

Company figures for the first half year 2012 (1.1. to 30.6.2012):

- Gross gaming revenue (Hold) increased by 19.8% to EUR 42.11 million (H1 2011: EUR 35.16 million)
- Group result before taxes is EUR -3.34 million (H1 2011: EUR 3.97 million)
- Cash, cash equivalents and marketable securities amounted to EUR 29.30 million as at 30 June 2012 (31 March 2012: EUR 26.70 million)

Company figures for the second quarter of 2012 (1.4. to 30.6.2012):

- Gross gaming revenue (Hold) increased significantly by 24.5% to EUR 21.00 million year-over-year (Q2 2011: EUR 16.87 million)
- Group result before taxes is EUR -5.45 million (Q2 2011: EUR 0.07 million)

Betting and gaming turnover also increased significantly by 28.2%, or EUR 123.48 million to EUR 561.47 million in the 2nd quarter of 2012 (Q2 2011: EUR 437.99 million), in particular due to the European Football Championships in Poland and the Ukraine.

For the first half year 2012 seen as a whole, betting and gaming turnover are higher year-over-year by 25.9% with EUR 1,089.15 million (January to June 2011: EUR 865.18 million).

Gross gaming revenue (Hold), as the most important key figure in the eGaming market, at EUR 21.00 million in the 2nd quarter of 2012, increased by 24.5% compared to the 2nd quarter of 2011 (EUR 16.87 million) due to the major sporting event.

Cumulative gross gaming revenue (Hold) of the first two quarters of 2012 of EUR 42.11 million is significantly above that of the same period of the previous year with an increase of 19.8% (1st half year 2011: EUR 35.16 million). The significant growth of the past years also continued successfully in the first half of 2012.

Net gaming revenue (Hold minus Betting / Gaming Tax) improved in the 2nd quarter of 2012, rising from EUR 15.17 million in the 2nd quarter of 2011 by +27.8% to EUR 19.39 million.

For the first half year 2012 seen as a whole, net gaming revenue (Hold minus Betting / Gaming Tax) of EUR 38.24 million was generated, which is considerably above the previous year's comparative figures (H1 2011: EUR 31,43 million) and is equivalent to an increase of 21.7% or EUR 6.81 million.

Advertising expenses amounted to EUR 18.65 million in the 2nd quarter of 2012 (2nd quarter 2011: EUR 10.34 million). The comparability of the figures with the 2nd quarter of 2011 is limited particularly due to the above average volume of marketing activities (+80.4 %) in the run-up to the 2012 European Football Championships. According to our plans, the major sporting event of the year was also used successfully as an opportune time to acquire new customers throughout Europe. These marketing investments secure the sustainable growth of our customer base.

Cumulative advertising expenses for the first half year of 2012 were EUR 29.74 million compared to EUR 18.30 million in the first half of 2011. The intensive acquisition of new customers combined with the continuously developed reactivation of existing customers in financial year 2012 has contributed to further successfully consolidating the bet-at-home.com brand (in the meantime we now have notably more than 3 million customers).

Due to the considerable increase in advertising expenses, which will soon increase the earning capacity of the Group further, Group EBITDA in the 1st half year of 2012 was EUR -3.39 million (1st half year 2011: EUR 3.83 million) with Group EBITDA amounting to EUR -5.33 million in the 2nd quarter of 2012 (Q2 2011: EUR -0.01 million).

The Group financial result for the first two quarters of 2012 is EUR 0.35 million (1st half year 2011: EUR 0.41 million). The Group financial result for the 2nd quarter of 2012 is EUR 0.04 million (2nd quarter 2011: EUR 0.22 million).

Cash, cash equivalents and marketable securities amounted to EUR 29.30 million as at 30 June 2012 (30 June 2011: EUR 28.06 million). This represents an increase of 4.4% compared to 30 June of the previous year whereby corresponding reference is also made to current receivables in connection with a short-term loan of EUR 15.00 million granted to the main shareholder in the first quarter of 2012.

Group result before taxes in the 1st half year 2012 is EUR -3.34 million (H1 2011: EUR 3.97 million) whereby the Group result before taxes in the 2nd quarter 2012 amounted to EUR -5.45 million (Q2 2011: EUR 0.07 million).

The Group annual net loss for the 1st half year of 2012 is EUR -3.52 million (1st half year 2011: Group annual net income: EUR 2.49 million).

The Group equity as at 30 June 2012 is EUR 29.07 million (31 December 2011: EUR 32.59 million).



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The Group equity ratio as at 30 June 2012 is 49.92%. This decrease compared to the Group equity ratio as of 31 December 2011 (62.12%), besides the Group net loss for the year, is also due to the growth-related increase in the consolidated balance sheet total.

About bet-at-home.com

bet-at-home.com AG is part of the 'Betclic Everest Group', a prominent French enterprise in online gaming and sports betting. Through wholly owned subsidiaries the company holds online gambling licenses issued in Malta and Khanawake. With currently over 3 Mio. registered users from all European countries and listed on the Frankfurt and Vienna stock exchange, the renowned company is one of the most popular betting providers in Europe. bet-at-home.com AG has holdings in Germany, Austria and Malta.

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