

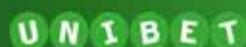
# UNIBET

By players, for players

Q1 2015  
29 April 2015

Henrik Tjärnström  
CEO

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Possibility to ask questions via email  
[Q1@unibet.com](mailto:Q1@unibet.com)



[twitter.com/unibetgroup](http://twitter.com/unibetgroup)

# OUTLINE

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

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## Q1 2015 – Key Report Highlights

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

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## European online market growth

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

EURbn

20

18

16

14

12

10

8

6

4

2

0

2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

CAGR

2013 - 2018E

8.4%

5

Source: H2GC Feb 2015

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## Unibet's share of the European online market

EURbn

20

18

16

14

12

10

8

6

4

2

0

2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

Market share, %

3.5

3

2.5

2

1.5

1

0.5

0

6

Source: H2GC Feb 2015

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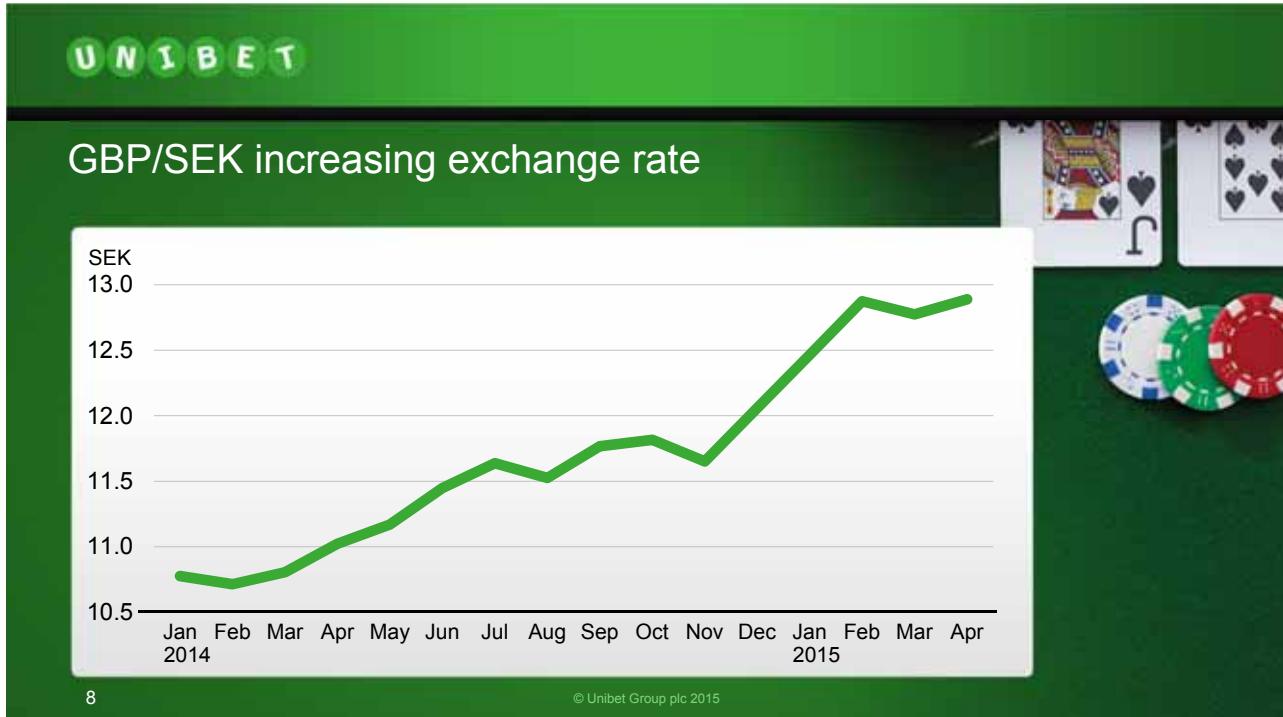


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## FINANCIAL RESULTS

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A photograph of a group of people in green shirts cheering and holding up a large green pom-pom.



