



Unibet Group plc
Interim report January - September 2010

- **Gross Winnings Revenue** amounted to GBP 31.0 (30.1) million for the third quarter of 2010 and GBP 112.0 (96.3) million for the period January to September 2010.
- **Profit from operations** for the third quarter 2010 of GBP 5.6 (8.9) million, was negatively impacted by foreign exchange loss on operating items of GBP 1.5 million (positive impact of 4.4 million). Profit from operations for the period January to September 2010 amounted to 24.6 (21.7) million.
- **Profit before tax** for the third quarter of 2010 amounted to GBP 4.3 (3.5) million. In addition to the exchange loss on operating items referred to above, profit before tax for the third quarter of 2010 was negatively impacted by unrealised exchange losses on the loan of GBP 1.0 (unrealised exchange loss of GBP 4.0 on the bond) million. Profit before tax for the period January to September 2010 amounted to GBP 24.6 (20.1) million.
- **Profit after tax** for the third quarter of 2010 amounted to GBP 3.7 (3.0) million. Profit after tax for the period January to September 2010 amounted to GBP 22.4 (18.3) million.
- **Earnings per share** for the third quarter of 2010 were GBP 0.134 (0.108) and GBP 0.797 (0.656) for the period January to September 2010.
- **Operating cash flow** before movements in working capital amounted to GBP 8.6 (11.2) million for the third quarter 2010 and GBP 32.5 (29.3) for the period January to September 2010.
- **Number of active customers** at the end of the quarter was 320,573 (329,721).

"A strong quarter for sports betting"

"With many favourites losing, Unibet's gross margin has been very favourable during the quarter. This has contributed to a strong overall result in what is usually a seasonally weak quarter. "

"Our operating cash flow has shown a steady increase which has strengthened our balance sheet and since the end of the quarter we have repaid EUR 8 million of the bank facility ahead of schedule."

"For October 2010 the gross margin has been more normalised than 2009 but the casino activity is almost back at the revenue level from last year when we were active in the French market. "

"We still remain cautious, however, about the outlook for the rest of 2010, as communicated in our first quarter report."

"Further to our comments on previous quarters, we have now formally established a new B2B business area called Kambi Sports Solutions, which provides sportsbook services both to Unibet and to third party customers", says Henrik Tjärnström, CEO of Unibet.

Today, Wednesday 3 November 2010, Unibet's CEO Henrik Tjärnström will host a presentation in English at FinancialHearings, Operaterrassen in Stockholm at 9.00 CET.

Please go to www.financialhearings.com to sign in.

For those who would like to participate in the telephone conference in connection with the presentation, the telephone number is +44 (0)20 7806 1968 Confirmation Code: 5401652

Please call in, well in advance and register.

The presentation is also web cast live on www.unibetgroupplc.com.

SUMMARY TABLE Q3 AND PRIOR YEAR

This table and the contents of this announcement are unaudited

GBP	Q3		Jan - Sept		Full Year	Rolling 12 months ³
	2010 GBPm	2009 GBPm	2010 GBPm	2009 GBPm	2009 GBPm	
Gross winnings Revenue	31.0	30.1	112.0	96.3	138.3	154.0
EBITDA ¹	8.5	11.0	32.2	28.7	41.9	45.4
Profit before tax	4.3	3.5	24.6	20.1	28.9	33.4
Profit after tax	3.7	3.0	22.4	18.3	26.8	30.9
Net cash ²	18.3	30.0	18.3	30.0	11.5	
Bank debt	20.6	0.0	20.6	0.0	21.4	
Bond liability	0.0	59.0	0.0	59.0	0.0	
	GBP	GBP	GBP	GBP	GBP	GBP
EBITDA ¹ per share	0.303	0.394	1.148	1.027	1.498	1.619
Earnings per share	0.134	0.108	0.797	0.656	0.957	1.098
Net cash ² per share	0.646	1.062	0.646	1.062	0.406	

SEK	Q3		Jan - Sept		Full Year	Rolling 12 months ³
	2010 SEKm	2009 SEKm	2010 SEKm	2009 SEKm	2009 SEKm	
Gross winnings Revenue	349.0	338.7	1,261.0	1,083.7	1,649.7	1,827.0
EBITDA ¹	95.7	123.8	362.7	323.0	499.6	539.3
Profit before tax	48.5	39.4	276.9	226.2	344.5	395.2
Profit after tax	42.2	33.8	251.9	205.9	319.2	365.2
Net cash ²	194.1	337.6	194.1	337.6	132.3	
Bank debt	219.4	0.0	219.4	0.0	247.1	
Bond liability	0.0	663.9	0.0	663.9	0.0	
	SEK	SEK	SEK	SEK	SEK	SEK
EBITDA ¹ per share	3.41	4.43	12.93	11.56	17.87	19.24
Earnings per share	1.50	1.22	8.98	7.38	11.42	13.02
Net cash ² per share	6.87	11.95	6.87	11.95	4.69	

	No.	No.	No.	No.	No.	No.
Active customers	320,573	329,721				
Registered customers (million)	4.9	3.8	4.9	3.8	4.1	

Currency rate Q3 10 average: 1GBP = 11.263 SEK, Q3 09: 1GBP = 11.253 SEK, FY 09 1GBP = 11.927 SEK, 30 Sept 2010 1GBP = 10.631 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.

