



Press information

Malta, 30 April 2014

Change in exercise window of options in Unibet Group plc

Unibet notes that the next scheduled window for the exercise of share options in the company was planned for 1-15 June 2014.

As previously announced, the Board of Directors has proposed to the AGM the distribution of shares owned by Unibet in Kambi Group Limited to shareholders. This transaction, which is expected to be executed shortly after approval by the shareholders at the AGM on 20 May 2014, requires that the number of issued Unibet shares in the market is a fixed number. This is necessary to ensure the mechanism to issue one Kambi share for every one Unibet share is effective.

The Board of Directors has therefore approved a change in the planned exercise window from 1-15 June 2014 to 30 April - 6 May 2014. This change only applies to the 110,281 options that have already vested but are not exercised.

No changes have been made in respect of share options or performance shares in Unibet that have not vested. The Board of Directors will assess the impact of the Kambi transaction on those share rights following the completion of the separation of Kambi.

For more information:

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About Unibet

Unibet was founded in 1997 and is an online gambling company listed on NASDAQ OMX Stockholm. Unibet is one of the largest listed gambling operators in the European market and provides services in 22 languages through www.unibet.com, www.unibet.dk, www.unibet.fr, www.unibet.it, www.unibet.be, www.unibet.ee, www.unibet.com.au, www.maria.com, www.mariacasino.ee and www.mariacasino.dk. Unibet also offers Sportsbook B2B services through Kambi Sports Solutions, www.kambi.com. Today, Unibet has 8.9 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