



**Unibet Group plc**  
**Interim report January - June 2013**

- **Gross winnings revenue amounted to GBP 54.1 (45.3) million for the second quarter of 2013 and GBP 113.4 (96.5) million for the first half year 2013.**
- **EBITDA for the second quarter of 2013 was GBP 12.0 (11.8) million and GBP 29.1 (27.1) million for the first half year 2013.**
- **Profit from operations for the second quarter of 2013 amounted to GBP 7.3 (6.4) million. Profit from operations for the first half year 2013 amounted to GBP 19.8 (18.1) million.**
- **Profit before tax for the second quarter of 2013 amounted to GBP 7.2 (6.4) million. Profit before tax for the first half year 2013 amounted to GBP 18.6 (18.1) million.**
- **Profit after tax for the second quarter of 2013 amounted to GBP 6.7 (5.7) million. Profit after tax for the first half year 2013 amounted to GBP 17.2 (16.4) million.**
- **Earnings per share for the second quarter of 2013 were GBP 0.238 (0.203) and GBP 0.616 (0.591) for the first half year 2013.**
- **Operating cash flow before movements in working capital amounted to GBP 12.1 (10.1) million for the second quarter 2013 and GBP 29.2 (25.5) million for the first half year 2013.**
- **Number of active customers for the quarter was 446,649 (427,207).**

**“Marketing investments drive market share growth”**

“Unibet’s strong top line momentum from the first quarter has continued into the low season, despite no major championships this year. Our mobile offering continues to grow and is now over 19 per cent of the gross winnings revenue compared to 8 per cent for the same period last year. Market share growth is driven by Unibet’s continued investment in marketing initiatives in both re-regulated and core markets.”

“Profitability in the second quarter was strong, taking into account sports betting margins slightly below the long-term average and also lower than the same period in 2012. The prior year result for the second quarter also included a number of acquisition-related one-off items with a net positive effect.”

“Unibet’s focus on locally regulated markets continued with a successful launch in Estonia at the start of July 2013.”

“Kambi achieved a major milestone by going live with a full service sportsbook offering for 888 in the second quarter. This demonstrates that Kambi is a valued supplier to leading international operators, even when their core markets and product priorities are different from Unibet.”

“In the first 5 weeks of the third quarter average daily gross winnings revenue has increased by approximately 10 per cent over the same period in 2012”, says Henrik Tjärnström, CEO of Unibet.

Today, Wednesday 7 August 2013, Unibet’s CEO Henrik Tjärnström will host a presentation in English at FinancialHearings, Operaterrassen in Stockholm at 9.00 CEST.

Please go to [www.financialhearings.com](http://www.financialhearings.com) to sign in.

For those who would like to participate in the telephone conference in connection with the presentation, the telephone number is UK: +44 20 3364 5372 US: +1 877 788 9023

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Please call in, well in advance and register.

The presentation is also web cast live on [www.unibetgroupplc.com](http://www.unibetgroupplc.com).

## SUMMARY TABLE Q2 AND PRIOR YEAR

This table and the contents of this announcement are unaudited

GBP	Q2		Jan - June		Full Year 2012	Rolling 12 months <sup>3</sup>
	2013 GBPm	2012 GBPm	2013 GBPm	2012 GBPm		
Gross winnings revenue	54.1	45.3	113.4	96.5	197.2	214.1
EBITDA <sup>1</sup>	12.0	11.8	29.1	27.1	52.5	54.5
Profit before tax	7.2	6.4	18.6	18.1	34.2	34.8
Profit after tax	6.7	5.7	17.2	16.4	31.6	32.4
Net cash <sup>2</sup>	8.2	8.6	8.2	8.6	16.3	
Bank debt	11.9	19.4	11.9	19.4	13.5	
	GBP	GBP	GBP	GBP	GBP	GBP
EBITDA <sup>1</sup> per share	0.431	0.424	1.041	0.974	1.882	1.949
Earnings per share	0.238	0.203	0.616	0.591	1.132	1.157
Net cash <sup>2</sup> per share	0.291	0.305	0.291	0.305	0.578	

SEK	Q2		Jan - June		Full Year 2012	Rolling 12 months <sup>3</sup>
	2013 SEKm	2012 SEKm	2013 SEKm	2012 SEKm		
Gross winnings revenue	545.0	498.4	1,137.4	1,041.8	2,116.3	2,211.9
EBITDA <sup>1</sup>	121.3	129.8	291.8	292.3	563.5	563.0
Profit before tax	72.7	69.9	186.9	195.3	367.1	358.8
Profit after tax	67.0	62.1	172.6	177.3	339.1	334.3
Net cash <sup>2</sup>	84.2	94.9	84.2	94.9	171.9	
Bank debt	121.4	213.6	121.4	213.6	142.3	
	SEK	SEK	SEK	SEK	SEK	SEK
EBITDA <sup>1</sup> per share	4.339	4.657	10.442	10.518	20.198	20.123
Earnings per share	2.398	2.230	6.176	6.380	12.154	11.950
Net cash <sup>2</sup> per share	2.978	3.357	2.978	3.357	6.078	

	No.	No.	No.	No.	No.	No.
Active customers	446,649	427,207				
Registered customers (million)	7.6	6.7	7.6	6.7	7.2	

Currency rate Q2 13 average: 1GBP = 10.072 SEK, Q2 12 average: 1GBP = 10.993 SEK, FY 12 average: 1GBP = 10.734 SEK, 2013 YTD average: 1GBP = 10.027 SEK, 2012 YTD average: 1GBP = 10.800 SEK, 30 June 2013: 1GBP = 10.240 SEK, 30 June 2012: 1GBP = 11.017 SEK, 31 December: 2012 1GBP = 10.516 SEK.

Unibet 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 June 2013.

## Unibet Group plc Significant events during the second quarter of 2013

On 20 May 2013, Kambi signed an agreement to deliver a fully managed online and mobile Sportsbook to 888 Holdings under the 888sport.com brand.

## Significant events after the period end

On 5 July 2013, Unibet launched with a local license in Estonia on **unibet.ee** and **mariacasino.ee**. The full product range is available on desktop and mobile platforms for the Estonian customers.

## Market

Unibet is one of Europe's leading companies in Moneytainment, operating in 27 different languages in more than 100 countries. Unibet offers pre-game sports betting, live betting, poker, casino and games on **unibet.com**, **unibet.it** and **unibet.dk** and pre-game sports betting, live betting, French horse racing and poker on **unibet.fr**. On **unibet.be** and **unibet.ee** pre-game sports betting, live betting, poker and casino is offered and on **unibet.com.au** sports betting and racing is offered to the Australian market. Through the Maria brand, Unibet offers bingo, lotteries, poker, casino and games on **maria.com** and **mariacasino.ee** and casino and poker on **mariacasino.dk**. Unibet also offers Sportsbook B2B services through Kambi Sports Solutions, **kambi.com**.

While Unibet's core markets are in Europe and Australia, it addresses global markets excluding only territories that Unibet has consistently blocked for legal reasons such as the USA, Turkey and similar markets.

## Current products

### Sports betting

Unibet'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 Unibet's sites or via mobile devices.

Unibet had 20,323 live betting events in the second quarter 2013 and streamed over 5,200 events.

Unibet customers are also able to watch a selection of streamed sports events on their mobile devices.

The second quarter also continued with the qualification matches for the 2014 World Cup and the conclusions of the big European Football leagues with Manchester United winning the Premier League, Barcelona winning La Liga and Juventus winning Serie A.

