

Unibet Group plc
Interim report January – March 2016 (unaudited)

First quarter highlights

- **New all-time high in gross winnings revenue of GBP 122.4 (76.1) million for the first quarter of 2016, an increase of 61 per cent.**
- **EBITDA for the first quarter of 2016 was GBP 27.6 (14.4) million, an increase of 80 per cent.**
- **Profit before tax for the first quarter of 2016 almost doubled and amounted to GBP 22.5 (11.3) million.**
- **Profit after tax for the first quarter of 2016 doubled and amounted to GBP 20.0 (10.0) million.**
- **Earnings per share for the first quarter of 2016 were GBP 0.087 (0.044).**
- **Net cash generated from operating activities increased by around 90 per cent to GBP 31.4 (16.6) million.**
- **During the first quarter of 2016, Stan James Online and iGame Group have contributed GBP 12.8 million in gross winnings revenue and GBP 3.1 million in normalised EBITDA.**
- **Number of active customers at the end of the quarter was 1,007,365 (612,269).**

“Gross winnings revenue up 58 per cent in constant currency and active customers now over 1 million”.

“Unibet Group’s growth continued to develop strongly in the first quarter, with an increase of gross winnings revenue in GBP of 61 per cent and 58 per cent in constant currency compared to the first quarter last year. This is again significantly higher growth than the overall market and indicates that we are continuing to take market share across the board. Organic growth excluding last year’s acquisitions and in constant currency was 41 per cent compared to the first quarter last year.”

“Gross winnings revenue in the Nordic region grew by 58 per cent, while Western Europe grew by 63 per cent (in both regions the organic growth in constant currency was approximately 40 per cent).”

“Our market leading mobile offerings are continuing to deliver strong growth and now account for 59 per cent of gross winnings revenue. Our strategy focused on re-regulation has accelerated the transformation of our business and in the first quarter almost 36 per cent of gross winnings revenue was from locally regulated markets.”

“Scalability and cost control has enabled EBITDA to grow by over 80 per cent. The profit after tax has doubled to GBP 20.0 million which shows how we are adapting our business model to absorb increased betting duties from core markets.”

“In the period up to 24 April 2016, average daily gross winnings revenue has increased by approximately 50 per cent compared to the same period in 2015, despite lower sports betting margins. Excluding iGame Group & Stan James Online the organic increase is well over 20 per cent in constant currency,” says Henrik Tjärnström, CEO of Unibet Group.

Today, Wednesday 27 April 2016, Unibet Group’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 to sign in. The presentation is also web cast live on www.unibetgroupplc.com

For those who would like to participate in the telephone conference in connection with the presentation, the telephone number is UK: +44 20 3008 9804 or in the USA: +1 855 831 5946.

Unibet Group companies hold local gambling licences in UK, France, Belgium, Denmark, Germany (Schleswig-Holstein), Italy, Australia, Ireland, Romania and Estonia. The Unibet Group also holds international gambling licences in Malta, Gibraltar and Alderney. Unibet pays betting duties in all markets in accordance with applicable local laws.

SUMMARY TABLE Q1 AND PRIOR YEAR

This table and the contents of this announcement are unaudited.

To aid comparability, the 'per share' figures disclosed below, and throughout this report, relating to Q1 2015 have been adjusted to reflect the 8:1 share split in December 2015.

GBP	Q1		Full Year	Rolling
	2016 GBPm	2015 GBPm	2015 GBPm	12 months ³ GBPm
Gross winnings revenue	122.4	76.1	354.1	400.4
EBITDA ¹	27.6	14.4	77.0	90.2
Underlying EBITDA	28.5	15.1	80.8	94.2
Profit before tax	22.5	11.3	62.2	73.4
Profit after tax	20.0	10.0	55.7	65.7
Net cash ²	34.9	47.4	46.0	
Bank debt	26.3	-	56.7	
	GBP	GBP	GBP	GBP
EBITDA ¹ per share	0.120	0.063	0.337	0.394
Earnings per share	0.087	0.044	0.244	0.287
Net cash ² per share	0.152	0.208	0.200	

