

Nine months ended 30 September 2016 GBP 'm	Other		
	Goodwill	intangible assets	Property, plant & equipment
Opening net book amount 1 January 2016	172.0	85.9	7.6
Additions	-	14.2	8.0
Disposals	-	-0.0	-0.6
Currency translation adjustment	13.1	7.9	0.5
Amortisation / depreciation	-	-13.0	-3.5
<b>Closing net book amount at 30 September 2016</b>	<b>185.1</b>	<b>95.0</b>	<b>12.0</b>

Nine months ended 30 September 2015 GBP 'm	Other		
	Goodwill	intangible assets	Property, plant & equipment
Opening net book amount 1 January 2015	143.5	34.4	4.3
Additions	-	7.6	3.3
Additions - through business combinations	31.2	51.9	0.5
Disposals	-	-0.0	-0.1
Currency translation adjustment	-4.1	-0.8	-0.2
Amortisation / depreciation	-	-7.3	-2.0
<b>Closing net book amount at 30 September 2015</b>	<b>170.6</b>	<b>85.8</b>	<b>5.8</b>

## 7: Convertible bond

In May 2014, Unibet subscribed to a GBP 6.0 million convertible bond issued by Kambi as part of the disposal. The bond has an embedded contingent option to provide change of control protection to both Unibet and Kambi. The option can only be exercised on the occurrence of limited trigger events. The fair value of the option at 30 September is GBP 0.2 million (2015: GBP 0.4 million).

## 8: Share capital and share premium

GBP 'm	Number of shares (millions)	Share capital	Share premium	Total
Opening balance 1 January 2016	230.1	0.1	81.5	81.6
Increase in issued shares	0.0	-	0.0	0.0
<b>At 30 September 2016</b>	<b>230.1</b>	<b>0.1</b>	<b>81.5</b>	<b>81.6</b>

GBP 'm	Number of shares (millions)	Share capital	Share premium	Total
Opening balance 1 January 2015	228.3	0.1	78.1	78.2
Increase in issued shares	1.8	0.0	3.4	3.4
<b>At 30 September 2015</b>	<b>230.1</b>	<b>0.1</b>	<b>81.5</b>	<b>81.6</b>

**Employee share option scheme:**

The exercise of the options under the rules of the Unibet Group plc Executive Option Scheme ended in June 2016.

During the nine-month period ended 30 September 2016, the exercise of options were as follows:

- In the exercise window ending on 15 March 2016 under the rules of the Unibet Group plc Executive Option Scheme, 5,459 share options were exercised. Of these 1,145 options were exercised by issuing 9,160 ordinary shares with a par value of GBP 0.000625, and in connection with this exercise the Unibet Group has received SEK 216,405 which has, in full, been taken to equity. The remaining 4,314 options were exercised using 34,512 SDRs from Unibet Group's Share buy-back programme initiated in 2007 and 2011. In connection with this exercise, the Unibet Group has received SEK 815,346 which has, in full, been taken to equity.
- In the exercise window ending on 15 June 2016 under the rules of Unibet Group plc Executive Option Scheme, 10,594 share options were exercised using 84,752 SDRs from Unibet Group's Share buy-back programme initiated in 2007 and 2011. In connection with this exercise, the Unibet Group has received SEK 2,002,172 which has, in full, been taken to equity.

The total amount of shares outstanding in Unibet Group plc is 230,126,200 ordinary shares with a par value of GBP 0.000625. Of the total outstanding shares, 381,144 from the Share buy-back programmes initiated in 2007 and 2011 and 2,400,396 from the Share buy-back programme initiated in 2016 continue to be held by the Group.

