



Unibet Group plc
Year end report January - December 2009 (unaudited)

- **Gross Winnings Revenue** amounted to GBP 42.1 (34.9) million for the fourth quarter of 2009 and GBP 138.3 (123.4) million for the full year 2009.
- **Profit from operations** amounted to GBP 11.0 (12.8) million for the fourth quarter of 2009 and GBP 32.8 (36.5) million for the full year 2009.
- **Result before tax** for the fourth quarter of 2009 amounted to GBP 8.7 (-0.3) million. Profit before tax for full year 2009 amounted to GBP 28.9 (11.1) million.
- **Result after tax** for the fourth quarter of 2009 amounted to GBP 8.4 (-0.9) million. Profit after tax for the full year 2009 amounted to GBP 26.8 (8.8) million.
- **Result per share** was GBP 0.301 (-0.032) for the fourth quarter of 2009 and GBP 0.957 (0.314) for the full year 2009.
- **Operating cash flow before movements in working capital** amounted to GBP 13.3 (15.3) million for the fourth quarter 2009 and GBP 42.7 (46.8) million for the full year 2009.
- **Number of active customers** at the end of the quarter was 365,865 (292,168).
- **The Board of Directors proposes a dividend of GBP 0.71 (0.23) per share/SDR, which is approximately SEK 8.06 (2.75) per share/SDR and amounts to a proposed distribution to shareholders of GBP 20.0 (6.4) million.**
- **AGM to be held on 6 May, 2010, in Stockholm.**

“All time high in active customers and Sportsbook gross winnings revenue”

"Another all time high in active customers and in gross winnings revenue in the Sportsbook together with a high gross winnings margin resulted in a strong fourth quarter for 2009."

"During the first six weeks of 2010 we see a good growth in the business with live betting as an important driving force."

"Another important step for Unibet has been the decision to participate in the global Sportsbook B2B market and offer our proprietary Sportsbook and risk management services to external customers. Unibet have been awarded the prestigious European Sports-betting operator of the year by eGaming Review, in three out of the last four years which gives Unibet a unique position and a strong credibility in this large opportunity market."

"During the fourth quarter we made an early redemption of the EUR bond and expect to save between 4 and 5 million EUR in finance cost during the facility's duration compared to holding the bond to maturity. This saving includes early redemption costs of GBP 1.2 million that has been charged to the consolidated income statement in the fourth quarter of 2009," says Petter Nylander, CEO of Unibet.

Today, Wednesday 17 February 2010, Unibet's CEO Petter Nylander and CFO 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: 4157744
Please call in, well in advance and register.

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

SUMMARY TABLE Q4 AND FULL YEAR

This table is unaudited

GBP	Q4		Full Year	
	2009 GBPm	2008 GBPm	2009 GBPm	2008 GBPm
Gross Winnings Revenue	42.1	34.9	138.3	123.4
EBITDA ¹	13.2	15.2	41.9	46.3
Result before tax	8.7	-0.3	28.9	11.1
Result after tax	8.4	-0.9	26.8	8.8
Net cash ²	-9.9	28.1	-9.9	28.1
Bank debt	21.4	0.0	21.4	0.0
Bond liability	0.0	65.9	0.0	65.9
	GBP	GBP	GBP	GBP
EBITDA ¹ per share	0.471	0.543	1.498	1.657
Earnings per share	0.301	-0.032	0.957	0.314
Net cash ² per share	-0.352	0.994	-0.352	0.994

SEK	Q4		Full Year	
	2009 SEKm	2008 SEKm	2009 SEKm	2008 SEKm
Gross Winnings Revenue	481.4	426.0	1,649.7	1,491.6
EBITDA ¹	150.9	185.2	499.6	559.3
Result before tax	100.1	-3.6	344.5	133.9
Result after tax	96.5	-11.1	319.2	106.0
Net cash ²	-114.8	320.4	-114.8	320.4
Bank debt	247.1	0.0	247.1	0.0
Bond liability	0.0	752.4	0.0	752.4
	SEK	SEK	SEK	SEK
EBITDA ¹ per share	5.39	6.63	17.87	20.22
Earnings per share	3.45	-0.40	11.42	3.83
Net cash ² per share	-4.06	11.34	-4.06	11.34

