

Results for the Six Months Ended 30 June 2009



1 September 2009

Agenda

Gigi Levy

- Introduction

Aviad Kobrine

- Financial Review

Gigi Levy

- Operating Review
- Regulation

**Gigi Levy &
Aviad Kobrine**

- Summary and Q&A

Financial Review



Profit and loss account

| \$m | H1 2009 | H1 2008 | % Change |
|---|--------------|--------------|--------------|
| Total Revenue | 117.9 | 131.5 | |
| Other operating income | 0 | 3.8 | |
| Total Operating Income | 117.9 | 135.4 | (13%) |
| Operating expenses ¹ | 41.6 | 38.5 | |
| Research and development expenses | 11.9 | 14.0 | |
| Selling and marketing expenses | 35.3 | 43.5 | |
| Administrative expenses ² | 8.6 | 11.0 | |
| EBITDA² | 20.6 | 28.3 | (27%) |
| Depreciation & Amortization | (3.9) | (3.8) | |
| Interest , F/X, capital loss/gain | (1.7) | 1.8 | |
| Profit before tax³ | 14.9 | 26.3 | (43%) |
| Taxation | (1.7) | (2.2) | |
| Profit after tax³ | 13.2 | 24.1 | |
| Basic earnings per share³ | 3.6¢ | 7.1¢ | |

Interim Dividend 1.0¢ + 2.6¢ = 3.6¢

¹ Excluding depreciation & amortisation

² Excluding share benefit charges, exchange loss and capital loss

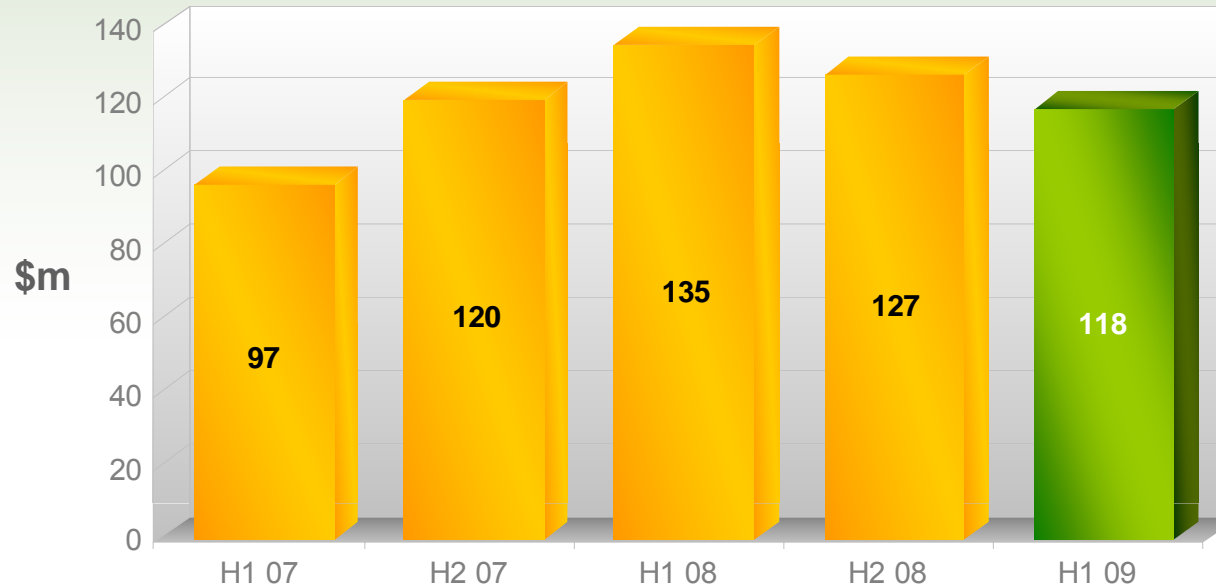
³ Excluding share benefit charges



Total Operating Income

- H1 2009 - Total Operating Income **\$118m** (H1 2008: \$135m), 13% decrease driven by F/X and economic downturn