¹ EBITDA = Profit from operations before depreciation / amortisation² Net cash = Total cash at period end less customer balances³ Rolling 12 months consists of the 12 months result ended 30 September 2010

Unibet Group plc

Significant events during the third quarter of 2010

On 9 July 2010, Unibet signed an agreement, for the brand of "Jugandovoy", with Unidad Editorial Informacion Deportiva, S.L. The Jugandovoy brand will be advertised in the Spanish media house "Marca". Marca has on average 3 million unique visitors per day and the print version average daily circulation is 300,000.

On 20 July 2010, Henrik Tjärnström was appointed as the new CEO of Unibet Group plc. This follows the notification to the Board by the former CEO Petter Nylander of his resignation. Mr. Nylander will continue to support the company in an advisory role in respect of certain specific projects

Significant events after the period end

On 22 October 2010, Unibet received the licenses for France that the Company applied for in May 2010. This is in line with earlier communication where Unibet has also stressed that under the current restrictive terms of the licence, it will be hard for any operator to make a reasonable return. Unibet plans to roll out poker and French Horse Racing on the Unibet.fr platform during Q2 2011. Sportsbook will follow towards the end of 2011.

On 29 October 2010 the term of the Revolving Credit Facility with a maximum value of EUR 24 million with a leading international bank was extended until the end of December 2011. As of 1 November 2010 EUR 16 million of the credit was utilised.

B2B Sportsbook - Kambi Sports Solutions

Unibet has its roots in sports betting and has identified a business opportunity in leveraging the existing Sportsbook infrastructure through offering its core competence as a service to third parties. A potential future

revenue upside is complemented by the ability to share increasing Sportsbook maintenance and development costs, which have been accelerated by the rapid growth in and commitment to market leadership in live betting as well as the changing regulatory environment. Unibet's commitment to the global sports betting B2B market was officially presented in February 2010 when the first customer, the Ålandic gaming company Paf, signed a B2B sports book contract.

Unibet has appointed SEB Enskilda and Cederquist as its advisors to undertake an evaluation of how to structure the Unibet B2B business in order to protect the integrity of the B2B clients and maximise the shareholder value for Unibet shareholders. The first step has been to form a new business area called Kambi Sports Solutions where all sportsbook B2B services are compiled.

Market

Unibet is one of Europe's leading companies in Moneytainment, operating in 27 different languages in more than 100 countries.

Gambling can be divided into games of skill (Sports betting, Horse racing, Poker, etc.) and games of chance (Roulette, Black Jack, Slot machines, Lotto, Bingo etc.) The gambling market can also be divided into online (Internet) and offline (betting shops, casinos) gambling. Online gambling is now regarded as one of the most important Internet businesses. Besides sports betting, which has enjoyed first mover advantage in the online arena and been the driver of online gambling, other areas such as casino games, poker, bingo and lotteries have grown rapidly in recent years.

Current products

Sports betting

Unibet's sports betting service offers a comprehensive range of odds on a variety of international and local sports events, to a worldwide customer base (excluding the USA, Turkey and similar markets) 24 hours a day, 7 days a week. Bets are placed via Unibet's site or via mobile phone.

The Sportsbook had a good start to the third quarter with the final matches of the 2010 World Cup. In late August the football leagues were back in full swing with the Premier League, Italy Serie A, La Liga, Champions League and also the Euro 2012 Qualifiers kicking off. Overall the results have been consistently strong as a lot of the leagues big favourites failed to live up to expectations. The trend continued throughout September with many favourable results across the major European football leagues.

Unibet has streamed over 1,500 events in the third quarter with customers having access to view matches from La Liga and Serie A, Champions League Qualifying, Euro 2012 Qualifier and the top Football leagues from around Europe and the globe. In addition Unibet TV has shown Wimbledon Tennis and the ATP/WTB tours, the Basketball World Championships and action from the best snooker, darts, table tennis, volleyball and handball events amongst others.

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 as well as ice hockey leagues in the Nordic countries and North America. 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 refer to page 5.

Non-sports betting

Unibet's non-sports betting consist of casino, games, bingo and poker.

The Unibet browser casino consists of more than 80 games such as Roulette, Black Jack, Caribbean Stud, Video Slots and Video Poker. A wide variety of promotions are offered regularly as well as daily and monthly tournaments with prize pools of up to EUR 25,000. The third quarter of 2010 saw the addition of 2 new slot machines in the browser casino, Piggy Riches and Secret Code.

