



Q1 2016
27 APRIL 2016

HENRIK TJÄRNSTRÖM
CEO

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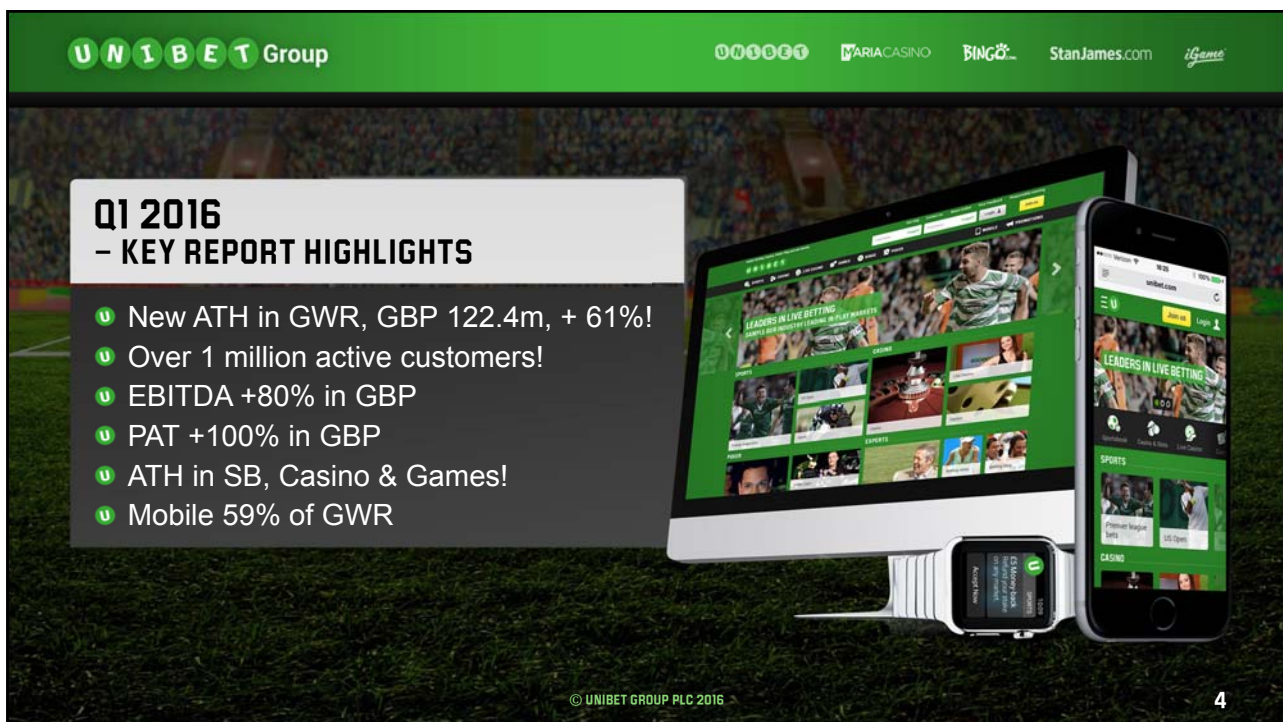
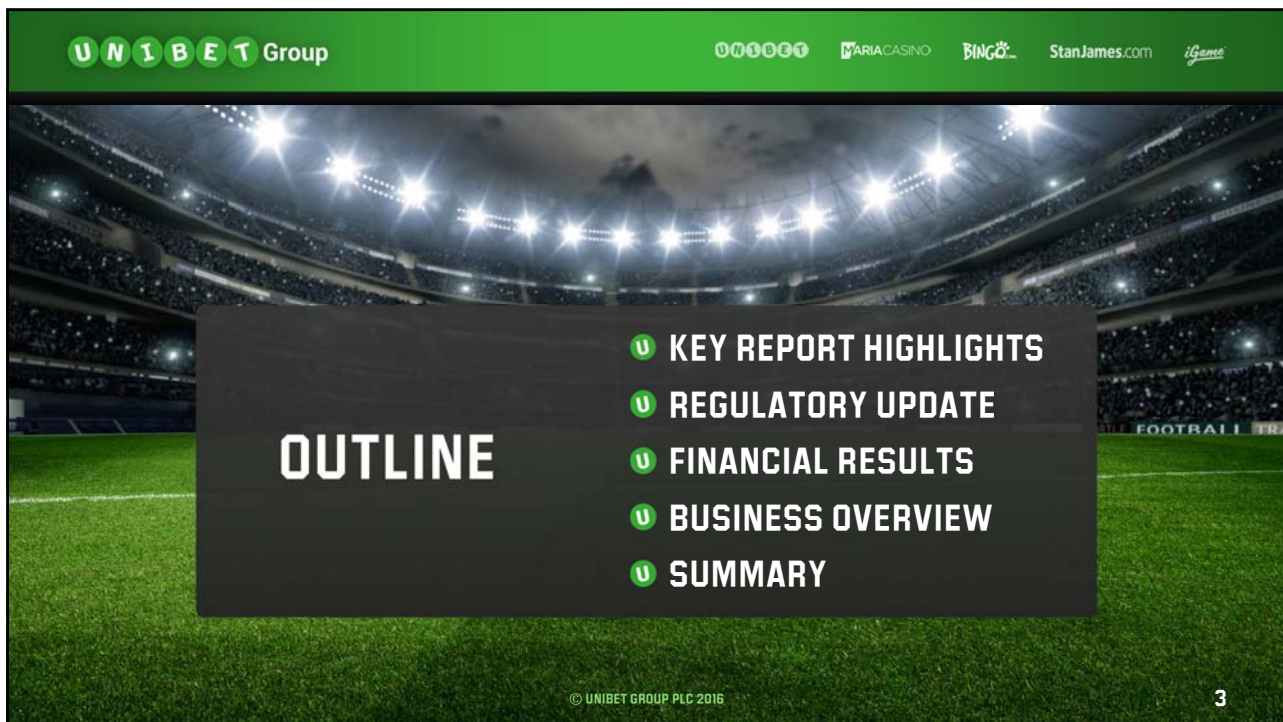
**POSSIBILITY TO ASK QUESTIONS
VIA EMAIL Q1@UNIBET.COM**