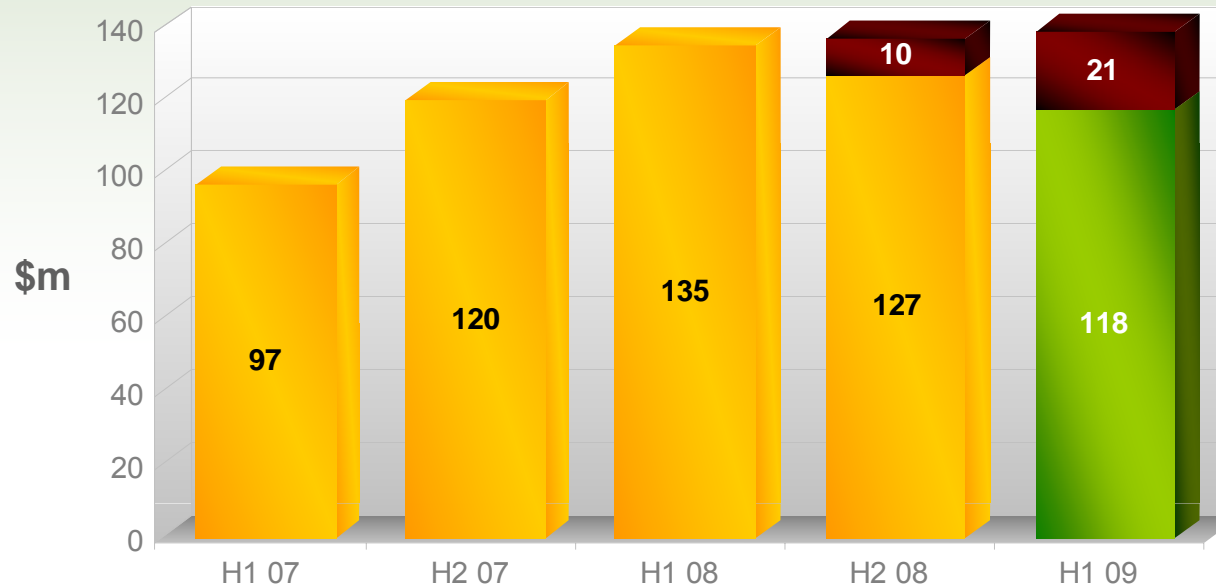
Total Operating Income 2007 – H1 2009



Total Operating Income

- Estimated FX impact over last 12 months

Total Operating Income 2007 – H1 2009



■ Estimated revenue loss due to FX rates change at Jan 08 F/X rates.
Assuming no change in player's behavior



Total Operating Income

- Q2 2009 up 7% to \$61m (Q1 2009: \$57m)

