



## Unibet Group plc

### Interim report January - June 2015 (unaudited)

#### Second quarter and first half year highlights

The comparatives for 2014 on this page exclude the non-recurring net gain as a result of the Kambi spin off, the Kambi results prior to the spin-off and the adjustment to fair value of contingent consideration related to the Betchoice acquisition and show only the underlying business (see table on page 4).

- **New all-time high in gross winnings revenue which amounted to GBP 80.5 (75.6) million for the second quarter of 2015 and amounted to GBP 156.6 (150.2) million for the first half of 2015.**
- **The result for the second quarter as reported in GBP was significantly affected by the translation effect of movements in currency exchange rates. The underlying organic growth in gross winnings revenue in constant currency was more than 21%.**
- **If Unibet reported results in SEK, gross winnings revenue for the second quarter would have amounted to SEK 1,037.6 (840.1) million.**
- **Earnings before interest, tax, depreciation and amortisation (EBITDA) for the second quarter of 2015 were GBP 19.0 (15.8) million and amounted to GBP 33.4 (36.0) million for the first half of 2015.**
- **Profit from operations for the second quarter of 2015 amounted to GBP 15.8 (12.3) million. Profit from operations for the first half of 2015 amounted to GBP 27.1 (27.6) million.**
- **Profit before tax for the second quarter of 2015 amounted to GBP 15.2 (12.4) million. Profit before tax for the first half of 2015 amounted to GBP 26.5 (27.8) million.**
- **Profit after tax for the second quarter of 2015 amounted to GBP 13.4 (11.2) million. Profit after tax for the first half of 2015 amounted to GBP 23.4 (25.4) million.**
- **Earnings per share for the second quarter of 2015 were GBP 0.471 (0.397) and GBP 0.822 (0.902) for the first half of 2015.**
- **Number of active customers at the end of the quarter was 603,528 (610,319).**
- **Agreement to acquire Stan James Online for an acquisition price of GBP 19 million, an acquisition multiple around 6 times annualised 2015 EBITDA before synergies.**

#### “Organic growth of 39% in EBITDA in constant currency, despite lack of major tournament”

“Strong growth in turnover across all products and our continued focus on operational efficiency has raised profitability, with a 13% increase in EBITDA in GBP and 39% in constant currency despite lack of major tournament.”

“The success of the marketing investments made in previous quarters, has also driven organic growth of more than 21% in gross winnings revenue in constant currencies, despite tough comparables from the successful World Cup in 2014. This has also resulted in all-time high in gross winnings revenue. Mobile revenues grew by 48% in GBP, 69% in constant currency. The growth in sportsbook turnover of more than 12% in GBP (over 27% in constant currency) and the all-time high in Casino & Games show the very strong underlying activity.”

“In addition to the major investment made over the past two years to launch Unibet in the UK market, I am confident that the acquisition of Stan James Online will significantly accelerate our development and profitability in the world’s largest locally regulated market.”

“In the period up to 2 August, daily average gross winnings revenue in constant currency was slightly above the daily average of the third quarter of 2014, despite lower margins compared to the exceptionally high margin in July 2014. Underlying activity continues to develop extremely positively, with sports betting turnover up 20% in constant currency compared to the same period in 2014, which included the final stages of the World Cup”, says Henrik Tjärnström, CEO of Unibet.

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Today, Wednesday 5 August 2015, 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

For those who would like to participate in the telephone conference in connection with the presentation, the telephone number is UK: +44 203 428 14 08 or in the USA: +1 855 753 22 36.

Please call 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. The 2014 comparatives include the non-recurring net gain as a result of the Kambi spin off.

GBP	Q2		Jan - June		Full Year	Rolling
	2015 GBPm	2014 GBPm	2015 GBPm	2014 GBPm	2014 GBPm	12 months <sup>3</sup> GBPm
Gross winnings revenue	80.5	77.1	156.6	153.6	312.0	315.0
EBITDA <sup>1</sup>	19.0	53.7	33.4	75.1	115.7	74.0
Profit before tax	15.2	49.0	26.5	65.5	99.0	60.0
Profit after tax	13.4	48.1	23.4	63.4	93.4	53.4
Net cash <sup>2</sup>	12.5	23.7	12.5	23.7	37.0	
Bank debt	-	16.0	-	16.0	-	
	GBP	GBP	GBP	GBP	GBP	GBP
EBITDA <sup>1</sup> per share	0.668	1.906	1.174	2.671	4.102	2.604
Earnings per share	0.471	1.707	0.822	2.255	3.311	1.878
Net cash <sup>2</sup> per share	0.438	0.837	0.438	0.837	1.297	

SEK	Q2		Jan - June		Full Year	Rolling
	2015 SEKm	2014 SEKm	2015 SEKm	2014 SEKm	2014 SEKm	12 months <sup>3</sup> SEKm
Gross winnings revenue	1,037.6	856.7	1,997.3	1,675.1	3,524.7	3,846.8
EBITDA <sup>1</sup>	244.9	596.7	426.0	819.0	1,307.1	914.1
Profit before tax	195.9	544.5	338.0	714.3	1,118.4	742.1
Profit after tax	172.7	534.5	298.4	691.4	1,055.1	662.2
Net cash <sup>2</sup>	161.9	271.3	161.9	271.3	446.2	
Bank debt	-	183.2	-	183.2	-	
	SEK	SEK	SEK	SEK	SEK	SEK
EBITDA <sup>1</sup> per share	8.604	21.177	14.969	29.132	46.336	32.172
Earnings per share	6.068	18.969	10.487	24.593	37.405	23.299
Net cash <sup>2</sup> per share	5.674	9.303	5.674	9.130	14.647	

	No.	No.	No.	No.	No.	No.
Active customers	603,528	610,319				
Registered customers (million)	10.3	9.2	10.3	9.2	9.7	

Currency rate Q2 15 average: 1GBP = 12.890 SEK, Q2 14 average: 1GBP = 11.112 SEK, FY 14 average: 1GBP = 11.297 SEK, 2015 YTD average: 1GBP = 12.754 SEK, 2014 YTD average: 1GBP = 10.905 SEK, 30 June 2015: 1GBP = 12.953 SEK, 30 June 2014: 1GBP = 11.449 SEK, 31 December 2014: 1GBP = 12.059 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 2015.