The downloadable casino offers over 140 games including superior looking casino classics such as Roulette and Blackjack Gold series, as well as the highly popular branded Video Slots, Tomb Raider, Hitman and The Osbournes to give players the perfect casino experience. Another branded game was added to the portfolio in the third quarter of 2010, the highly anticipated video slot 'The Lord of the Rings – The Fellowship of the Ring'.

Unibet's Live Casino offers Unibet branded Blackjack tables, Roulette and Baccarat. The Live Casino is the closest you can get to a real bricks and mortar casino online, with real dealers spinning the roulette wheel and dealing the cards. Due to the high popularity of the Live Casino with the players a third Unibet exclusive Blackjack table was added in August.

Unibet Games focuses on the entertainment aspects of Games play including branded content and many different styles of Games to interest as wide an audience as possible. The games are a softer version of the casino and in addition to its wide base of Keno, Sports based and other themes, this year has seen an increased focus on Slots. During the third quarter the offering added a number of new games introducing branded content such as Cluedo, but also introduced a game developed especially for Unibet featuring St George & the Dragon.

Poker at Unibet continues to perform relatively strongly in challenging market conditions, shifting away from professional users and refocusing on more casual players. The global promotion schedule gathered pace with the popular Tornado Series running in September, in line with the refocus.

The Unibet Open again continues its success as one of Europe's leading poker tours with the events in Prague, Czech Republic (460 players) and Valencia, Spain (361 players) which attracted many Unibet customers from all over Europe and once again, strong media coverage.

Maria, the female brand in the Unibet family, offers mainly bingo, casino, games and poker in a social environment to her customers. Within the site network bingo and casino is also offered to customers under ten different white label brand names, suited for different target groups and countries.

Financial review

The financial information has been presented in accordance with International Financial Reporting Standards and IFRIC interpretations as adopted by the European Union. Other than as described in the June 2010 Interim report (Note 3 on page 13), the accounting policies remain unchanged from the last published Annual Report and Accounts for the year ended 31 December 2009. The new and amended policies as described in the June 2010 Interim report do not have a material impact on the financial information presented in this report.

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, before Free Bets, amounted to GBP 14.8 (10.2) million for the third quarter of 2010. For the period January to September 2010, gross winnings revenue for sports betting, before Free Bets, amounted to GBP 54.1 (36.7) million.

Gross winnings revenue for non-sports betting amounted to GBP 17.4 (21.3) million for the third quarter of 2010. For the period January to September 2010, gross winnings revenue for non-sports betting amounted to GBP 62.7 (63.8) million.

Of the non-sports betting gross winnings in the third quarter, poker represents circa 23 per cent and casino circa 64 per cent.

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

Gross margin on sports betting

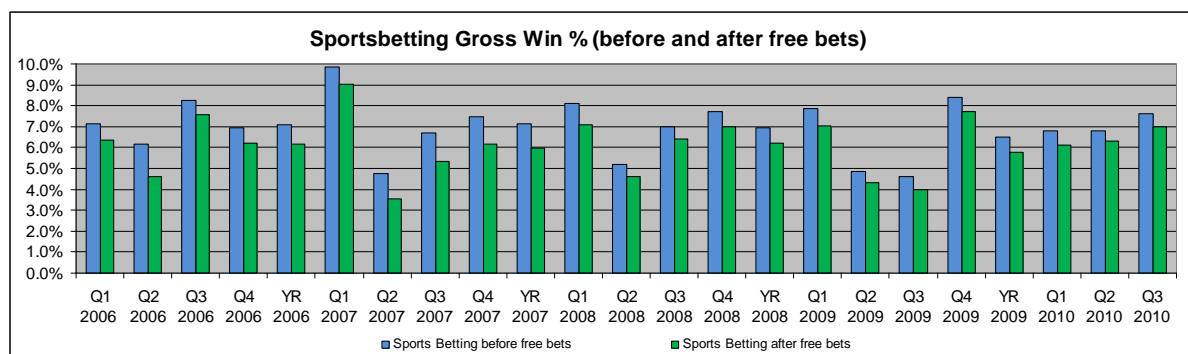
The gross margin for pre-game sports betting before Free Bets for the third quarter 2010 was 12.2 (6.0) per cent.

The gross margin for total sports betting for the third quarter 2010 before Free Bets was 7.6 (4.6) per cent. The gross margin for total sports betting for the third quarter 2010 after Free Bets was 7.0 (4.0) per cent.

Live betting accounted for 31.7 (35.9) per cent of gross winnings revenue on sports betting, excluding Free Bets, in the third quarter of 2010.

Please refer to page 13 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 on next page. The bars show sports betting gross margin per quarter and full year.



Customers

For the third quarter of 2010 the number of active customers amounted to 320,573 (329,721) compared with 402,091 for the second quarter 2010. An active customer is defined as one placing a bet in the last three months.

