



Q4 2015
10 FEBRUARY 2016

HENRIK TJÄRNSTRÖM
CEO

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**POSSIBILITY TO ASK QUESTIONS
VIA EMAIL Q4@UNIBET.COM**



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OUTLINE

- ① KEY REPORT HIGHLIGHTS
- ① REGULATORY UPDATE
- ① FINANCIAL RESULTS
- ① BUSINESS OVERVIEW
- ① SUMMARY

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Q4 2015 - KEY REPORT HIGHLIGHTS

- ① New ATH in GWR, GBP 111.4m!
- ① GWR +43% in GBP
- ① GWR +57% in constant currency
- ① Underlying EBITDA +47% in GBP
- ① EPS +42% in GBP
- ① ATH in SB, Casino & Games & Actives
- ① Mobile 56% of GWR



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MARIA UPDATE

- u Significant ATH in GWR and EBITDA
- u New and unique features - dashboard and personalisation function
- u A seamless and completely responsive digital gambling experience
- u Operational efficiency drives high profit contribution

MARIA CASINO



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SOCIALLY RESPONSIBLE OPERATOR



WINNER
Socially Responsible Operator



2016
EGR Awards
Socially responsible operator
Unibet



2016
EGR Awards
Sports Betting Operator

SPORTS BETTING OPERATOR

SOCIALLY RESPONSIBLE OPERATOR

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MARIA CASINO
BINGO
StanJames.com
iGame

By players, for players
UNIBET
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What would you like to bet on?
20 quid on Belgium to win!

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REGULATORY UPDATE

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REGULATORY UPDATE

- Unibet Group holds 10 local licences
- 34.3% of GWR Q4 2015 from local licenses
- FY15 Gaming tax paid GBP 35.0m
- Wide experience of different models from 5% to 50%+ tax rate
- Channelisation is *the* key success factor

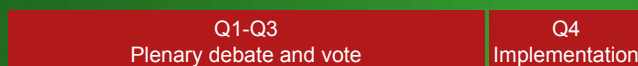
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REGULATORY TIMETABLE – NETHERLANDS

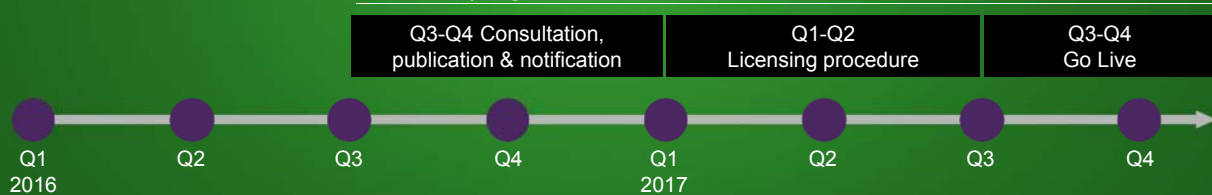
speel
VERANTWOORD.NL

Primary Bill



General
elections
15 March
2017

Secondary legislation



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TAX RATE SCENARIOS

speel
VERANTWOORD.NL

	20% or lower tax rate	29% tax rate
Channelisation	Higher	Lower
Competition	More	Less
Marketing investments	Higher	Lower
Contribution to sport	Higher	Limited
Consumer protection	Better	Weaker

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FINANCIAL RESULTS

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Q4 2015 P&L FX IMPACT V Q4 2014

	Q4 15 Avg rate	Q4 14 Avg rate	Movement %
SEK	12.882	11.762	-9.5
NOK	12.936	10.906	-18.6
EUR	1.385	1.267	-9.3
DKK	10.334	9.432	-9.6
AUD	2.105	1.852	-13.7
			GBPm
GWR decreased by approx.			-10.5
CoS / Opex decreased by approx.			+6.3
FX loss on operating items			-0.4
EBITDA FX impact Q4 2015			-4.6
Cumulative EBITDA effect FY 2015			-16.7