SEK	Q1		Full Year	Rolling
	2016 SEKm	2015 SEKm	2015 SEKm	12 months ³ SEKm
Gross winnings revenue	1,483.1	960.1	4,562.9	5,086.0
EBITDA ¹	334.4	181.7	992.2	1,145.0
Underlying EBITDA	345.3	190.5	1,041.2	1,196.0
Profit before tax	272.6	142.6	801.5	931.6
Profit after tax	242.3	126.2	717.8	833.9
Net cash ²	406.8	605.4	576.0	
Bank debt	306.5	-	709.9	
	SEK	SEK	SEK	SEK
EBITDA ¹ per share	1.456	0.798	4.347	5.006
Earnings per share	1.055	0.554	3.145	3.646
Net cash ² per share	1.768	2.652	2.503	

	No.	No.	No.	No.
Active customers	1,007,365	612,269		
Registered customers (million)	14.1	10.0	13.5	

Currency rate Q1 16 average: 1GBP = 12.117 SEK, Q1 15 average: 1GBP = 12.616 SEK, FY 15 average: 1GBP = 12.886 SEK, 31 December 2015: 1GBP = 12.521 SEK, 31 March 2016: 1GBP = 11.655 SEK, 31 March 2015: 1GBP = 12.773 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 & amortisation.

² Net cash = Total cash at period end less customer balances.

³ Rolling 12 months consists of 12 months ended 31 March 2016.

Significant events during the first quarter of 2016

On 16 January 2016, the Unibet Group repaid EUR 22 million of the Revolving Credit Facility.

On 21 January 2016, the Unibet Group was awarded Social Responsible Operator of the Year and Sports Betting Operator of the Year at the eGR Nordics Awards.

On 1 February 2016, the Unibet Group was awarded Socially Responsible Operator at the International Gaming Awards.

On 15 February 2016, the Unibet Group repaid EUR 12 million of the Revolving Credit Facility.

On 25 February 2016, the Unibet Group was given ESG rating AAA, the highest ranking, by MSCI.

On 15 March 2016, the Unibet Group repaid EUR 8 million of the Revolving Credit Facility.

On 31 March 2016, the Unibet Group plc paid the first earn-out payment of EUR 7.5 million to the former owners of the iGame Group. The cost of paying the maximum earn-out of EUR 20 million was fully provided in the financial statements of Unibet Group at 31 December 2015, so this payment has no impact on Unibet Group's reported results for 2016.

Significant events after the period end

On 15 April 2016, the Unibet Group repaid EUR 8 million of the Revolving Credit Facility.

Market

The Unibet Group is one of Europe's leading providers in moneytainment, operating in 20 different languages in more than 100 countries. The Unibet Group offers pre-game and live Sports betting, Racing, Poker, Casino and Games and Bingo through several subsidiaries and brands. While the Group's core markets are in Europe and Australia, it addresses global markets excluding only territories that the Group has consistently blocked for legal reasons such as the USA, Turkey and similar markets. The Unibet Group is a founding member of the European Gaming and Betting Association, the Remote Gambling Association in the UK and is audited and certified by eCOGRA in relation to the pan-European CEN standard on consumer protection and responsible gaming.

Current products

Sports betting

The Unibet Group'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 the Group's websites and mobile apps.

The Group had 36,210 live betting events in the first quarter of 2016 and streamed 9,661 events on desktop and mobile devices.

The majority of the Unibet Group's business is largely determined by the seasons for key sports such as the major football leagues in Europe, major golf and tennis tournaments, 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 4 for more information about the margin.

Casino & Games

The Unibet Group's Casino offers a choice of over 800 games from 47 software providers. Of these, players have access to 15 games which are available exclusively to the Unibet Group's brands. Players can access games on desktop, mobile and on a number of different apps. Unibet launched a new casino app including Live Casino in the first quarter which was well received among players. The Live Casino offering can be accessed in all channels and includes country specific and exclusive tables in up to nine native languages.

