



Press information

Malta, 7 March 2007

Unibet appoints Ragnar Hellenius as new CFO

Mr. Hellenius will join Unibet Group from 15 March 2007 and will formally take over as CFO from Ms. Susan Ball, with effect from 1 July 2007.

Ragnar Hellenius spent eight years as a senior management consultant with McKinsey & Co, working with merger and acquisitions, corporate strategy and business development. During the last year he has worked as principal at Booz Allen Hamiltons Corporate Finance and Private Equity practice.

After more than four years, Ms. Susan Ball has decided to step down from her position as CFO. Ms. Ball will remain part of the Group in an advisory capacity. Susan has seen the Group through its IPO listing in 2004, the acquisition of MrBookmaker in 2005 and most recently secured the new Group reorganisation to Malta.

Unibet owe a debt of gratitude to Ms. Ball for the invaluable contribution she has made to where the Group is today.

For more information:

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About Unibet

Unibet was founded in 1997 and is an online gambling company is listed on Stockholmsbörsen's Nordic List. Unibet is one of the largest privately-owned gambling operators in the European market and provides services in 20 languages through www.unibet.com. Today, Unibet has more than 1,500,000 customers in over 100 countries. Unibet is a member of the EBA, European Betting Association and is certified by G4, Global Gaming Guidance Group.

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