	No.	No.	No.	No.
Active customers	365,865	292,168		
Registered customers			4,149,668	3,142,751

Currency rate Q4 09 average: 1GBP = 11.443 SEK, FY 09: 1GBP = 11.927, FY 08 = 12.083; 31 Dec 09 = 11.544

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 and amortisation

² Net cash = Total cash at period end less customer balances and bank loans

Unibet Group plc

Significant events during the fourth quarter of 2009

In the exercise window ending on 15 November 2009, under the rules of Unibet's option schemes no. 14 and 15 for senior executives, 98,176 share options were exercised. Of these options 16,946 options were exercised by issuing new ordinary shares and 81,230 options were exercised using SDRs from Unibet's Share buyback programme initiated in 2007.

On 18 November 2009 Unibet Group plc signed an agreement with a leading international bank for a 12 month Revolving Credit Facility with a maximum value of EUR 24,000,000.

On 30 November 2009 Unibet was awarded two prizes at the prestigious eGaming Annual Awards ceremony organised by the international gaming magazine eGaming Review. For the third time in four years Unibet was awarded "European sports-betting operator of the Year". The second award was the "European Live Gaming Operator" which Unibet was awarded due to the popularity and success it has achieved.

On 11 December 2009, Unibet Group plc bond loan 1 was de-listed from NASDAQ OMX Nordic Exchange in Stockholm's Retail Bond List.

On 22 December 2009 Unibet Group plc repaid the outstanding amount of EUR 65.8 million of the original EUR 100,000,000 9.70% Bonds 2007/2010, a year ahead of the original maturity, in accordance with Condition 9 of the terms and conditions for the Bond.

Significant events after the period end

On 17 February 2010, Unibet signed a contract with the Ålandic gaming company, Paf, for the provision of full Sportsbook B2B. The scope of the services includes fixed odds and live betting including full risk management. Paf will also become a customer in the fast growing sports betting pools products SuperToto and SuperScore offered by Unibet.

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. There is a vast range of sporting opportunities to bet on around the globe, covering the biggest international events to more localised competitions. Unibet strive to differentiate its offer and provide a wide product that suits everyone. One example of this is that Unibet provided over 400 "Fortune Teller" bets in December, where the customers could bet on what will or will not happen in the sporting/entertainment/business world during 2010. Bets are placed online through the website and mobile phones.

The fourth quarter saw the highest gross winnings revenue ever in the sportsbook together with one of the highest gross winning margins. This was due to a trend of a lot of non-favourites winning over favourites on a regular basis throughout the top European Football Leagues and other International matches. Livebetting continued to grow rapidly, with a turnover increase of 64 per cent compared with the same quarter last year.

Unibet continued to strive towards providing a full-packed entertainment product to its customers, and in the fourth quarter streamed over 1,250 live events/matches. The range of streaming content is constantly growing, and events such as Masters Tennis, Serie A, Primera Liga, International Football, Table Tennis, Basketball as well as major Snooker & Darts action are all available to watch for free in the Live Betting client throughout the week. Also, the fourth quarter saw an increased popularity of Mobile betting, especially through the recently launched mobile betting tailored for the iPhone.

Unibet was acknowledged for its achievements by the gaming industry by winning the prestigious title "European Sports-betting operator of the Year 2009", for the third time in four years at the eGaming Award ceremony.

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 also refer to page 5.

Non-sports betting

Unibet's non-sports betting consists 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 20,000. Four new games were released during the fourth quarter 2009, including two varieties of Blackjack games and two new Video Slots.

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.

Unibet's Live Casino offers two Unibet branded Blackjack tables, Roulette and Baccarat. The Live Casino is the closest you can get to a real brick and mortar casino online, with real dealers spinning the roulette wheel and dealing the cards. Due to its popularity and success with the players, it was handed the 'European Live Gaming Operator' trophy at the prestigious eGaming Awards in November - the industries very own annual 'Oscars'.