Poker

The Unibet Poker is one of the most active standalone poker sites in the industry. Bespoke software with leading ecology measures has created a home for poker players looking for both action and entertainment. The live tournament Unibet Open attracted over 400 players in London in March and the next stop will be Malta in May.

Bingo

The Unibet Group's bingo product offers several different game types, big jackpots and exciting mini games. Players can access the action across different devices and platforms and games are running around the clock. Since the launch of the bespoke bingo client last summer the bingo network has continued to grow thanks to great software and innovative campaigns.

Customers

The total number of registered customers has continued to increase and exceeded 14.1 (10.0) million at 31 March 2016, whilst at 31 December 2015, over 13.5 million customers were registered.

For the first quarter of 2016 the number of active customers amounted to 1,007,365 (612,269), compared with 921,150 for the fourth 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 2015.

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 taken. Free Bets are bonuses granted or earned in connection with customer acquisition.

Gross winnings revenue for sports betting amounted to GBP 54.1 (35.5) million for the first quarter of 2016.

In the first quarter of 2016, live betting accounted for 63.5 (65.4) per cent of turnover on sports betting and 52.2 (52.4) per cent of gross winnings revenue on sports betting.

Gross winnings revenue for other products amounted to GBP 68.3 (40.6) million for the first quarter of 2016.

Please refer to pages 11 and 12 for more information on gross winnings revenue per region and products.

Gross margin on sports betting

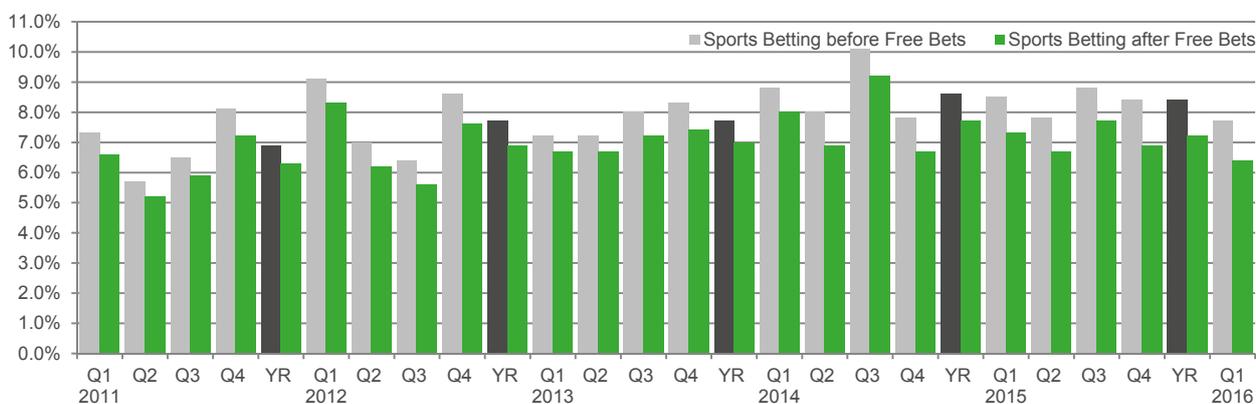
The gross margin for pre-game sports betting before Free Bets for the first quarter of 2016 was 10.1 (11.8) per cent.

The gross margin for total sports betting for the first quarter of 2016 before Free Bets was 7.7 (8.5) per cent. The gross margin for total sports betting for the first quarter of 2016 after Free Bets was 6.4 (7.3) per cent.

Please refer to page 12 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 below. 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 first quarter of 2016 betting duties were GBP 14.2 (7.5) million and marketing revenue share amounted to GBP 6.9 (4.4) million.

Gross profit

Gross profit for the first quarter of 2016 was GBP 77.7 (49.5) 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 first quarter of 2016, operating costs were GBP 52.3 (37.9) million. Of the operating costs in the first quarter of 2016, GBP 25.7 (18.9) million were marketing costs and GBP 13.6 (9.8) million were salaries.