**Significant events during the second quarter of 2015**

On 24 April 2015, Unibet launched live football and horse racing updates on the Unibet Apple Watch app.

On 16 June 2015, Unibet was awarded the two prestigious titles "Affiliate Marketing Campaign of the Year" and "Innovation in Poker of the Year" at the EGR Operator Marketing & Innovation Awards, in London.

**Significant events after the period end**

On 10 July 2015, Unibet signed an agreement to acquire Stan James Online for an acquisition price of GBP 19 million, an acquisition multiple around 6 times 2015 EBITDA.

## Acquisition of Stan James Online

Unibet has signed an agreement to acquire the online gambling business of Stan James Group plc together with full rights and ownership of the brand. The transaction does not include the UK shops business operated under the Stan James brand, which for a transitional period has been granted rights to the brand. Stan James is one of the most well respected online gambling operators in the locally regulated UK market offering online sports betting, casino and poker through its website [www.stanjames.com](http://www.stanjames.com).

The transaction is subject to regulatory approvals and is expected to complete in the second half of the third quarter 2015. The transaction will significantly strengthen Unibet's position in the large UK online market which is estimated to be worth around GBP 2.7 billion in 2015 according to H2 Gambling Capital and thus is one of the largest online markets globally that has already re-regulated with attractive terms and conditions. The acquisition price of GBP 19 million is payable fully in cash and will be adjusted for customer liabilities that Unibet will take over on completion.

Stan James has approximately 150 employees based in Gibraltar. In line with standard EU rules on the acquisition of a business, the employees will transfer their employment to Unibet. In the five month period to 31 May 2015, the GWR of the Stan James online business was GBP 10.5 million and the EBITDA, after charging UK point of consumption tax, was GBP 1.4 million. On an annualised basis the acquisition multiple is therefore around 6 times 2015 EBITDA, without taking account of any future synergies from the transaction. Such synergies can consist of more effective marketing and economies of scale associated with third-party procurement of products. For the second quarter of 2015, the number of quarterly active customers amounted to 84,266.

## Market

The Unibet Group is one of Europe's leading companies in Moneytainment, operating in 21 different languages in more than 100 countries. Unibet offers pre-game sports betting, live betting, poker, casino and games and bingo on [unibet.com](http://unibet.com), [unibet.it](http://unibet.it) [unibet.dk](http://unibet.dk) and [unibet.co.uk](http://unibet.co.uk) and pre-game sports betting, live betting, French horse racing and poker on [unibet.fr](http://unibet.fr). On [unibet.be](http://unibet.be) and [unibet.ee](http://unibet.ee) pre-game sports betting, live betting, poker and casino is offered and on [unibet.com.au](http://unibet.com.au) sports betting and racing is offered to the Australian market.

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.

Through the Maria brand, Unibet Group offers bingo, lotteries, casino and games on [maria.com](http://maria.com), [mariacasino.co.uk](http://mariacasino.co.uk) and [mariacasino.ee](http://mariacasino.ee) and casino on [mariacasino.dk](http://mariacasino.dk). Maria is the more personal brand in the Unibet family. While both Bingo and Casino are used for acquisition marketing and attracting new customers, Casino & Games is the main source of revenue representing over 75 per cent of gross winning revenue offering. Apart from the Maria sites, the business area also owns and operates [Bingo.se](http://Bingo.se) and [Bingo.com](http://Bingo.com).

## 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 websites and mobile apps.

Unibet had 31,070 live betting events in the second quarter of 2015 and streamed 6,286 events on desktop and mobile devices.

The majority of Unibet's business is largely determined by the seasons for key sports such as the major football leagues in Europe, major golf and tennis tournaments and ice hockey leagues in the Nordic countries and North America and sports and 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 widely, due to the volatility of gross winnings margins in sports betting. Please also refer to page 5 for more information about the margin.

### Casino & Games

Unibet Casino offers a choice of over 700 games from 41 software providers. Of these, players have access to 18 games which are completely exclusive to Unibet. Players can access the mobile website or a number of different apps. Players have a choice of two unique Live Casino experiences, each with a selection of table games and exclusive Unibet tables. The Live Casino can be accessed via the mobile website or mobile app.

Unibet Casino broke records once again when a player from Sweden won SEK 7,665,125 SEK (EUR 830,000) in a single spin on the Unibet exclusive Hit2Split game. This is the largest ever non-jackpot win on a NetEnt slot, and one of the biggest online non-jackpot wins.

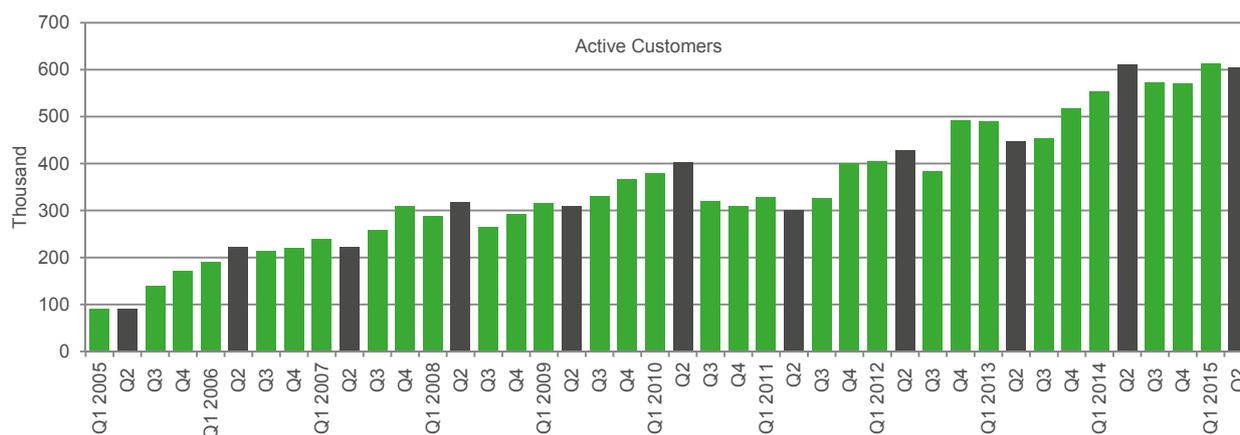
## Poker

In May, via Twitch, Unibet streamed Viktor Blom playing poker on the Unibet website. This was watched live by 4,000 viewers. In June the Unibet Open poker tournament was held at Celtic Park, Glasgow. The next Unibet Open will take place in Cannes in September.