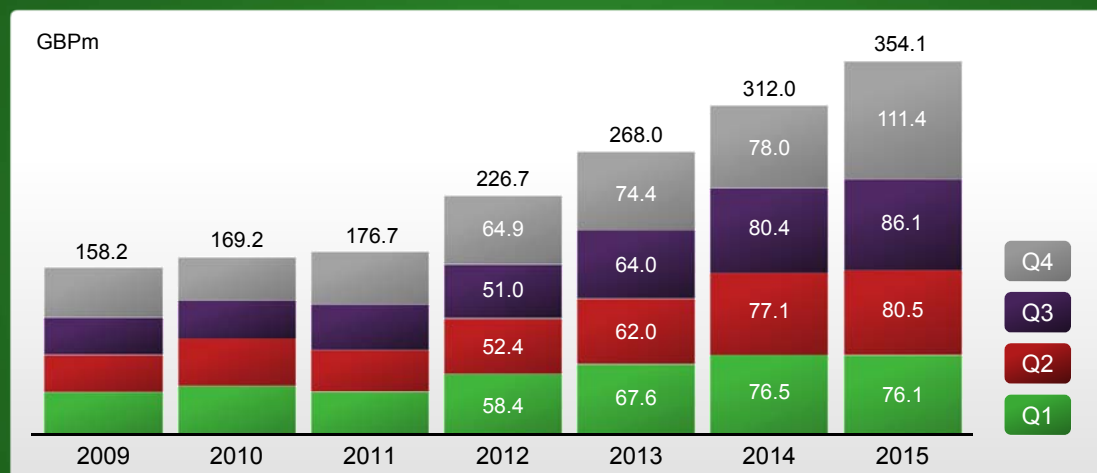
Weighted average movement
in FX rates: 11%

GWR & Cost impact is a translation effect from
reporting in GBP. Realised FX is GBP 0.4m

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GROSS WINNINGS REVENUE



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OTHER COSTS ANALYSIS

EXCL. NON-RECURRING ITEMS

GBPm	2012 FY	2013 FY	2014 FY	2015 FY	2015 Q4
Reported Other Costs	49.1	52.3	47.9	43.1	14.0
Depreciation & Amortisation	-17.4	-18.9	-16.8	-13.0	-4.7
FX gain/(loss) on Opex	-1.0	-0.6	-1.8	-0.7	-0.4
Other Costs post D&A and FX	30.8	32.8	29.3	29.4	8.9

Share of GWR (as reported)

14%

12%

9%

8%

8%

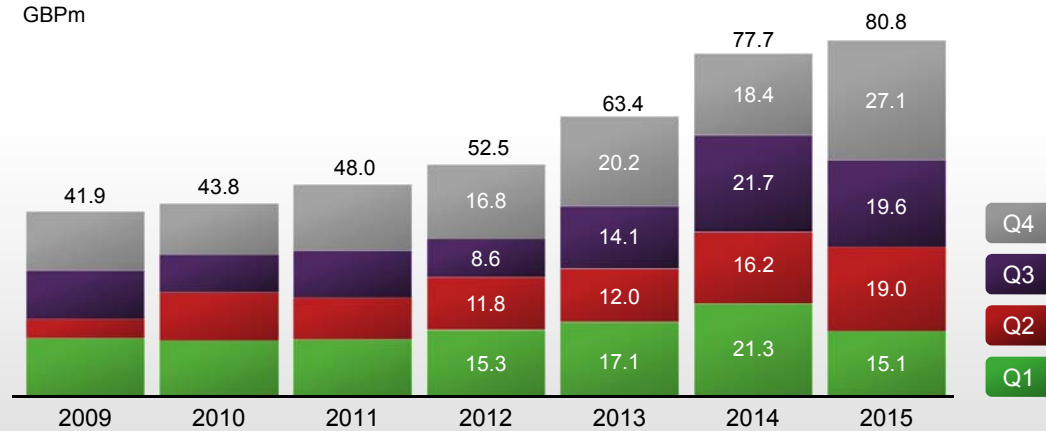
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EBITDA

(EXCL 2014 & 2015 ONE-OFF ITEMS)