**9: Borrowing and loans**

GBP 'm	30-Sep-16	30-Sep-15
Current	60.2	56.9
<b>Total</b>	<b>60.2</b>	<b>56.9</b>

Movements in borrowings are analysed as follows:

	Current
<b>Opening balance 1 January 2016</b>	<b>56.7</b>
Drawdown of borrowings	39.9
Repayment of borrowings	-42.0
Translation loss on borrowings	5.6
<b>At 30 September 2016</b>	<b>60.2</b>
<b>Opening balance 1 January 2015</b>	<b>-</b>
Drawdown of borrowings	56.7
Repayment of borrowings	-
Translation loss on borrowings	0.2
<b>At 30 September 2015</b>	<b>56.9</b>

**10: Dividend**

A dividend of GBP 0.235 per ordinary share was approved at the AGM on 17 May 2016 and was paid on 24 May 2016.

**11: Related party transactions**

Related party transactions during the period ended 30 September 2016 totalled GBP 0.2 million (2015: less than GBP 0.1 million).

GBP 0.1 million relates to marketing services provided by Football United International Limited, a company of which Unibet Group's board members Anders Strom and Stefan Lundborg are both non-Executive Board members. GBP 0.1 million relates to consultancy services provided by Unibet Group plc's Board of Directors.

**12: Contingent liabilities**

Currently the Group has not provided for potential or actual claims arising from the promotion of gaming activities in certain jurisdictions. Based on current legal advice the Directors do not anticipate that the outcome of proceedings and potential claims, if any, will have a material adverse effect upon the Group's financial position. Further details can be found in the General Legal Environment section of the 2015 Annual Report, on pages 28 and 29.

**KEY RATIOS**

*This table is for information only and does not form part of the condensed financial statements*

	Unaudited Q3 2016	Unaudited Q3 2015	Unaudited Jan - Sep 2016	Unaudited Jan - Sep 2015	Audited Full Year 2015
Operating margin, % (Profit from operations/gross winnings revenue for the period)	19%	17%	17%	17%	18%
Return on total assets, % (Profit after tax/average of opening and closing assets for the period)	5%	4%	13%	11%	16%
Return on average equity, % (annualised) (EBIT/average of opening and closing equity for the period)	51%	32%	41%	28%	30%
Equity:assets ratio, %	51%	50%	51%	50%	53%
EBITDA margin, %	23%	20%	21%	21%	22%
Net cash/EBITDA (rolling 12-month basis)	0.185	0.461	0.185	0.461	0.597
Employees at period end	1,167	1,019	1,167	1,019	1,038
Gross cash per share (GBP) (cash at end of period/number of shares at end of period)	0.308	0.301	0.308	0.301	0.362
Net cash less debt per share (GBP) (total cash at period end less customer liabilities and borrowings/number of shares at end of period)	-0.175	-0.108	-0.175	-0.108	-0.046
Operating cash flow before movements in working capital per share (GBP)	0.145	0.077	0.359	0.223	0.338
Earnings per share (GBP)	0.091	0.057	0.237	0.159	0.244
Fully diluted earnings per share (GBP)	0.091	0.056	0.237	0.157	0.239
Number of shares at period end <sup>1</sup>	230,126,200	230,107,880	230,126,200	230,107,880	230,117,040
Fully diluted number of shares at period end	230,549,094	230,687,512	230,549,094	230,687,512	230,575,697
Average number of shares	229,619,412	228,114,680	229,593,148	227,818,328	228,237,047
Average number of diluted shares	230,050,527	231,680,152	230,238,826	231,684,504	232,806,853

<sup>1</sup> As at 30 September 2016 the total issued shares was 230,126,200. Of these 2,781,540 shares are held by the Group as a result of previous repurchase programmes. 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 share option programmes.