Total Operating Income Q1 2007 – Q2 2009



Total Operating Income

- Estimated F/X impact over last 12 months

Total Operating Income Q1 2007 – Q2 2009



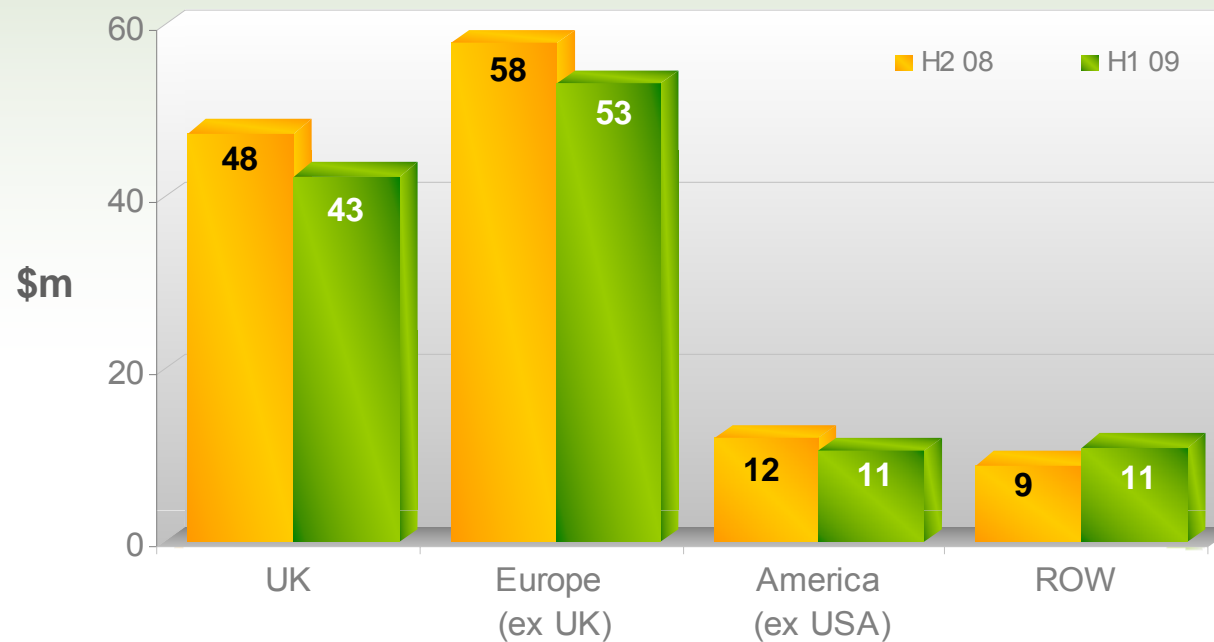
■ Estimated revenue loss due to FX rates change at Jan 08 F/X rates.
Assuming no change in player's behavior



Geographic segmentation TOI

- ROW up **22%**, Europe (ex UK) down **8%**, UK down **11%** , Americas (ex US) down **13%**

Geographic segmentation*, TOI H2 2008 and H1 2009



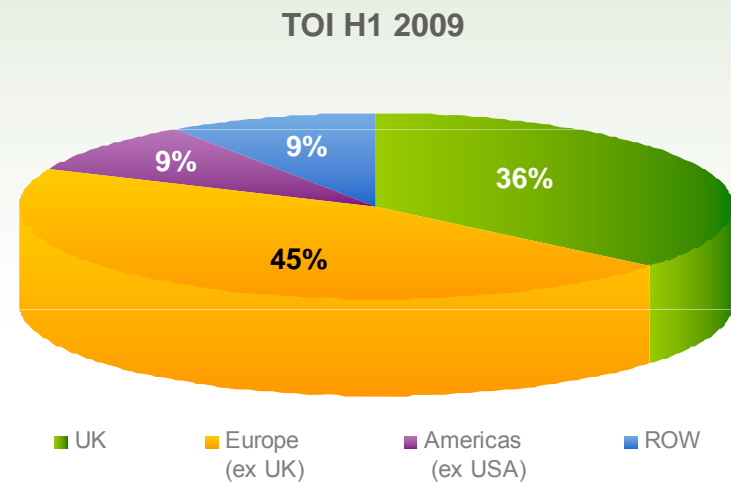
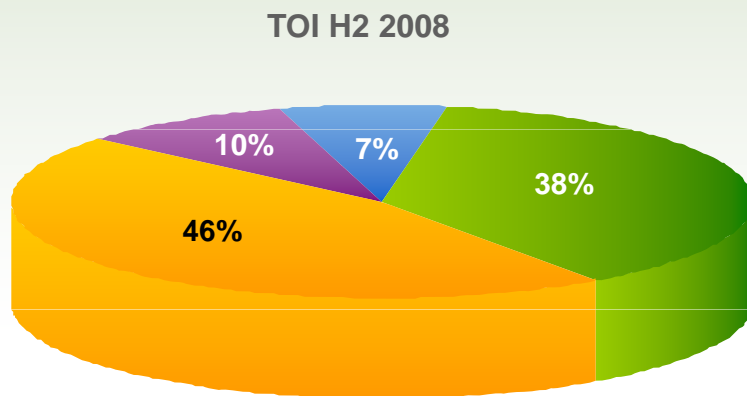
* Segmental allocation P2P games Rake based



