



Q1 2015
29 April 2015

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CEO

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Possibility to ask questions via email
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twitter.com/unibetgroup

OUTLINE

- u Key Report Highlights
- u Financial results
- u Business overview
- u Summary

Q1 2015

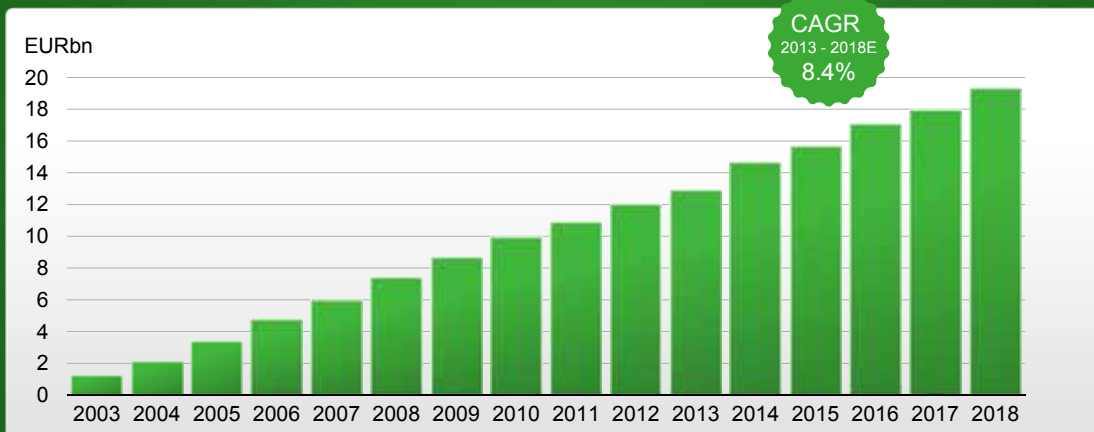
– Key Report Highlights

- u Focus on organic growth to build on the success achieved in 2014
- u GWR +15% constant currency
- u GWR + 20% in SEK
- u ATH SB T/O +30%
- u ATH deposits +25%
- u ATH active customers +11%
- u Mobile +64%



European online market growth

– ~45% of the global market and lots of regulatory experience over the last years

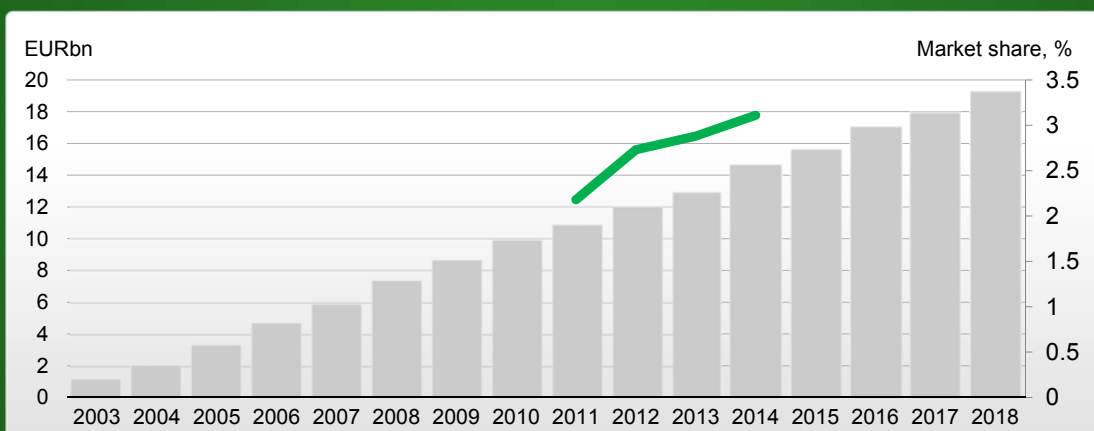


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Source: H2GC Feb 2015

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Unibet's share of the European online market



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Source: H2GC Feb 2015

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FINANCIAL RESULTS

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GBP/SEK increasing exchange rate



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Q1 2015 P&L FX impact v Q1 2014