The Champions League final was an all-German encounter between Borussia Dortmund and Bayern Munich with the Bayern Munich team winning 2-1. This high profile match was one of the most popular in the quarter.

June was a big month for tennis with both the French Open and the first week of Wimbledon. The French Open semi-final between Nadal and Djokovic was one of the most exciting events of the quarter, with Nadal winning the five set marathon, before beating Ferrer in the final. The quarter also saw a variety of other popular events including ATP tennis in Madrid, WTA tennis in Stuttgart, the NBA finals and the Ice Hockey world championships.

The majority of Unibet's business is determined by the seasons for key sports such as the major football leagues in Europe, major golf and tennis tournaments as well as ice hockey leagues in the Nordic countries and North America and rugby and horse racing in Australia. The seasonality of these events results in fluctuations in the Group's quarterly performance, especially in terms of Gross Turnover. However, quarterly results can also vary, due to the volatility of gross winnings margins in sports betting. Please also refer to page 4 for more information about the margin.

### Casino

The Unibet casino features more than 300 games with traditional table games, video poker and slots including the world famous Mega Fortune jackpot game. New games released this quarter included games based on Star Trek and the rock band 'Kiss' along with innovative titles such as Space Wars and Eggomatic.

Unibet's Live Casino continues to grow in popularity with the players. They now have more choice of tables and stake levels than ever before. Even tablet users can enjoy the live casino experience on the move with Roulette, Blackjack and Baccarat games now available.

The mobile casino continues to grow month on month. Now featuring around 60 games from the best mobile suppliers, including some which are exclusive to Unibet.

### Games

Unibet Games offers players slots, Keno and lottery style games. This quarter over 30 new scratchcard games, including one exclusive title, have been added.

### Bingo

In May Bingo was added to Unibet's mobile platform. The mobile bingo site features a full range of bingo games, including Variant Bingo, 90 Ball Bingo, 75 Ball Bingo and Speed Bingo in all the rooms available on desktop. There are also 10 side games available for players to play on the mobile bingo site.

### Poker

In the second quarter, the strategy of making the online poker experience more fun with promotions and side games focusing on the casual customer continued. The main highlight being a successful "in game" promotion, where customers got instant rewards for getting specific hand strengths. During the second quarter the Unibet Open went to Troia, just south of Lisbon, Portugal, where 242 Unibet customers played in this popular tournament. The next Unibet Open event will be held in Cannes, France, in September with high hopes that this will be one of our biggest events ever, if not the biggest.

### Maria.com

Maria.com is the female brand in the Unibet family. In addition to the site Maria.com the business area also drives a white label network with several bingo and casino brands, such as Bingo.se, Bingo.com, VioletCasino.com and AmorBingo.com. While both Bingo and Casino & Games drive acquisition numbers and new customers, Casino & Games is the main source of revenue, representing approximately 70 per cent of gross winning revenues.

During the second quarter of 2013 the final stages of the migration to the new Unibet platform took place. All the white labels were migrated and all went through a design overhaul. The migration process was smooth and successful with minimal disturbance to day to day business.

### Financial review

The financial information 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 2012.

### 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. Free Bets are bonuses granted or earned in connection with customer acquisition.

Gross winnings revenue for sports betting amounted to GBP 22.9 (19.3) million for the second quarter of 2013. For the first half-year 2013, gross winnings revenue for sports betting amounted to GBP 49.2 (43.7) million.

Live betting accounted for 67.5 (58.8) per cent of turnover on sports betting and 51.7 (39.9) per cent of gross winnings revenue on sports betting in the second quarter of 2013.

Gross winnings revenue for other products amounted to GBP 31.2 (26.0) million for the second quarter of 2013. For the first half-year 2013, gross winnings revenue for other products amounted to GBP 64.2 (52.8) million.

Please refer to page 19 for more information on gross winnings revenue per region and products.

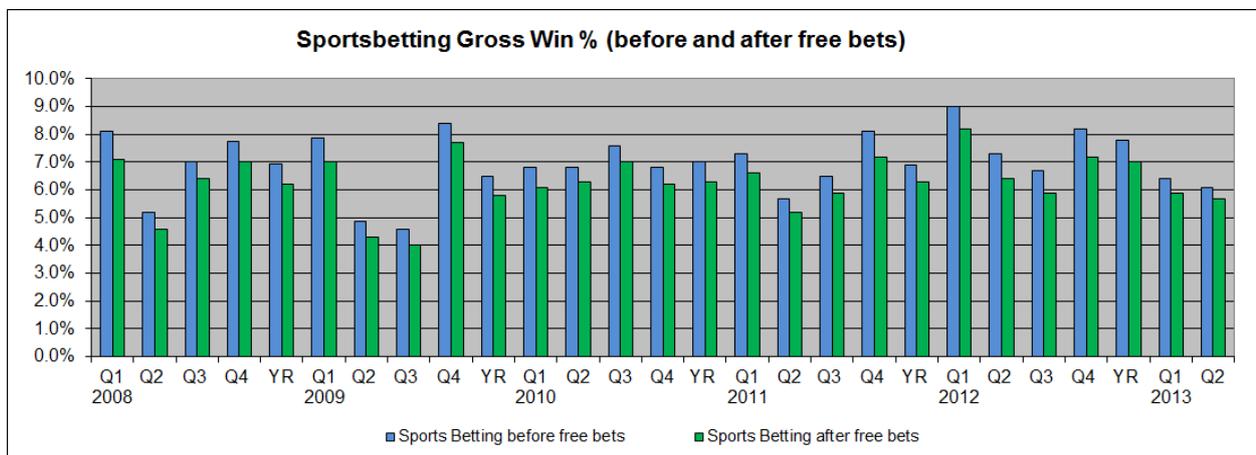
### Gross margin on sports betting

The gross margin for pre-game sports betting before Free Bets for the second quarter 2013 was 9.1 (10.6) per cent.

The gross margin for total sports betting for the second quarter 2013 before Free Bets was 6.1 (7.3) per cent. The gross margin for total sports betting for the second quarter 2013 after Free Bets was 5.7 (6.4) per cent.

Please refer to page 20 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 graph below. The bars show sports betting gross margin by quarter and full year.



### Customers

For the second quarter of 2013 the number of active customers amounted to 446,649 (427,207) compared with 489,923 for the first quarter 2013. An active customer is defined as one placing a bet in the last three months.

The total number of registered customers has continued to increase and exceeded 7.6 (6.7) million at 30 June 2013, whilst at 31 March 2013, over 7.3 million customers were registered.

### Cost of sales

Cost of sales includes revenue share, affiliate costs, betting duties and other costs of sales. The betting duties were GBP 3.5 (2.7) million and the marketing related revenue share and affiliate cost amounted to GBP 4.2 (3.3) million. The betting

duties for the first half year 2013 were GBP 7.3 (5.7) million and marketing related revenue share and affiliate costs for the first half year 2013 amounted to GBP 8.7 (6.9) million.

### Gross profit

Gross profit for the second quarter 2013 was GBP 46.4 (39.3) million. Gross profit for the first half year 2013 was GBP 97.5 (83.9) million.

### Operating costs (Marketing and Administrative expenses)

Operating costs include all indirect costs of running the business and are a combination of activity-related costs and fixed costs such as marketing, salaries and other administrative expenses etc. During the second quarter of 2013, operating costs were GBP 38.3 (31.9) million. Of the operating costs in the second quarter, GBP 15.0 (11.8) million were marketing costs and GBP 10.7 (9.0) million were salaries. The increase in marketing cost is mainly related to higher marketing spend in core and locally regulated markets.