Geographic segmentation TOI

- No significant change in regional distribution

Geographic segmentation*, TOI H2 2008 and H1 2009



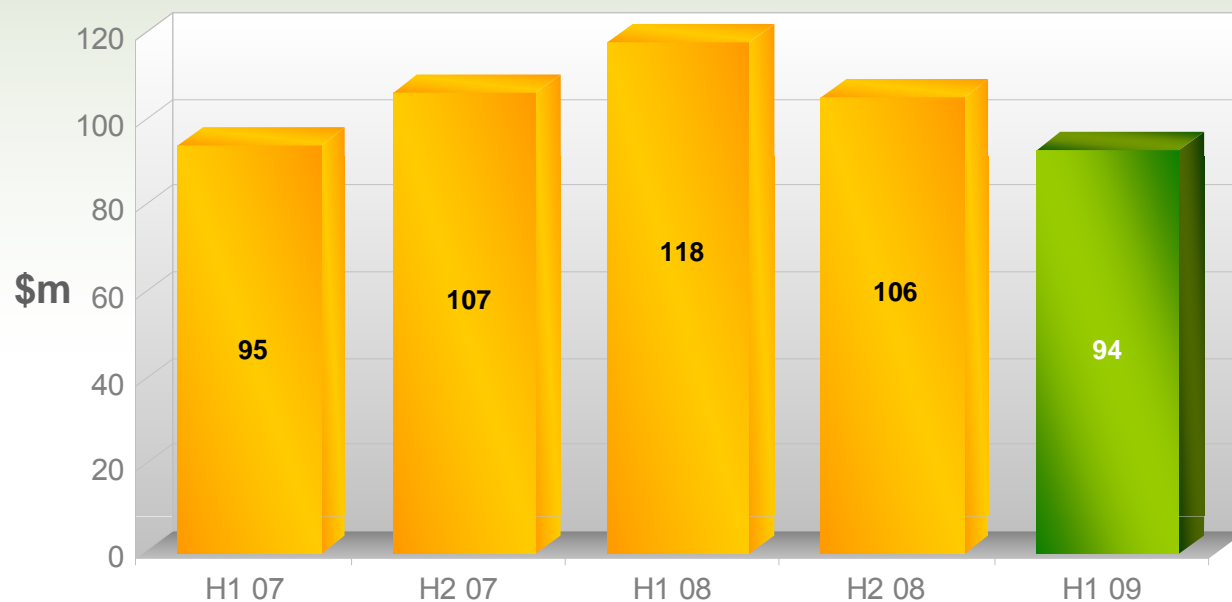
* Segmental allocation P2P games Rake based



Total Operating Income B2C

- H1 2009 - Total Operating Income **\$94m** (H1 2008: \$118m), 21% decrease driven by adverse F/X movement and economic downturn