GBPm

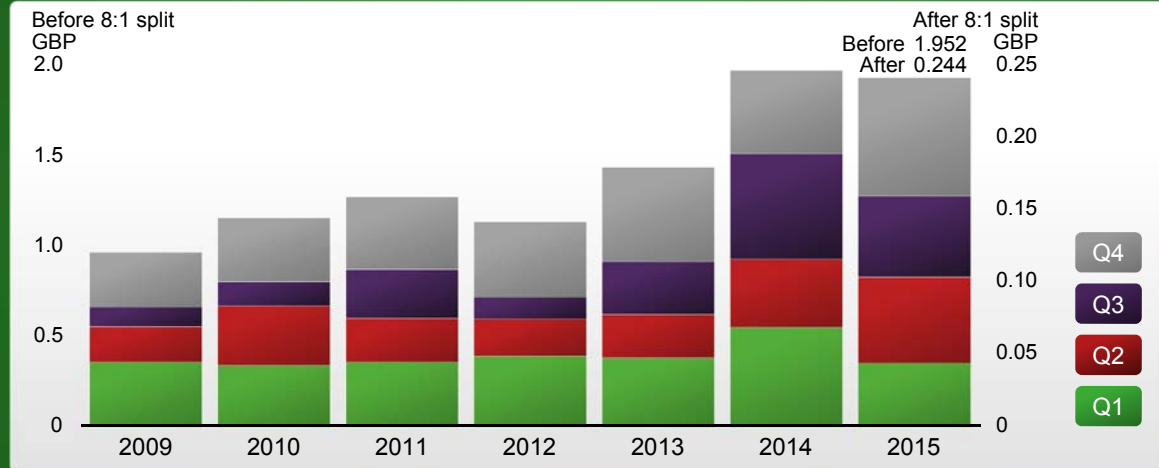


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EPS DEVELOPMENT

(EXCL 2014 ONE-OFF ITEMS)



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PROPOSED CASH DIVIDEND

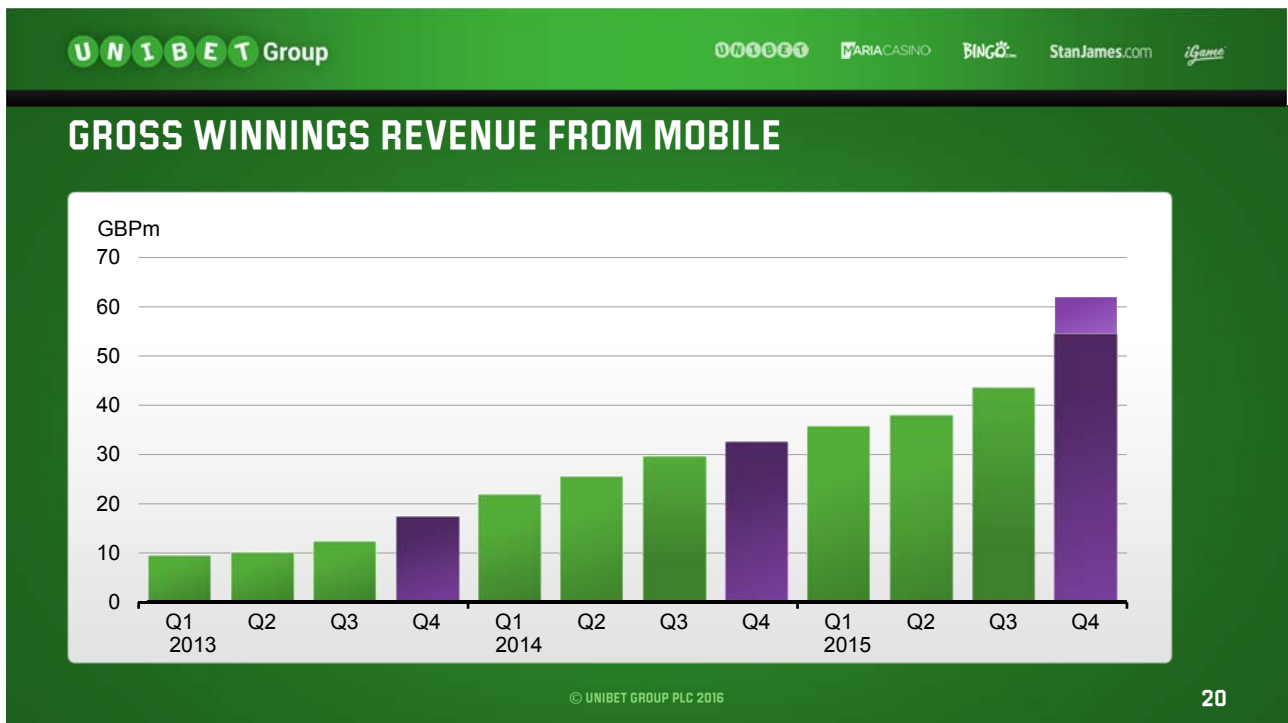