	Q1 15 Avg rate	Q1 14 Avg rate	Movement %
SEK	12.616	10.699	-17.9
NOK	11.748	10.081	-16.5
EUR	1.345	1.208	-11.4
DKK	10.023	9.014	-11.2
AUD	1.926	1.846	-4.3

Weighted average movement
in FX rates: 13%

	GBPm
GWR decreased by approx.	-9.9
CoS / Opex decreased by approx.	6.5
FX gain on operating items	0.6
FX on borrowings	0
PBT FX impact	-2.8

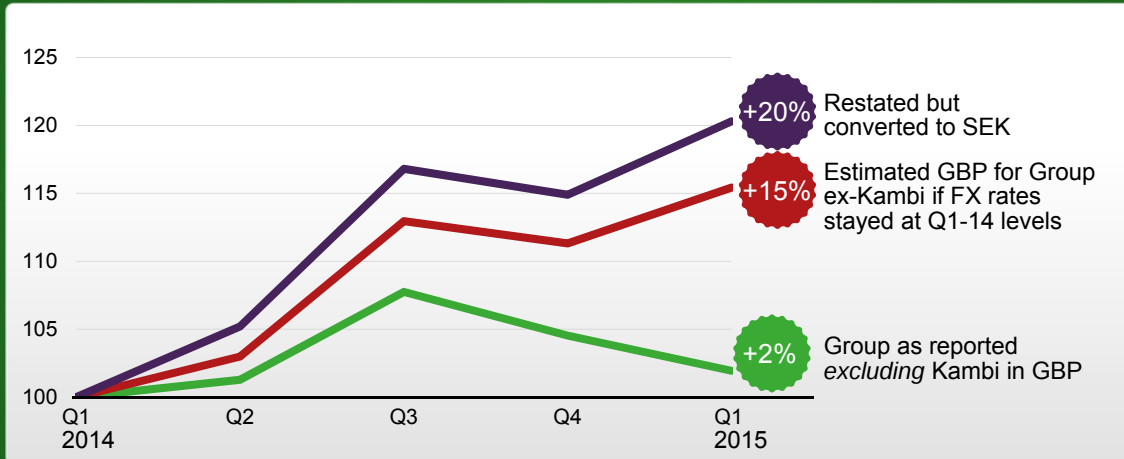
GWR & Cost impact is a translation effect
from reporting in GBP. Realised FX is less
than GBP 0.1 m

Gross winnings revenue Q1 2015 vs Q1 2014

SEK m	Q1 2014	Q1 2015	Change
Gross winnings revenue	818.5	960.1	+17.3%
<i>Excluding Kambi 2014</i>			
Gross winnings revenue	798.2	960.1	+20.3%



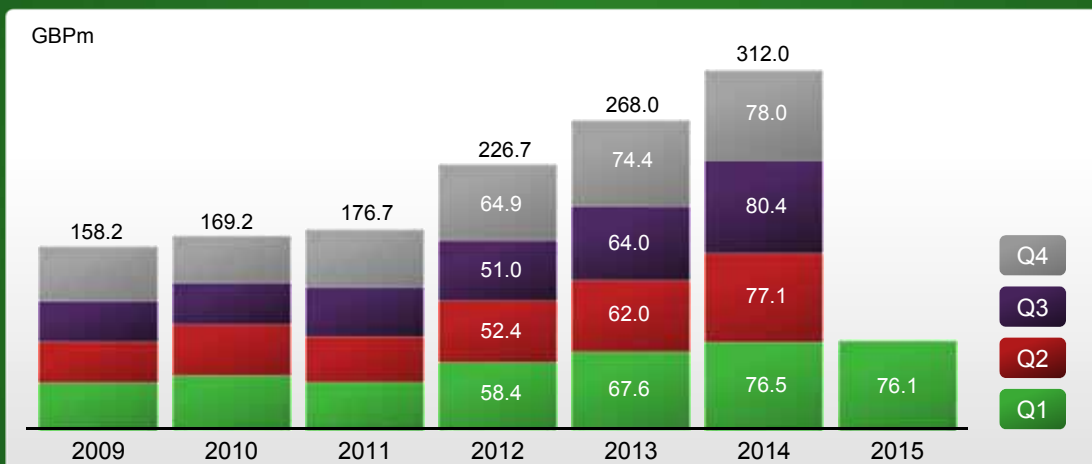
Gross winnings revenue



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Gross winnings revenue



12

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Other Costs analysis

Excl. Non-recurring items

GBP 'm	2012 FY	2013 FY	2014 FY	2015 Q1
Reported Other Costs	49.1	52.3	47.9	8.9
Depreciation & Amortisation	-17.4	-18.9	-16.8	-3.1
FX gain/(loss) on Opex	-1.0	-0.6	-1.8	0.6
Other Costs post D&A and FX	30.8	32.8	29.3	6.4