Unibet Games includes a wide range of entertainment games with many themes. The games are a softer version of the casino and are derived from the popularity of lottery and keno-based games, virtual sports and hi/lo games. A number of the games are also offered under the Maria brand. Unibet games launched a number of games this quarter including the ever popular Bejeweled. There are now almost 50 games in this lobby on Unibet

Unibet Poker continued to face challenging conditions in some markets during the fourth quarter 2009. At the same time Unibet Open continued to build on its reputation as the most exciting poker tour in Europe, gaining extremely favourable press in major poker magazines and other media. This was also supported by successful local marketing initiatives, such as the Swedish and Finnish Poker Championships.

Unibet also offers, under the female brand 'Maria', Maria Bingo, Maria Casino, Maria Games and Maria Poker in 23 languages. With the Maria suite of products Unibet aims to take a leading position within the female gambling segment, targeting women seeking everyday moneytainment and a sense of belonging, escapism and excitement online.

Financial review

The financial information has been presented in accordance with International Financial Reporting Standards and IFRIC interpretations as adopted by the European Union. The accounting policies remain unchanged from the last published results for the year ended 31 December 2008 with the exception of adopting IAS 1 (revised) and IFRS 8. The adoption of these standards has affected presentational items only.

Gross Winnings Revenue

Gross winnings revenue on sports betting represents the net receipt of bets and payouts within the consolidated entity 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 20.3 (13.9) million for the fourth quarter of 2009. For the full year 2009, gross winnings revenue for sports betting, before Free Bets, amounted to GBP 57.0 (45.9) million.

Gross winnings for non-sports betting amounted to GBP 23.3 (22.3) million for the fourth quarter of 2009. For the full year 2009, gross winnings revenue for non-sports betting amounted to GBP 87.2 (82.3) million.

Of the non-sports betting gross winnings in the fourth quarter, poker represents circa 28 per cent and casino circa 58 per cent.

**Gross Winnings Revenue by market and business segment
(based on country of residence of customer)
GBP thousand**

	Q4 2009			Full Year 2009			Q4 2008			Full Year 2008		
	Sports Betting	Non-Sports Betting	Total	Sports Betting	Non-Sports Betting	Total	Sports Betting	Non-Sports Betting	Total	Sports Betting	Non-Sports Betting	Total
Nordics	7,798	11,915	19,713	21,425	44,893	66,318	5,724	11,894	17,618	21,114	46,332	67,446
Western Europe	9,601	7,923	17,524	26,448	29,976	56,424	5,901	7,808	13,709	19,177	26,565	45,742
Central, Eastern and Southern Europe	2,400	3,229	5,629	8,469	11,474	19,943	2,328	2,002	4,330	6,262	8,030	14,292
Other	497	261	758	676	809	1,485	-17	598	581	-639	1,366	727
Total before Free Bets	20,296	23,328	43,624	57,018	87,152	144,170	13,936	22,302	36,238	45,914	82,293	128,207
Free Bets	-1,557	0	-1,557	-5,852	0	-5,852	-1,333	0	-1,333	-4,762	0	-4,762
Total after Free Bets	18,739	23,328	42,067	51,166	87,152	138,318	12,603	22,302	34,905	41,152	82,293	123,445

Free Bets are bonuses in connection with customer acquisition.

Gross margin on sports betting

The gross margin for sports betting excluding live betting and before Free Bets for the fourth quarter 2009 was 11.9 (10.6) per cent.

The gross margin for total sports betting for the fourth quarter 2009 before Free Bets was 8.4 (7.7) per cent. The gross margin for total sports betting for the fourth quarter 2009 after Free Bets was 7.7 (7.0) per cent.