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REGULATORY UPDATE

- Transformation continues
- Unibet Group holds 10 local licences
- 36% of GWR Q1 2016 from local licenses (28% in Q1 2015)
- Betting duty increased by almost 90% in Q1 2016 to GBP14.7m

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CHANNELISATION IS THE KEY SUCCESS FACTOR

- Each country looks at gambling regulation from a local perspective
- But most factors are global:
 - Digital consumers always find the best product/price on global market
 - Challenge for legislators is to ensure that consumption is inside the system (channelisation)
 - This optimises consumer protection and sustainable tax revenues
 - Taxation has to be non-discriminatory
 - In Danish state aid case EC stated: 20% on GGR "is the highest rate economically feasible, a higher rate would be 'the rate of no return'"

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RE-REGULATION BY MARKET

- u Sweden: the Inquiry continues
- u Netherlands: debate delayed, no other substantive changes
- u Belgium: VAT proposal for all gambling except lotteries, creates a lot of critical questions
 - Legal issues both national and EU law
 - Lotteries still monopoly = exemption = state aid?
 - State aid must be pre-notified to the EC
 - Counter productive both from consumer protection and net economic impact

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FINANCIAL RESULTS

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Q1 2016 P&L FX IMPACT V Q1 2015

	Q1 16 Avg rate	Q1 15 Avg rate	Movement %
SEK	12.117	12.616	4.0
NOK	12.383	11.748	-5.4
EUR	1.300	1.345	3.4
DKK	9.695	10.023	3.3
AUD	1.987	1.926	-3.2

Weighted average movement
in FX rates: 2%

	GBPm
GWR increased by approx.	+2.2
CoS / Opex increased by approx.	-1.4
FX loss on operating items	-0.1
EBITDA FX impact Q1 2016	+0.7