## Customers

The total number of registered customers has continued to increase and exceeded 10.3 (9.2) million at 30 June 2015, whilst at 31 March 2015, 10.0 million customers were registered.

For the second quarter of 2015 the number of active customers amounted to 603,528 (610,319) compared with 612,269 for the first quarter of 2015. An active customer is defined as one placing a bet in the last three months.



## 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 2014. Kambi results were consolidated in Unibet's result until 31 May 2014. The 2014 results also include a non-recurring net gain of GBP 35.3 million as a result of the Kambi spin off and a GBP 2.2 million adjustment of fair value of contingent consideration related to the Betchoice acquisition, the impact of which is shown in the table below:

Comparison of underlying results GBP 'm	Unaudited Q2 2015	Unaudited Q2 2014 As reported (inc. Kambi)	Unaudited Q2 2014 (excl. Kambi)	Unaudited Q2 2015 (at Q2 14 FX rates)	Organic growth in underlying business (GBP)	Organic growth in underlying business (constant FX)
	TOTAL					
Gross winnings revenue	80.5	77.1	75.6	91.7	6.5%	21.3%
Cost of sales & Marketing costs	-44.9	-41.8	-44.6	-50.7		
Admin expenses (excl D&A)	-17.1	-18.6	-14.7	-18.3		
<b>Underlying EBITDA</b>	<b>18.5</b>	<b>16.7</b>	<b>16.3</b>	<b>22.7</b>	<b>13.5%</b>	<b>39.3%</b>
Items affecting comparability	0.5	37.0	-0.5	0.5		
<b>EBITDA</b>	<b>19.0</b>	<b>53.7</b>	<b>15.8</b>	<b>23.2</b>	<b>20.3%</b>	<b>46.8%</b>
Depreciation	-0.6	-0.8	-0.7	-0.7		
Amortisation	-2.5	-3.5	-2.8	-2.8		
Items affecting comparability	-0.1	-0.5	-	-0.1		
<b>Profit from operations</b>	<b>15.8</b>	<b>48.9</b>	<b>12.3</b>	<b>19.6</b>	<b>28.5%</b>	<b>59.3%</b>
Finance (net)	-0.6	0.1	0.1	-0.1		
<b>Profit before tax</b>	<b>15.2</b>	<b>49.0</b>	<b>12.4</b>	<b>19.5</b>	<b>22.6%</b>	<b>57.3%</b>
Income tax expense	-1.8	-0.9	-1.2	-2.3		
<b>Profit after tax</b>	<b>13.4</b>	<b>48.1</b>	<b>11.2</b>	<b>17.2</b>	<b>19.6%</b>	<b>53.6%</b>
<b>Earnings per share (GBP)</b>	<b>0.471</b>	<b>1.707</b>	<b>0.397</b>	<b>0.604</b>	<b>18.4%</b>	<b>52.0%</b>

Unibet reports results in GBP. Additional pro-forma information in constant currency is provided to assist understanding of the underlying development of the business.

## 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 34.9 (31.9) million for the second quarter of 2015. For the first half of 2015, gross winnings revenue for sports betting amounted to GBP 70.4 (64.8) million.

In the second quarter of 2015, live betting accounted for 69.0 (64.6) per cent of turnover on sports betting and 53.2 (43.2) per cent of gross winnings revenue on sports betting.

Gross winnings revenue for other products amounted to GBP 45.6 (45.2) million for the second quarter of 2015. For the first half of 2015, gross winnings revenue for other products amounted to GBP 86.2 (88.8) million.

Please refer to pages 13 and 14 for more information on gross winnings revenue per region and products.

## Gross margin on sports betting

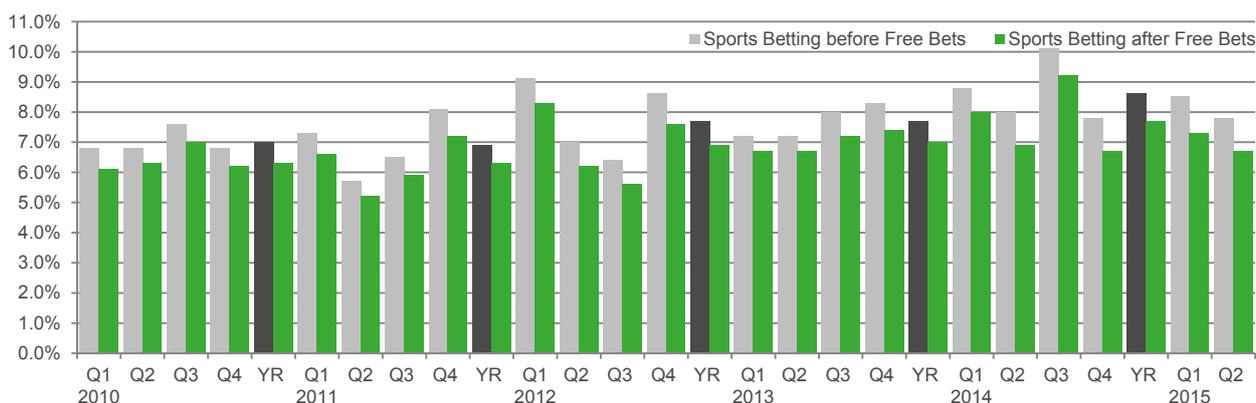
The gross margin for pre-game sports betting before Free Bets for the second quarter of 2015 was 11.8 (13.0) per cent.

The gross margin for total sports betting for the second quarter of 2015 before Free Bets was 7.8 (8.0) per cent. The gross margin for total sports betting for the second quarter of 2015 after Free Bets was 6.7 (6.9) per cent.

Please refer to page 14 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 table overleaf. The bars show total sports betting gross margin by quarter and full year.

### Sportsbetting Gross Win % (before and after Free Bets)



## Cost of sales

Cost of sales includes betting duties, marketing revenue share and other costs of sales. For the second quarter of 2015 betting duties were GBP 7.5 (5.8) million and marketing revenue share amounted to GBP 5.0 (5.0) million. The betting duties for the first half of 2015 were GBP 15.0 (11.1) million and marketing revenue share for the first half of 2015 amounted to GBP 9.4 (9.7) million. The increase in other cost of sales is mainly driven by the separation of Kambi in May 2014 which means that commission on sports betting is now an external cost.