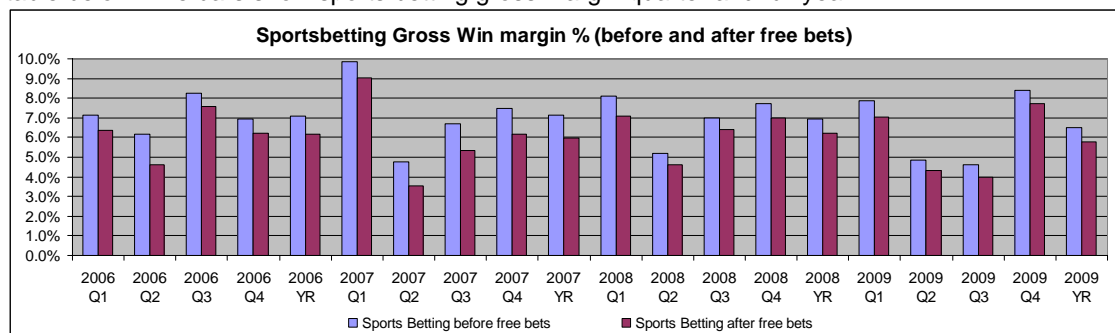
Live betting is continuously growing and accounted for 27.8 (23.9) per cent of gross winnings revenue on sports betting, excluding Free Bets, in the fourth quarter of 2009.

**Sports betting gross margin
GBP thousand**

	Q4 2009			Full Year 2009			Q4 2008			Full Year 2008		
	Sports Betting	Gross Margin %	Share %	Sports Betting	Gross Margin %	Share %	Sports Betting	Gross Margin %	Share %	Sports Betting	Gross Margin %	Share %
Live Betting	5,643	4.7%	27.8%	16,621	3.8%	29.2%	3,330	4.2%	23.9%	8,926	3.4%	19.4%
Other Betting	14,653	11.9%	72.2%	40,397	9.0%	70.8%	10,606	10.6%	76.1%	36,988	9.2%	80.6%
Total	20,296	8.4%	100.0%	57,018	6.5%	100.0%	13,936	7.7%	100.0%	45,914	6.9%	100.0%
Free Bets	-1,557			-5,852			-1,333			-4,762		
Total net Free Bets	18,739	7.7%		51,166	5.8%		12,603	7.0%		41,152	6.2%	

Free Bets are bonuses in connection with customer acquisition.

Sports betting gross margins can vary 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 sports betting gross margin quarter and full year.



Customers

At 31 December 2009 the number of active customers amounted to a total of 365,865 (292,168) compared with 329,721 at 30 September 2009. The increase in active customers shows a 25 per cent

growth year on year and 11 per cent growth compared to the third quarter 2009. 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 million 4.1 (3.1 million) at 31 December 2009, whilst at 30 September 2009, over 3.8 million customers were registered.

Cost of sales

Cost of sales covers betting duties, revenue share and affiliate programs.

Gross profit

Gross profit for the fourth quarter 2009 increased to GBP 36.7 (32.9) million. Gross profit for the full year 2009 increased to GBP 120.7 (112.4) 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 fourth quarter of 2009, ongoing operating costs were GBP 25.6 (20.0) million and during the full year 2009 GBP 87.9 (75.9) million.

Of the operating costs in the fourth quarter, GBP 11.5 (6.0) million were marketing costs and GBP 6.1 (5.9) million were salaries. Operating costs in the fourth quarter included a loss of GBP 0.6 (loss of 0.4) million in respect of foreign exchange on operating items. During the full year 2009 marketing expenses were GBP 36.6 (24.2) million, and salaries were GBP 21.9 (18.9) million.

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

Rate to GBP	30-Sep-09	31-Dec-09	Q4 Delta
SEK	11.253	11.544	2.6%
NOK	9.304	9.346	0.5%
EUR	1.100	1.126	2.4%
DKK	8.187	8.379	2.3%

Profit from operations

Profit from operations for the fourth quarter of 2009 was GBP 11.0 (12.8) million. Profit from operations for the full year 2009 was GBP 32.8 (36.5) million. Earnings before interest, tax and depreciation and amortisation (EBITDA) for the fourth quarter of 2009 was GBP 13.2 (15.2) million and for the full year 2009 EBITDA was GBP 41.9 (46.3) million.

Capitalised development expenditure

In the fourth quarter of 2009, expenditure of GBP 0.9 (1.1) million has been capitalised, before amortisation, bringing the full year 2009 total to GBP 2.6 (4.8) million.