FX rates

The following FX rates are those used for translation of the Group's SEK, NOK, EUR, DKK and AUD Balance Sheet and Income Statement items into GBP on 31 March 2016:

Balance sheet rates:

Rate to GBP	31-Mar-15	31-Mar-16	YoY Delta
SEK	12.773	11.655	8.8%
NOK	11.967	11.894	0.6%
EUR	1.375	1.263	8.1%
DKK	10.270	9.413	8.3%
AUD	1.946	1.871	3.9%

Income statement averages for the quarter:

Rate to GBP	Avg Q1 15	Avg Q1 16	YoY Delta
SEK	12.616	12.117	4.0%
NOK	11.748	12.383	-5.4%
EUR	1.345	1.300	3.4%
DKK	10.023	9.695	3.3%
AUD	1.926	1.987	-3.2%

EBITDA and Profit from operations

Earnings before interest, tax, depreciation and amortisation (EBITDA) for the first quarter of 2016 was GBP 27.6 (14.4) million.

Profit from operations for the first quarter of 2016 was GBP 22.6 (11.3) million.

Development and acquisition costs of intangible assets

In the first quarter of 2016 expenditure of GBP 4.7 (2.1) million has been capitalised. The key drivers of capitalised development costs during 2016 are customer experience improvements, local licensing requirements, data analytics and information mining.

Finance costs/income

Net finance costs for the first quarter of 2016 were GBP 0.3 (0.1 finance income) million.

Profit before tax

Profit before tax for the first quarter of 2016 was GBP 22.5 (11.3) million.

Profit after tax

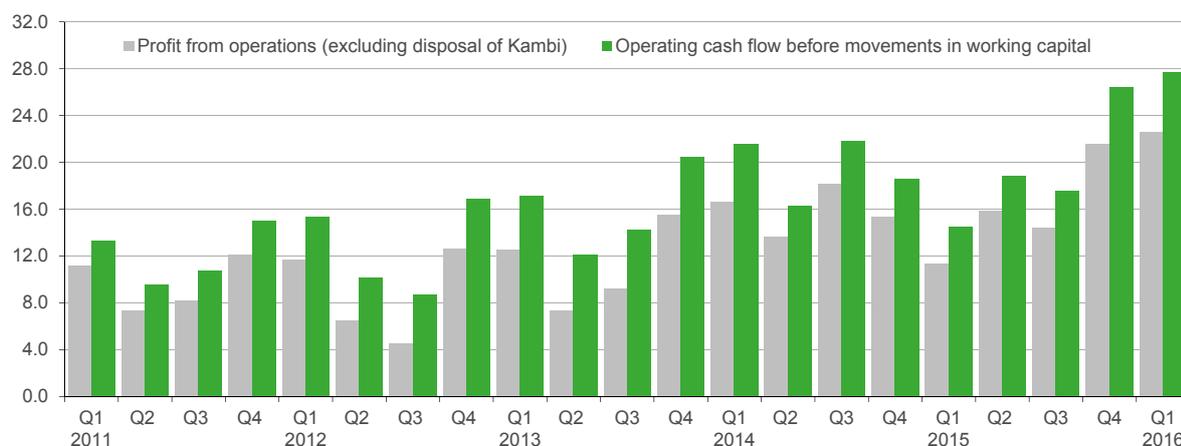
Profit after tax for the first quarter of 2016 was GBP 20.0 (10.0) million.

Financial position and cash flow

The cash in hand position at the end of the first quarter of 2016 stood at GBP 76.6 (76.6) million while at the beginning of the quarter it was GBP 83.4 (67.0) million.

The net cash outflow for the first quarter of 2016 was GBP 12.2 (13.8 inflow) million after repaying GBP 32.3 million of the Revolving Credit Facility. As at 31 March 2016, GBP 26.3 (nil) million of the Revolving Credit Facility was utilised.

GBP 27.7 (14.5) 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**

The Unibet Group had 1,074 (702) employees at 31 March 2016, compared with 1,038 employees at 31 December 2015.