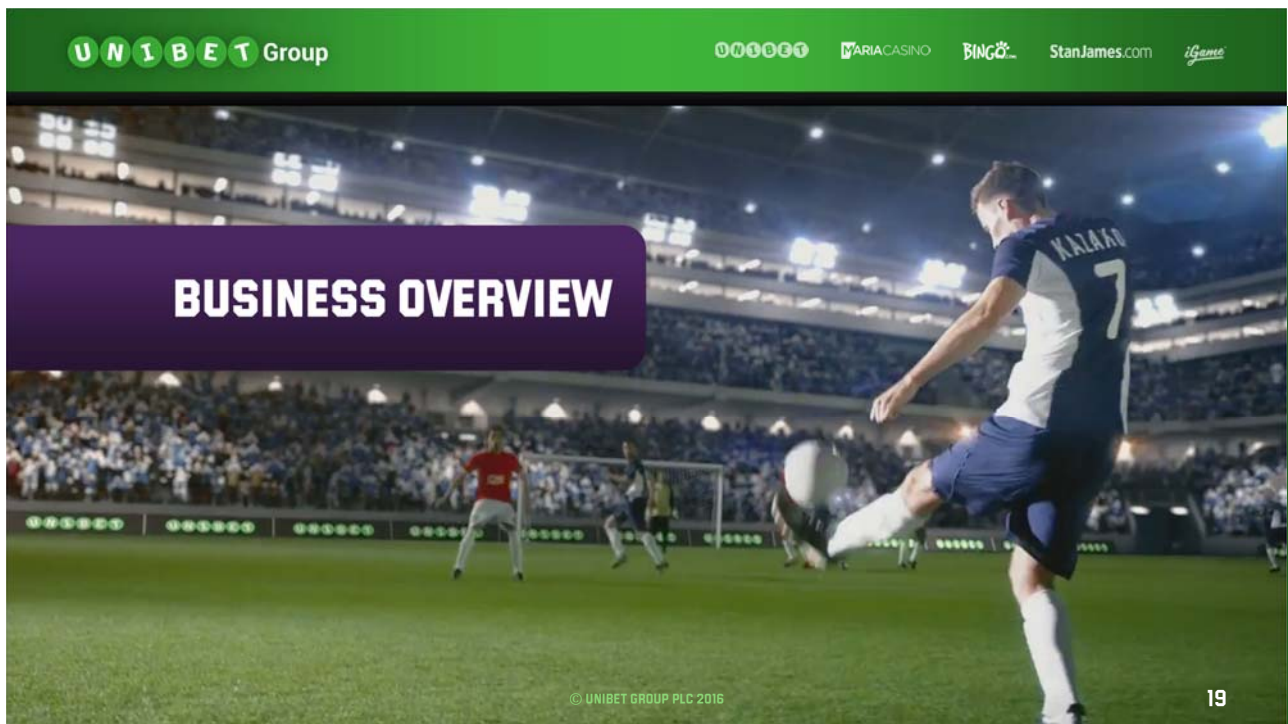
- u The Board has reviewed the projected cash requirements for 2016
- u Proposing for this year to increase the dividend above 50 per cent of free cash
- u This is in line with the dividend policy to distribute surplus cash