Finance cost

Finance costs for the fourth quarter 2009 were 2.3 (13.9) million. Finance costs for the full year 2009 were 4.3 (27.0) million.

As a result of the movement of the EUR against GBP, the finance cost for the fourth quarter 2009 includes an exchange gain of GBP 0.6 (loss 11.8) million on the bond. The exchange gain on the bond for the full year 2009 amounts to GBP 3.5 (loss 17.9) million.

Profit before tax

Result before tax for the fourth quarter 2009 was GBP 8.7 (-0.3) million. Profit before tax for the full year 2009 was GBP 28.9 (11.1) million.

Profit after tax

Result after tax for the fourth quarter 2009 was GBP 8.4 (-0.9) million. Profit after tax for the full year 2009 was GBP 26.8 (8.8) million.

Financial position and cash flow

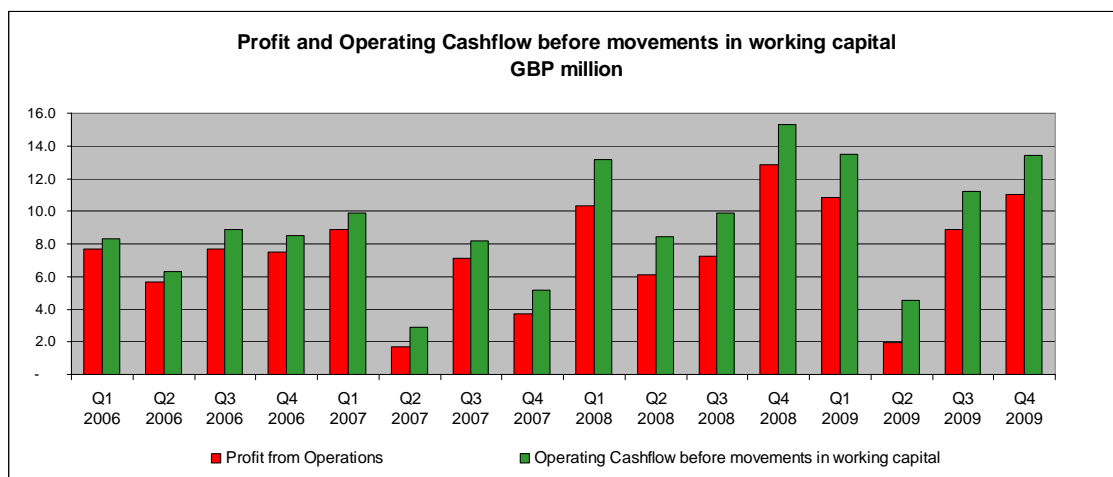
The gross cash in hand position at the end of the fourth quarter 2009 stood at GBP 39.8 (53.4) million while at the beginning of the quarter it was GBP 58.2 (42.3) million. This is before deducting GBP 21.4 (65.9) million for borrowings.

In November 2009 Unibet signed a revolving credit facility with a maximum value of EUR 24 million with a leading international bank. In December 2009, the full EUR 24.0 million facility was utilised in connection with the early redemption of the bond. The bond had a nominal value of EUR 100 million, was denominated in EUR and bore interest at a fixed rate of 9.7 per cent per annum, which was payable annually in arrears. The bond's original maturity was on 21 December 2010. On 22 December 2009 Unibet redeemed the outstanding balance of the bond of EUR 65.8 million in full. Unibet was in full compliance with the terms of the outstanding bank facility between the date of signature of the facility and the date of this report.

Through this early redemption of the Bond, Unibet expects to save EUR 4-5 million in finance costs compared to holding the Bonds to their original maturity in December 2010. This saving includes early redemption costs of GBP 1.2 million in the fourth quarter of 2009.

The movements in the tax balances in the consolidated balance sheet are influenced by the timing of dividend payments within the group.

The operating cash flow before movements in working capital amounted to GBP 13.3 (15.3) million for the fourth quarter 2009 and GBP 42.7 (46.8) million for the full year 2009. The net cash outflow for the fourth quarter was GBP -17.7 (4.9 inflow) million including receipt of a GBP 9.4 (4.7) million tax refund. In the fourth quarter 2009 GBP 26.4 (25.0) million cash was generated from operating activities. 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 20-21 and pages 24-25 of the Annual Report for the year ended 31 December 2008, available from www.unibetgroupplc.com.