The total number of registered customers has continued to increase during the quarter and exceeded 4.9 (3.8) million at 30 September 2010, whilst at 30 June 2010, over 4.7 million customers were registered.

Cost of sales

Cost of sales covers betting duties, revenue share and affiliate programmes. Of these, the marketing related revenue share and affiliate cost amounted to GBP 3.1 (3.9) million for the third quarter of 2010. Marketing related revenue share and affiliate cost for the period January to September 2010 amounted to GBP 12.1 (10.1) million.

Gross profit

Gross profit for the third quarter 2010 was GBP 27.3 (25.7) million. Gross profit for the period January to September 2010 was GBP 97.0 (84.0) 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 etc. During the third quarter of 2010, ongoing operating costs were GBP 21.7 (16.8) million. Of the operating costs in the third quarter, GBP 5.9 (8.3) million were marketing costs and GBP 5.8 (5.3) million were salaries.

Of the administrative expenses for the third quarter 2010 GBP 2.1 (1.4) million is related to the Sportsbook.

Operating costs in the third quarter 2010 were significantly influenced by a loss of GBP 1.5 (gain of 4.4) million in respect of foreign exchange on operating items.

During the period January to September 2010, ongoing operating costs were GBP 72.4 (62.3) million. In the period January to September 2010, marketing expenses were GBP 26.4 (25.2) million, and salaries were GBP 17.8 (15.8) million.

Of the administrative expenses for the period January to September 2010 GBP 6.0 (3.8) million is related to the Sportsbook.

FX rates

The following FX rates are those used for translation of the Group's SEK, NOK, DKK and EUR Balance Sheet items into GBP on 30 September 2010:

Balance sheet rates:

Rate to GBP	31-Mar-10	30-Jun-10	30-Sep-10	Q3 v Q2 Delta
SEK	10.916	11.653	10.631	-8.8%
NOK	9.006	9.753	9.266	-5.0%
EUR	1.124	1.223	1.163	-4.9%
DKK	8.367	9.112	8.666	-4.9%

P&L averages for quarter:

Rate to GBP	Avg Q1 10	Avg Q2 10	Avg Q3 10	Q3 v Q2 Delta
SEK	11.232	11.295	11.263	-0.3%
NOK	9.143	9.276	9.552	3.0%
EUR	1.128	1.172	1.201	2.4%
DKK	8.393	8.725	8.944	2.5%

EBITDA and Profit from operations

Earnings before interest, tax and depreciation and amortisation (EBITDA) for the third quarter of 2010 was GBP 8.5 (11.0) million and was negatively impacted by foreign exchange loss on operating items of GBP 1.5 million (positive impact of foreign exchange gain of 4.4 million). EBITDA for the period January to September 2010, was GBP 32.2 (28.7) million.

Profit from operations for the third quarter 2010 after the above mentioned impact by foreign exchange loss was GBP 5.6 (8.9) million, Profit from operations for the period January to September 2010 was GBP 24.6 (21.7) million.

Capitalised internal development expenditure

In the third quarter of 2010, expenditure of GBP 1.6 (0.6) million has been capitalised, before amortisation, bringing the period January to September 2010 total to GBP 4.2 (1.7) million.

Finance costs

Net finance costs for the third quarter 2010 were GBP 1.3 (5.5) million of which GBP 1.0 million is a currency loss on the bank loan (loss of GBP 4.0 million on the bond). Net finance costs for the period January to September 2010 were GBP 0.1 (2.0) million.

Profit before tax

Profit before tax for the third quarter 2010 was GBP 4.3 (3.5) million. Profit before tax for the period January to September 2010 was GBP 24.6 (20.1) million.

Profit after tax

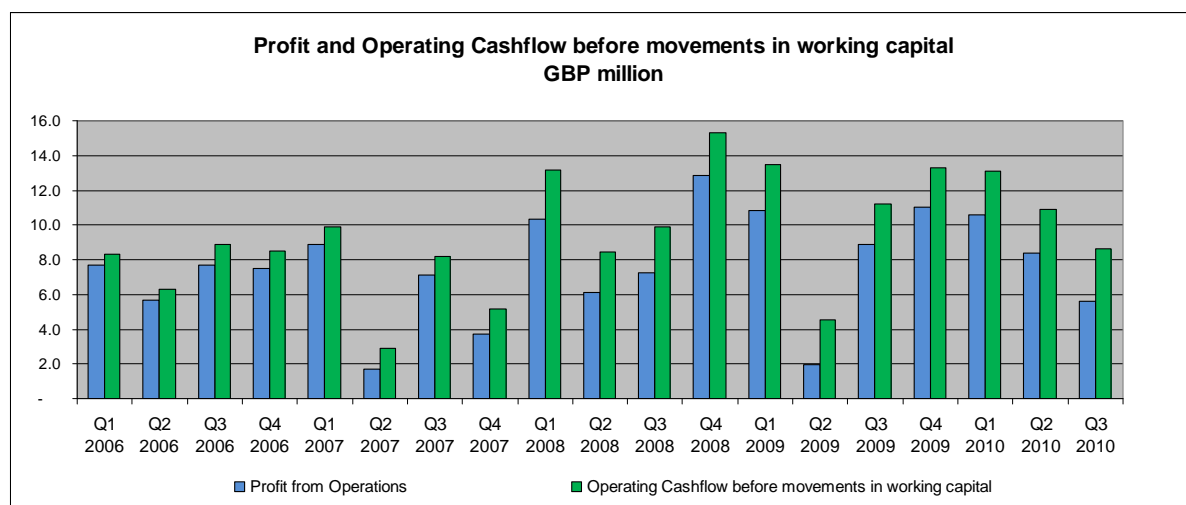
Profit after tax for the third quarter 2010 was GBP 3.7 (3.0) million. Profit after tax for the period January to September 2010 was GBP 22.4 (18.3) million.