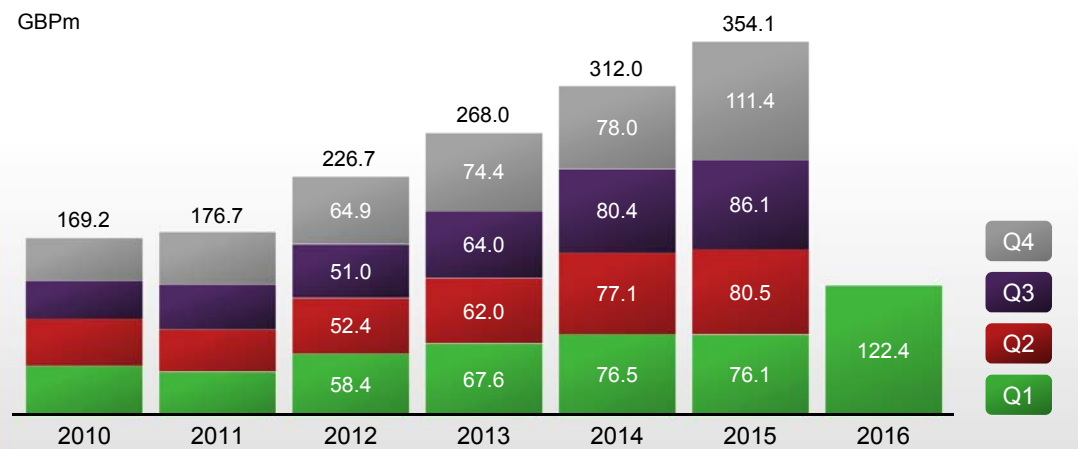
GWR & Cost impact is a translation effect from
reporting in GBP. Realised FX is GBP 0.1m

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GROSS WINNINGS REVENUE

GBPm



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OTHER COSTS ANALYSIS

EXCL. NON-RECURRING ITEMS

GBPm	2012 FY	2013 FY	2014 FY	2015 FY	2016 Q1
Reported Other Costs	49.1	52.3	47.9	43.1	14.9
Depreciation & Amortisation	-17.4	-18.9	-16.8	-13.0	-5.0
FX gain/(loss) on Opex	-1.0	-0.6	-1.8	-0.7	-0.1
Other Costs post D&A and FX	30.8	32.8	29.3	29.4	9.8

Share of GWR (as reported)

14%

12%

9%

8%

8%

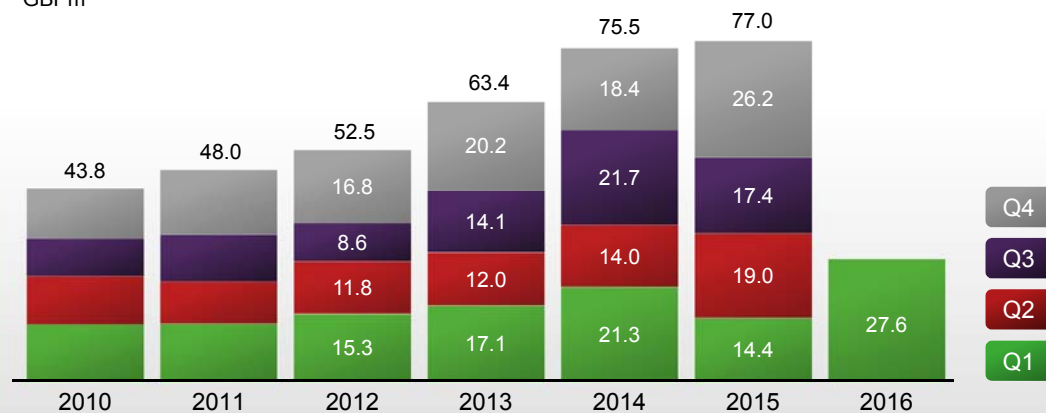
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EBITDA

(EXCL 2014 KAMBI ONE-OFF ITEM)