Share of GWR (as reported)

14%

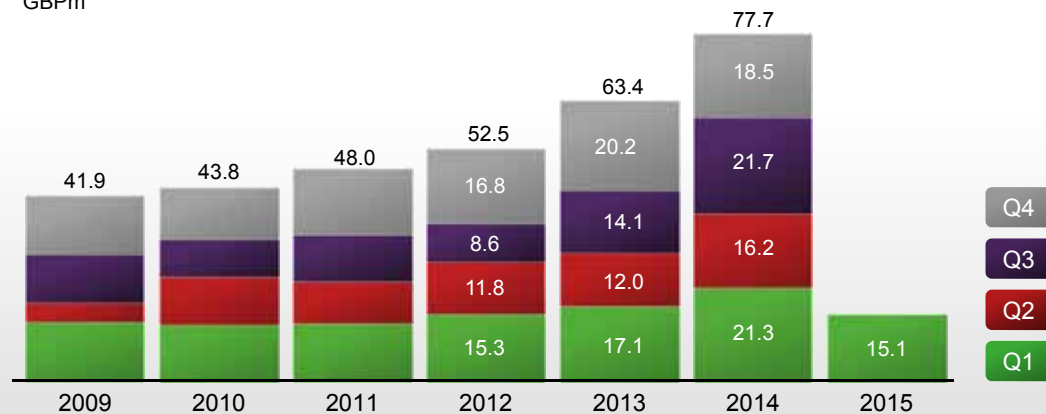
12%

9%

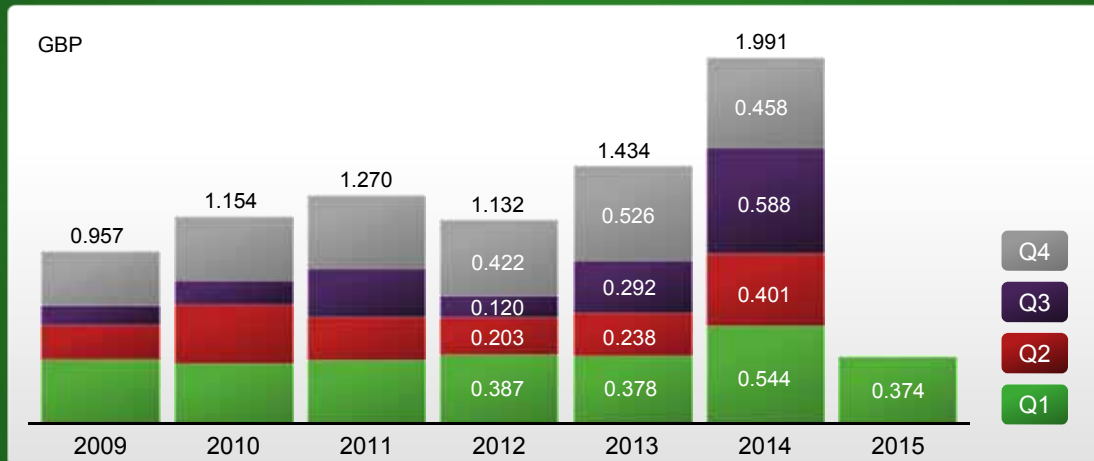
8%

EBITDA (excl 2014 & 2015 one-off items)

GBPm



EPS development (excl 2014 & 2015 one-off items)



FX Translation – shareholder perspective

- GBP has strengthened consistently against all Unibet's major currencies for more than a year
- This is continuing in Q2 2015: -15% v Q2 2014
- So results in GBP do not reflect the strong underlying performance of the business

BUT: Owners receive a compensating FX gain when Unibet declares dividend in GBP and pays in SEK (2015: +49% in GBP; +84% in SEK).