Financial position and cash flow

The cash in hand position at the end of the third quarter 2010 stood at GBP 46.3 (58.2) million while at the beginning of the period it was GBP 38.1 (56.4) million.

The term of the Revolving Credit Facility with a maximum value of EUR 24 million with a leading international bank has been extended until the end of December 2011. As of 1 November 2010 EUR 16 million of the credit was utilised.

The net cash inflow for the third quarter 2010 was GBP 5.6 (outflow 2.6) million. Operating cash flow before movements in working capital for the third quarter 2010 was GBP 8.9 (8.1) million. The quarterly profit and operating cash flow before movements in working capital is shown in the table below.



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 30-31 and pages 48-49 of the Annual Report for the year ended 31 December 2009, available from www.unibetgroupplc.com.

Option Scheme

Unibet Group plc has during the third quarter of 2010 granted options over 204,227 shares to senior management and key employees, of which the CEO Henrik Tjärnström was granted 86,061, in accordance with the approval granted at the AGM on 6 May 2010. The options will have four exercise windows of 15 days each between 1 November 2013 and 15 September 2014. These options are issued in respect of new shares to be issued when the options are exercised. Taking into consideration previously issued options; the share capital of the company will increase by a maximum of GBP 3,621 by the issue of a maximum of 724,262 ordinary shares, corresponding to 2.56 per cent of the share capital after dilution.

Employees

Unibet had 487 (457) employees equivalent to 444 (419) full time employees at 30 September 2010 compared to 499 employees equivalent to 454 full time employees at 30 June 2010. Of these, 118 (104) equivalent to 99 (97) full time, are employees related to the B2B Sportsbook Kambi Sports Solutions.

Next AGM and Nomination Committee

The Annual General Meeting of Unibet Group plc 2010 will be held on Thursday 12 May 2011 in Stockholm. In view of the scheduled date for publishing the Notice of the Annual General Meeting, proposals have to be received by the Company and the Nomination Committee not later than Tuesday 1 March 2011 in order to have sufficient time for including them in the Notice and the Meeting's agenda.

The nomination committee consists of Anders Ström, chairman, Carina Tovi, Swedbank Robur Fonder, Jesper Bonnier, Länsförsäkringar Fondförvaltning, Ulf Strömsten, Catella Fondförvaltning and Mikael Nordberg, Danske Capital. The nomination committee can be contacted at the following address: Unibet Group plc, "Fawwara Bldgs", Msida Road, Gzira GZR1402, Malta, or by email to: Nomination@unibet.com.

Forthcoming financial reporting timetable

Full Year Report 2010	16 February 2011
Interim Report January – March 2011	11 May 2011
Interim Report January – June 2011	10 August 2011
Interim Report January – September 2011	2 November 2011

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

Malta, 3 November 2010

Henrik Tjärnström
CEO

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*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 OMX Nordic Exchange in Stockholm. Unibet is one of the largest privately-owned gambling operators in the European market and provides services in 27 languages through www.unibet.com. Today, Unibet has more than 4.9 million 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