GBP 0.235 (0.205) per share/SDR
after the split equivalent to SEK 2.87

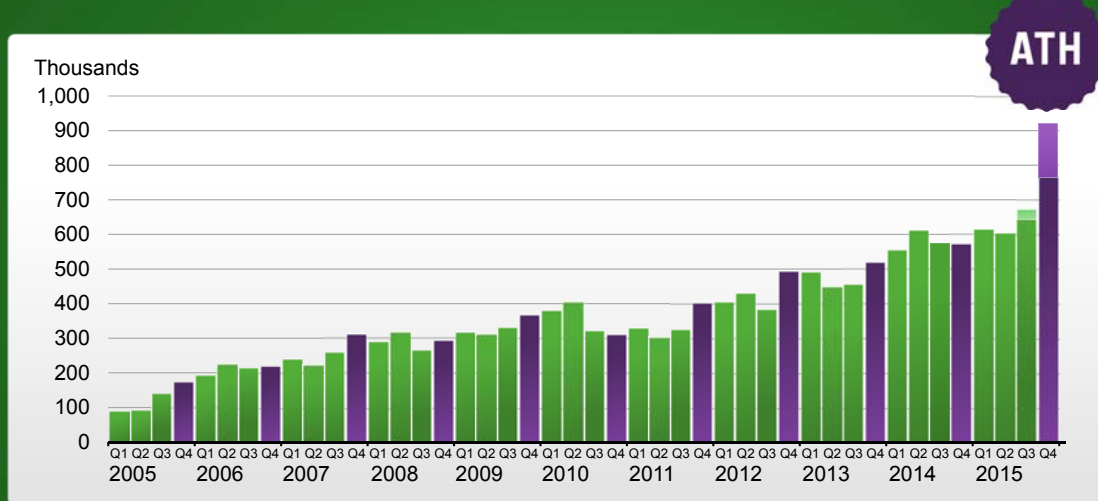
+15%

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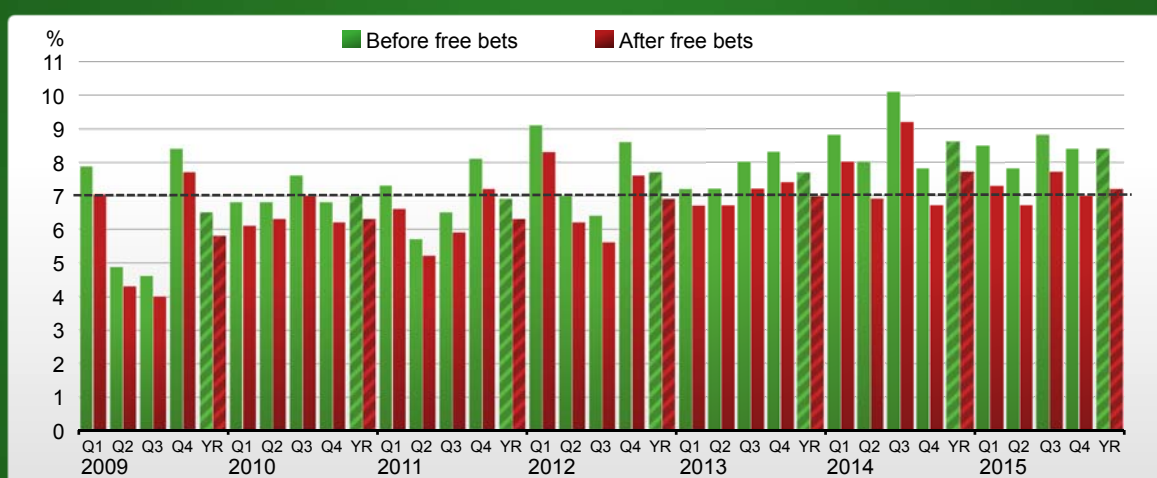
ACTIVE CUSTOMERS



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SPORTS BETTING GROSS MARGIN COMBINED



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SPORTS BETTING STAKES (AS REPORTED)



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GEOGRAPHIC & PRODUCTS BALANCE - KEY REPORT HIGHLIGHTS

Nordics

- +27% as reported in GBP
- +12% organic in GBP
- +26% organic in constant currency

Western Europe

- +63% as reported in GBP
- +40% organic in GBP
- +52% organic in constant currency



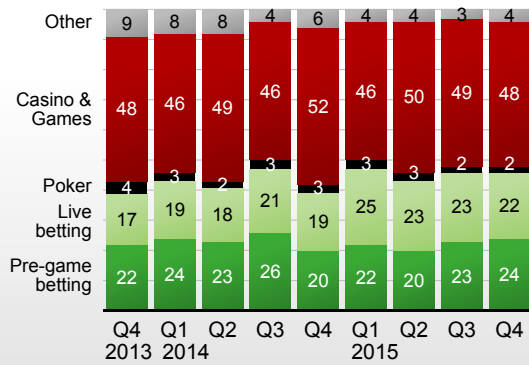
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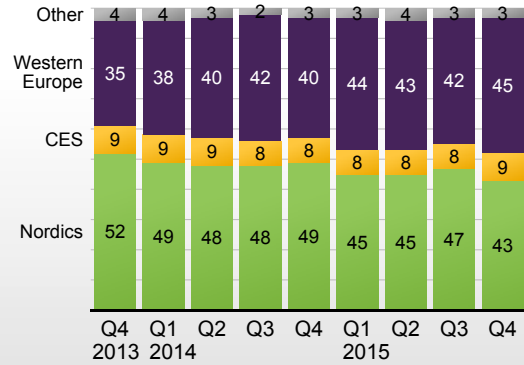
GEOGRAPHIC & PRODUCT BALANCE

GROSS WINNINGS REVENUE OVER TIME

BY PRODUCT, %



BY GEOGRAPHY, %



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SUMMARY



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SUMMARY Q4 2015

- Strong organic growth continues
- Supported by strategic acquisitions
- Both acquisitions performing well
- Locally regulated GWR = 34.3%
- Strong start to 2016 in all brands



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UEFA CHAMPIONS LEAGUE 2015/2016

FC BARCELONA

3.45

BAYERN MÜNCHEN

3.95

REAL MADRID

6.50

PARIS SG

15.00



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Q&A



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