## Gross profit

Gross profit for the second quarter of 2015 was GBP 52.9 (55.2) million. Gross profit for the first half of 2015 was GBP 102.4 (112.3) 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.

During the second quarter of 2015, operating costs were GBP 37.5 (42.8) million. Of the operating costs in the second quarter, GBP 17.3 (19.9) million were marketing costs and GBP 10.2 (10.9) million were salaries. During the first half of 2015, operating costs were GBP 75.4 (82.6) million. Of the operating costs in the first half of the year, GBP 36.2 (35.9) million were marketing costs and GBP 19.9 (22.0) million were salaries.

**FX 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 on 30 June 2015:

**Balance sheet rates:**

Rate to GBP	30-Jun-14	30-Jun-15	YoY Delta
SEK	11.449	12.953	-13.1%
NOK	10.485	12.357	-17.9%
EUR	1.248	1.406	-12.7%
DKK	9.302	10.487	-12.7%

**Income statement averages for the quarter:**

Rate to GBP	Avg Q2 14	Avg Q2 15	YoY Delta
SEK	11.112	12.890	-16.0%
NOK	10.073	11.870	-17.8%
EUR	1.227	1.386	-13.0%
DKK	9.158	10.344	-13.0%

**EBITDA and Profit from operations**

Earnings before interest, tax, depreciation and amortisation (EBITDA) for the second quarter of 2015 was GBP 19.0 (53.7) million and for the first half of 2015, was GBP 33.4 (75.1) million.

Profit from operations for the second quarter of 2015 was GBP 15.8 (48.9) million. Profit from operations for the first half of 2015 was GBP 27.1 (65.5) million.

**Development and acquisition costs of intangible assets**

In the second quarter of 2015, expenditure of GBP 2.9 (3.6) million has been capitalised, bringing the total for the first half of 2015 to GBP 5.0 (7.2) million. The key drivers of capitalised development costs during 2015 are local licensing requirements, customer experience improvements, data analytics and information mining.

**Finance costs/income**

Net finance costs for the second quarter of 2015 was GBP 0.6 (0.2 finance income) million. Net finance costs for the first half of 2015 were GBP 0.5 (0.2 finance income) million. The main component of the expense in the second quarter of 2015 was an exchange loss on the dividend payment.

**Profit before tax**

Profit before tax for the second quarter of 2015 was GBP 15.2 (49.0) million. Profit before tax for the first half of 2015 was GBP 26.5 (65.5) million.

**Profit after tax**

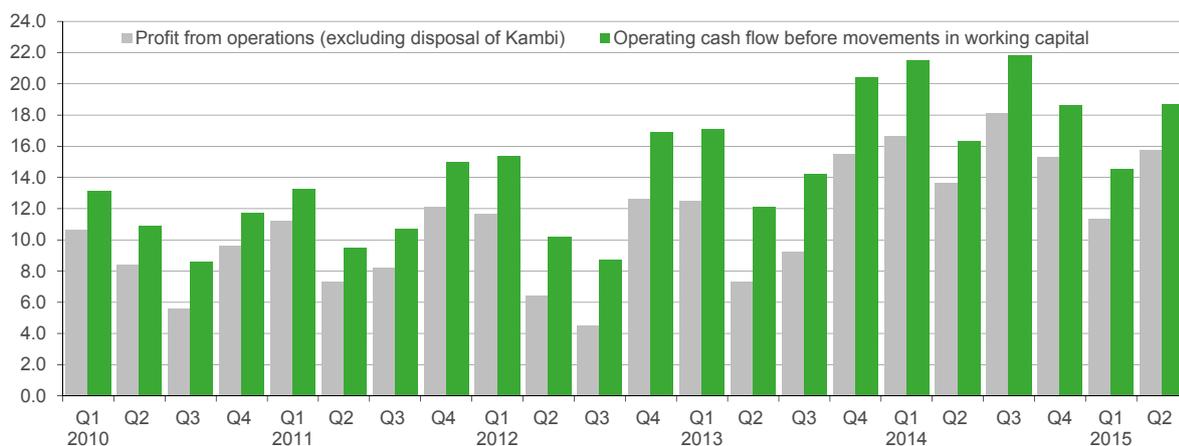
Profit after tax for the second quarter of 2015 was GBP 13.4 (48.1) million. Profit after tax for the first half of 2015 was GBP 23.4 (63.4) million.

**Financial position and cash flow**

The cash in hand position at the end of the second quarter of 2015 stood at GBP 40.2 (58.1) million while at the beginning of the quarter it was GBP 76.6 (69.3) million.

The net cash outflow for the second quarter of 2015 was GBP 35.2 (8.9) million after paying a cash dividend of GBP 46.7 (31.1) million to shareholders in May 2015. As at 30 June 2015, GBP nil (16.0) million of the Revolving Credit Facility was utilised.

GBP 18.8 (16.3) 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 overleaf.

**Profit and operating cash flow before movements in working capital (GBP million)****Employees**

Unibet had 730 (635) employees equivalent to 710 (605) full time employees at 30 June 2015, compared to 702 employees equivalent to 693 full time employees at 31 March 2015.

**Exercise of options**

In the exercise window ending on 15 June 2015 under the rules of Unibet Group plc Executive Option Scheme, 3,216 share 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 SEK 533,856 which has, in full, been taken to equity.

Of the total outstanding shares, 72,151 from the Share buy-back programmes initiated in 2007 and 2011 continue to be held by Unibet. The total amount of shares outstanding in Unibet Group plc is 28,537,950 ordinary shares with a par value of GBP 0.005.

**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 28-31 and pages 60-61 of the Annual Report for the year ended 31 December 2014 available from [www.unibetgroupplc.com](http://www.unibetgroupplc.com).