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### GBP/SEK increasing exchange rate

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SEK

Date	Exchange Rate (SEK)
Jan 2014	10.70
Feb 2014	10.65
Mar 2014	10.80
Apr 2014	11.00
May 2014	11.20
Jun 2014	11.40
Jul 2014	11.60
Aug 2014	11.50
Sep 2014	11.80
Oct 2014	11.90
Nov 2014	11.60
Dec 2014	12.20
Jan 2015	12.80
Feb 2015	12.90
Mar 2015	12.80
Apr 2015	12.90

10.5 11.0 11.5 12.0 12.5 13.0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr

2014 2015

A line graph showing the GBP/SEK exchange rate from January 2014 to April 2015. The Y-axis represents the exchange rate in SEK, ranging from 10.5 to 13.0. The X-axis shows months from January 2014 to April 2015. The line starts at approximately 10.7 in Jan 2014, dips slightly in Feb, rises steadily through May to about 11.2, then fluctuates between 11.5 and 11.8 until Nov 2014. It then rises sharply to around 12.8 by Jan 2015, stays relatively flat until Mar 2015, and ends at approximately 12.9 in Apr 2015. In the top right corner of the slide, there is a small graphic of playing cards and poker chips.

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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
<b>PBT FX impact</b>	<b>-2.8</b>