CONSOLIDATED INCOME STATEMENT
GBP '000

	Unaudited Q3 2010	Unaudited Q3 2009	Unaudited Jan - Sep 2010	Unaudited Jan - Sep 2009	Audited Full Year 2009
Continuing operations:					
Gross Winnings Revenue	30,986	30,100	111,963	96,251	138,318
Cost of Sales	-3,697	-4,384	-14,982	-12,242	-17,641
Gross profit	27,289	25,716	96,981	84,009	120,677
Marketing costs	-5,913	-8,290	-26,388	-25,156	-36,637
Litigation costs	-	-	-1,106	-	-
Foreign currency (loss)/gain on operating items	-1,467	4,391	-824	1,680	1,114
Other administrative expenses	-14,339	-12,916	-44,080	-38,831	-52,403
Administrative expenses	-15,806	-8,525	-46,010	-37,151	-51,289
PROFIT FROM OPERATIONS	5,570	8,901	24,583	21,702	32,751
Finance costs arising on bond repurchase	-	-	-	-156	-1,353
Other finance costs	-1,278	-5,510	-85	-1,890	-2,984
Finance costs	-1,278	-5,510	-85	-2,046	-4,337
Finance income	38	143	150	477	480
Share of loss from Associate	-28	-	-63	-	-12
Profit before tax	4,302	3,534	24,585	20,133	28,882
Income tax expense	-553	-521	-2,218	-1,796	-2,116
PROFIT FOR THE PERIOD	3,749	3,013	22,367	18,337	26,766
Earnings per share (GBP)	0.134	0.108	0.797	0.656	0.957
Weighted average number of ordinary shares for the purposes of calculating basic earnings per share	28,067,063	27,943,192	28,060,639	27,943,192	27,955,464
Fully diluted earnings per share (GBP)	0.134	0.108	0.795	0.656	0.956
Weighted average number of ordinary shares for the purposes of calculating diluted earnings per share	28,067,063	28,012,341	28,117,688	27,971,069	27,989,238

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME
GBP '000

	Unaudited Q3 2010	Unaudited Q3 2009	Unaudited Jan - Sep 2010	Unaudited Jan - Sep 2009	Audited Full Year 2009
Profit for the period	3,749	3,013	22,367	18,337	26,766
Other comprehensive income					
Translation adjustment taken to equity	7,645	6,218	4,445	-1,212	-136
COMPREHENSIVE INCOME	11,394	9,231	26,812	17,125	26,630

CONSOLIDATED BALANCE SHEET**GBP '000****ASSETS****Non-current assets**

	Unaudited 30 Sep 2010	Unaudited 30 Sep 2009	Audited 31 Dec 2009
Goodwill	126,167	123,632	122,369
Other intangible assets	25,834	27,157	26,597
Investment in associate	1,382	119	-
Property, plant and equipment	2,575	3,062	2,952
Deferred tax assets	169	354	169
	156,127	154,324	152,087

Current assets

Trade and other receivables	11,543	10,148	9,538
Income tax recoverable	3,065	9,635	11,327
Cash and cash equivalents	46,273	58,236	39,764
	60,881	78,019	60,629

TOTAL ASSETS

	217,008	232,343	212,716
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EQUITY AND LIABILITIES**Capital and reserves**

Share capital	141	141	141
Share premium	74,044	73,838	74,044
Currency translation reserve	14,366	8,845	9,921
Re-organisation reserve	-42,889	-42,889	-42,889
Retained earnings	84,588	71,929	81,517

TOTAL EQUITY

	130,250	111,864	122,734
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Non-current liabilities

Deferred tax liabilities	1,774	3,762	2,048
Borrowings	-	59,026	-
	1,774	62,788	2,048

Current liabilities

Trade and other payables	29,549	28,304	24,205
Customer balances	28,012	28,246	28,305
Tax liabilities	6,787	1,141	14,021
Borrowings	20,636	-	21,403
	84,984	57,691	87,934

Total liabilities

	86,758	120,479	89,982
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TOTAL EQUITY AND LIABILITIES

	217,008	232,343	212,716
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CONSOLIDATED STATEMENT OF CHANGES IN EQUITY
GBP '000

	Unaudited Q3 2010	Unaudited Q3 2009	Unaudited Jan - Sep 2010	Unaudited Jan - Sep 2009	Audited Full Year 2009
OPENING BALANCE AT BEGINNING OF PERIOD	118,752	102,443	122,734	100,678	100,678
Comprehensive income					
Profit for the period	3,749	3,013	22,367	18,337	26,766
Other comprehensive income:					
Translation adjustment	7,645	6,218	4,445	-1,212	-136
	11,394	9,231	26,812	17,125	26,630
Transactions with owners					
Share options - value of employee services	104	190	309	488	659
Exercise of share options	-	-	-	-	206
Disposal of treasury shares	-	-	323	-	988
Dividend paid	-	-	-19,928	-6,427	-6,427
	104	190	-19,296	-5,939	-4,574
CLOSING BALANCE AT END OF PERIOD	130,250	111,864	130,250	111,864	122,734