Option Scheme

In the exercise window ending on 15 November 2009, under the rules of Unibet's option schemes no. 14 and 15 for senior executives, 98,176 share options were exercised. Of these options 16,946 options were exercised by issuing 16,946 new ordinary shares with a par value of GBP 0.005, and in

connection with this exercise, Unibet has received GBP 0.2 million which has, in full, been taken to equity. The remaining 81,230 options were exercised using SDRs from Unibet's Share buy back programme initiated in 2007. In connection with this exercise, Unibet has received GBP 1.0 million, which has, in full, been taken to equity.

Following this exercise, the total amount of shares outstanding in Unibet Group plc is 28,258,038 ordinary shares with a par value of GBP 0.005. Of the total outstanding shares, 216,670 from the Share buy back programme initiated in 2007 continue to be held by Unibet as a deduction to equity.

Employees

Unibet had 465 (412) employees equivalent to 429 (382) full time employees at 31 December 2009 compared to 457 equivalent to 419 full time employees at 30 September 2009.

Dividend

The Board of Directors proposes a dividend of GBP 0.71 (0.23) per share/SDR, which is approximately SEK 8.06 (2.75) with the exchange rate 11.35 GBP/SEK at 16 February 2010 per ordinary share, to be paid to holders of ordinary shares and SDRs. If decided by the AGM, the dividend is expected to be distributed on 17 May 2010 and amounts to a total of GBP 20.0 (6.4) million which is approximately 75 per cent of net profit after tax.

No dividend will be paid on the shares/SDRs held by the company as a result of the share buy back programme.

AGM

The Annual General Meeting of Unibet Group plc 2010 will be held on Thursday 6 May 2010 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 Monday 1 March 2010 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, and Åsa Nisell from Swedbank Robur, Johan Ståhl from Lannebo Fonder, Peter Lindell and Daniel Johannesson. 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.

Annual Report

Unibet Group plc's Annual Report for the 2009 financial year will be available on the website www.unibetgroupplc.com as from 29 March 2010. The 2008 figures in this report have been extracted from the 2008 audited consolidated financial statements.

Forthcoming financial reporting timetable

Interim Report January – March 2010	5 May 2010
Interim Report January – June 2010	11 August 2010
Interim Report January – September 2010	3 November 2010

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 the significant risks and uncertainties facing the Group.

Malta, 17 February 2010

Petter Nylander
CEO

For further information please contact:

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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 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 4.1 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 certified by G4, Global Gaming Guidance Group. In December 2007, Unibet acquired Maria Holdings (www.mariabingo.com), the largest online bingo operator in the Nordic market and in April 2009 Scandinavia's largest trotting community, Travnet.