GBPm

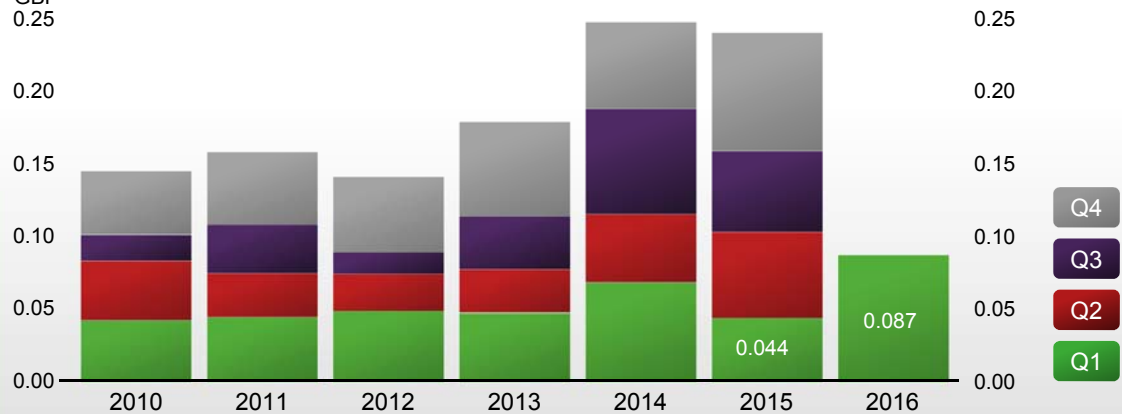


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EPS DEVELOPMENT (EXCL 2014 ONE-OFF ITEMS)