**Forthcoming financial reporting timetable**

Interim Report January – September 2015  
Full Year Report 2015

4 November 2015  
10 February 2016

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

Malta, 5 August 2015

Henrik Tjärnström  
CEO

**For further information please contact:**

Inga Lundberg, Investor Relations +44 7887 996 116  
Henrik Tjärnström, CEO +44 7515 975 629

*This report is unaudited.*

*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 Stockholm. Unibet is one of the largest privately-owned gambling operators in the European market and provides services in 21 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.co.uk](http://www.unibet.co.uk), [www.unibet.com.au](http://www.unibet.com.au), [www.maria.com](http://www.maria.com), [www.mariacasino.ee](http://www.mariacasino.ee), [www.mariacasino.co.uk](http://www.mariacasino.co.uk) and [www.mariacasino.dk](http://www.mariacasino.dk). Unibet has over 10.3 million registered 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) and [twitter.com/UnibetGroup](https://twitter.com/UnibetGroup)

CONSOLIDATED INCOME STATEMENT					
GBP 'm	Unaudited Q2 2015	Unaudited Q2 2014	Unaudited Jan - June 2015	Unaudited Jan - June 2014	Audited Full Year 2014
<b>Continuing operations:</b>					
<b>Gross winnings revenue</b>	<b>80.5</b>	77.1	<b>156.6</b>	153.6	312.0
Betting duties	-7.5	-5.8	-15.0	-11.1	-23.6
Marketing revenue share	-5.0	-5.0	-9.4	-9.7	-19.6
Other cost of sales	-15.1	-11.1	-29.8	-20.5	-47.7
<b>Cost of sales</b>	<b>-27.6</b>	<b>-21.9</b>	<b>-54.2</b>	<b>-41.3</b>	<b>-90.9</b>
<b>Gross profit</b>	<b>52.9</b>	<b>55.2</b>	<b>102.4</b>	<b>112.3</b>	<b>221.1</b>
Marketing costs	-17.3	-19.9	-36.2	-35.9	-69.7
Administrative expenses	-20.2	-22.9	-39.2	-46.7	-86.9
<b>Underlying profit before items affecting comparability:</b>	<b>15.4</b>	<b>12.4</b>	<b>27.0</b>	<b>29.7</b>	<b>64.5</b>
M&A costs	-	-	-0.2	-	-
Amortisation of acquired intangible assets	-0.1	-0.5	-0.3	-0.9	-1.8
Adjustment to carrying value of contingent consideration	-	2.2	-	2.2	2.2
Net gain on disposal of Kambi	-	35.3	-	35.3	35.3
Adjustment of carrying value of loan to joint venture	-	-	-0.5	-	-2.4
Net gain on disposal of associate	-	-	-	-	2.9
Foreign currency gain/(loss) on operating items	0.5	-0.5	1.1	-0.8	-1.8
<b>Profit from operations</b>	<b>15.8</b>	<b>48.9</b>	<b>27.1</b>	<b>65.5</b>	<b>98.9</b>
Finance costs	-0.6	-0.1	-0.6	-0.1	-0.2
Finance income	0.0	0.3	0.1	0.3	0.6
Share of loss from associates	-0.0	-0.1	-0.1	-0.2	-0.3
<b>Profit before tax</b>	<b>15.2</b>	<b>49.0</b>	<b>26.5</b>	<b>65.5</b>	<b>99.0</b>
Underlying income tax expense	-1.8	-1.2	-3.1	-2.4	-5.9
Tax on disposal of Kambi	-	0.3	-	0.3	0.3
<b>Income tax expense</b>	<b>-1.8</b>	<b>-0.9</b>	<b>-3.1</b>	<b>-2.1</b>	<b>-5.6</b>
<b>Profit after tax</b>	<b>13.4</b>	<b>48.1</b>	<b>23.4</b>	<b>63.4</b>	<b>93.4</b>
Earnings per share (GBP)	<b>0.471</b>	1.707	<b>0.822</b>	2.255	3.311
Weighted average number of ordinary shares for the purposes of calculating basic earnings per share	<b>28,463,113</b>	28,177,020	<b>28,458,463</b>	28,113,592	28,208,537
Fully diluted earnings per share (GBP)	<b>0.464</b>	1.658	<b>0.810</b>	2.194	3.243
Weighted average number of ordinary shares for the purposes of calculating diluted earnings per share	<b>28,883,466</b>	29,012,952	<b>28,879,617</b>	28,897,948	28,802,760
<b>CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME</b>					
GBP 'm	Unaudited Q2 2015	Unaudited Q2 2014	Unaudited Jan - June 2015	Unaudited Jan - June 2014	Audited Full Year 2014
<b>Profit after tax for the period</b>	<b>13.4</b>	48.1	<b>23.4</b>	63.4	93.4
<b>Other comprehensive income</b>					
Currency translation adjustments taken to equity	-2.7	-4.0	-9.9	-4.8	-9.0
<b>Total comprehensive income for the period</b>	<b>10.7</b>	<b>44.1</b>	<b>13.5</b>	<b>58.6</b>	<b>84.4</b>

<b>CONSOLIDATED BALANCE SHEET</b>			
<b>GBP 'm</b>	<b>Unaudited 30 Jun 2015</b>	<b>Unaudited 30 Jun 2014</b>	<b>Audited 31 Dec 2014</b>
<b>Assets</b>			
<b>Non-current assets</b>			
Goodwill	138.8	146.6	143.5
Other intangible assets	33.2	31.6	34.4
Investment in associates	1.4	1.9	1.5
Property, plant and equipment	4.5	5.1	4.3
Deferred tax assets	8.7	1.7	8.7
Convertible bond	5.4	6.0	5.9
Loan to joint venture	0.8	2.7	0.8
Other non-current assets	1.6	-	-
	<b>194.4</b>	<b>195.6</b>	<b>199.1</b>
<b>Current assets</b>			
Trade and other receivables	16.4	13.8	14.3
Taxation recoverable	8.0	8.1	8.0
Cash and cash equivalents	40.2	58.1	67.0
	<b>64.6</b>	<b>80.0</b>	<b>89.3</b>
<b>Total assets</b>	<b>259.0</b>	<b>275.6</b>	<b>288.4</b>
<b>Equity and liabilities</b>			
<b>Capital and reserves</b>			
Share capital	0.1	0.1	0.1
Share premium	78.1	74.8	78.1
Currency translation reserve	-6.9	7.2	3.0
Reorganisation reserve	-42.9	-42.9	-42.9
Retained earnings	141.9	133.8	164.6
<b>Total equity</b>	<b>170.3</b>	<b>173.0</b>	<b>202.9</b>
<b>Non-current liabilities</b>			
Other non-current liabilities	-	-	-
Deferred tax liability	1.2	1.2	1.2
	<b>1.2</b>	<b>1.2</b>	<b>1.2</b>
<b>Current liabilities</b>			
Borrowings	-	16.0	-
Trade and other payables	36.8	35.9	32.9
Customer balances	27.7	34.4	30.0
Deferred income	1.5	2.6	2.0
Tax liabilities	21.5	12.5	19.4
	<b>87.5</b>	<b>101.4</b>	<b>84.3</b>
<b>Total liabilities</b>	<b>88.7</b>	<b>102.6</b>	<b>85.5</b>
<b>Total equity and liabilities</b>	<b>259.0</b>	<b>275.6</b>	<b>288.4</b>