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

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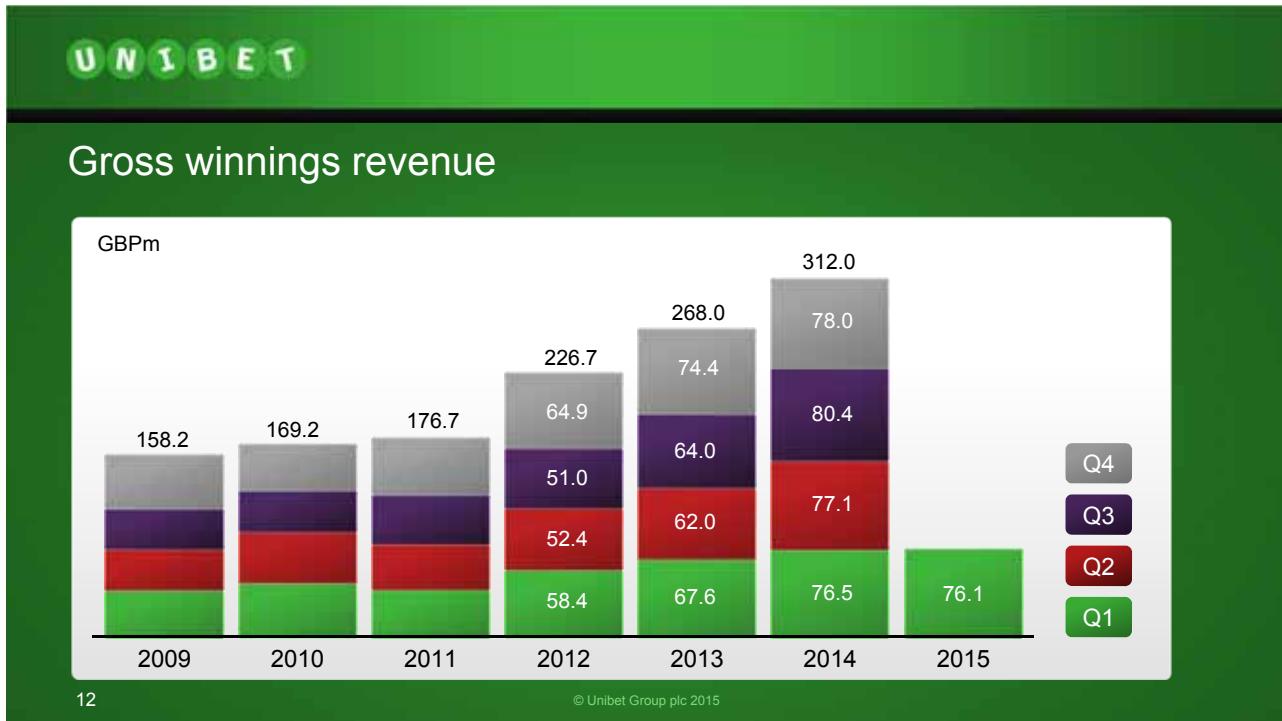
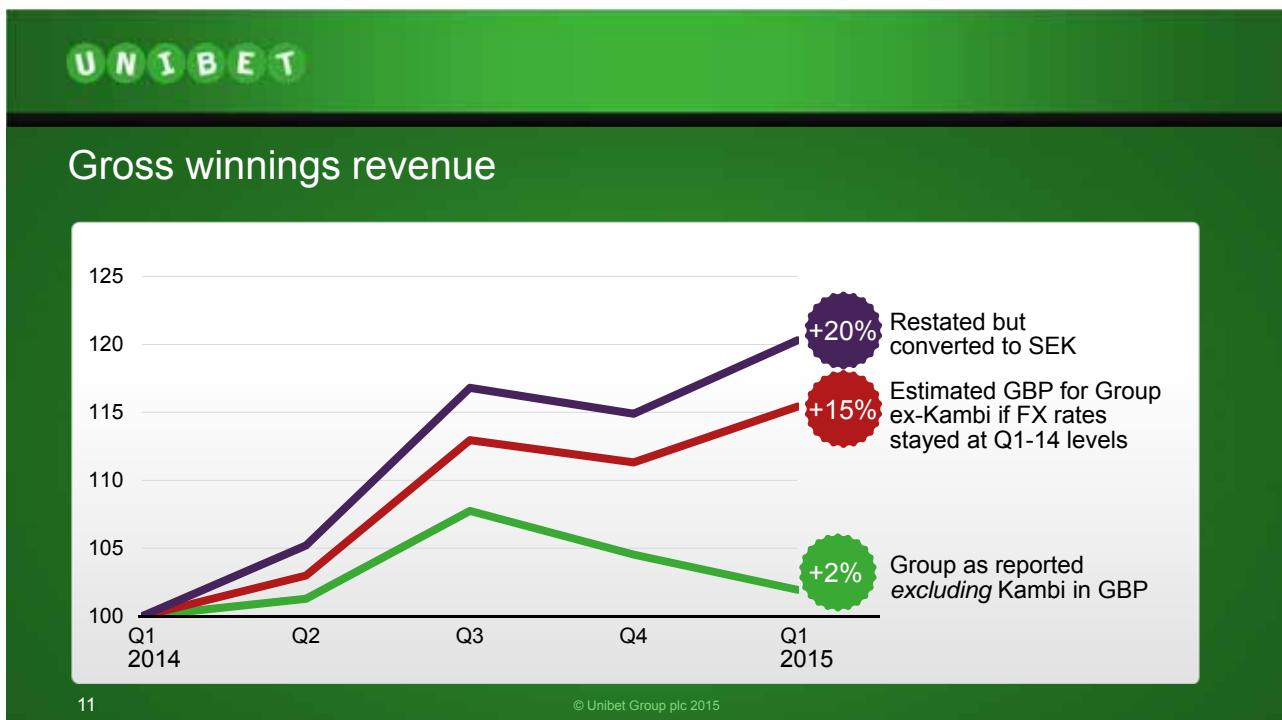
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## Gross winnings revenue

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%

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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
<b>Other Costs post D&amp;A and FX</b>	<b>30.8</b>	<b>32.8</b>	<b>29.3</b>	<b>6.4</b>

Share of GWR (as reported)