Of the administrative expenses for the second quarter 2013 GBP 4.6 (3.8) million is related to Kambi Sports Solutions and of this cost GBP 1.7 (1.1) million is specifically related to the B2B business. Kambi's capital expenditure in the second quarter was GBP 1.5 (1.6) million, of which GBP 0.8 (0.9) million is related to the B2B business.

### Q2 2013 exchange rates

The following FX rates are those used for translation of the Group's SEK, NOK, EUR and DKK Balance sheet and Income statement items into GBP:

#### Balance sheet rates:

Rate to GBP	31-Mar-13	30-Jun-13	Q2 vs Q1 Delta
SEK	9.881	10.240	3.6%
NOK	8.884	9.198	3.5%
EUR	1.183	1.167	-1.4%
DKK	8.817	8.701	-1.3%

#### P&L averages for the quarter:

Rate to GBP	Avg Q1 13	Avg Q2 13	Q2 vs Q1 Delta
SEK	9.982	10.072	0.9%
NOK	8.732	8.954	2.5%
EUR	1.175	1.176	0.1%
DKK	8.763	8.767	0.0%

### EBITDA and Profit from operations

Earnings before interest, tax and depreciation and amortisation (EBITDA) for the second quarter of 2013 was GBP 12.0 (11.8) million and for the first half year 2013, was GBP 29.1 (27.1) million. Profit from operations for the second quarter of 2013 was GBP 7.3 (6.4) million. Profit from operations for the first half year 2013 was GBP 19.8 (18.1) million.

### Development and acquisition costs of intangible assets

In the second quarter of 2013, expenditure of GBP 4.3 (4.0) million has been capitalised, bringing the first half year 2013 total to GBP 8.2 (7.9) million. The key drivers of capitalised development costs during 2013 are local licensing requirements and development of the Kambi business during the period.

### Finance cost

Finance costs for the second quarter 2013 were GBP 0.1 (0.1) million. Finance costs for the first half year 2013 were GBP 1.2 (0.1) million.

### Profit before tax

Profit before tax for the second quarter 2013 was GBP 7.2 (6.4) million. Profit before tax for the first half year 2013 was GBP 18.6 (18.1) million.

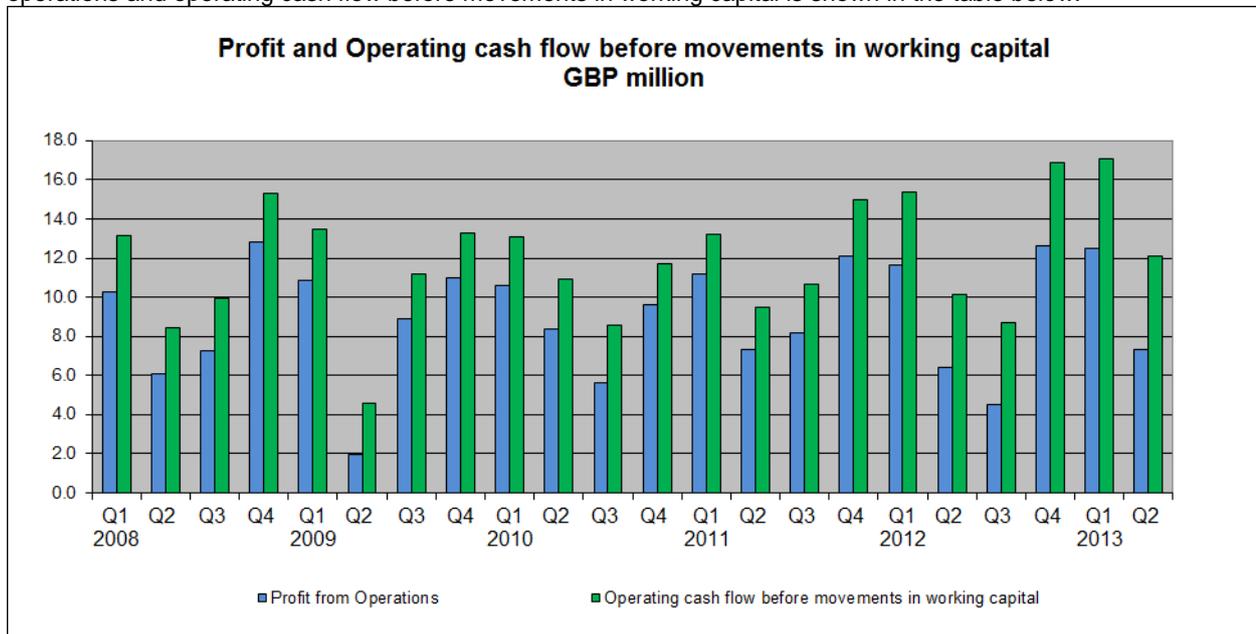
### Profit after tax

Profit after tax for the second quarter 2013 was GBP 6.7 (5.7) million. Profit after tax for the first half year 2013 was GBP 17.2 (16.4) million.

### Financial position and cash flow

The cash in hand position at the end of the second quarter 2013 stood at GBP 41.0 (41.4) million while at the beginning of the second quarter it was GBP 48.5 (48.2) million.

The net cash outflow for the second quarter 2013 was GBP 7.4 (5.1) million after paying a dividend of GBP 19.6 (16.2) million in May 2013. As at 30 June 2013, GBP 11.9 (19.4) million of the Revolving Credit Facility was utilised. GBP 12.1 (10.1) 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.



### Principal risks

Unibet 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 Unibet's risk management and risks arising from the legal environment can be found on pages 26-29 and pages 44-45 of the Annual Report for the year ended 31 December 2012, available from [www.unibetgroupplc.com](http://www.unibetgroupplc.com).

### Employees

Unibet had 875 (671) employees equivalent to 838 (637) full time employees at 30 June 2013, compared to 847 (equivalent to 811 full time employees) at 31 March 2013. Of these, 294 (171) equivalent to 276 (149) full time, are employees related to the B2B Sportsbook Kambi Sports Solutions compared to 289 (equivalent to 269 full time employees) at 31 March 2013.

### Exercise of options in Unibet Group plc

In the exercise window ending on 15 June 2013, under the rules of Unibet Group plc Executive Option Scheme, 11,158 share options were exercised. Of these options, 6,856 options were exercised by Unibet's CEO Henrik Tjörnström by issuing 6,856 ordinary shares with a par value of GBP 0.005, and in connection with this exercise, Unibet has received GBP 87,208.32 which has, in full, been taken to equity. The remaining 4,302 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 62,959.22 which has, in full, been taken to equity.

Following this exercise, the total amount of shares outstanding in Unibet Group plc is 28,283,122 ordinary shares with a par value of GBP 0.005. Of the total outstanding shares, 325,850 from the Share buy back programme initiated in 2007 and 2011 continue to be held by Unibet.

