

bet-at-home.com increases investor relations activities – initial analysis by Hauck & Aufhäuser

As part of increased investor relations activities, from the start of the new 2014 financial year bet-at-home.com will be expanding the research coverage of its share with an additional bank-independent research company based in Hamburg: Hauck & Aufhäuser.

As a subsidiary of one of Germany's oldest private banks, Hauck & Aufhäuser Institutional Research AG looks after listed small and medium-sized companies and has an excellent network of institutional investors in Germany, England, France, Switzerland and the USA. Share analysis is performed in Hamburg and currently deals with approximately 120 listed companies, with the focus on small and mid-cap companies.

In the initial analysis, the analysts have classified bet-at-home.com as a listed provider of online sports betting and online gaming, as "buy" and the upside target was calculated as EUR 52.

In its analysis under the title of "Raise your stakes", Hauck & Aufhäuser forecasts gross betting and gaming revenue of EUR 82.0 million for the 2013 financial year and EUR 87.8 million for the subsequent 2014 period. EBITDA is expected to amount to EUR 14.3 million in the 2013 financial year, and for 2014 it is estimated that EBITDA will amount to EUR 13.0 million.

The positive EBITDA expectations of the analysts are based on the anticipated continuation of the efficiency increases in marketing expenses which were commenced in 2013. In the absence of cyclical effects in the fourth quarter, it is expected that the trend in the first three quarters in 2013 will have continued, which is why the analysts expect further positive news for the publication of the annual figures for bet-at-home.com on 3 March 2014.

The listed provider of online sports betting and online gaming has been consolidating its presence on the European capital markets since September 2013. With Klaus Fahrnberger as the person in charge of investor relations, numerous international road shows have been held together with the company's managing board since then and increased contact with journalists and analysts has been sought.

The comprehensive initial analysis is available for download on the website www.bet-at-home.ag in the "Coverage" section.

About bet-at-home.com

The bet-at-home.com AG Group operates in the fields of online gaming and online sports betting. With 3.6 million registered customers, the company, which is listed on the Frankfurt and Vienna Stock Exchanges, is, together with its subsidiaries, one of the most successful gaming providers in Europe. The varied options offered on www.bet-at-home.com include sports bet-

ting, poker, casinos and games. bet-at-home.com has companies in Germany, Austria, Malta and Gibraltar. Currently, 240 employees contribute to the successful development of the Group. Via its Maltese companies, the Group holds licences for online sports betting and gaming. The licences entitled the company to organise and market online sports betting and online casinos respectively. Since 2009, bet-at-home.com AG has been a member of the Betclac Everest SAS Group, which is a leading French group operating in the online gaming and sports betting industry.

bet-at-home.com AG, Kronprinzenstraße 82-84, D-40217 Düsseldorf
ISIN: DE000A0DNAY5
WKN: A0DNAY

Contact

Klaus Fahrnberger
bet-at-home.com AG
+43 (0)676 / 840 988 248
ir@bet-at-home.com