



Press information

Malta, 3 May 2012

Unibet's acquisition of Bet24 business finalised

Following the satisfaction of conditions precedent, Unibet Group plc has today finalised the acquisition of the business and certain assets of Nordic Betting Ltd, trading as Bet24.

The acquisition price was EUR 13.5 million (GBP 11.25 million), of which 80 per cent has been settled in cash. The final 20 per cent is scheduled for payment around the end of June 2012 subject to certain conditions.

Bet24 will continue to trade under the existing brand and through the current platform for an interim period and its customers need take no action as a result of today's announcement. Further information will be provided to Bet24 customers on a continuous basis.

Unibet Group plc will integrate the operations of Bet24 with its own Maltese operations in due course.

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.com.au, www.maria.com and www.mariacasino.dk.

Today, Unibet has more than 6.2 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 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