Exercise of options

In the exercise window ending on 15 March 2016 under the rules of the Unibet Group plc Executive Option Scheme, 5,459 share options were exercised. Of these 1,145 options were exercised by issuing 9,160 ordinary shares with a par value of GBP 0.000625, and in connection with this exercise the Unibet Group has received SEK 216,405 which has, in full, been taken to equity. The remaining 4,314 options were exercised using 34,512 SDRs from the Unibet Group's Share buy-back programme initiated in 2007 and 2011. In connection with this exercise, the Unibet Group has received SEK 815,346 which has, in full, been taken to equity.

The total amount of shares outstanding in the Unibet Group plc is 230,126,200 ordinary shares with a par value of GBP 0.000625. Of the total outstanding shares, 465,896 from the Share buy-back programmes initiated in 2007 and 2011 continue to be held by the Group.

Principal risks

The Unibet Group 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 the Group's risk management and risks arising from the legal environment can be found on pages 24 to 29 of the Annual Report for the year ended 31 December 2015 available from www.unibetgroupplc.com. There have been no changes in any risk management policies since the year end.

Forthcoming financial reporting timetable

Interim Report January – June 2016

27 July 2016

Interim Report January – September 2016

2 November 2016

Full Year Report 2016

8 February 2017

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, 27 April 2016

Henrik Tjärnström
CEO

For further information please contact:

Inga Lundberg, Investor Relations
Henrik Tjärnström, CEO

+44 7887 996 116
+46 723 878 059

*This report is unaudited.
Unibet Group plc
Company number C 39017*

Registered in Malta.

CONSOLIDATED INCOME STATEMENT			
GBP 'm	Unaudited Q1 2016	Unaudited Q1 2015	Audited Full Year 2015
Continuing operations:			
Gross winnings revenue	122.4	76.1	354.1
Betting duties	-14.2	-7.5	-35.0
Marketing revenue share	-6.9	-4.4	-19.7
Other cost of sales	-23.6	-14.7	-66.1
Cost of sales	-44.7	-26.6	-120.8
Gross profit	77.7	49.5	233.3
Marketing costs	-25.7	-18.9	-78.5
Administrative expenses	-26.6	-19.0	-85.1
Underlying profit before items affecting comparability:	25.4	11.6	69.7
M&A costs	-	-0.2	-0.7
Management incentive costs relating to acquisitions	-0.9	-	-0.9
Impact of Bonza acquisition	-	-0.5	-0.6
Settlement of prior period betting duties and licence costs	-	-	-1.6
Amortisation of acquired intangible assets	-1.8	-0.2	-2.2
Foreign currency (loss)/gain on operating items	-0.1	0.6	-0.7
Profit from operations	22.6	11.3	63.0
Finance costs	-0.3	-0.0	-0.9
Finance income	0.0	0.1	0.2
Share of loss from associates	0.2	-0.1	-0.1
Profit before tax	22.5	11.3	62.2
Income tax expense	-2.5	-1.3	-6.5
Profit after tax	20.0	10.0	55.7
Earnings per share (GBP)	0.087	0.044	0.244
Weighted average number of ordinary shares <i>for the purposes of calculating basic earnings per share</i>	229,624,311	227,630,080	228,237,047
Fully diluted earnings per share (GBP)	0.087	0.043	0.239
Weighted average number of ordinary shares <i>for the purposes of calculating diluted earnings per share</i>	230,351,897	230,880,456	232,806,853
CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME			
GBP 'm	Unaudited Q1 2016	Unaudited Q1 2015	Audited Full Year 2015
Profit after tax for the period	20.0	10.0	55.7
Other comprehensive income			
Currency translation adjustments taken to equity	10.9	-7.2	-4.4
Total comprehensive income for the period	30.9	2.8	51.3