**Forthcoming financial reporting timetable**

Interim Report January – September 2013  
Full Year Report 2013

5 November 2013  
11 February 2014

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

Malta, 7 August 2013

Henrik Tjärnström  
CEO

**For further information please contact:**

Inga Lundberg, Investor Relations  
Henrik Tjärnström, CEO

+44 788 799 6116  
+44 7515 975 629

*Unibet Group plc  
Company number C 39017  
Registered in Malta.*

**About Unibet**

Unibet was founded in 1997 and is an online gambling company listed on NASDAQ OMX 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](http://www.unibet.com), [www.unibet.dk](http://www.unibet.dk), [www.unibet.fr](http://www.unibet.fr), [www.unibet.it](http://www.unibet.it), [www.unibet.be](http://www.unibet.be), [www.unibet.ee](http://www.unibet.ee), [www.unibet.com.au](http://www.unibet.com.au), [www.maria.com](http://www.maria.com), [www.mariacasino.ee](http://www.mariacasino.ee) and [www.mariacasino.dk](http://www.mariacasino.dk). Unibet also offers Sportsbook B2B services through Kambi Sports Solutions, [www.kambi.com](http://www.kambi.com). Today, Unibet has 7.6 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](http://www.unibetgroupplc.com)

## Independent review report to Unibet Group plc

### *Introduction*

We have been engaged by the company to review the condensed set of financial statements in the half-yearly financial report for the six months ended 30 June 2013, which comprise the Consolidated Income Statement, the Consolidated Statement of Comprehensive Income, the Consolidated Balance Sheet, the Consolidated Statement of Changes in Equity, the Consolidated Cash Flow Statement, and related notes. We have read the other information contained in the half-yearly financial report and considered whether it contains any apparent misstatements or material inconsistencies with the information in the condensed set of financial statements.

### *Directors' responsibilities*

The half-yearly financial report is the responsibility of, and has been approved by, the directors. The directors are responsible for preparing the half-yearly financial report in accordance with International Accounting Standard 34, "Interim Financial Reporting", as adopted by the European Union.

As disclosed in note 2, the annual financial statements of the group are prepared in accordance with IFRSs as adopted by the European Union. The condensed set of financial statements included in this half-yearly financial report has been prepared in accordance with International Accounting Standard 34, "Interim Financial Reporting", as adopted by the European Union.

### *Our responsibility*

Our responsibility is to express to the company a conclusion on the condensed set of financial statements in the half-yearly financial report based on our review. This report, including the conclusion, has been prepared for and only for the company for the purpose of the requirements of the NASDAQ OMX Stockholm and for no other purpose. We do not, in producing this report, 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.

### *Scope of review*

We conducted our review in accordance with International Standard on Review Engagements 2410, 'Review of Interim Financial Information Performed by the Independent Auditor of the Entity'. 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 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.

### *Conclusion*

Based on our review, nothing has come to our attention that causes us to believe that the condensed set of financial statements in the half-yearly financial report for the six months ended 30 June 2013 is not prepared, in all material respects, in accordance with International Accounting Standard 34 as adopted by the European Union.

PricewaterhouseCoopers LLP  
Chartered Accountants  
7 August 2013  
1 Embankment Place,  
London,  
WC2N 6RH

### *Notes:*

(a) The maintenance and integrity of the Unibet Group plc 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.

(b) Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

**CONSOLIDATED INCOME STATEMENT**  
**GBP '000**

	Unaudited Q2 2013	Unaudited Q2 2012	Unaudited Jan - June 2013	Unaudited Jan - June 2012	Audited Full Year 2012
<b>Continuing operations:</b>					
<b>Gross winnings revenue</b>	54,107	45,337	113,434	96,461	197,159
Betting duties	-3,513	-2,694	-7,261	-5,652	-11,725
Other cost of sales	-4,155	-3,324	-8,674	-6,915	-14,363
<b>Cost of Sales</b>	<b>-7,668</b>	<b>-6,018</b>	<b>-15,935</b>	<b>-12,567</b>	<b>-26,088</b>
<b>Gross profit</b>	<b>46,439</b>	<b>39,319</b>	<b>97,499</b>	<b>83,894</b>	<b>171,071</b>
<b>Marketing costs</b>	<b>-15,046</b>	<b>-11,778</b>	<b>-30,225</b>	<b>-23,377</b>	<b>-47,620</b>
<b>Administrative expenses</b>	<b>-23,209</b>	<b>-20,153</b>	<b>-46,005</b>	<b>-39,483</b>	<b>-81,076</b>
<b>Underlying profit before items affecting comparability:</b>	<b>8,184</b>	<b>7,388</b>	<b>21,269</b>	<b>21,034</b>	<b>42,375</b>
Merger and acquisition transaction costs	-	-280	-	-1,060	-1,060
Settlement of prior year betting duties	-	-	-	-	-2,557
Amortisation of acquired intangible assets	-803	-843	-1,698	-1,637	-3,230
Adjustment to carrying value of discontinued brand	-	-1,181	-	-1,181	-1,181
Adjustment to provision for contingent consideration	-	1,779	-	1,779	1,779
Foreign currency loss on operating items	-69	-447	253	-870	-985
<b>PROFIT FROM OPERATIONS</b>	<b>7,312</b>	<b>6,416</b>	<b>19,824</b>	<b>18,065</b>	<b>35,141</b>
Finance costs	-114	-104	-1,160	-64	-1,109
Finance income	19	50	49	89	176
Share of loss from associate	-2	-5	-69	-9	-7
<b>Profit before tax</b>	<b>7,215</b>	<b>6,357</b>	<b>18,644</b>	<b>18,081</b>	<b>34,201</b>
Income tax expense	-561	-704	-1,434	-1,663	-2,612
<b>PROFIT AFTER TAX FOR THE PERIOD</b>	<b>6,654</b>	<b>5,653</b>	<b>17,210</b>	<b>16,418</b>	<b>31,589</b>
Earnings per share (GBP)	0.238	0.203	0.616	0.591	1.132
Weighted average number of ordinary shares for the purposes of calculating basic earnings per share	27,949,702	27,868,860	27,942,474	27,790,876	27,897,651
Fully diluted earnings per share (GBP)	0.236	0.202	0.610	0.588	1.128
Weighted average number of ordinary shares for the purposes of calculating diluted earnings per share	28,207,724	27,996,288	28,216,437	27,913,541	28,013,581

**CONSOLIDATED STATEMENT OF COMPREHENSIVE  
INCOME**  
**GBP '000**

	Unaudited Q2 2013	Unaudited Q2 2012	Unaudited Jan - June 2013	Unaudited Jan - June 2012	Audited Full Year 2012
<b>Profit after tax for the period</b>	<b>6,654</b>	<b>5,653</b>	<b>17,210</b>	<b>16,418</b>	<b>31,589</b>
<b>Other comprehensive income</b>					
Currency translation adjustments taken to equity	-3,721	-3,420	2,171	-3,008	360
<b>COMPREHENSIVE INCOME FOR THE PERIOD</b>	<b>2,933</b>	<b>2,233</b>	<b>19,381</b>	<b>13,410</b>	<b>31,949</b>

**CONSOLIDATED BALANCE SHEET****GBP '000****ASSETS****Non-current assets**

	Unaudited 30 Jun 2013	Unaudited 30 Jun 2012	Audited 31 Dec 2012
Goodwill	153,850	150,284	152,633
Other intangible assets	41,006	38,748	39,677
Investment in associate	1,207	1,273	1,275
Property, plant and equipment	7,572	5,453	6,830
Deferred tax assets	1,167	642	1,167
Loan to joint venture	1,100	-	-
	<u>205,902</u>	<u>196,400</u>	<u>201,582</u>

**Current assets**

Trade and other receivables	15,341	15,515	15,411
Taxation recoverable	13,465	9,367	13,465
Cash and cash equivalents	41,010	41,372	49,878
	<u>69,816</u>	<u>66,254</u>	<u>78,754</u>

**TOTAL ASSETS**

	<u><u>275,718</u></u>	<u><u>262,654</u></u>	<u><u>280,336</u></u>
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**EQUITY AND LIABILITIES****Capital and reserves**

Share capital	141	141	141
Share premium	74,386	74,201	74,299
Currency translation reserve	16,071	10,532	13,900
Reorganisation reserve	-42,889	-42,889	-42,889
Retained earnings	131,515	117,949	133,510

