

2010 Financial Results (1.1. until 31.12.2010):

- Gross Profit increased by 54.1% to EUR 66.15 million (2009: EUR 42.92 Mio.).
- Group results before taxes distinctly increased to EUR 11.16 million, EUR 3.2 per share (2009: EUR 2.80 million; EUR 0.8 per share).
- Significant increase of quick assets and liquidity from EUR 20.68 million as of 31.12.2009 to EUR 36.23 million (EUR 10.3 per share) as of 31.12.2010.

The betting and gaming turnover increased more than average in 2010 by 58.9% to EUR 1,476.19 million (2009: EUR 929.31 million), emphasizing the fact that after the major sport event of the year, the 2010 World Cup, a sustained increase of the betting and gaming turnover was achieved in the 4th quarter of 2010 to EUR 432.71 million (Q4 2009: EUR 320.19 million).

The gross profit (Hold) as the most important financial figure in the eGambling market has increased significantly from EUR 42.92 million in 2009 to EUR 66.15 million in 2010 (+ 54.12% or EUR 23.23 million).

The net gaming profit (Hold minus betting tax) in 2010 has improved by 54.69% to EUR 65.68 million (2009: EUR 42.46 million).

An increase in advertising expenditure from EUR 31.04 million in 2009 to EUR 36.66 million in 2010 (+ 18.11%) has led to a significant increase in the number of new customers and thus ensures a more successful future growth of the bet-at-home.com group. Meanwhile we have over 2.26 million registered users.

A large investment in the acquisition of new customers and the intensive efforts to reactivate existing customers via continuous and highly successful efficiency improvements in marketing activities has led to the strengthening of the bet-at-home.com brand and to the significant increase of the group's EBITDA to EUR 11.21 million in 2010 (2009: EUR 1.04 million).

The group's financial results for 2010 amounts to EUR 0.51 million, bearing in mind that the group's financial results for 2009 (EUR 2.20 million) cannot be directly compared due to the disposal of equity.



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The group's results before taxes for 2010 amount to EUR 11.16 million (2009: EUR 2.80 million).

The group's annual surplus for 2010 amounts to EUR 10.47 million (2009: EUR 2.65 million). The 2010 football world cup aided in the group's annual surplus of EUR 5.86 million in the 4th quarter of 2010 (Q4 2009: EUR 2.97 million) and thus enforcing a sustainable successful growth strategy.

As a result the group's high annual surplus in 2010, in terms of the group's equity has increased from EUR 17.52 million as of 31.12.2009 to EUR 27.99 as of 31.12.2010.

The group's equity ratio as of 31.12.2010 amounts to 60.0% (31.12.2009: 62.2%). The slight reduction occurred due to the growth-related increase of the group's total assets.

Quick assets and liquidity as of 31.12.2010 amount to EUR 36.23 million and EUR 10.3 per share (31.12.2009: EUR 20.68 million). This corresponds to 77.6% of the group's total assets (31.12.2009: 73.3% of the total assets).

The management board also expects a considerable growth in 2011. Continuous intensive marketing activities and further significant increase of new customers as well as a perennially and long term bonding of users with bet-at-home.com should result in an increase of gross profit of at least 30%.

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 and offers sports betting, casino, poker and games on www.bet-at-home.com. With currently over 2 million 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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