CONSOLIDATED CASH FLOW STATEMENT GBP 'm	Unaudited Q2 2015	Unaudited Q2 2014	Unaudited Jan - June 2015	Unaudited Jan - June 2014	Audited Full Year 2014
<b>Operating activities</b>					
Profit from operations	15.8	48.9	27.1	65.5	98.9
Adjustments for:					
Depreciation of property, plant and equipment	0.6	0.8	1.2	1.7	2.9
Amortisation of intangible assets	2.6	4.0	5.1	7.9	13.9
Loss on disposal of property, plant & equipment	-	0.2	0.0	0.2	0.2
Net gain on disposal of Kambi	-	-35.3	-	-35.3	-35.3
Adjustment of carrying value of loan to joint venture	-	-	-	-	2.4
Net gain on disposal of associate	-	-	-	-	-2.9
Adjustment to fair value of contingent consideration	-	-2.4	-	-2.4	-2.4
Share-based payment	0.1	0.1	0.2	0.2	0.5
Equity settled employee benefit plan	0.2	-	0.2	-	-
Foreign exchange on dividend	-0.5	-	-0.5	-	-
<b>Operating cash flows before movements in working capital</b>	<b>18.8</b>	<b>16.3</b>	<b>33.3</b>	<b>37.8</b>	<b>78.2</b>
Increase in trade and other receivables	-3.2	-1.7	-3.7	-4.4	-4.7
(Decrease)/increase in trade and other payables, including customer balances	-0.3	11.7	3.1	14.1	7.7
<b>Cash generated from operations</b>	<b>15.3</b>	<b>26.3</b>	<b>32.7</b>	<b>47.5</b>	<b>81.2</b>
Income taxes paid net of tax refunded	-0.2	-0.1	-1.0	-2.5	-5.1
<b>Net cash generated from operating activities</b>	<b>15.1</b>	<b>26.2</b>	<b>31.7</b>	<b>45.0</b>	<b>76.1</b>
<b>Investing activities</b>					
Investment in associate	-	-	-	-	-0.6
Proceeds from sale of associate	-	-	-	-	3.8
Convertible bond subscription	-	-6.0	-	-6.0	-6.0
Interest received	0.2	0.1	0.2	0.1	0.2
Interest paid	-0.1	-0.1	-0.1	-0.1	-0.2
Purchases of property, plant and equipment	-0.9	-0.7	-1.7	-1.8	-2.4
Purchase of Bingo.com brand	-	-	-	-	-5.1
Development and acquisition costs of intangible assets	-2.9	-3.6	-5.0	-7.2	-11.7
Loans granted to joint venture	-	-0.3	-	-0.5	-1.0
<b>Net cash used in investing activities</b>	<b>-3.7</b>	<b>-10.6</b>	<b>-6.6</b>	<b>-15.5</b>	<b>-23.0</b>
<b>Financing activities</b>					
Dividends paid	-46.7	-31.1	-46.7	-31.1	-31.1
Disposal of treasury shares	0.1	1.2	0.2	2.1	2.2
Proceeds of issue of new shares for share options	-	0.4	-	0.4	3.7
Proceeds from borrowings	-	16.3	-	16.3	16.3
Repayment of borrowings	-	-	-	-	-15.9
<b>Net cash used in financing activities</b>	<b>-46.6</b>	<b>-13.2</b>	<b>-46.5</b>	<b>-12.3</b>	<b>-24.8</b>
Net cash transferred on disposal of Kambi	-	-11.3	-	-11.3	-11.3
<b>Net (decrease)/increase in cash and cash equivalents</b>	<b>-35.2</b>	<b>-8.9</b>	<b>-21.4</b>	<b>5.9</b>	<b>17.0</b>
<b>Cash and cash equivalents at beginning of period</b>	<b>76.6</b>	<b>69.3</b>	<b>67.0</b>	<b>54.9</b>	<b>54.9</b>
Effect of foreign exchange rate changes	-1.2	-2.3	-5.4	-2.7	-4.9
<b>Cash and cash equivalents at end of period</b>	<b>40.2</b>	<b>58.1</b>	<b>40.2</b>	<b>58.1</b>	<b>67.0</b>

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY GBP 'm	Unaudited	Unaudited	Unaudited	Unaudited	Audited
	Q2 2015	Q2 2014	Jan - June 2015	Jan - June 2014	Full Year 2014
<b>Opening balance at beginning of period</b>	<b>205.9</b>	214.9	<b>202.9</b>	199.3	199.3
<b>Comprehensive income</b>					
Profit for the period	13.4	48.1	23.4	63.4	93.4
Other comprehensive income:					
Translation adjustment	-2.7	-4.0	-9.9	-4.8	-9.0
	<b>10.7</b>	<b>44.1</b>	<b>13.5</b>	<b>58.6</b>	<b>84.4</b>
<b>Transactions with owners</b>					
Share options - value of employee services	0.1	0.1	0.2	0.2	0.5
Equity settled employee benefit plan	0.2	-	0.2	-	-
Deferred tax credit relating to share option scheme	-	-	-	-	0.4
Proceeds from shares issued	-	0.3	-	0.4	3.7
Disposal of treasury shares	0.1	1.2	0.2	2.1	2.2
Dividend paid	-46.7	-31.1	-46.7	-31.1	-31.1
Distribution of Kambi	-	-56.5	-	-56.5	-56.5
	<b>-46.3</b>	<b>-86.0</b>	<b>-46.1</b>	<b>-84.9</b>	<b>-80.8</b>
<b>Closing balance at end of period</b>	<b>170.3</b>	<b>173.0</b>	<b>170.3</b>	<b>173.0</b>	<b>202.9</b>

**KEY RATIOS**

This table is for information only and does not form part of the condensed financial statements. The 2014 comparatives include the non-recurring net gain as a result of the Kambi spin off.