More information about Unibet Group plc can be found on www.unibetgroupplc.com

CONSOLIDATED INCOME STATEMENT
GBP 000

	Unaudited Q4 2009	Unaudited Q4 2008	Unaudited Full Year 2009	Audited Full Year 2008
Gross Winnings Revenue	42,067	34,905	138,318	123,445
Cost of Sales	-5,399	-2,014	-17,641	-11,040
Gross profit	36,668	32,891	120,677	112,405
Marketing costs	-11,481	-6,013	-36,637	-24,153
Administrative expenses	-14,138	-14,036	-51,289	-51,751
PROFIT FROM OPERATIONS	11,049	12,842	32,751	36,501
Finance costs arising on bond repurchase	-1,197	-371	-1,353	-1,321
Other finance costs	-1,094	-13,561	-2,984	-25,725
Total finance costs	-2,291	-13,932	-4,337	-27,046
Interest received	3	795	480	1,625
(Loss)/ profit from Associate	-12	4	-12	4
Profit/ (loss) before tax	8,749	-291	28,882	11,084
Income tax expense	-320	-616	-2,116	-2,313
PROFIT/ (LOSS) AFTER TAX	8,429	-907	26,766	8,771
Earnings/ (loss) per share (GBP)	0.301	-0.032	0.957	0.314
Weighted average number of ordinary shares for the purposes of calculating basic earnings per share	27,992,280	27,943,192	27,955,464	27,943,192
Fully diluted earnings/ (loss) per share (GBP)	0.300	-0.032	0.956	0.312
Weighted average number of ordinary shares for the purposes of calculating diluted earnings per share	28,092,574	27,943,192	27,989,238	28,091,206
Non-statutory analysis of Gross Winning Revenue				
Sports Betting Stakes	242,259	180,077	882,706	660,913
Sports Betting Income	20,296	13,936	57,018	45,914
<i>Sports Betting margin %</i>	8.4%	7.7%	6.5%	6.9%
Free Bets	-1,557	-1,333	-5,852	-4,762
Sports Betting Income after free bets	18,739	12,603	51,166	41,152
<i>Sports Betting margin %</i>	7.7%	7.0%	5.8%	6.2%
Non Sports Betting after bonuses	23,328	22,302	87,152	82,293
Gross Winnings Revenue	42,067	34,905	138,318	123,445

CONSOLIDATED BALANCE SHEET	Unaudited	Audited
GBP 000	31 Dec	31 Dec
ASSETS	2009	2008
Non-current assets		
Goodwill	122,369	123,165
Other intangible assets	26,597	31,570
Investment in associate	-	119
Property, plant and equipment	2,952	3,993
Deferred tax assets	169	6,226
	<u>152,087</u>	<u>165,073</u>
Current assets		
Trade and other receivables	9,538	8,927
Taxation recoverable	11,327	-
Cash and cash equivalents	39,764	53,383
	<u>60,629</u>	<u>62,310</u>
TOTAL ASSETS	<u><u>212,716</u></u>	<u><u>227,383</u></u>
EQUITY AND LIABILITIES		
Capital and reserves		
Share capital	141	141
Share premium	74,044	73,838
Translation reserve	9,921	10,057
Other reserves	-42,889	-42,889
Profit and loss account	81,517	59,531
TOTAL EQUITY	<u><u>122,734</u></u>	<u><u>100,678</u></u>
Non-current liabilities		
Deferred tax liabilities	2,048	3,677
Borrowings	-	65,926
	<u>2,048</u>	<u>69,603</u>
Current liabilities		
Borrowings	21,403	-
Trade and other payables	24,205	24,717
Customer Balances	28,305	25,309
Tax liabilities	14,021	7,076
	<u>87,934</u>	<u>57,102</u>
TOTAL EQUITY AND LIABILITIES	<u><u>212,716</u></u>	<u><u>227,383</u></u>

STATEMENT OF CHANGES IN EQUITY
GBP '000

	Unaudited Q4 2009	Unaudited Q4 2008	Unaudited Full Year 2009	Audited Full Year 2008
Opening balance	111,864	91,868	100,678	95,566
Dividend paid	-	-	-6,427	-13,972
Translation adjustment	1,076	9,717	-136	9,909
Disposal of buy-back shares	988	-	988	-
Exercise of share options	206	-	206	-
Share Options - value of employee services	171	-	659	404
Profit/ (loss) for the period	8,429	-907	26,766	8,771
Closing balance	122,734	100,678	122,734	100,678

STATEMENT OF COMPREHENSIVE INCOME
GBP '000

	Unaudited Q4 2009	Unaudited Q4 2008	Unaudited Full Year 2009	Audited Full Year 2008
Profit/ (loss) for the period	8,429	-907	26,766	8,771
Other comprehensive income				
Translation adjustment (as above)	1,076	9,717	-136	9,909
COMPREHENSIVE INCOME	9,505	8,810	26,630	18,680

Profit and comprehensive income are wholly attributable to the owners of the company.

The translation adjustment relates primarily to foreign currency retranslation of goodwill and acquired intangibles and the net investment in subsidiaries to the closing exchange rate for each period.