CONSOLIDATED BALANCE SHEET			
GBP 'm	Unaudited 31 Mar 2016	Unaudited 31 Mar 2015	Audited 31 Dec 2015
Assets			
Non-current assets			
Goodwill	178.7	140.1	172.0
Other intangible assets	90.5	33.2	85.9
Investment in associates	1.6	1.4	1.4
Property, plant and equipment	7.6	4.3	7.6
Deferred tax assets	7.1	8.7	7.1
Convertible bond	6.1	5.6	5.6
Loan to joint venture	-	0.8	-
Other non-current assets	1.7	1.5	1.6
	293.3	195.6	281.2
Current assets			
Trade and other receivables	26.2	13.4	23.3
Taxation recoverable	11.6	8.0	11.6
Cash and cash equivalents	76.6	76.6	83.4
	114.4	98.0	118.3
Total assets	407.7	293.6	399.5
Equity and liabilities			
Capital and reserves			
Share capital	0.1	0.1	0.1
Share premium	81.5	78.1	81.5
Currency translation reserve	9.5	-4.2	-1.4
Reorganisation reserve	-42.9	-42.9	-42.9
Retained earnings	196.1	174.8	175.8
Total equity	244.3	205.9	213.1
Non-current liabilities			
Deferred tax liability	3.4	1.2	3.4
	3.4	1.2	3.4
Current liabilities			
Borrowings	26.3	-	56.7
Trade and other payables	66.0	35.3	65.7
Customer balances	41.7	29.2	37.4
Deferred income	4.8	2.1	3.0
Tax liabilities	21.2	19.9	20.2
	160.0	86.5	183.0
Total liabilities	163.4	87.7	186.4
Total equity and liabilities	407.7	293.6	399.5

CONSOLIDATED CASH FLOW STATEMENT			
GBP 'm	Unaudited Q1 2016	Unaudited Q1 2015	Audited Full Year 2015
Operating activities			
Profit from operations	22.6	11.3	63.0
Adjustments for:			
Depreciation of property, plant and equipment	1.0	0.6	2.9
Amortisation of intangible assets	4.0	2.5	11.1
Loss on disposal of intangible assets	-	-	0.0
(Gain)/loss on disposal of property, plant & equipment	-0.1	-	0.1
Impact of Bonza acquisition	-	-	-0.3
Share-based payment	0.2	0.1	0.6
Equity settled employee benefit plan	0.0	-	0.3
Foreign exchange on dividend	-	-	-0.5
Operating cash flows before movements in working capital	27.7	14.5	77.2
Increase in trade and other receivables	-3.0	-0.5	-7.9
Increase in trade and other payables, including customer balances	8.3	3.4	15.8
Cash generated from operations	33.0	17.4	85.1
Income taxes paid net of tax refunded	-1.6	-0.8	-5.8
Net cash generated from operating activities	31.4	16.6	79.3
Investing activities			
Acquisition of subsidiaries, net of cash acquired	-	-	-56.3
Settlement of contingent consideration	-5.9	-	-
Interest received	0.0	0.0	0.2
Interest paid	-0.2	-0.0	-0.3
Purchases of property, plant and equipment	-1.1	-0.8	-5.9
Proceeds from sale of property, plant and equipment	0.5	-	-
Development and acquisition costs of intangible assets	-4.7	-2.1	-11.1
Net cash used in investing activities	-11.4	-2.9	-73.4
Financing activities			
Dividends paid	-	-	-46.7
Disposal of treasury shares	0.1	0.1	0.3
Proceeds of issue of new shares for share options	0.0	-	3.4
Proceeds from borrowings	-	-	56.9
Repayment of borrowings	-32.3	-	-
Net cash (used in)/generated from financing activities	-32.2	0.1	13.9
Net (decrease)/increase in cash and cash equivalents	-12.2	13.8	19.8
Cash and cash equivalents at beginning of period	83.4	67.0	67.0
Effect of foreign exchange rate changes	5.4	-4.2	-3.4
Cash and cash equivalents at end of period	76.6	76.6	83.4

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY			
GBP 'm	Unaudited Q1 2016	Unaudited Q1 2015	Audited Full Year 2015
Opening balance at beginning of period	213.1	202.9	202.9
Comprehensive income			
Profit for the period	20.0	10.0	55.7
Other comprehensive income:			
Translation adjustment	10.9	-7.2	-4.4
	30.9	2.8	51.3
Transactions with owners			
Share options - value of employee services	0.2	0.1	0.6
Equity settled employee benefit plan	0.0	-	0.3
Deferred tax credit relating to share option scheme	-	-	1.0
Proceeds from shares issued	0.0	-	3.4
Disposal of treasury shares	0.1	0.1	0.3
Dividend paid	-	-	-46.7
	0.3	0.2	-41.1
Closing balance at end of period	244.3	205.9	213.1

KEY RATIOS

This table is for information only and does not form part of the condensed financial statements.