**NON-STATUTORY ANALYSIS OF GROSS WINNINGS REVENUE**

These tables are for information only and do not form part of the condensed financial statements

**Gross winnings revenue by region (based on country of residence of customer)**  
 (GBP 'm)

<b>SPORTS BETTING BY REGION</b>	<b>2016</b>	<b>2016</b>	<b>2016</b>	<b>2015</b>	<b>2015</b>	<b>2015</b>	<b>2015</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
	<b>Q3</b>	<b>Q2</b>	<b>Q1</b>	<b>Q4</b>	<b>Q3</b>	<b>Q2</b>	<b>Q1</b>	<b>YTD</b>	<b>FY</b>	<b>FY</b>
<b>Gross winnings revenue</b>										
Nordics	23.5	17.2	18.3	16.4	15.1	13.5	13.2	59.0	58.2	53.5
Western Europe	35.1	32.9	29.0	27.7	19.7	16.9	17.6	97.0	81.9	65.5
Central, Eastern and Southern Europe	5.3	4.2	4.8	4.4	2.7	2.2	2.8	14.3	12.1	9.9
Other	2.8	1.9	2.0	2.5	2.3	2.3	1.9	6.7	9.0	4.8
<b>Total</b>	<b>66.7</b>	<b>56.2</b>	<b>54.1</b>	<b>51.0</b>	<b>39.8</b>	<b>34.9</b>	<b>35.5</b>	<b>177.0</b>	<b>161.2</b>	<b>133.7</b>

<b>Quarterly Year-on-Year &amp; Year-on-Year growth %</b>										
Nordics	56%	27%	39%	27%	-1%	11%	1%	41%	9%	16%
Western Europe	78%	95%	65%	94%	4%	4%	9%	79%	25%	61%
Central, Eastern and Southern Europe	96%	91%	71%	144%	4%	-15%	-3%	86%	22%	9%
Other	22%	-17%	5%	39%	77%	156%	138%	3%	88%	-13%
<b>Total</b>	<b>68%</b>	<b>61%</b>	<b>52%</b>	<b>66%</b>	<b>4%</b>	<b>9%</b>	<b>8%</b>	<b>61%</b>	<b>21%</b>	<b>31%</b>

<b>OTHER PRODUCTS - CASINO, POKER, &amp; OTHER GAMES BY REGION</b>	<b>2016</b>	<b>2016</b>	<b>2016</b>	<b>2015</b>	<b>2015</b>	<b>2015</b>	<b>2015</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
	<b>Q3</b>	<b>Q2</b>	<b>Q1</b>	<b>Q4</b>	<b>Q3</b>	<b>Q2</b>	<b>Q1</b>	<b>YTD</b>	<b>FY</b>	<b>FY</b>
<b>Gross winnings revenue</b>										
Nordics	40.4	36.8	35.9	32.2	25.6	23.1	21.2	113.1	102.1	97.4
Western Europe	27.7	26.5	25.0	22.6	16.4	17.9	15.5	79.2	72.4	59.1
Central, Eastern and Southern Europe	6.8	6.6	6.8	5.3	3.7	4.1	3.6	20.2	16.7	16.9
Other	0.7	0.5	0.6	0.3	0.6	0.5	0.3	1.8	1.7	4.9
<b>Total</b>	<b>75.6</b>	<b>70.4</b>	<b>68.3</b>	<b>60.4</b>	<b>46.3</b>	<b>45.6</b>	<b>40.6</b>	<b>214.3</b>	<b>192.9</b>	<b>178.3</b>

<b>Quarterly Year-on-Year &amp; Year-on-Year growth %</b>										
Nordics	58%	59%	69%	26%	10%	-7%	-11%	62%	5%	-1%
Western Europe	69%	48%	61%	37%	10%	24%	17%	59%	23%	31%
Central, Eastern and Southern Europe	84%	61%	89%	13%	-5%	0%	-14%	77%	-1%	2%
Other	17%	0%	100%	-40%	100%	-74%	-86%	29%	-65%	-20%
<b>Total</b>	<b>66%</b>	<b>54%</b>	<b>68%</b>	<b>28%</b>	<b>9%</b>	<b>1%</b>	<b>-7%</b>	<b>62%</b>	<b>8%</b>	<b>7%</b>