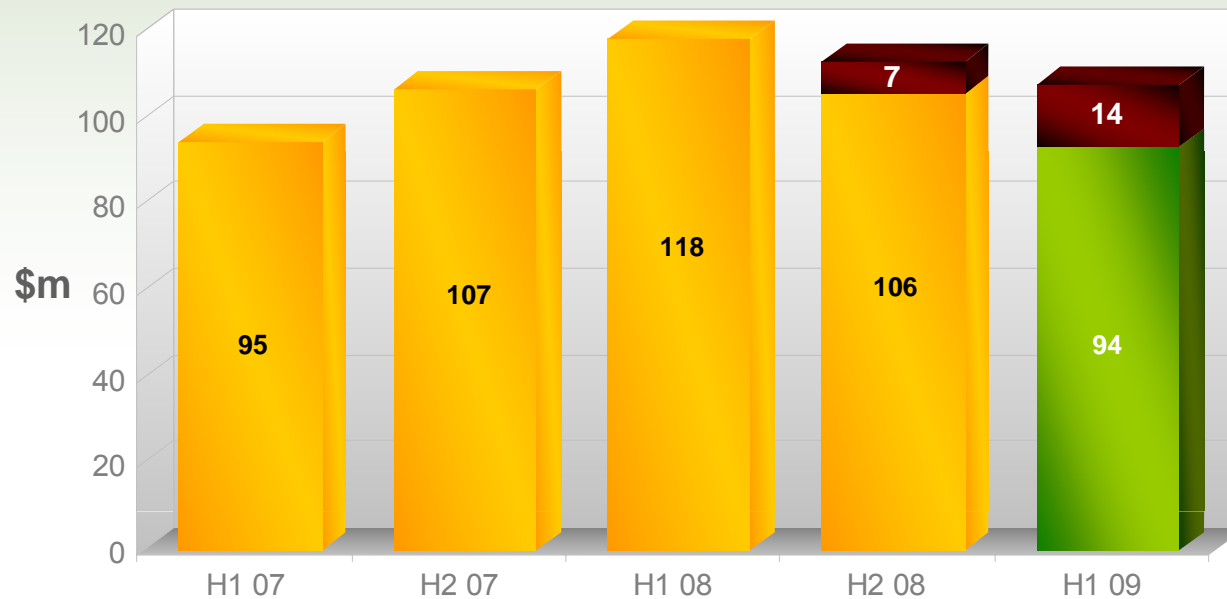
Total Operating Income 2007 – H1 2009



Total Operating Income B2C

- Estimated F/X impact over last 12 months

Total Operating Income 2007 – H1 2009



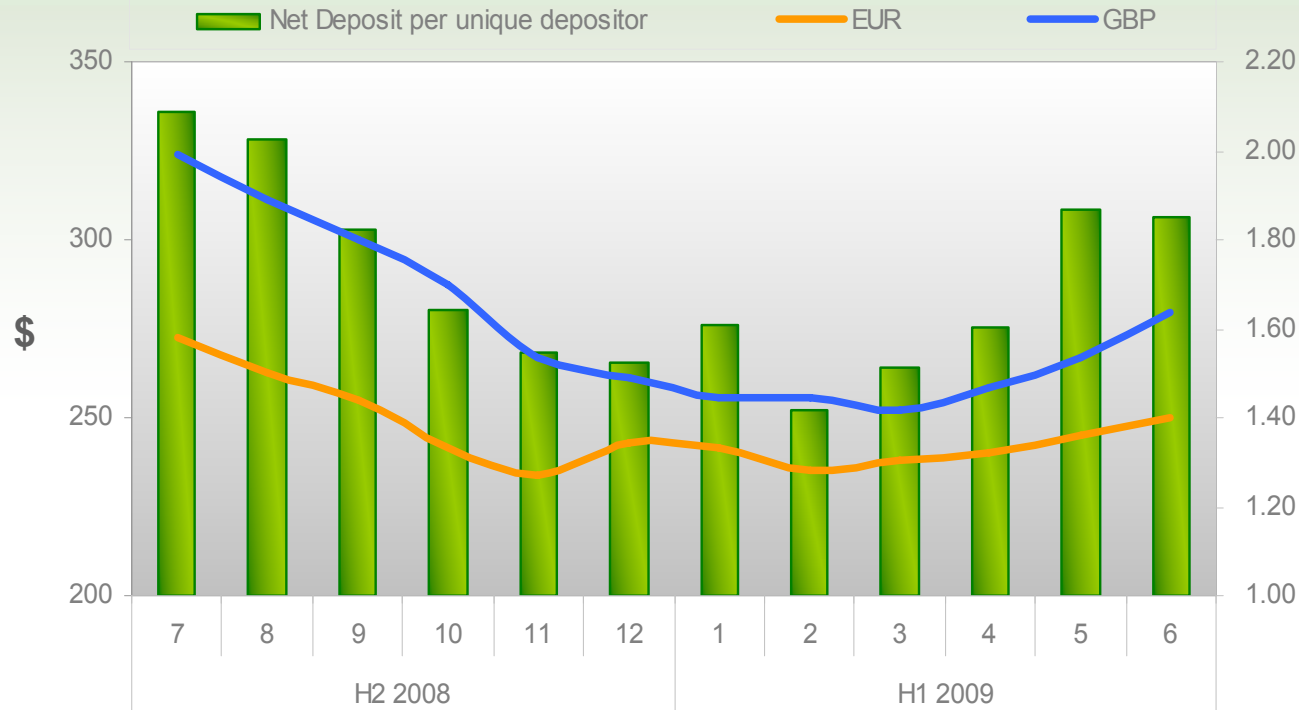
■ Estimated revenue loss due to FX rates change at Jan 08 F/X rates.
Assuming no change in player's behavior