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BUSINESS OVERVIEW

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SAME CONTENT
SAME PLATFORM

FLEXIBLE CROSS
CHANNEL DESIGN

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SPORTS BETTING



UNIBET RACING



MARIA CASINO
SPIN ME



SPIN CITY



UNIBET GAMES



MARIA CASINO
& BINGO



LIVE CASINO



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DK TOP LIGA
LIVESCORE



FOOTBALL
LIVE SCORE



UNIBET CASINO



ALLSVENSKAN
LIVESCORE



TENNIS
LIVESCORE

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MOBILE APPS

OF WHICH 11 REAL MONEY APPS



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UNIBET APPLE WATCH APP

Released on day of launch

Live football and
horse racing updates

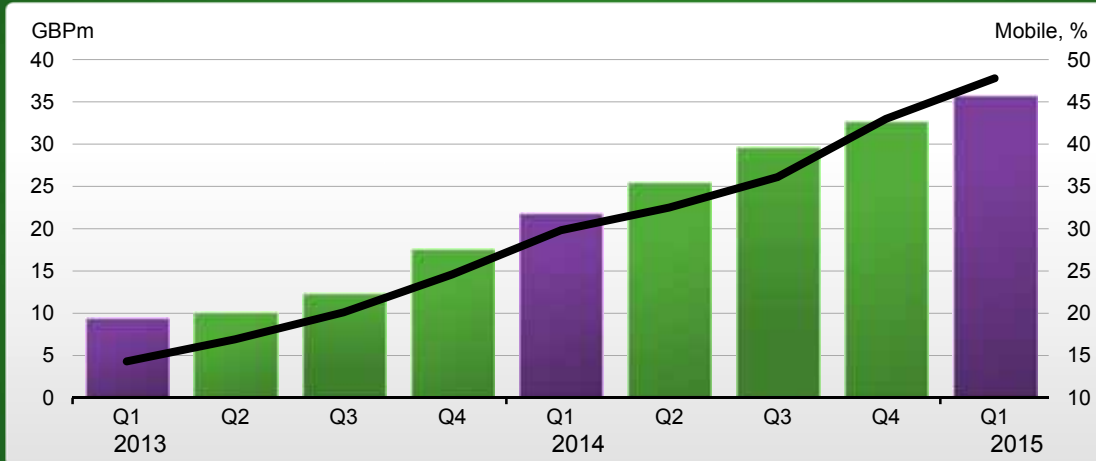
The latest and most
personal channel available



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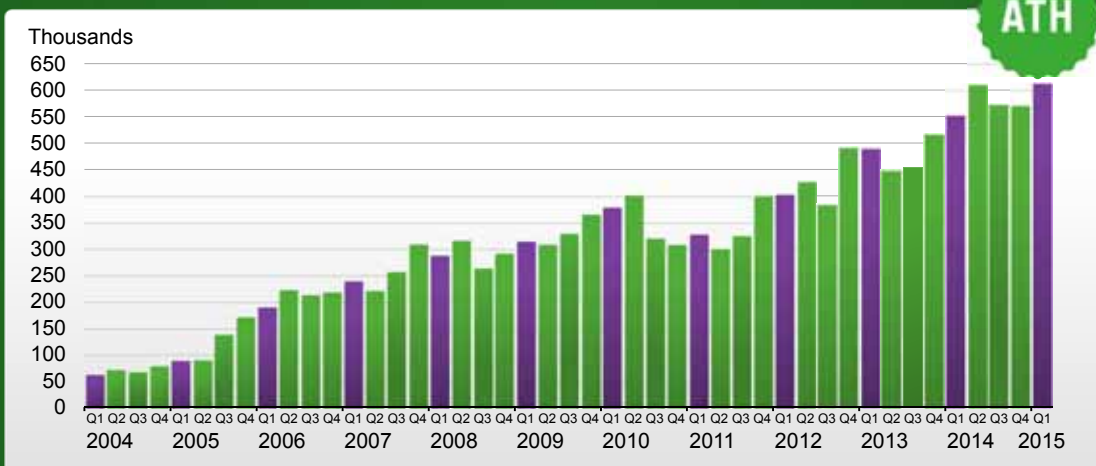
Gross winnings revenue from mobile