<b>TOTAL BY REGION</b>	<b>2016</b>	<b>2016</b>	<b>2016</b>	<b>2015</b>	<b>2015</b>	<b>2015</b>	<b>2015</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
	<b>Q3</b>	<b>Q2</b>	<b>Q1</b>	<b>Q4</b>	<b>Q3</b>	<b>Q2</b>	<b>Q1</b>	<b>YTD</b>	<b>FY</b>	<b>FY</b>
<b>Gross winnings revenue</b>										
Nordics	63.9	54.0	54.2	48.6	40.7	36.6	34.4	172.1	160.3	150.9
Western Europe	62.8	59.4	54.0	50.3	36.1	34.8	33.1	176.2	154.3	124.6
Central, Eastern and Southern Europe	12.1	10.8	11.6	9.7	6.4	6.3	6.4	34.5	28.8	26.8
Other	3.5	2.4	2.6	2.8	2.9	2.8	2.2	8.5	10.7	9.7
<b>Total</b>	<b>142.3</b>	<b>126.6</b>	<b>122.4</b>	<b>111.4</b>	<b>86.1</b>	<b>80.5</b>	<b>76.1</b>	<b>391.3</b>	<b>354.1</b>	<b>312.0</b>

<b>Share of total %</b>										
Nordics	45%	42%	44%	43%	47%	45%	45%	44%	45%	48%
Western Europe	44%	47%	44%	45%	42%	43%	44%	45%	44%	40%
Central, Eastern and Southern Europe	9%	9%	10%	9%	8%	8%	8%	9%	8%	9%
Other	2%	2%	2%	3%	3%	4%	3%	2%	3%	3%

<b>Quarterly Year-on-Year &amp; Year-on-Year growth %</b>										
Nordics	57%	48%	58%	27%	6%	-1%	-7%	54%	6%	4%
Western Europe	74%	71%	63%	63%	7%	14%	13%	69%	24%	45%
Central, Eastern and Southern Europe	89%	71%	81%	49%	-2%	-6%	-10%	81%	7%	4%
Other	21%	-14%	18%	22%	81%	0%	-27%	8%	10%	-16%
<b>Total</b>	<b>65%</b>	<b>57%</b>	<b>61%</b>	<b>43%</b>	<b>7%</b>	<b>4%</b>	<b>-1%</b>	<b>61%</b>	<b>13%</b>	<b>16%</b>

## NON-STATUTORY ANALYSIS OF GROSS WINNINGS REVENUE

These tables are for information only and do not form part of the condensed financial statements

**Gross winnings revenue by product (after Free Bets)**  
(GBP 'm)

TOTAL BY PRODUCT	2016 Q3	2016 Q2	2016 Q1	2015 Q4	2015 Q3	2015 Q2	2015 Q1	2016 YTD	2015 FY	2014 FY
<b>Gross winnings revenue</b>										
Sports Betting	66.7	56.2	54.1	51.0	39.8	34.9	35.5	177.0	161.2	133.7
Casino & Games	68.5	64.7	61.3	53.8	42.3	40.6	34.9	194.5	171.6	149.8
Poker	3.2	2.6	3.2	2.2	1.3	1.9	2.2	9.0	7.6	8.4
Other	3.9	3.1	3.8	4.4	2.7	3.1	3.5	10.8	13.7	20.1
<b>Total</b>	<b>142.3</b>	<b>126.6</b>	<b>122.4</b>	<b>111.4</b>	<b>86.1</b>	<b>80.5</b>	<b>76.1</b>	<b>391.3</b>	<b>354.1</b>	<b>312.0</b>

Share of total %	2016 Q3	2016 Q2	2016 Q1	2015 Q4	2015 Q3	2015 Q2	2015 Q1	2016 YTD	2015 FY	2014 FY
Sports Betting	47%	45%	44%	46%	46%	43%	47%	45%	46%	43%
Casino & Games	48%	51%	50%	48%	49%	50%	46%	50%	48%	48%
Poker	2%	2%	3%	2%	2%	3%	3%	2%	2%	3%
Other	3%	2%	3%	4%	3%	4%	4%	3%	4%	6%