Average Net Deposit Casino & Poker B2C

- Strong correlation between Avg. Net Deposit and FX rates

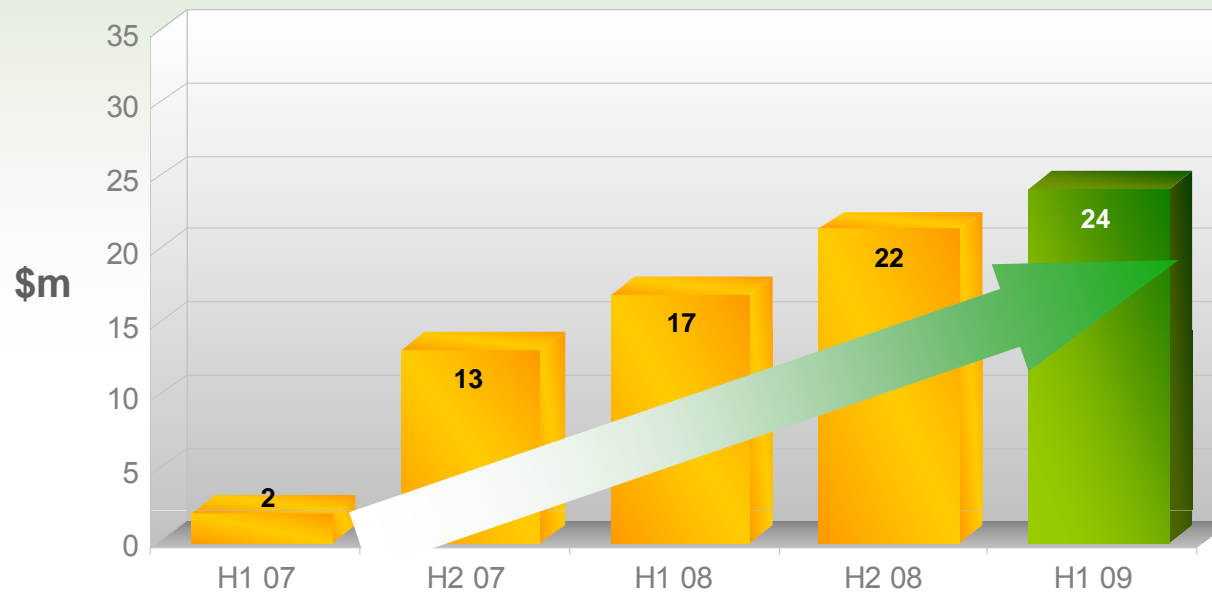
Average Net Deposit Casino & Poker B2C H2 2008 and H1 2009



Total Operating Income B2B

- Strong H1 2009 - Total Operating Income up **42%** to **\$24m** (H1 2008: \$17m)