**TOTAL EQUITY**

	<u><u>179,224</u></u>	<u><u>159,934</u></u>	<u><u>178,961</u></u>
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**Non-current liabilities**

Other non-current liabilities	3,470	2,667	3,553
Deferred tax liability	628	338	763
	<u>4,098</u>	<u>3,005</u>	<u>4,316</u>

**Current liabilities**

Borrowings	11,858	19,388	13,535
Trade and other payables	28,665	31,385	32,052
Customer balances	32,784	32,758	33,532
Deferred income	1,721	2,054	1,506
Tax liabilities	17,368	14,130	16,434
	<u>92,396</u>	<u>99,715</u>	<u>97,059</u>

**Total liabilities**

	<u>96,494</u>	<u>102,720</u>	<u>101,375</u>
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**TOTAL EQUITY AND LIABILITIES**

	<u><u>275,718</u></u>	<u><u>262,654</u></u>	<u><u>280,336</u></u>
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**CONSOLIDATED STATEMENT OF CHANGES IN EQUITY**  
**GBP '000**

	Unaudited Q2 2013	Unaudited Q2 2012	Unaudited Jan - June 2013	Unaudited Jan - June 2012	Audited Full Year 2012
<b>OPENING BALANCE AT BEGINNING OF PERIOD</b>	195,604	173,012	178,961	159,151	159,151
<b>Comprehensive income</b>					
Profit for the period	6,654	5,653	17,210	16,418	31,589
Other comprehensive income:					
Translation adjustment	-3,721	-3,420	2,171	-3,008	360
	2,933	2,233	19,381	13,410	31,949
<b>Transactions with owners</b>					
Share options - value of employee services	103	119	129	207	415
Proceeds from shares issued	87	6	87	157	255
Disposal of treasury shares	63	723	232	3,168	3,350
Dividend paid	-19,566	-16,159	-19,566	-16,159	-16,159
	-19,313	-15,311	-19,118	-12,627	-12,139
<b>CLOSING BALANCE AT END OF PERIOD</b>	179,224	159,934	179,224	159,934	178,961

**CONSOLIDATED CASH FLOW STATEMENT**  
**GBP '000**

	Unaudited Q2 2013	Unaudited Q2 2012	Unaudited Jan - June 2013	Unaudited Jan - June 2012	Audited Full Year 2012
<b>OPERATING ACTIVITIES</b>					
Profit from operations	7,312	6,416	19,824	18,065	35,141
Adjustments for:					
Depreciation of property, plant and equipment	827	582	1,607	1,148	2,521
Amortisation of intangible assets	3,901	3,628	7,669	6,671	13,652
Adjustment to carrying value of discontinued brand	-	1,181	-	1,181	1,181
Adjustment to carrying value of contingent consideration	-	-1,779	-	-1,779	-1,779
Share-based payment	103	119	129	207	415
<b>Operating cash flows before movements in working capital</b>	12,143	10,147	29,229	25,493	51,131
Decrease/(increase) in trade and other receivables	524	-811	81	-4,122	-4,014
(Decrease)/increase in trade and other payables, including customer balances	-5,763	2,354	-5,121	4,242	6,576
Cash generated from operations	6,904	11,690	24,189	25,613	53,693
Income taxes paid net of tax refunded	-220	-182	-635	-686	-3,523
<b>NET CASH GENERATED FROM OPERATING ACTIVITIES</b>	6,684	11,508	23,554	24,927	50,170
<b>INVESTING ACTIVITIES</b>					
Acquisition of subsidiaries, net of cash acquired and debt assumed	-	-	-	-11,715	-11,749
Acquisition of business and assets	-	-8,779	-	-8,779	-10,935
Settlement of contingent consideration	-	-85	-	-85	-85
Interest received	13	50	38	89	172
Interest paid	-41	-97	-145	-150	-513
Purchases of property, plant and equipment	-1,095	-966	-2,317	-1,837	-4,516
Development and acquisition costs of intangible assets	-4,262	-4,049	-8,191	-7,919	-14,885
Loans granted to joint venture	-1,100	-	-1,100	-	-
<b>NET CASH USED IN INVESTING ACTIVITIES</b>	-6,485	-13,926	-11,715	-30,396	-42,511
<b>FINANCING ACTIVITIES</b>					
Dividends paid	-19,566	-16,159	-19,566	-16,159	-16,159
Disposal of treasury shares	63	723	232	3,168	3,350
Proceeds of issue of new shares for share options	87	6	87	157	255
Proceeds of issue of new shares for employee ownership scheme	-	-	-	-	860
Proceeds from borrowings	11,835	12,755	11,835	22,882	22,882
Repayment of borrowings	-	-	-14,466	-3,333	-9,891
<b>NET CASH (USED IN)/GENERATED FROM FINANCING ACTIVITIES</b>	-7,581	-2,675	-21,878	6,715	1,297
<b>NET (DECREASE)/INCREASE IN CASH AND CASH EQUIVALENTS</b>	-7,382	-5,093	-10,039	1,246	8,956
<b>CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD</b>	48,460	48,230	49,878	41,806	41,806
Effect of foreign exchange rate changes	-68	-1,765	1,171	-1,680	-884
<b>CASH AND CASH EQUIVALENTS AT END OF PERIOD</b>	41,010	41,372	41,010	41,372	49,878

## 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 7.6 million registered customers worldwide as at 30 June 2013 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 UK, Sweden, France, Italy, Australia and Antigua. Online gambling services for the international market are offered through Malta, France, Italy, Australia and Antigua.

The Company is only listed on the NASDAQ OMX Stockholm.

This condensed consolidated interim financial information was approved for issue on 7 August 2013.

### 2 Basis of preparation

This condensed interim financial information for the half-year ended 30 June 2013 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 2012.

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 2013.

### 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 2012.

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

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, gains or losses on the disposal of assets, impairments (or subsequent reversal) of the carrying value of assets, amortisation of acquired assets, changes in carrying value of contingent consideration, and foreign currency gains and losses on operating items.

	Six months ended 30 June 2013 GBP '000	Six months ended 30 June 2012 GBP '000	Full Year 2012 GBP '000
Merger and acquisition transaction costs	-	-1,060	-1,060
Settlement of prior period betting duties	-	-	-2,557
Amortisation of acquired intangible assets	-1,698	-1,637	-3,230
Adjustment to carrying value of discontinued brand	-	-1,181	-1,181
Adjustment to carrying value of contingent consideration	-	1,779	1,779
Foreign currency gain/(loss) on operating items	253	-870	-985
<b>Total</b>	<b>-1,445</b>	<b>-2,969</b>	<b>-7,234</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.

Adjustment to carrying value of discontinued brand relates to an impairment charge on the Betchoice brand which was triggered due to a commercial decision to move the acquired business in Australia to the Unibet brand, for reasons of long term efficiency. This item was a one-off, non-cash charge.

Adjustment to carrying value of contingent consideration relates to the determination of the final earn-out payment on the 2011 Solfive acquisition, which was lower than provided for at 31 December 2011. This was a one-off non-cash item.

During 2012, a one-off payment to the Spanish tax authorities was made of GBP 2.6 million, to cover the settlement of prior period betting duties and interest and penalties.