21

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Active customers



22

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Sportsbetting gross margin

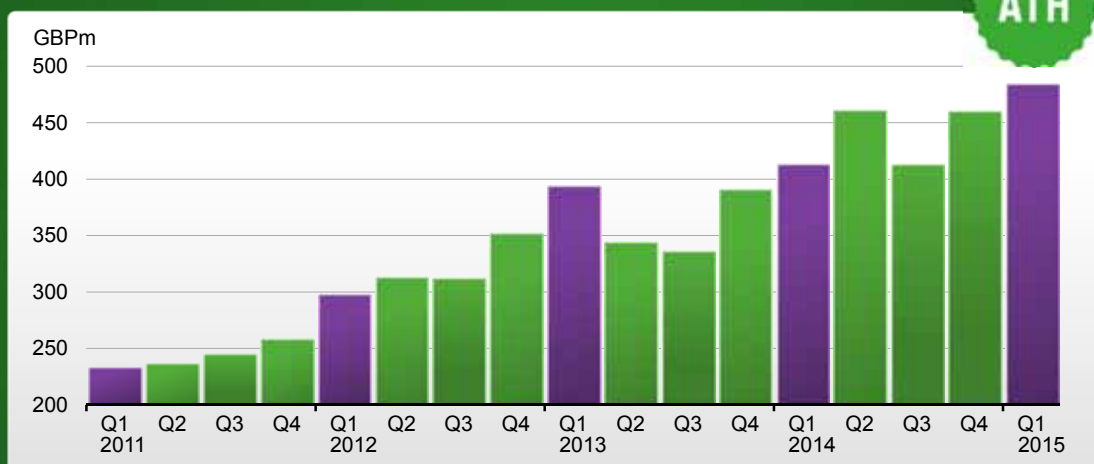
Combined



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Sports Betting Stakes (as reported)



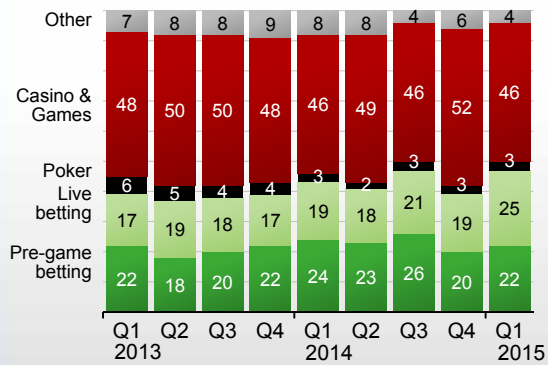
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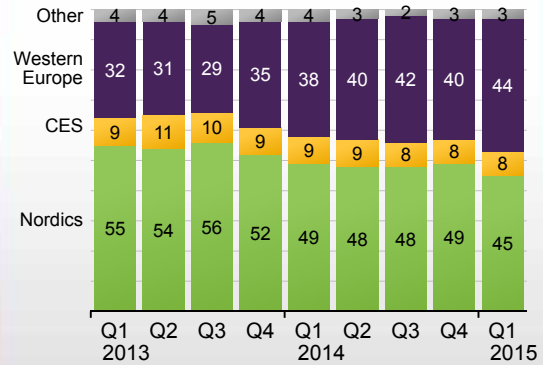
Geographic & product balance

Gross winnings revenue over time

By product, %



By geography, %



25

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SUMMARY



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Summary Q1 2015

- Reporting significantly affected by strong GBP
- ATH in SB T/O, deposits & active customers
- Marketing investment drives growth
- Business fundamentals remain strong

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WINNER ICE HOCKEY WORLD CHAMPIONSHIPS 2015

Russia

3.00

Canada

3.30

Sweden

5.50

Finland

8.00

Norway

226.00

28

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Fight Of The Century – Sunday morning 3 MAY

PACQUIAO, MANNY

3.00

Draw

15.00

Mayweather, Floyd

1.47

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Q&A

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