CONSOLIDATED CASH FLOW STATEMENT
GBP '000

	Unaudited Q3 2010	Unaudited Q3 2009	Unaudited Jan - Sep 2010	Unaudited Jan - Sep 2009	Audited Full Year 2009
OPERATING ACTIVITIES					
Profit from operations	5,570	8,901	24,583	21,702	32,751
Adjustments for:					
Depreciation of property, plant and equipment	440	415	1,299	1,319	1,741
Amortisation of intangible assets	2,463	1,732	6,325	5,708	7,400
Loss on disposal of property, plant & equipment	-	-	13	87	99
Share-based payment	104	190	309	488	659
Operating cashflows before movements in working capital	8,577	11,238	32,529	29,304	42,650
Decrease/(increase) in receivables	1,574	-3,256	-2,005	-1,221	630
(Decrease)/increase in payables	-1,250	130	4,737	1,568	3,107
Cash generated from operations	8,901	8,112	35,261	29,651	46,387
Income taxes paid	-1,306	-9,976	-1,432	-11,409	-1,992
NET CASH GENERATED FROM/(USED IN) OPERATING ACTIVITIES	7,595	-1,864	33,829	18,242	44,395
INVESTING ACTIVITIES					
Acquisition of subsidiaries, net of cash acquired and debt assumed	-	-	-	-	354
Investment in associate	-	-	-1,484	-	-
Interest received	38	142	150	477	480
Interest paid	-172	-	-573	-68	-6,132
Purchases of property, plant and equipment	-304	-235	-883	-621	-837
Development costs of intangible assets	-1,585	-599	-4,233	-1,701	-2,642
NET CASH USED IN INVESTING ACTIVITIES	-2,023	-692	-7,023	-1,913	-8,777
FINANCING ACTIVITIES					
Dividends paid	-	-	-19,928	-6,427	-6,427
Proceeds of issue of new shares for share options	-	-	-	-	206
Disposal of treasury shares	-	-	323	-	988
Bond buy back	-	-	-	-4,483	-64,266
Repayment of borrowings	-	-	-88	-	21,602
NET CASH USED IN FINANCING ACTIVITIES	-	-	-19,693	-10,910	-47,897
NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS	5,572	-2,556	7,113	5,419	-12,279
CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD	38,149	56,404	39,764	53,383	53,383
Effect of foreign exchange rate changes	2,552	4,388	-604	-566	-1,340
CASH AND CASH EQUIVALENTS AT END OF PERIOD	46,273	58,236	46,273	58,236	39,764

KEY RATIOS

	Unaudited Q3 2010	Unaudited Q3 2009	Unaudited Jan - Sep 2010	Unaudited Jan - Sep 2009	Audited Full Year 2009
Operating margin, % (Profit from operations/revenue for the period)	18%	30%	22%	23%	24%
Return on total assets, % (Profit after tax/average of opening and closing assets for the period)	2%	1%	10%	8%	12%
Return on average equity, % (annualised) (EBIT/average of opening and closing equity for the period)	18%	33%	26%	27%	29%
Equity/assets ratio, %	60%	48%	60%	48%	58%
EBITDA margin, %	27%	37%	29%	30%	30%
Net cash/EBITDA (rolling 12 months basis)	0.402	0.661	0.402	0.661	0.273
Employees at period end	487	457	487	457	465
Gross cash per share (GBP) (cash at end of period/number of shares at end of period)	1.638	2.062	1.638	2.062	1.407
Net cash less debt per share (GBP) (total cash at period end less customer liabilities and borrowings/number of shares at end of period)	-0.084	-1.028	-0.084	-1.028	-0.352
Operating cashflow before movements in working capital per share (GBP)	0.306	0.402	1.159	1.049	1.526
Earnings per share (GBP)	0.134	0.108	0.797	0.656	0.957
Fully diluted earnings per share (GBP)	0.134	0.108	0.795	0.656	0.956
Number of shares at period end ¹	28,258,038	28,241,092	28,258,038	28,241,092	28,258,038
Fully diluted number of shares at period end	28,258,038	28,377,463	28,258,038	28,377,463	28,322,407
Average number of shares	28,067,063	27,943,192	28,060,639	27,943,192	27,955,464
Average number of fully diluted shares	28,067,063	28,012,341	28,117,688	27,971,069	27,989,238

The total of 28,258,038 shares includes the balance of 190,975 shares that were bought back by the company in 2007 and 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. During Q1 2010, 25,695 of the shares originally bought by the company in 2007 were used in connection with the exercise of share options by employees.