## 5 Operating Segments

(a) Reconciliation of segment revenues to profit from operations

For the six months ended 30 June 2013 GBP '000	Nordic Region	Western Europe	Central, Eastern & Southern Europe	Other	Total
Gross winnings revenue as reported	60,943	36,550	10,781	5,160	113,434
Cost of sales	-5,381	-7,247	-2,634	-673	-15,935
<b>Gross profit</b>	<b>55,562</b>	<b>29,303</b>	<b>8,147</b>	<b>4,487</b>	<b>97,499</b>
Marketing costs					-30,225
Administrative expenses					-46,005
Items affecting comparability					-1,445
<b>Profit from operations</b>					<b>19,824</b>

For the six months ended 30 June 2012 GBP '000	Nordic Region	Western Europe	Central, Eastern & Southern Europe	Other	Total
Gross winnings revenue as reported	50,785	31,746	10,005	3,925	96,461
Cost of sales	-3,961	-5,631	-2,176	-799	-12,567
<b>Gross profit</b>	<b>46,824</b>	<b>26,115</b>	<b>7,829</b>	<b>3,126</b>	<b>83,894</b>
Marketing costs					-23,377
Administrative expenses					-39,483
Items affecting comparability					-2,969
<b>Profit from operations</b>					<b>18,065</b>

(b) Product revenues by principal product groups

	Six months ended 30 June 2013 GBP '000	Six months ended 30 June 2012 GBP '000
Sports Betting (after Free Bets)	49,189	43,703
Casino	41,444	37,679
Poker	6,422	7,771
Other	16,379	7,308
<b>Total Gross winnings revenue</b>	<b>113,434</b>	<b>96,461</b>

## 6 Intangible assets and property, plant &amp; equipment

	Goodwill	Other intangible assets	Property, plant & equipment
	GBP '000	GBP '000	GBP '000
<b>Six months ended 30 June 2013</b>			
<b>Opening net book amount 1 January 2013</b>	<b>152,633</b>	<b>39,677</b>	<b>6,830</b>
Additions	-	8,191	2,317
Currency translation adjustment	1,217	807	32
Amortisation / depreciation	-	-7,669	-1,607
<b>Closing net book amount at 30 June 2013</b>	<b>153,850</b>	<b>41,006</b>	<b>7,572</b>
<b>Six months ended 30 June 2012</b>			
<b>Opening net book amount 1 January 2012</b>	<b>131,251</b>	<b>34,530</b>	<b>3,820</b>
Additions	-	7,919	1,837
Additions through business combinations	21,615	5,211	1,049
Currency translation adjustment	-2,582	-1,060	-105
Amortisation / depreciation	-	-6,671	-1,148
Adjustment to carrying value of discontinued brand	-	-1,181	-
<b>Closing net book amount at 30 June 2012</b>	<b>150,284</b>	<b>38,748</b>	<b>5,453</b>

## 7 Capital

	Number of shares (thousands)	Share capital GBP '000	Share premium GBP '000	Total GBP '000
<b>Opening balance 1 January 2013</b>	28,276	141	74,299	74,440
Increase in issued shares	7	-	87	87
<b>At 30 June 2013</b>	<b>28,283</b>	<b>141</b>	<b>74,386</b>	<b>74,527</b>
<b>Opening balance 1 January 2012</b>	28,258	141	74,044	74,185
Increase in issued shares	11	-	157	157
<b>At 30 June 2012</b>	<b>28,269</b>	<b>141</b>	<b>74,201</b>	<b>74,342</b>

Employee share option scheme: During the first half of 2013, a total of 24,473 share options were exercised.

In connection with the exercise of employee share options, 6,856 ordinary shares were issued at a par value of GBP 0.005, at an option price of GBP 12.72. Accordingly, Unibet has received a total of GBP 87,208, of which GBP 34 was an increase in issued share capital and GBP 87,174 was an increase in share premium.

The remainder of 17,617 share options were exercised using SDRs from Unibet's Share buy back programme initiated in 2007 and 2011. The 17,617 SDRs were sold for net proceeds to the Company of GBP 232,326, which has, in full, been taken to equity. The options were exercised with prices of GBP 12.72, GBP 13.07, GBP 15.74 and GBP 17.95.

During the first half of 2012, a total of 230,819 share options were exercised.

In connection with the exercise of employee share options, 11,228 ordinary shares were issued at a par value of GBP 0.005, at option prices of GBP 13.99, GBP 14.05 and GBP 14.59. Accordingly, Unibet received a total of GBP 157,558 which was, in full, taken to equity.

The remainder of 219,591 share options were exercised using SDRs from Unibet's Share buy back programme initiated in 2007 and 2011. The 219,591 SDRs were sold for net proceeds to the Company of GBP 3,168,425, which was, in full, taken to equity. The options were exercised with prices of GBP 13.99, GBP 14.05 and GBP 14.59.

**8 Borrowing and loans**

	<b>30 June 2013</b>	<b>30 June 2012</b>
	<b>GBP '000</b>	<b>GBP '000</b>
Non-current	-	-
Current	11,858	19,388
<b>Total</b>	<b>11,858</b>	<b>19,388</b>

Movements in borrowings are analysed as follows:

	<b>Current</b>
	<b>GBP '000</b>
<b>Opening balance 1 January 2013</b>	13,535
Drawdown of borrowings	11,835
Repayment of borrowings	-14,466
Translation gain on borrowings	954
<b>At 30 June 2013</b>	<b>11,858</b>
<b>Opening balance 1 January 2012</b>	-
Drawdown of borrowings	22,882
Repayment of borrowings	-3,333
Translation loss on borrowings	-161
<b>At 30 June 2012</b>	<b>19,388</b>

**9 Dividends**

A dividend of GBP 0.700 per ordinary share was approved at the AGM on 14 May 2013 and was paid on 22 May 2013.

**10 Related party transactions**

There were no related party transactions during the period ended 30 June 2013 (2012: GBP Nil).

**11 Foreign exchange movements**

Unibet operates internationally and results can be significantly influenced by changes in exchange rates, especially between the GBP, EUR, SEK, DKK and NOK. The impact of exchange rates is summarised below:

	<b>Six months ended</b>	<b>Six months ended</b>
	<b>30 June 2013</b>	<b>30 June 2012</b>
	<b>GBP '000</b>	<b>GBP '000</b>
<b>Included in Items affecting comparability:</b>		
Exchange gain/(loss) on operating assets and liabilities	253	-870
<b>Included in Finance costs:</b>		
Translation (loss)/gain on borrowings	-954	161

## 12 Investment in Joint Venture

### *Acquisition of Social Gambling (Channel Islands) Limited ('SGCI')*

On 19 March 2013 Unibet entered into an agreement to acquire 100 percent of the issued share capital of SGCI, a company incorporated in Guernsey, whose principal asset is an investment in Bonza Gaming. Formal closing of the transaction occurred on 10 April 2013. The acquisition price of GBP 100 was settled in full on 10 April 2013.

SGCI holds slightly less than 50 percent interest in Bonza, alongside co-investor Plumbee Limited. After expected dilution for incentive schemes, Unibet's equity interest in Bonza will be approximately 45 per cent. Bonza holds a B2C gambling licence in Alderney, and operates real money gaming on the UK Facebook Platform. Unibet has provided Bonza a GBP 2 million loan facility to support the growth of Bonza, of which GBP 1.1 million has been utilised and is shown as a non-current asset on the balance sheet within 'Loan to joint venture'. The Group's unrecognised share of losses of the joint venture as at 30 June 2013 are GBP 231,732.

## 13 Business combinations

Other than that reported in Note 12 above, there have been no business combination transactions during the first half of 2013.

