

bet-at-home.com AG: Company figures for the first half year 2013 (1/1 to 30/6/2013)

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- Gross gaming revenue (Hold) was EUR 41.49 million (H1 2012: EUR 42.11 million)
- Group result before taxes was EUR 7.39 million (H1 2012: EUR -3.34 million)
- Cash, cash equivalents and marketable securities amounted to EUR 25.80 million as at 30 June 2013 (31 December 2012: EUR 39.60 million)

Company figures for the second quarter of 2013:

- Gross gaming revenue (Hold) was EUR 18.80 million (Q2 2012: EUR 21.00 million)
- Group result before taxes was EUR 3.84 million (Q2 2012: EUR -5.45 million)

Betting and gaming turnover amounted to EUR 432.22 million in the second quarter of 2013 (Q2 2012: EUR 561.47 million).

For the first half year of 2013 seen as a whole, betting and gaming turnover amounted to EUR 909.70 million (January to June 2012: EUR 1,089.15 million). It must be mentioned that higher sales volumes could be generated in financial year 2012 due to the European Football Championship. In addition, unprofitable businesses were closed in the first half of 2013, which also led to a decline in turnover year-over-year. Furthermore, the introduction of the sports betting tax in Germany and the associated passing on of this tax at 5% of the respective bets to German customers resulted in lower turnover. The planned decrease in turnover and simultaneous increase in profitability underpins the goal of extensively increasing the profitability of the bet-at-home.com AG Group. Outstanding successes have already been achieved in the first half of 2013 in this regard.

Gross gaming revenue (Hold), as the most important key figure in the eGaming market, amounted to EUR 18.80 million in the second quarter of 2013 (Q2 2012: EUR 21.00 million).

The cumulative gross gaming revenue (Hold) of the first two quarters of 2013 of EUR 41.49 million is thus only marginally below that of the same period of 2012 with -1.5% (EUR 42.11 million).

Net gaming revenue (Hold minus betting / gaming tax) in the second quarter of 2013 amounted to EUR 16.50 million (Q2 2012: EUR 19.39 million).

Taking the first half year of 2013 as a whole, net gaming revenue (Hold minus betting / gaming tax) amounted to EUR 35.97 million (January to June 2012, cumulative: EUR 38.24 million). The sports betting tax introduced in Germany from July 2012 contributed significantly to this decline.

Advertising expenses amounted to EUR 6.63 million in the second quarter of 2013 (Q2 2012: EUR 18.65 million). This planned reduction in advertising expenses in a financial year without a major sporting event serves to further increase the profitability of the bet-at-home.com AG Group.

Cumulative advertising expenses for the first half year of 2013 were EUR 16.62 million, thus representing a considerable decrease of EUR 13.12 million compared to the 2012 figures for the same period (EUR 29.74 million). As a result, despite a reduction in the advertising expense of 44.1%, gross gaming revenue (Hold) remained almost at the same level as in the same period in the previous year. This once again highlights the success of the customer acquisition and loyalty measures taken, thus achieving a significant increase in efficiency.

The marketing measures taken include investments in new customer acquisition as well as in the reactivation of existing customers, which led to a further successful strengthening of the bet-at-home.com brand. The customer base was significantly expanded through a combination of all these measures. The bet-at-home.com AG Group currently has more than 3.4 million registered customers.

Group EBITDA for the second quarter of 2013 was significantly higher than for the second quarter of 2012 and amounted to EUR 3.80 million (Q2 2012: EUR -5.33 million).

Group EBITDA for the first six months of 2013 amounted to EUR 7.25 million (Group EBITDA January to June 2012: EUR -3.39 million).

The Group financial result for the second quarter of 2013 (EUR 0.20 million) improved considerably compared to the second quarter of 2012 (Q2 2012: EUR 0.04 million).

Likewise, the Group financial result for the first two quarters of 2013 increased to EUR 0.45 million (Q1 and Q2 2012: EUR 0.35 million).

The Group result before taxes continued to improve in Q2 2013 compared to Q2 2012 and amounted to EUR 3.84 million (Q2 2012: EUR -5.45 million).

Aggregated over the first half year of 2013, the Group result before taxes amounted to EUR 7.39 million (H1 2012: EUR -3.34 million).

The Group annual net income for Q2 2013 was EUR 2.46 million, thereby significantly above the figures of the same period in 2012 (Group annual net loss Q2 2012: EUR -4.95 million).

The Group annual net income for the first six months of 2013 amounted to EUR 4.79 million (Group annual net loss January to June 2012: EUR -3.52 million).

This resulted in Group equity in the amount of EUR 34.88 million as of 30/6/2013 (31/12/2012: EUR 34.29 million).

Despite a dividend distribution, the Group equity ratio increased slightly and amounted to 65.11% as of 30/6/2013 (31/12/2012: 64.16%).

Cash, cash equivalents and marketable securities amounted to EUR 25.80 million as of 30 June 2013 (31 December 2012: EUR 39.60 million) In this regard, reference is made to two short-term loans granted to the main shareholder amounting to a total of EUR 18.00 million in the first quarter of 2013, which will be repaid in December 2013.

About bet-at-home.com

bet-at-home.com AG group is an online gaming and sports betting company. With more than 3.4 million registered customers around the world and shares listed on the Frankfurt and Vienna stock exchanges, the company and its subsidiaries make up one of the most successful online bookmakers and online gaming provider in Europe. There are a diverse range of offers at www.bet-at-home.com, including sports betting, poker, casino and games. bet-at-home.com has group companies in Austria, Germany, Malta and Gibraltar. The successful development of the company can be attributed to its 250 employees.

The company holds licences from its base in Malta for online sports betting and gaming. The licences allow the company to provide online sports betting and online casinos. Since 2009 bet-at-home.com AG has been a member of the Betclix Everest SAS group, a leading French group specialising in online gambling and sports betting.

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