	Unaudited	Unaudited	Unaudited	Unaudited	Audited
	Q2 2015	Q2 2014	Jan - June 2015	Jan - June 2014	Full Year 2014
Operating margin, % (Profit from operations/revenue for the period)	20%	63%	17%	43%	32%
Return on total assets, % (Profit after tax/average of opening and closing assets for the period)	5%	17%	9%	22%	32%
Return on average equity, % (annualised) (EBIT/average of opening and closing equity for the period)	34%	101%	29%	70%	49%
Equity/assets ratio, %	66%	63%	66%	63%	70%
EBITDA margin, %	24%	70%	21%	49%	37%
Net cash/EBITDA (rolling 12 months basis)	0.169	0.217	0.169	0.217	0.320
Employees at period end	730	635	730	635	652
Gross cash per share (GBP) (cash at end of period/number of shares at end of period)	1.409	2.052	1.409	2.052	2.348
Net cash less debt per share (GBP) (total cash at period end less customer liabilities and borrowings/number of shares at end of period)	0.438	0.272	0.438	0.272	1.297
Operating cash flow before movements in working capital per share (GBP)	0.661	0.578	1.170	1.345	2.772
Earnings per share (GBP)	0.471	1.707	0.822	2.255	3.311
Fully diluted earnings per share (GBP)	0.464	1.658	0.810	2.194	3.243
Number of shares at period end <sup>1</sup>	28,537,950	28,309,851	28,537,950	28,309,851	28,537,950
Fully diluted number of shares at period end	28,961,004	28,915,076	28,961,004	28,915,076	29,031,863
Average number of shares	28,463,113	28,177,020	28,458,463	28,113,592	28,208,537
Average number of fully diluted shares	28,883,466	29,012,952	28,879,617	28,897,948	28,802,760

<sup>1</sup> As at 30 June 2015 the total issued shares was 28,537,950. In connection with the exercise of share options by employees during Q2 2015, 3,216 repurchased shares by the company were used. This brings the balance of repurchased shares to 72,151 as at 30 June 2015. 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 by region (based on country of residence of customer)**  
 (GBP 'm)

<b>SPORTS BETTING BY REGION</b>	<b>2015</b>	<b>2015</b>	<b>2014</b>	<b>2014</b>	<b>2014</b>	<b>2014</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
	<b>Q2</b>	<b>Q1</b>	<b>Q4</b>	<b>Q3</b>	<b>Q2</b>	<b>Q1</b>	<b>YTD</b>	<b>FY</b>	<b>FY</b>
<b>Gross winnings revenue</b>									
Nordics	13.5	13.2	12.9	15.3	12.2	13.1	26.7	53.5	46.3
Western Europe	16.9	17.6	14.3	18.9	16.2	16.1	34.5	65.5	40.8
Central, Eastern and Southern Europe	2.2	2.8	1.8	2.6	2.6	2.9	5.0	9.9	9.1
Other	2.3	1.9	1.8	1.3	0.9	0.8	4.2	4.8	5.5
<b>Total</b>	<b>34.9</b>	<b>35.5</b>	<b>30.8</b>	<b>38.1</b>	<b>31.9</b>	<b>32.9</b>	<b>70.4</b>	<b>133.7</b>	<b>101.7</b>

<b>Quarterly Year-on-Year &amp; Year-on-Year growth %</b>									
Nordics	11%	1%	4%	33%	22%	6%	6%	16%	19%
Western Europe	4%	9%	6%	120%	95%	54%	7%	61%	23%
Central, Eastern and Southern Europe	-15%	-3%	-14%	18%	-21%	92%	-9%	9%	21%
Other	156%	138%	157%	-24%	-25%	-57%	147%	-13%	-29%
<b>Total</b>	<b>9%</b>	<b>8%</b>	<b>7%</b>	<b>59%</b>	<b>40%</b>	<b>25%</b>	<b>9%</b>	<b>31%</b>	<b>16%</b>

<b>OTHER PRODUCTS - CASINO, POKER, &amp; OTHER GAMES BY REGION</b>	<b>2015</b>	<b>2015</b>	<b>2014</b>	<b>2014</b>	<b>2014</b>	<b>2014</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
	<b>Q2</b>	<b>Q1</b>	<b>Q4</b>	<b>Q3</b>	<b>Q2</b>	<b>Q1</b>	<b>YTD</b>	<b>FY</b>	<b>FY</b>
<b>Gross winnings revenue</b>									
Nordics	23.1	21.2	25.5	23.2	24.8	23.9	44.3	97.4	98.4
Western Europe	17.9	15.5	16.5	14.9	14.4	13.3	33.4	59.1	45.2
Central, Eastern and Southern Europe	4.1	3.6	4.7	3.9	4.1	4.2	7.7	16.9	16.6
Other	0.5	0.3	0.5	0.3	1.9	2.2	0.8	4.9	6.1
<b>Total</b>	<b>45.6</b>	<b>40.6</b>	<b>47.2</b>	<b>42.3</b>	<b>45.2</b>	<b>43.6</b>	<b>86.2</b>	<b>178.3</b>	<b>166.3</b>

<b>Quarterly Year-on-Year &amp; Year-on-Year growth %</b>									
Nordics	-7%	-11%	-3%	-4%	6%	-2%	-9%	-1%	17%
Western Europe	24%	17%	31%	46%	30%	18%	21%	31%	19%
Central, Eastern and Southern Europe	0%	-14%	2%	-5%	17%	-6%	-7%	2%	18%
Other	-74%	-86%	-77%	-80%	58%	94%	-80%	-20%	96%
<b>Total</b>	<b>1%</b>	<b>-7%</b>	<b>3%</b>	<b>6%</b>	<b>15%</b>	<b>5%</b>	<b>-3%</b>	<b>7%</b>	<b>19%</b>