	Unaudited Q1 2016	Unaudited Q1 2015	Audited Full Year 2015
Operating margin, % (Profit from operations/gross winnings revenue for the period)	18%	15%	18%
Return on total assets, % (Profit after tax/average of opening and closing assets for the period)	5%	3%	16%
Return on average equity, % (annualised) (EBIT/average of opening and closing equity for the period)	40%	22%	30%
Equity:assets ratio, %	60%	70%	53%
EBITDA margin, %	23%	19%	22%
Net cash/EBITDA (rolling 12-month basis)	0.387	0.436	0.597
Employees at period end	1,074	702	1,038
Gross cash per share (GBP) (cash at end of period/number of shares at end of period)	0.333	0.336	0.362
Net cash less debt per share (GBP) (total cash at period end less customer liabilities and borrowings/number of shares at end of period)	0.037	0.208	-0.046
Operating cash flow before movements in working capital per share (GBP)	0.121	0.064	0.338
Earnings per share (GBP)	0.087	0.044	0.244
Fully diluted earnings per share (GBP)	0.087	0.043	0.239
Number of shares at period end ¹	230,126,200	228,303,600	230,117,040
Fully diluted number of shares at period end	230,733,214	231,408,152	230,575,697
Average number of shares	229,624,311	227,630,080	228,237,047
Average number of diluted shares	230,351,897	230,880,456	232,806,853

¹ As at 31 March 2016 the total issued shares was 230,126,200. Of these 465,896 shares are held by the Group as a result of previous repurchase programmes. 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)

SPORTS BETTING BY REGION	2016	2015	2015	2015	2015	2015	2014
	Q1	Q4	Q3	Q2	Q1	FY	FY
Gross winnings revenue							
Nordics	18.3	16.4	15.1	13.5	13.2	58.2	53.5
Western Europe	29.0	27.7	19.7	16.9	17.6	81.9	65.5
Central, Eastern and Southern Europe	4.8	4.4	2.7	2.2	2.8	12.1	9.9
Other	2.0	2.5	2.3	2.3	1.9	9.0	4.8
Total	54.1	51.0	39.8	34.9	35.5	161.2	133.7

Quarterly Year-on-Year & Year-on-Year growth %							
Nordics	39%	27%	-1%	11%	1%	9%	16%
Western Europe	65%	94%	4%	4%	9%	25%	61%
Central, Eastern and Southern Europe	71%	144%	4%	-15%	-3%	22%	9%
Other	5%	39%	77%	156%	138%	88%	-13%
Total	52%	66%	4%	9%	8%	21%	31%

OTHER PRODUCTS - CASINO, POKER, & OTHER GAMES BY REGION	2016	2015	2015	2015	2015	2015	2014
	Q1	Q4	Q3	Q2	Q1	FY	FY
Gross winnings revenue							
Nordics	35.9	32.2	25.6	23.1	21.2	102.1	97.4
Western Europe	25.0	22.6	16.4	17.9	15.5	72.4	59.1
Central, Eastern and Southern Europe	6.8	5.3	3.7	4.1	3.6	16.7	16.9
Other	0.6	0.3	0.6	0.5	0.3	1.7	4.9
Total	68.3	60.4	46.3	45.6	40.6	192.9	178.3

Quarterly Year-on-Year & Year-on-Year growth %							
Nordics	69%	26%	10%	-7%	-11%	5%	-1%
Western Europe	61%	37%	10%	24%	17%	23%	31%
Central, Eastern and Southern Europe	89%	13%	-5%	0%	-14%	-1%	2%
Other	100%	-40%	100%	-74%	-86%	-65%	-20%
Total	68%	28%	9%	1%	-7%	8%	7%