CONSOLIDATED CASHFLOW STATEMENT
GBP 000

	Unaudited Q4 2009	Unaudited Q4 2008	Unaudited Full Year 2009	Audited Full Year 2008
OPERATING ACTIVITIES				
Profit from operations	11,049	12,842	32,751	36,501
Adjustments for:				
Depreciation of property, plant and equipment	422	609	1,741	1,868
Amortisation of intangible assets	1,692	1,723	7,400	7,918
Loss on disposal of fixed assets	12	108	99	108
Share-based payment	171	-	659	404
Operating cashflows before movements in working capital	13,346	15,282	42,650	46,799
Decrease /(increase) in receivables	1,851	2,426	630	-1,519
Increase in payables	1,539	2,538	3,107	9,253
Cash generated from operations	16,736	20,246	46,387	54,533
Income taxes received /(paid)	9,417	4,731	-1,992	-1,197
NET CASH GENERATED FROM OPERATING ACTIVITIES	26,153	24,977	44,395	53,336
INVESTING ACTIVITIES				
Cash acquired upon acquisition	399	-	399	105
Cash paid for acquisition	-45	-3,623	-45	-3,623
Cash invested in associate	-	-	-	-34
Interest received	3	905	480	1,526
Interest paid	-6,064	-7,289	-6,132	-8,319
Purchases of property, plant and equipment	-216	-857	-837	-1,957
Development costs of intangible assets	-941	-1,141	-2,642	-4,816
NET CASH USED IN INVESTING ACTIVITIES	-6,864	-12,005	-8,777	-17,118
FINANCING ACTIVITIES				
Dividends paid	-	-	-6,427	-13,972
Proceeds of issue of new shares for share options	206	-	206	-
Disposal of buy back shares	988	-	988	-
Bond buy back	-59,783	-8,115	-64,266	-24,275
Proceeds from borrowings	21,602	-	21,602	-
Repayment of borrowings	-	-	-	-9,687
NET CASH (USED IN) FINANCING ACTIVITIES	-36,987	-8,115	-47,897	-47,934
NET (DECREASE)/INCREASE IN CASH AND CASH EQUIVALENTS	-17,698	4,858	-12,279	-11,716
CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD	58,236	42,276	53,383	56,047
Effect of foreign exchange rate changes	-774	6,249	-1,340	9,052
CASH AND CASH EQUIVALENTS AT END OF PERIOD	39,764	53,383	39,764	53,383

KEY RATIOS**This table is unaudited**

	Q4 2009	Q4 2008	Full Year 2009	Full Year 2008
Operating margin, % (Profit from operations/revenue for the period)	26.27%	36.79%	23.68%	29.57%
Return on total assets, % (Profit after tax/average of opening and closing assets for the period)	3.8%	-0.4%	12.2%	4.0%
Return on average equity, % (annualised) (EBIT/average of opening and closing equity for the period)	39.6%	52.4%	32.7%	37.2%
Equity/assets ratio, %	58%	45%	58%	45%
EBITDA margin, %	31%	43%	30%	37%
Net debt/EBITDA (rolling 12 months basis)	0.237	0.818	0.237	0.818
Employees at period end	465	412	465	412
Gross cash per share (GBP) (cash at end of period/number of shares at end of period)	1.407	1.890	1.407	1.890
Net cash less bond per share (GBP) (total cash at period end less customer liabilities and borrowings/number of shares at end of period)	-0.352	-1.340	-0.352	-1.340
Operating cashflow before movements in working capital per share (GBP)	0.477	0.545	1.526	1.673
Earnings/(loss) per share (GBP)	0.301	-0.032	0.957	0.314
Fully diluted earnings/(loss) per share (GBP)	0.300	-0.032	0.956	0.312
Number of shares at period end	28,258,038	28,241,092	28,258,038	28,241,092
Fully diluted number of shares at period end	28,322,407	28,241,092	28,322,407	28,241,092
Average number of shares	27,992,280	27,943,192	27,955,464	27,943,192
Average number of fully diluted shares	28,092,574	27,943,192	27,989,238	28,091,206

The total of 28,258,038 shares includes the balance of 216,670 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 2009, 81,230 of the shares originally bought by the company in 2007 were used in connection with the exercise of share options by employees.