Sports Betting gross margins
GBP '000

	2010 Q3	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2010 YTD	2009 FY
Sports Betting Stakes	194,888	288,643	287,515	242,259	220,436	217,054	202,957	771,046	882,706
<i>Sports Betting Gross Winnings Revenue (GWR):</i>									
Live Betting	4,679	7,273	7,173	5,643	3,656	3,941	3,380	19,125	16,621
<i>Live Betting Margin %</i>	4.2%	4.6%	4.8%	4.7%	3.3%	3.5%	3.7%	4.6%	3.8%
<i>Live Betting Share %</i>	31.7%	37.0%	36.5%	27.8%	35.9%	37.3%	21.2%	35.4%	29.2%
Pre-game Betting	10,102	12,395	12,458	14,653	6,524	6,622	12,599	34,955	40,397
<i>Other Betting Margin %</i>	12.2%	9.5%	9.0%	11.9%	6.0%	6.3%	11.3%	10.0%	9.0%
<i>Other Betting Share %</i>	68.3%	63.0%	63.5%	72.2%	64.1%	62.7%	78.8%	64.6%	70.8%
Total before Free Bets	14,781	19,668	19,631	20,296	10,180	10,563	15,979	54,080	57,018
<i>Sports Betting margin % (before Free Bets)</i>	7.6%	6.8%	6.8%	8.4%	4.6%	4.9%	7.9%	7.0%	6.5%
Free Bets	-1,211	-1,595	-1,987	-1,557	-1,381	-1,218	-1,696	-4,793	-5,852
Total after Free Bets	13,570	18,073	17,644	18,739	8,799	9,345	14,283	49,287	51,166
<i>Sports Betting margin % (after Free Bets)</i>	7.0%	6.3%	6.1%	7.7%	4.0%	4.3%	7.0%	6.4%	5.8%

Gross Winning Revenue (GWR) by region
(based on country of residence of customer)
GBP '000

SPORTS BETTING

Sports Betting GWR by region	2010 Q3	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2010 YTD	2009 FY
Nordics	7,139	7,559	6,418	7,798	3,805	3,896	5,926	21,116	21,425
Western Europe	4,427	9,314	9,928	9,601	5,015	5,472	6,360	23,669	26,448
Central, Eastern and Southern Europe	2,514	2,072	2,717	2,400	1,466	1,109	3,494	7,303	8,469
Other	701	723	568	497	-106	86	199	1,992	676
Total GWR before Free Bets	14,781	19,668	19,631	20,296	10,180	10,563	15,979	54,080	57,018
Free Bets	-1,211	-1,595	-1,987	-1,557	-1,381	-1,218	-1,696	-4,793	-5,852
Total GWR after Free Bets	13,570	18,073	17,644	18,739	8,799	9,345	14,283	49,287	51,166

NON-SPORTS BETTING

Non-Sports Betting GWR by region	2010 Q3	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2010 YTD	2009 FY
Nordics	10,597	10,908	11,528	11,915	11,062	10,240	11,676	33,033	44,893
Western Europe	4,392	8,295	8,766	7,923	7,157	7,296	7,600	21,453	29,976
Central, Eastern and Southern Europe	2,185	1,586	3,555	3,229	2,910	2,987	2,348	7,326	11,474
Other	242	365	257	261	172	174	202	864	809
Total	17,416	21,154	24,106	23,328	21,301	20,697	21,826	62,676	87,152

TOTAL

Total GWR by region	2010 Q3	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2010 YTD	2009 FY
Nordics	17,736	18,467	17,946	19,713	14,867	14,136	17,602	54,149	66,318
Western Europe	8,819	17,609	18,694	17,524	12,172	12,768	13,960	45,122	56,424
Central, Eastern and Southern Europe	4,699	3,658	6,272	5,629	4,376	4,096	5,842	14,629	19,943
Other	943	1,088	825	758	66	260	401	2,856	1,485
Total GWR before Free Bets	32,197	40,822	43,737	43,624	31,481	31,260	37,805	116,756	144,170
Free Bets	-1,211	-1,595	-1,987	-1,557	-1,381	-1,218	-1,696	-4,793	-5,852
Total GWR after Free Bets	30,986	39,227	41,750	42,067	30,100	30,042	36,109	111,963	138,318

Share of total GWR %
(before Free Bets)

Nordics	55%	45%	41%	45%	47%	45%	47%	46%	46%
Western Europe	27%	43%	43%	40%	39%	41%	37%	39%	39%
Central, Eastern and Southern Europe	15%	9%	14%	13%	14%	13%	15%	13%	14%
Other	3%	3%	2%	2%	0%	1%	1%	2%	1%

Gross Winning Revenue (GWR) by product
(after Free Bets)
GBP '000

Total GWR by product	2010 Q3	2010 Q2	2010 Q1	2009 Q4	2009 Q3	2009 Q2	2009 Q1	2010 YTD	2009 FY
Sports Betting	13,570	18,073	17,644	18,739	8,799	9,345	14,283	49,287	51,166
Casino	11,077	14,236	14,284	13,619	13,155	12,713	12,589	39,597	52,077
Poker	3,948	4,695	7,109	6,705	5,657	5,379	6,698	15,752	24,439
Other	2,391	2,223	2,713	3,004	2,489	2,605	2,539	7,327	10,636
Total	30,986	39,227	41,750	42,067	30,100	30,042	36,109	111,963	138,318

Share of total GWR %
(after Free Bets)

Sports Betting	44%	46%	42%	45%	29%	31%	40%	44%	37%
Casino	36%	36%	34%	32%	44%	42%	34%	35%	37%
Poker	13%	12%	17%	16%	19%	18%	19%	14%	18%
Other	7%	6%	7%	7%	8%	9%	7%	7%	8%