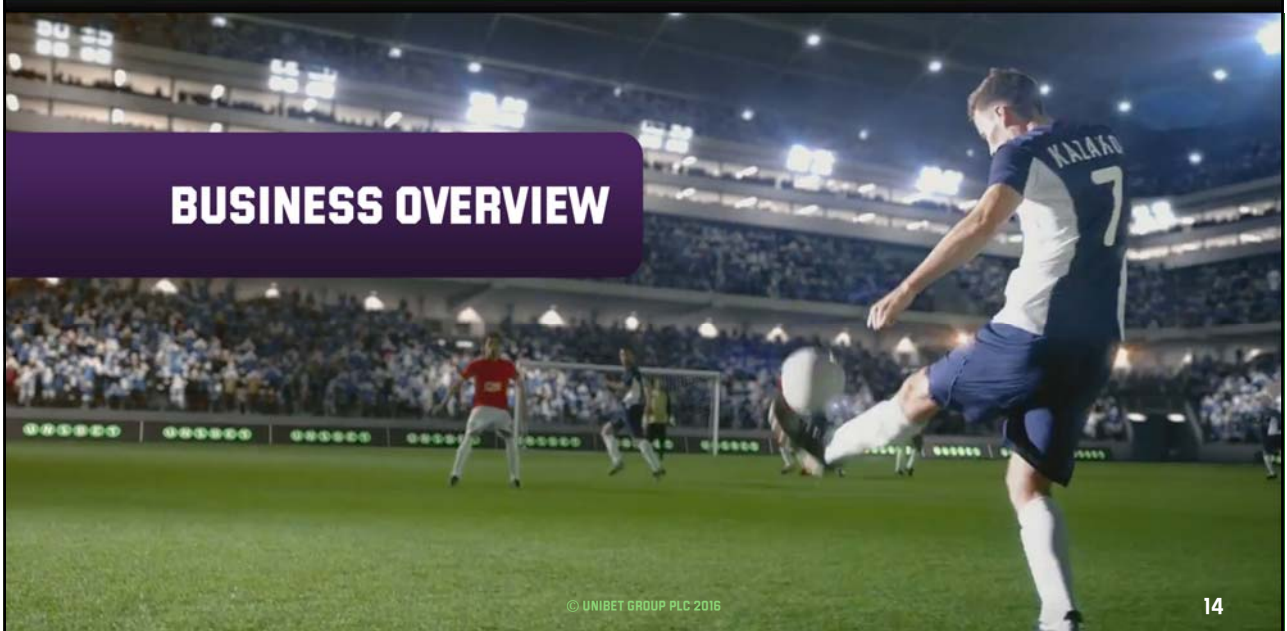
After 8:1 split
GBP
0.25



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BUSINESS OVERVIEW



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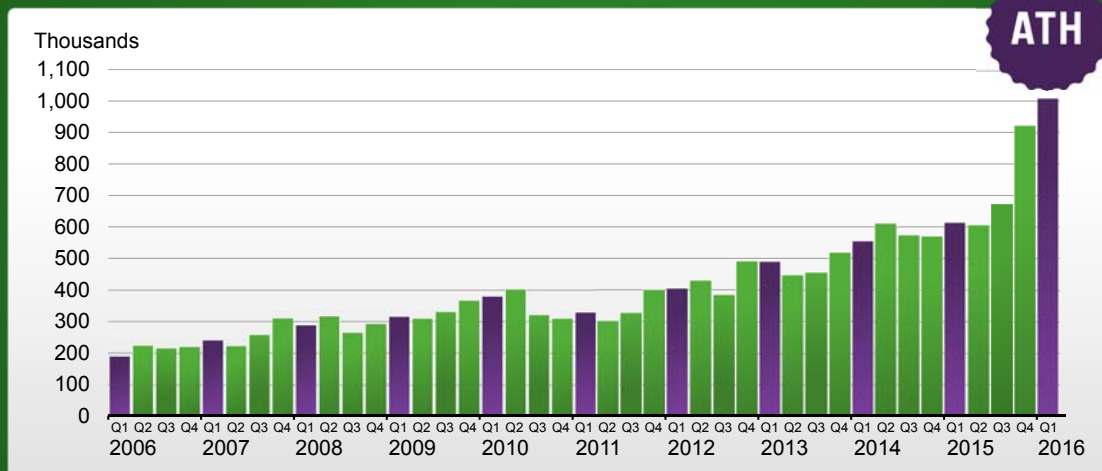
GROSS WINNINGS REVENUE FROM MOBILE



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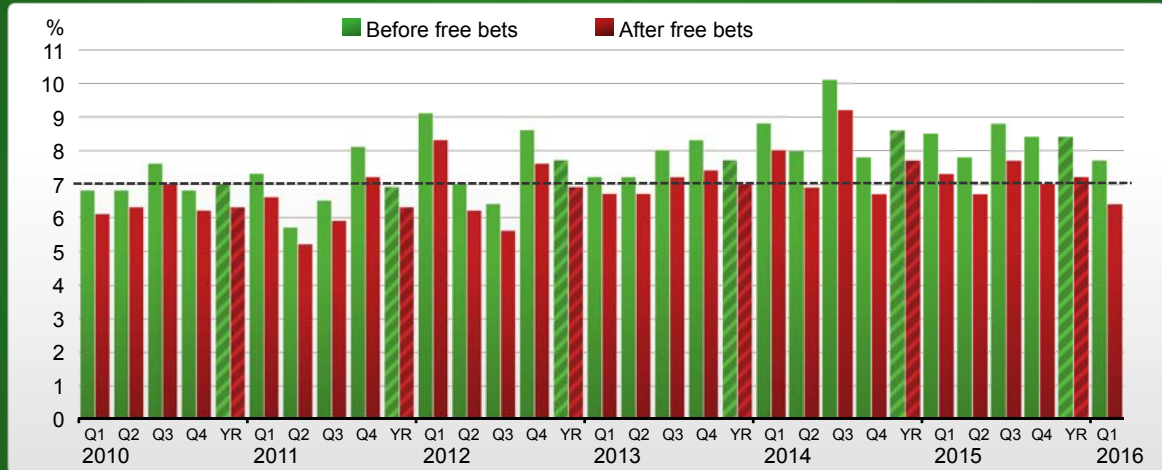
ACTIVE CUSTOMERS



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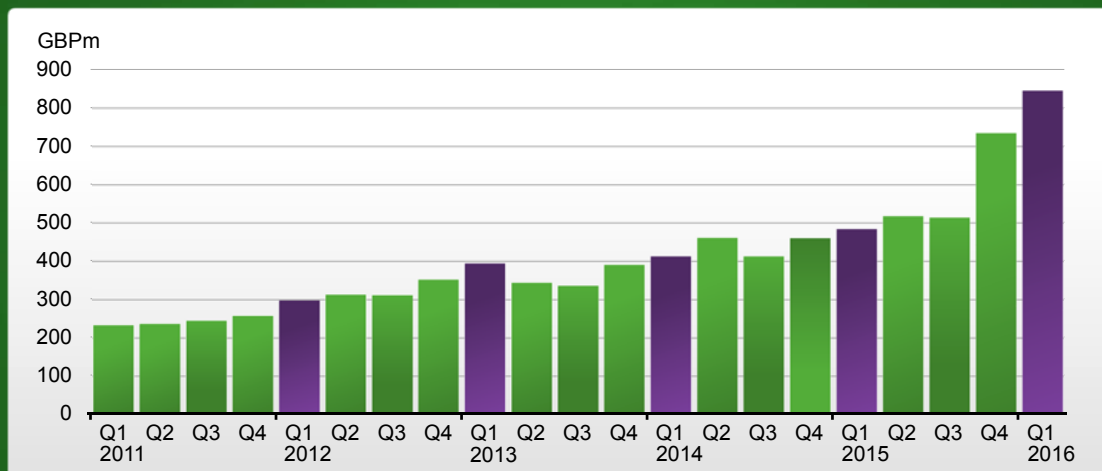
SPORTS BETTING GROSS MARGIN COMBINED