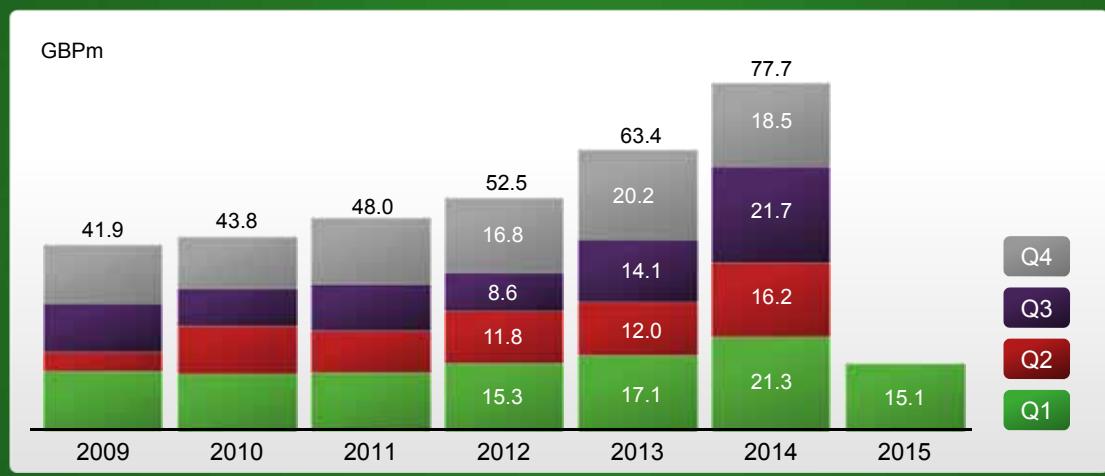
14%

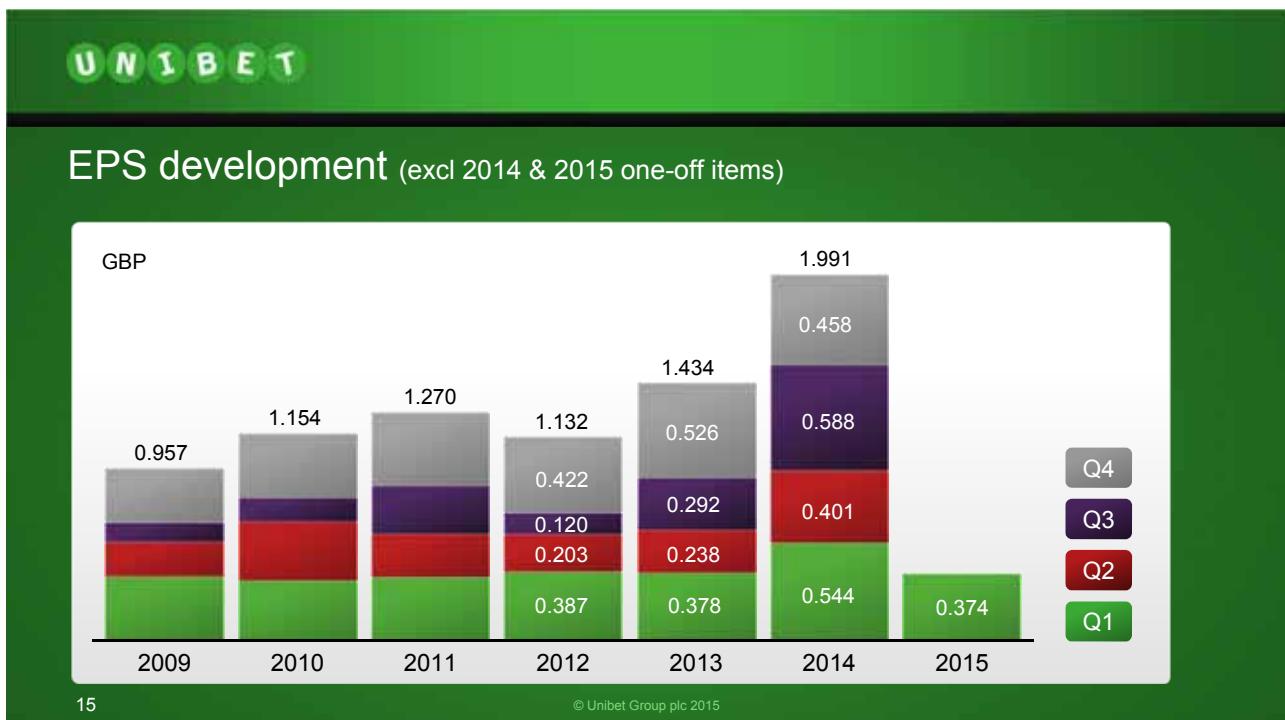
12%

9%

8%

## EBITDA (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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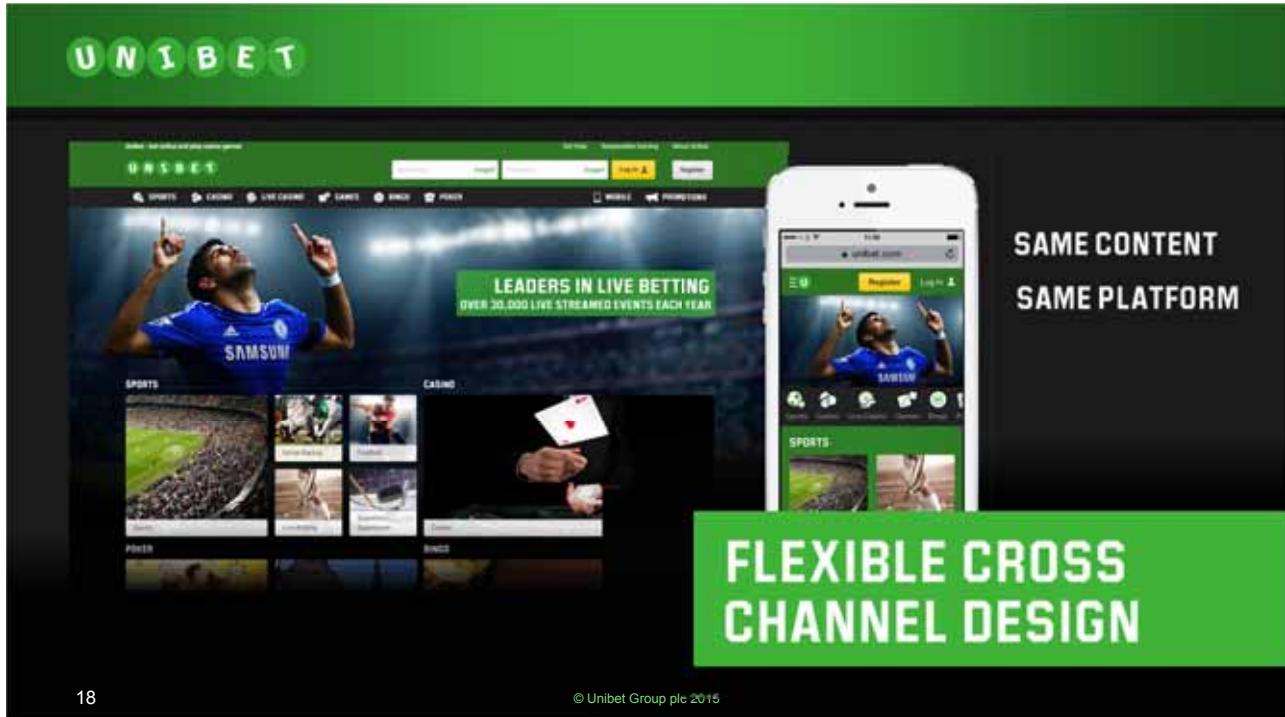


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**BUSINESS OVERVIEW**

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This slide features a green header with the Unibet logo. Below it is a large image of two soccer players in green and white striped jerseys celebrating on a field. A purple rounded rectangle contains the text "BUSINESS OVERVIEW". At the bottom left is the page number "17" and at the bottom right is the copyright notice "© Unibet Group plc 2015".



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**SAME CONTENT  
SAME PLATFORM**

**FLEXIBLE CROSS  
CHANNEL DESIGN**

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This slide compares a desktop website and a mobile phone app. The desktop site on the left shows a soccer player in a blue jersey with arms raised. The mobile app on the right shows the same interface on a smartphone screen. To the right of the devices, the text "SAME CONTENT SAME PLATFORM" is displayed above a green banner containing the text "FLEXIBLE CROSS CHANNEL DESIGN". At the bottom left is the page number "18" and at the bottom right is the copyright notice "© Unibet Group plc 2015".

