

bet-at-home.com AG: Success continues in the 3rd quarter of 2012

Company figures for the first 3 quarters of 2012 (1.1. to 30.9.2012)

- Gross gaming revenue (Hold) increased by 16.9% to EUR 62.23 million (Q1 to Q3 2011: EUR 53.23 million)
- Group result before taxes is EUR -2.12 million (Q1 to Q3 2011: EUR 4.65 million)
- Cash, cash equivalents and marketable securities amounted to EUR 23.61 million as at 30 September 2012 (31 December 2011: EUR 40.12 million)

Company figures for the 3rd quarter of 2012

- Gross gaming revenue (Hold) rose by 11.3% to EUR 20.12 million (Q3 2011: EUR 18.07 million)
- Group result before taxes improved by 79.4% to EUR 1.22 million (Q3 2011: EUR 0.68 million)

Betting and gaming turnover also increased significantly by 8.7% to EUR 460.16 million in the 3rd quarter of 2012 (Q3 2011: EUR 423.25 million)

Taking the first 9 months of the financial year 2012 as a whole, betting and gaming turnover is up 20.3% year-over-year, with EUR 1,549.31 million (January to September 2011: EUR 1,288.43 million)

Gross gaming revenue (Hold), as the most important key figure in the eGaming market, increased from EUR 18.07 million in the 3rd quarter of 2011 to EUR 20.12 million in the 3rd quarter of 2012 (+11.3%)

Cumulative gross gaming revenue (Hold) for the first 3 quarters of 2012 is EUR 62.23 million and with an increase of EUR +9.00 million or +16.9% is significantly above the value for the same period in 2011 (EUR 53.23 million)

Net gaming revenue (Hold minus Betting / Gaming Tax) improved in the 3rd quarter of 2012, rising to EUR 16.88 million compared to EUR 16.43 million in the 3rd quarter of 2011, despite the introduction of a sports betting tax in Germany on 1 July 2012 (+2.7%)

Taking the first 9 months as a whole, net gaming revenue (Hold minus Betting / Gaming Tax) of EUR 55.12 million was generated, which is considerably higher than comparative figures from the previous year (Q1 to Q3 2011: EUR 47.86 million). This once again demonstrates the success of the measures taken to achieve customer acquisition and loyalty.

Advertising expenses amounted to EUR 10.12 million in the 3rd quarter of 2012 (3rd quarter of

2011: EUR 10.55 million). This confirms a significant increase in the efficiency of marketing activities, particularly as the gross gaming revenue increased by 11.3 % in the 3rd quarter of 2012 despite a reduction of -4.08% in marketing expenses in the same period (compared with Q3 2011).

In order to make optimum use of growth opportunities during the 2012 European Football Championships in Poland and the Ukraine, investments in marketing activities were intensified in the 2nd quarter of 2012 in particular. Cumulative advertising expenses for the first three quarters of 2012 thus rose by 38.2% or EUR 11.01 million to EUR 39.86 million (Q1 to Q3 2011: EUR 28.85 million). This also emphasises the clear commitment of the bet-at-home.com AG Group to maintaining its growth strategy.

The marketing activities undertaken included investments in the acquisition of new customers and the reactivation of existing customers which contributed to further consolidation of the bet-at-home.com brand. A combination of all these measures also led to another significant increase in our customer base. In the meantime, we now have over 3.1 million registered customers.

The Group EBITDA for the 3rd quarter of 2012 increased by 12% compared to the 3rd quarter of 2011 and amounts to EUR 1.03 million (Q3 2011: EUR 0.92 million)

The Group EBITDA for the first 3 quarters of 2012 is EUR -2.36 million (Group EBITDA for the first 3 quarters of 2011: EUR 4.75 million)

The Group financial result for the 3rd quarter of 2012 (EUR 0.34 million) shows a significant increase over the 3rd quarter of 2011 (Q3 2011: EUR -0.13 million)

The Group financial result for the first 3 quarters of 2012 also increased notably to EUR 0.69 million (Q1 to Q3 2011: EUR 0.28 million)

The Group result before taxes in the 3rd quarter of 2012 is EUR 1.22 million (Q3 2011: EUR 0.68 million). This represents a significant growth of 79.4% over the same period in 2011.

The cumulative Group result before taxes for the first nine months of the financial year 2012 is EUR -2.12 million (Q1 to Q3 2011: EUR 4.65 million)

The Group annual net income for the 3rd quarter of 2012 is EUR 1.07 million and is thus considerably higher on a year-over-year basis (Q3 2011: EUR 0.35 million)

The Group annual net loss for the first 3 quarters of 2012 is EUR -2.45 million (Group annual net income Q1 to Q3 2011: EUR 2.84 million)

As a result, the Group equity is EUR 30.14 million as at 30.9.2012 (31.12.2011: EUR 32.59 million)

The Group equity ratio as at 30.9.2012 is 54.57% (31.12.2011: 62.12%), whereby this slight decrease is due to the growth-related increase in the consolidated balance sheet total.

Cash, cash equivalents and marketable securities amounted to EUR 23.61 million as at 30.9.2012 (31.12.2011: EUR 40.12 million). Reference is also made in this context to two short-term loans which were granted to the main shareholder in the first and second quarters of 2012 for a total value of EUR 18.00 million.

About bet-at-home.com

The company has an online gaming licence issued from Malta owing to having wholly-owned companies. With more than 3.1 million registered customers from all over Europe at the current time, the company, which is listed on both the Frankfurt and Vienna Stock Exchanges, is one of the most popular providers of betting in Europe. There are offices of bet-at-home.com in Malta, Germany and Austria. The range of services provided on www.bet-at-home.com encompasses sports betting, casino games and poker.

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