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SPORTS BETTING STAKES (AS REPORTED)



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GEOGRAPHIC BALANCE – KEY REPORT HIGHLIGHTS

Nordics

- +58% as reported in GBP
- +39% organic in constant currency

Western Europe

- +63% as reported in GBP
- +41% organic in constant currency



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BETUP

- Unique tournament quiz game during a live football game
- Launched exclusively in April
- Available on Unibet web browser/ Apple app-store
- Play against friends & other football fans around the world



betUP

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MARIA CASINO
BINGO
StanJames.com
iGame

SPORTSBOOK RECOMMENDATION WIDGET

- Big Data driven
- Personalised 'top 3' sporting events
- Football, tennis and ice hockey
- Bet type is 1 X 2
- Other sports, markets, bet types to follow

REKOMMENDERADE SPEL

Ishockey / NHL Imorgon 01:05

	1	X	2
Nashville Predators	2.55	3.90	2.50
Anaheim Ducks			

Ishockey / NHL Imorgon 01:35

	1	X	2
St Louis Blues	2.55	3.70	2.60
Chicago Blackhawks			

Tennis / ATP / München Idag 16:05



	1	2
Youzhny, Mikhail	2.55	1.52
Bellucci, Thomaz		

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MARIA CASINO
BINGO
StanJames.com
iGame

NEW NATIVE CASINO APP

- Over 220 games from 15 providers
- Native iOS features like TouchID
- New and unique filtering features
- Launched late Feb
- Over 12,000 app installs after the first month

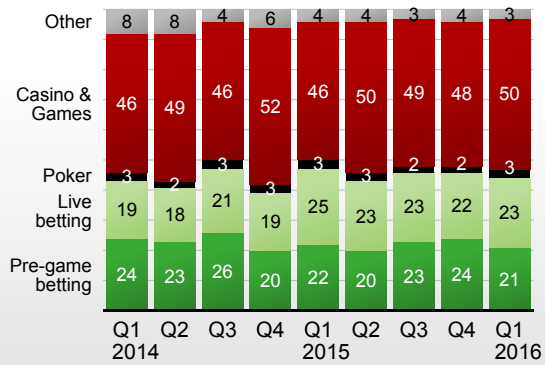



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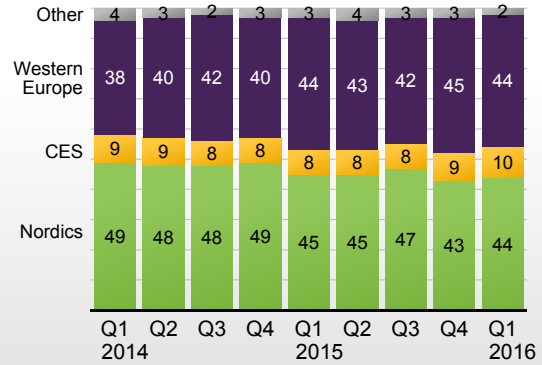
GEOGRAPHIC & PRODUCT BALANCE

GROSS WINNINGS REVENUE OVER TIME

BY PRODUCT, %



BY GEOGRAPHY, %



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SUMMARY



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SUMMARY Q1 2016

- Strong organic growth continues
- Supported by strategic acquisitions
- Cost control drives strong profit conversion
- Locally regulated GWR = 36%



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MSCI



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ESG RATING

AAA



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UEFA CHAMPIONS LEAGUE 2015/2016

SEMIFINAL TODAY

ATLETICO MADRID **BAYERN MÜNCHEN**

1	X	2
3.05	3.15	2.63

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EXCITING SUMMER OF SPORTS EVENTS



COPA AMERICA CENTENARIO
— USA 2016 —

COPA AMERICA CENTENARIO
3-26 JUNE (NIGHT TIME)



UEFA EURO
10 JUNE-10 JULY (DAY TIME)



RIO 2016
5-21 AUGUST

Market leading no of bets

Odds on all events, currently **393** bets up

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