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**22**  
MOBILE APPS  
OF WHICH 11 REAL MONEY APPS

19

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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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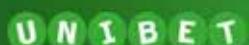


## Gross winnings revenue from mobile

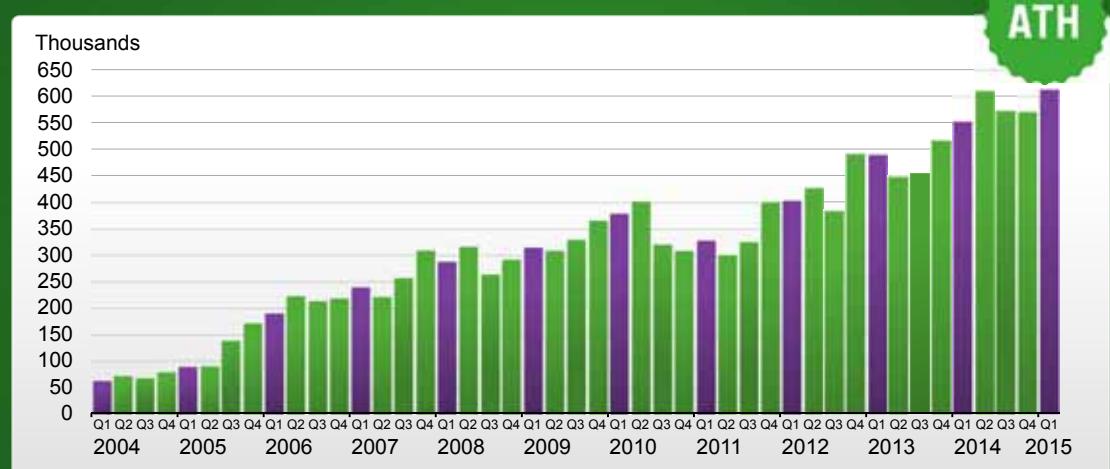