### *a) Acquisition of Betchoice Corporation Pty Limited ('Betchoice')*

On 7 February 2012 Unibet entered into an agreement to acquire 100 percent of the issued share capital of Betchoice, a company incorporated in Australia. The transaction was finalised on 29 February 2012, and the results of Betchoice have been consolidated since this date.

The acquisition price of GBP 13.0 million (AUD 20.0 million) was settled in full on 29 February 2012. Depending on the future trading results of Betchoice, an earn-out may also be payable. The earn-out will be 40 per cent of the positive result of the greater of 5.5 times 2014 EBITDA or 1.5 times gross winnings revenue, less AUD 20.0 million. In addition, a maximum of AUD 2.4 million is payable if 2014 EBITDA exceeds 4.4 million. The earn-out is not expected to be paid until the 2014 trading results have been finalised. The estimated earn-out payable as at 30 June 2013 is AUD 4.3 million equivalent to GBP 2.6 million (2012: AUD 4 million equivalent to GBP 2.7 million), which is shown as a non-current liability on the balance sheet within 'Contingent consideration payable'.

The net assets of Betchoice at the date of acquisition were GBP 2.9 million (AUD 4.2 million), and accordingly, Unibet has recognised provisional goodwill of GBP 12.9 million (AUD 18.9 million), which is included within goodwill in the Group's balance sheet.

The balance sheet of Betchoice at the date of acquisition is set out below:

	<b>Carrying values pre-acquisition GBP '000</b>	<b>Provisional fair value GBP '000</b>
Intangible assets	373	3,015
Property, plant & equipment	1,049	1,049
Trade and other receivables	1,730	1,730
Trade and other payables	-2,565	-2,565
Customer balances	-1,671	-1,671
Cash and cash equivalents	1,296	1,296
Net assets acquired	N/a	2,854
Goodwill	N/a	12,910
<b>Consideration</b>		<b>15,764</b>

Consideration was satisfied by cash of GBP 13.0 million, and contingent consideration payable of GBP 2.7 million.

The impact on cash and cash equivalents from the acquisition of Betchoice was GBP 11.7 million, representing cash consideration paid less cash acquired of GBP 1.3 million.

Goodwill represents immediate access to the regulated Australian online sports betting market.

Intangible assets acquired as part of the acquisition of Betchoice comprised primarily of customer relationships of GBP 0.7 million, brand of GBP 1.9 million, and software platform of GBP 0.4 million.

Subsequent to acquisition date, Unibet took a commercial decision to move the acquired business in Australia to the Unibet brand, for reasons of long term efficiency. Consequently, the carrying value of the brand was written down as shown on the Income statement and in Note 6 above.

*b) Acquisition of Bet24 business (Bet24)*

On 11 April 2012, Unibet signed an agreement to acquire the business and certain operating assets of Bet24. Following completion of conditions precedent, legal completion of the transaction occurred on 3 May 2012.

The agreed purchase price of EUR 13.5 million (GBP 10.9 million) has been allocated to certain assets as set out below:

	<b>Provisional fair value GBP '000</b>
Intangible assets	2,196
Goodwill	8,739
<b>Consideration</b>	<b>10,935</b>

Consideration was payable in three installments, of which all had been settled except for the final installment that remained payable as at 30 June 2012 of EUR 2.7 million (GBP 2.2 million). This is included within trade and other payables in the Group's balance sheet as at 30 June 2012, and was subsequently paid.

Goodwill represents the synergistic effects of the combined business, including the opportunity to strengthen the market position in Denmark.

Intangible assets consist of customer relationships, and certain trademarks and domain names acquired as part of the business acquisition.

#### **14 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 2012 Annual Report, on pages 44 and 45.

## KEY RATIOS

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

	Unaudited Q2 2013	Unaudited Q2 2012	Unaudited Jan - June 2013	Unaudited Jan - June 2012	Audited Full Year 2012
Operating margin, % (Profit from operations/revenue for the period)	14%	14%	17%	19%	18%
Return on total assets, % (Profit after tax/average of opening and closing assets for the period)	2%	2%	6%	7%	12%
Return on average equity, % (annualised) (EBIT/average of opening and closing equity for the period)	16%	15%	22%	23%	21%
Equity/assets ratio, %	65%	61%	65%	61%	64%
EBITDA margin, %	22%	26%	26%	28%	27%
Net cash/EBITDA (rolling 12 months basis)	0.151	0.164	0.151	0.164	0.311
Employees at period end	875	671	875	671	781
Gross cash per share (GBP) (cash at end of period/number of shares at end of period)	1.450	1.463	1.450	1.463	1.764
Net cash less debt per share (GBP) (total cash at period end less customer liabilities and borrowings/number of shares at end of period)	-0.128	-0.381	-0.128	-0.381	0.099
Operating cashflow before movements in working capital per share (GBP)	0.434	0.364	1.046	0.917	1.833
Earnings per share (GBP)	0.238	0.203	0.616	0.591	1.132
Fully diluted earnings per share (GBP)	0.236	0.202	0.610	0.588	1.128
Number of shares at period end <sup>1</sup>	28,283,122	28,269,266	28,283,122	28,269,266	28,276,266
Fully diluted number of shares at period end	28,559,224	28,345,314	28,559,224	28,345,314	28,488,442
Average number of shares	27,949,702	27,868,860	27,942,474	27,790,876	27,897,651
Average number of fully diluted shares	28,207,724	27,996,288	28,216,437	27,913,541	28,013,581

<sup>1</sup> During Q2 2013, 6,856 shares were issued by the company as a result of the exercise of employee share options, leaving a total of 28,283,122 issued shares as at 30 June 2013. 4,302 of the balance of shares bought back by the company in previous years, were used in connection with the exercise of share options by employees during Q2 2013, bringing the balance of repurchased shares to 325,850 as at 30 June 2013.

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 (GWR) by region

(based on country of residence of customer)

GBP '000

## SPORTS BETTING

Sports Betting GWR by region	2013	2013	2012	2012	2012	2012	2013	2012	2011
	Q2	Q1	Q4	Q3	Q2	Q1	YTD	FY	FY
Nordics	9,917	12,364	11,238	7,727	8,367	11,258	22,281	38,590	32,866
Western Europe	8,284	10,364	10,086	6,596	7,330	8,888	18,648	32,900	18,783
Central, Eastern and Southern Europe	3,345	1,485	1,984	1,011	1,787	2,715	4,830	7,497	8,423
Other	1,361	2,069	3,288	2,193	1,834	1,524	3,430	8,839	801
<b>Total GWR</b>	<b>22,907</b>	<b>26,282</b>	<b>26,596</b>	<b>17,527</b>	<b>19,318</b>	<b>24,385</b>	<b>49,189</b>	<b>87,826</b>	<b>60,873</b>

## Quarterly Year-on-Year &amp; Year-on-Year GWR growth %

Nordics	19%	10%	10%	2%	25%	33%	14%	17%	23%
Western Europe	13%	17%	82%	41%	98%	83%	15%	75%	-28%
Central, Eastern and Southern Europe	87%	-45%	-18%	-58%	3%	44%	7%	-11%	9%
Other	-26%	36%	537%	1471%	902%	483%	2%	1004%	-60%
<b>Total</b>	<b>19%</b>	<b>8%</b>	<b>43%</b>	<b>21%</b>	<b>57%</b>	<b>58%</b>	<b>13%</b>	<b>44%</b>	<b>-3%</b>