<b>TOTAL BY REGION</b>	<b>2015</b>	<b>2015</b>	<b>2014</b>	<b>2014</b>	<b>2014</b>	<b>2014</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
	<b>Q2</b>	<b>Q1</b>	<b>Q4</b>	<b>Q3</b>	<b>Q2</b>	<b>Q1</b>	<b>YTD</b>	<b>FY</b>	<b>FY</b>
<b>Gross winnings revenue</b>									
Nordics	36.6	34.4	38.4	38.5	37.0	37.0	71.0	150.9	144.7
Western Europe	34.8	33.1	30.8	33.8	30.6	29.4	67.9	124.6	86.0
Central, Eastern and Southern Europe	6.3	6.4	6.5	6.5	6.7	7.1	12.7	26.8	25.7
Other	2.8	2.2	2.3	1.6	2.8	3.0	5.0	9.7	11.6
<b>Total</b>	<b>80.5</b>	<b>76.1</b>	<b>78.0</b>	<b>80.4</b>	<b>77.1</b>	<b>76.5</b>	<b>156.6</b>	<b>312.0</b>	<b>268.0</b>

<b>Share of total %</b>									
Nordics	45%	45%	49%	48%	48%	49%	45%	48%	54%
Western Europe	43%	44%	40%	42%	40%	38%	44%	40%	32%
Central, Eastern and Southern Europe	8%	8%	8%	8%	9%	9%	8%	9%	10%
Other	4%	3%	3%	2%	3%	4%	3%	3%	4%

<b>Quarterly Year-on-Year &amp; Year-on-Year growth %</b>									
Nordics	-1%	-7%	-1%	8%	11%	0%	-4%	4%	18%
Western Europe	14%	13%	18%	80%	58%	35%	13%	45%	21%
Central, Eastern and Southern Europe	-6%	-10%	-3%	3%	-1%	19%	-8%	4%	19%
Other	0%	-27%	-21%	-50%	17%	0%	-14%	-16%	6%
<b>Total</b>	<b>4%</b>	<b>-1%</b>	<b>5%</b>	<b>26%</b>	<b>24%</b>	<b>13%</b>	<b>2%</b>	<b>16%</b>	<b>18%</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 by product (after Free Bets)  
(GBP 'm)

TOTAL BY PRODUCT	2015 Q2	2015 Q1	2014 Q4	2014 Q3	2014 Q2	2014 Q1	2015 YTD	2014 FY	2013 FY
<b>Gross winnings revenue</b>									
Sports Betting	34.9	35.5	30.8	38.1	31.9	32.9	70.4	133.7	101.7
Casino & Games	40.6	34.9	40.2	36.8	37.5	35.3	75.5	149.8	131.6
Poker	1.9	2.2	2.3	2.0	1.7	2.4	4.1	8.4	13.5
Other	3.1	3.5	4.7	3.5	6.0	5.9	6.6	20.1	21.2
<b>Total</b>	<b>80.5</b>	<b>76.1</b>	<b>78.0</b>	<b>80.4</b>	<b>77.1</b>	<b>76.5</b>	<b>156.6</b>	<b>312.0</b>	<b>268.0</b>

Share of total %									
Sports Betting	43%	47%	39%	47%	41%	43%	45%	43%	38%
Casino & Games	50%	46%	52%	46%	49%	46%	48%	48%	49%
Poker	3%	3%	3%	3%	2%	3%	3%	3%	5%
Other	4%	4%	6%	4%	8%	8%	4%	6%	8%

Quarterly Year-on-Year & Year-on-Year growth %

Sports Betting	9%	8%	7%	59%	40%	25%	9%	31%	16%
Casino & Games	8%	-1%	12%	15%	19%	9%	4%	14%	24%
Poker	12%	-8%	-28%	-31%	-45%	-43%	0%	-38%	-19%
Other	-48%	-41%	-28%	-33%	28%	22%	-45%	-5%	29%

Sports Betting gross margins  
(GBP 'm)

	2015 Q2	2015 Q1	2014 Q4	2014 Q3	2014 Q2	2014 Q1	2015 YTD	2014 FY	2013 FY
<b>Sports Betting Stakes</b>	<b>517.6</b>	<b>483.5</b>	<b>459.6</b>	<b>412.2</b>	<b>460.6</b>	<b>412.5</b>	<b>1,001.1</b>	<b>1,744.9</b>	<b>1,463.6</b>
<i>Sports Betting Gross winnings revenue:</i>									
<b>Live Betting</b>	<b>21.5</b>	<b>21.6</b>	<b>17.1</b>	<b>18.7</b>	<b>15.9</b>	<b>16.3</b>	<b>43.1</b>	<b>68.0</b>	<b>52.2</b>
<i>Live Betting Margin %</i>	<b>6.0%</b>	6.8%	6.0%	6.6%	5.3%	6.2%	<b>6.4%</b>	6.0%	5.7%
<i>Live Betting Share %</i>	<b>53.2%</b>	52.4%	47.5%	45.0%	43.2%	45.1%	<b>52.8%</b>	45.2%	46.4%
<b>Pre-game Betting</b>	<b>18.9</b>	<b>19.6</b>	<b>18.9</b>	<b>22.9</b>	<b>20.9</b>	<b>19.9</b>	<b>38.5</b>	<b>82.6</b>	<b>60.2</b>
<i>Pre-game Betting Margin %</i>	<b>11.8%</b>	11.8%	11.0%	17.7%	13.0%	13.4%	<b>11.8%</b>	13.4%	11.1%
<i>Pre-game Betting Share %</i>	<b>46.8%</b>	47.6%	52.5%	55.0%	56.8%	54.9%	<b>47.2%</b>	54.8%	53.6%
<b>Total before Free Bets</b>	<b>40.4</b>	<b>41.2</b>	<b>36.0</b>	<b>41.6</b>	<b>36.8</b>	<b>36.2</b>	<b>81.6</b>	<b>150.6</b>	<b>112.4</b>
<i>Sports Betting margin % (before FB)</i>	<b>7.8%</b>	8.5%	7.8%	10.1%	8.0%	8.8%	<b>8.2%</b>	8.6%	7.7%
<b>Free Bets</b>	<b>-5.5</b>	-5.7	-5.2	-3.5	-4.9	-3.3	<b>-11.2</b>	-16.9	-10.7
<b>Total after Free Bets</b>	<b>34.9</b>	<b>35.5</b>	<b>30.8</b>	<b>38.1</b>	<b>31.9</b>	<b>32.9</b>	<b>70.4</b>	<b>133.7</b>	<b>101.7</b>
<i>Sports Betting margin % (after FB)</i>	<b>6.7%</b>	7.3%	6.7%	9.2%	6.9%	8.0%	<b>7.0%</b>	7.7%	7.0%