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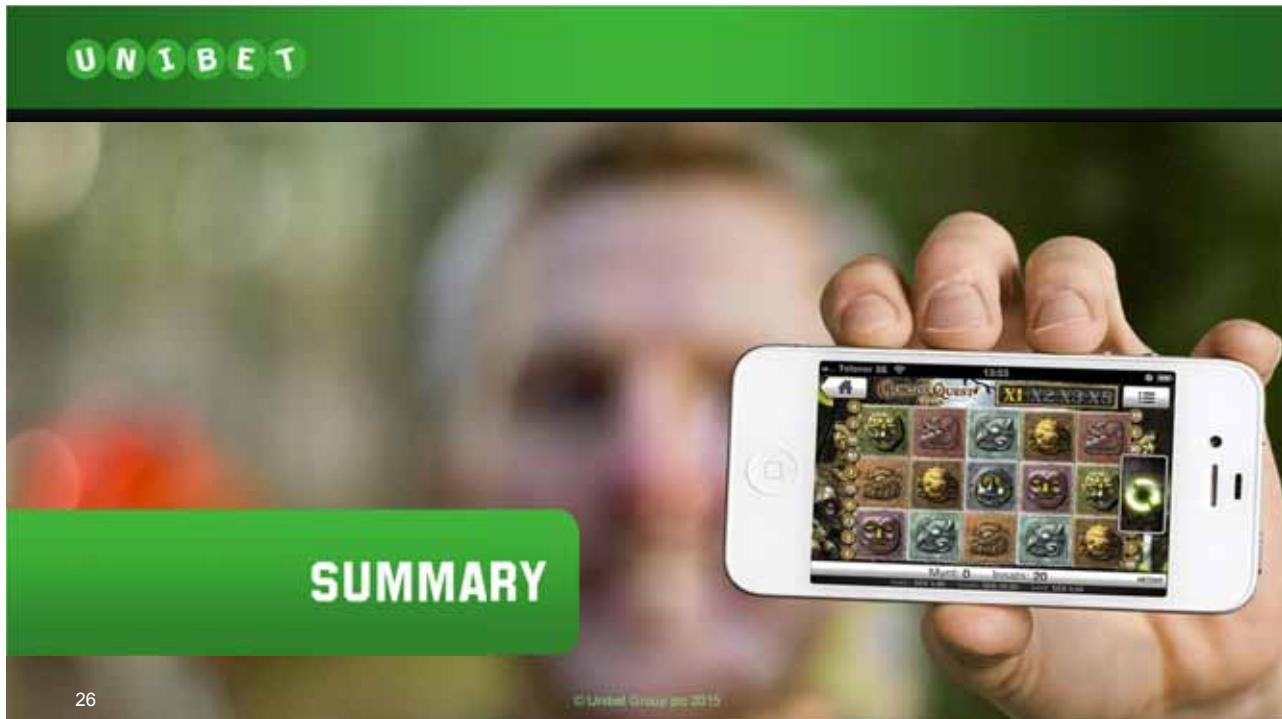
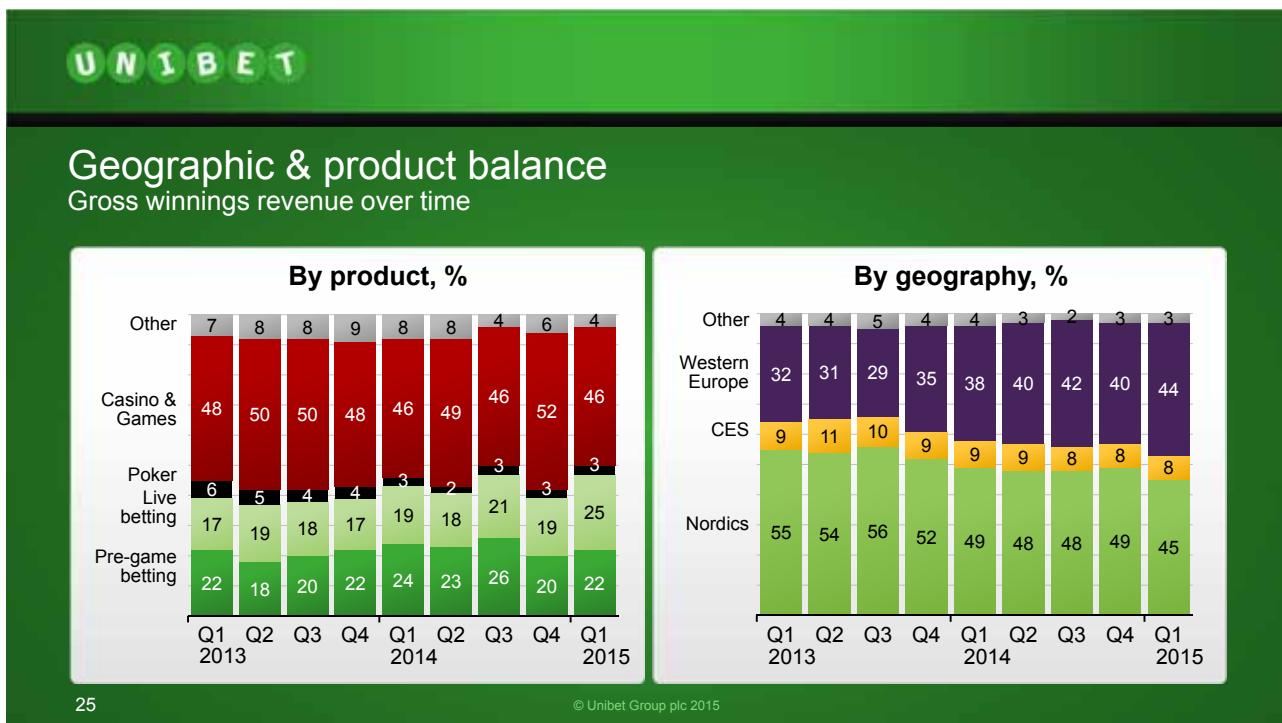
## Active customers



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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	Canada	Sweden
3.00	3.30	5.50
Finland	Norway	
8.00	226.00	

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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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