**Quarterly Year-on-Year & Year-on-Year growth %**

Sports Betting	68%	61%	52%	66%	4%	9%	8%	61%	21%	31%
Casino & Games	62%	59%	76%	34%	15%	8%	-1%	65%	15%	14%
Poker	146%	37%	45%	-4%	-35%	12%	-8%	67%	-10%	-38%
Other	44%	0%	9%	-6%	-23%	-48%	-41%	16%	-32%	-5%

**Sports Betting gross margins**  
(GBP 'm)

	2016 Q3	2016 Q2	2016 Q1	2015 Q4	2015 Q3	2015 Q2	2015 Q1	2016 YTD	2015 FY	2014 FY
<b>Sports Betting Stakes</b>	<b>874.9</b>	<b>901.5</b>	<b>845.1</b>	<b>734.0</b>	<b>513.8</b>	<b>517.6</b>	<b>483.5</b>	<b>2,621.5</b>	<b>2,248.9</b>	<b>1,744.9</b>
<i>Sports Betting Gross winnings revenue:</i>										
<b>Live Betting</b>	<b>37.2</b>	<b>35.6</b>	<b>33.8</b>	<b>28.9</b>	<b>23.1</b>	<b>21.5</b>	<b>21.6</b>	<b>106.6</b>	<b>95.1</b>	<b>68.0</b>
<i>Live Betting Margin %</i>	<b>6.7%</b>	6.4%	6.3%	6.6%	6.5%	6.0%	6.8%	<b>6.4%</b>	6.5%	6.0%
<i>Live Betting Share %</i>	<b>48.4%</b>	<b>51.1%</b>	<b>52.2%</b>	<b>46.9%</b>	<b>50.9%</b>	<b>53.2%</b>	<b>52.4%</b>	<b>50.5%</b>	<b>50.4%</b>	<b>45.2%</b>
<b>Pre-game Betting</b>	<b>39.6</b>	<b>34.0</b>	<b>31.0</b>	<b>32.7</b>	<b>22.3</b>	<b>18.9</b>	<b>19.6</b>	<b>104.6</b>	<b>93.5</b>	<b>82.6</b>
<i>Pre-game Betting Margin %</i>	<b>12.5%</b>	9.8%	10.1%	11.1%	14.3%	11.8%	11.8%	<b>10.7%</b>	12.0%	13.4%
<i>Pre-game Betting Share %</i>	<b>51.6%</b>	<b>48.9%</b>	<b>47.8%</b>	<b>53.1%</b>	<b>49.1%</b>	<b>46.8%</b>	<b>47.6%</b>	<b>49.5%</b>	<b>49.6%</b>	<b>54.8%</b>
<b>Total before Free Bets</b>	<b>76.8</b>	<b>69.6</b>	<b>64.8</b>	<b>61.6</b>	<b>45.4</b>	<b>40.4</b>	<b>41.2</b>	<b>211.2</b>	<b>188.6</b>	<b>150.6</b>
<i>Sports Betting margin % (before FB)</i>	<b>8.8%</b>	7.7%	7.7%	8.4%	8.8%	7.8%	8.5%	<b>8.1%</b>	8.4%	8.6%
Free Bets	<b>-10.1</b>	-13.4	-10.7	-10.6	-5.6	-5.5	-5.7	<b>-34.2</b>	-27.4	-16.9
<b>Total after Free Bets</b>	<b>66.7</b>	<b>56.2</b>	<b>54.1</b>	<b>51.0</b>	<b>39.8</b>	<b>34.9</b>	<b>35.5</b>	<b>177.0</b>	<b>161.2</b>	<b>133.7</b>
<i>Sports Betting margin % (after FB)</i>	<b>7.6%</b>	6.2%	6.4%	6.9%	7.7%	6.7%	7.3%	<b>6.8%</b>	7.2%	7.7%