## OTHER PRODUCTS - CASINO, POKER, &amp; OTHER

Other products GWR by region	2013	2013	2012	2012	2012	2012	2013	2012	2011
	Q2	Q1	Q4	Q3	Q2	Q1	YTD	FY	FY
Nordics	18,943	19,719	19,185	16,348	15,534	15,626	38,662	66,693	56,666
Western Europe	8,763	9,139	7,605	7,169	7,897	7,631	17,902	30,302	24,096
Central, Eastern and Southern Europe	2,612	3,339	3,021	2,476	2,376	3,127	5,951	11,000	11,457
Other	882	848	485	286	212	355	1,730	1,338	1,304
<b>Total</b>	<b>31,200</b>	<b>33,045</b>	<b>30,296</b>	<b>26,279</b>	<b>26,019</b>	<b>26,739</b>	<b>64,245</b>	<b>109,333</b>	<b>93,523</b>

## Quarterly Year-on-Year &amp; Year-on-Year GWR growth %

Nordics	22%	26%	21%	15%	14%	20%	24%	18%	23%
Western Europe	11%	20%	11%	18%	42%	36%	15%	26%	-10%
Central, Eastern and Southern Europe	10%	7%	1%	-7%	-11%	0%	8%	-4%	7%
Other	316%	139%	12%	-32%	18%	31%	205%	3%	10%
<b>Total</b>	<b>20%</b>	<b>24%</b>	<b>16%</b>	<b>13%</b>	<b>18%</b>	<b>21%</b>	<b>22%</b>	<b>17%</b>	<b>10%</b>

## TOTAL

Total GWR by region	2013	2013	2012	2012	2012	2012	2013	2012	2011
	Q2	Q1	Q4	Q3	Q2	Q1	YTD	FY	FY
Nordics	28,860	32,083	30,423	24,075	23,901	26,884	60,943	105,283	89,532
Western Europe	17,047	19,503	17,691	13,765	15,227	16,519	36,550	63,202	42,879
Central, Eastern and Southern Europe	5,957	4,824	5,005	3,487	4,163	5,842	10,781	18,497	19,880
Other	2,243	2,917	3,773	2,479	2,046	1,879	5,160	10,177	2,105
<b>Total GWR</b>	<b>54,107</b>	<b>59,327</b>	<b>56,892</b>	<b>43,806</b>	<b>45,337</b>	<b>51,124</b>	<b>113,434</b>	<b>197,159</b>	<b>154,396</b>

## Share of total GWR %

Nordics	53%	54%	53%	55%	53%	53%	54%	54%	58%
Western Europe	32%	33%	31%	31%	34%	32%	32%	32%	28%
Central, Eastern and Southern Europe	11%	8%	9%	8%	9%	11%	10%	9%	13%
Other	4%	5%	7%	6%	4%	4%	5%	5%	1%

## Quarterly Year-on-Year &amp; Year-on-Year GWR growth %

Nordics	21%	19%	17%	11%	18%	25%	20%	18%	23%
Western Europe	12%	18%	43%	28%	65%	58%	15%	47%	-19%
Central, Eastern and Southern Europe	43%	-17%	-8%	-31%	-6%	17%	8%	-7%	8%
Other	10%	55%	298%	850%	464%	252%	31%	383%	-34%
<b>Total</b>	<b>19%</b>	<b>16%</b>	<b>27%</b>	<b>16%</b>	<b>32%</b>	<b>36%</b>	<b>18%</b>	<b>28%</b>	<b>5%</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 (GWR) by product

(after Free Bets)

GBP '000

Total GWR by product	2013 Q2	2013 Q1	2012 Q4	2012 Q3	2012 Q2	2012 Q1	2013 YTD	2012 FY	2011 FY
Sports Betting	22,907	26,282	26,596	17,527	19,318	24,385	49,189	87,826	60,873
Casino	19,564	21,880	20,960	17,945	18,621	19,058	41,444	76,584	64,625
Poker	2,702	3,720	3,353	3,355	3,500	4,271	6,422	14,479	13,641
Other	8,934	7,445	5,983	4,979	3,898	3,410	16,379	18,270	15,257
<b>Total</b>	<b>54,107</b>	<b>59,327</b>	<b>56,892</b>	<b>43,806</b>	<b>45,337</b>	<b>51,124</b>	<b>113,434</b>	<b>197,159</b>	<b>154,396</b>

## Share of total GWR %

(after Free Bets)

Sports Betting	42%	44%	47%	40%	43%	48%	43%	45%	39%
Casino	36%	37%	37%	41%	41%	37%	37%	39%	42%
Poker	5%	6%	6%	8%	8%	8%	6%	7%	9%
Other	17%	13%	10%	11%	8%	7%	14%	9%	10%

## Quarterly Year-on-Year &amp; Year-on-Year GWR growth %

(after Free Bets)

Sports Betting	19%	8%	43%	21%	57%	58%	13%	44%	-3%
Casino	5%	15%	12%	11%	23%	31%	10%	19%	19%
Poker	-23%	-13%	-6%	8%	17%	7%	-17%	6%	-33%
Other	129%	118%	56%	25%	-1%	-3%	124%	20%	46%

## Sports Betting gross margins

GBP '000

	2013 Q2	2013 Q1	2012 Q4	2012 Q3	2012 Q2	2012 Q1	2013 YTD	2012 FY	2011 FY
<b>Sports Betting Stakes</b>	<b>404,496</b>	<b>444,408</b>	<b>368,384</b>	<b>296,206</b>	<b>300,744</b>	<b>297,041</b>	<b>848,904</b>	<b>1,262,375</b>	<b>971,731</b>
<i>Sports Betting Gross winnings revenue (GWR):</i>									
<b>Live Betting</b>	<b>12,840</b>	<b>12,722</b>	<b>10,335</b>	<b>8,713</b>	<b>8,729</b>	<b>8,935</b>	<b>25,562</b>	<b>36,712</b>	<b>26,306</b>
<i>Live Betting Margin %</i>	4.7%	4.1%	5.1%	4.7%	4.9%	5.2%	4.4%	5.0%	4.6%
<i>Live Betting Share %</i>	51.7%	44.6%	34.4%	43.8%	39.9%	33.5%	47.9%	37.3%	39.2%
<b>Pre-game Betting</b>	<b>11,995</b>	<b>15,808</b>	<b>19,785</b>	<b>11,185</b>	<b>13,148</b>	<b>17,722</b>	<b>27,803</b>	<b>61,840</b>	<b>40,858</b>
<i>Pre-game Betting Margin %</i>	9.1%	11.6%	11.9%	10.2%	10.6%	14.2%	10.4%	11.8%	10.2%
<i>Pre-game Betting Share %</i>	48.3%	55.4%	65.6%	56.2%	60.1%	66.5%	52.1%	62.7%	60.8%
<b>Total before Free Bets</b>	<b>24,835</b>	<b>28,530</b>	<b>30,120</b>	<b>19,898</b>	<b>21,877</b>	<b>26,657</b>	<b>53,365</b>	<b>98,552</b>	<b>67,164</b>
<i>Sports Betting margin % (before Free Bets)</i>	6.1%	6.4%	8.2%	6.7%	7.3%	9.0%	6.3%	7.8%	6.9%
Free Bets	-1,928	-2,248	-3,524	-2,371	-2,559	-2,272	-4,176	-10,726	-6,291
<b>Total after Free Bets</b>	<b>22,907</b>	<b>26,282</b>	<b>26,596</b>	<b>17,527</b>	<b>19,318</b>	<b>24,385</b>	<b>49,189</b>	<b>87,826</b>	<b>60,873</b>
<i>Sports Betting margin % (after Free Bets)</i>	5.7%	5.9%	7.2%	5.9%	6.4%	8.2%	5.8%	7.0%	6.3%