TOTAL BY REGION	2016	2015	2015	2015	2015	2015	2014
	Q1	Q4	Q3	Q2	Q1	FY	FY
Gross winnings revenue							
Nordics	54.2	48.6	40.7	36.6	34.4	160.3	150.9
Western Europe	54.0	50.3	36.1	34.8	33.1	154.3	124.6
Central, Eastern and Southern Europe	11.6	9.7	6.4	6.3	6.4	28.8	26.8
Other	2.6	2.8	2.9	2.8	2.2	10.7	9.7
Total	122.4	111.4	86.1	80.5	76.1	354.1	312.0

Share of total %							
Nordics	44%	43%	47%	45%	45%	45%	48%
Western Europe	44%	45%	42%	43%	44%	44%	40%
Central, Eastern and Southern Europe	10%	9%	8%	8%	8%	8%	9%
Other	2%	3%	3%	4%	3%	3%	3%

Quarterly Year-on-Year & Year-on-Year growth %							
Nordics	58%	27%	6%	-1%	-7%	6%	4%
Western Europe	63%	63%	7%	14%	13%	24%	45%
Central, Eastern and Southern Europe	81%	49%	-2%	-6%	-10%	7%	4%
Other	18%	22%	81%	0%	-27%	10%	-16%
Total	61%	43%	7%	4%	-1%	13%	16%

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	2016	2015	2015	2015	2015	2015	2014
	Q1	Q4	Q3	Q2	Q1	FY	FY
Gross winnings revenue							
Sports Betting	54.1	51.0	39.8	34.9	35.5	161.2	133.7
Casino & Games	61.3	53.8	42.3	40.6	34.9	171.6	149.8
Poker	3.2	2.2	1.3	1.9	2.2	7.6	8.4
Other	3.8	4.4	2.7	3.1	3.5	13.7	20.1
Total	122.4	111.4	86.1	80.5	76.1	354.1	312.0
Share of total %							
Sports Betting	44%	46%	46%	43%	47%	46%	43%
Casino & Games	50%	48%	49%	50%	46%	48%	48%
Poker	3%	2%	2%	3%	3%	2%	3%
Other	3%	4%	3%	4%	4%	4%	6%
Quarterly Year-on-Year & Year-on-Year growth %							
Sports Betting	52%	66%	4%	9%	8%	21%	31%
Casino & Games	76%	34%	15%	8%	-1%	15%	14%
Poker	45%	-4%	-35%	12%	-8%	-10%	-38%
Other	9%	-6%	-23%	-48%	-41%	-32%	-5%

Sports Betting gross margins
(GBP 'm)

	2016	2015	2015	2015	2015	2015	2014
	Q1	Q4	Q3	Q2	Q1	FY	FY
Sports Betting Stakes	845.1	734.0	513.8	517.6	483.5	2,248.9	1,744.9
<i>Sports Betting Gross winnings revenue:</i>							
Live Betting	33.8	28.9	23.1	21.5	21.6	95.1	68.0
<i>Live Betting Margin %</i>	6.3%	6.6%	6.5%	6.0%	6.8%	6.5%	6.0%
<i>Live Betting Share %</i>	52.2%	46.9%	50.9%	53.2%	52.4%	50.4%	45.2%
Pre-game Betting	31.0	32.7	22.3	18.9	19.6	93.5	82.6
<i>Pre-game Betting Margin %</i>	10.1%	11.1%	14.3%	11.8%	11.8%	12.0%	13.4%
<i>Pre-game Betting Share %</i>	47.8%	53.1%	49.1%	46.8%	47.6%	49.6%	54.8%
Total before Free Bets	64.8	61.6	45.4	40.4	41.2	188.6	150.6
<i>Sports Betting margin % (before FB)</i>	7.7%	8.4%	8.8%	7.8%	8.5%	8.4%	8.6%
Free Bets	-10.7	-10.6	-5.6	-5.5	-5.7	-27.4	-16.9
Total after Free Bets	54.1	51.0	39.8	34.9	35.5	161.2	133.7
<i>Sports Betting margin % (after FB)</i>	6.4%	6.9%	7.7%	6.7%	7.3%	7.2%	7.7%