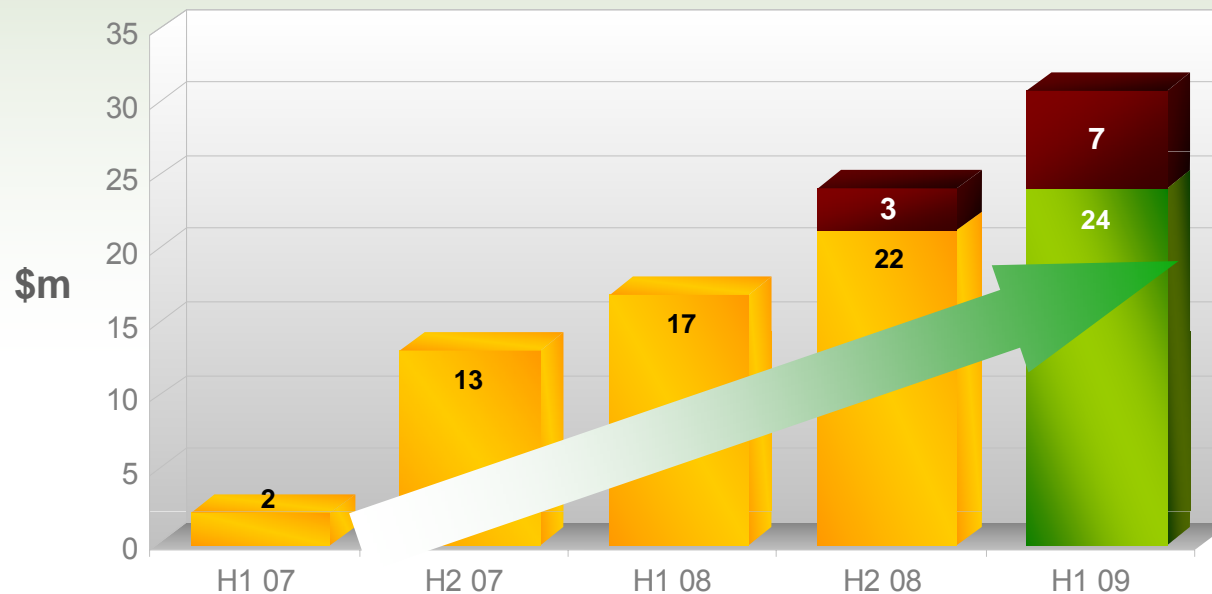
Total Operating Income B2B 2007 – H1 2009



Total Operating Income B2B

- Estimated F/X impact over last 12 months

Total Operating Income 2007 – H1 2009



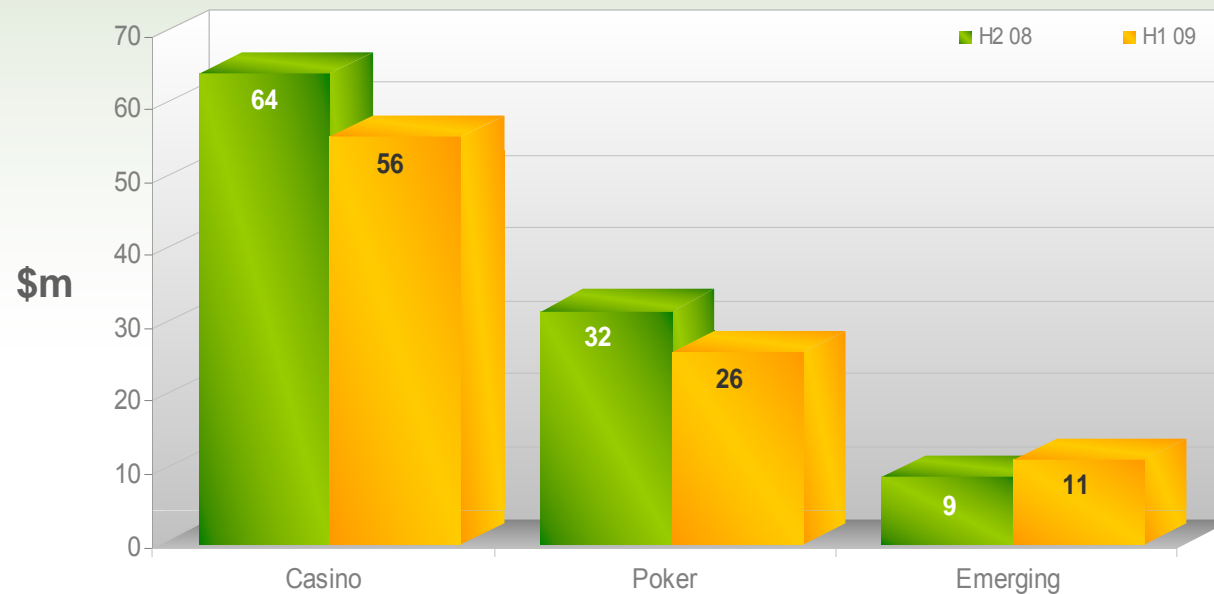
Estimated revenue loss due to FX rates change FX rates of Jan08 applied.
Assuming no change in player's behavior



TOI B2C by Product

- Emerging Offering up **24%**, Casino down **13%**, Poker down **18%**

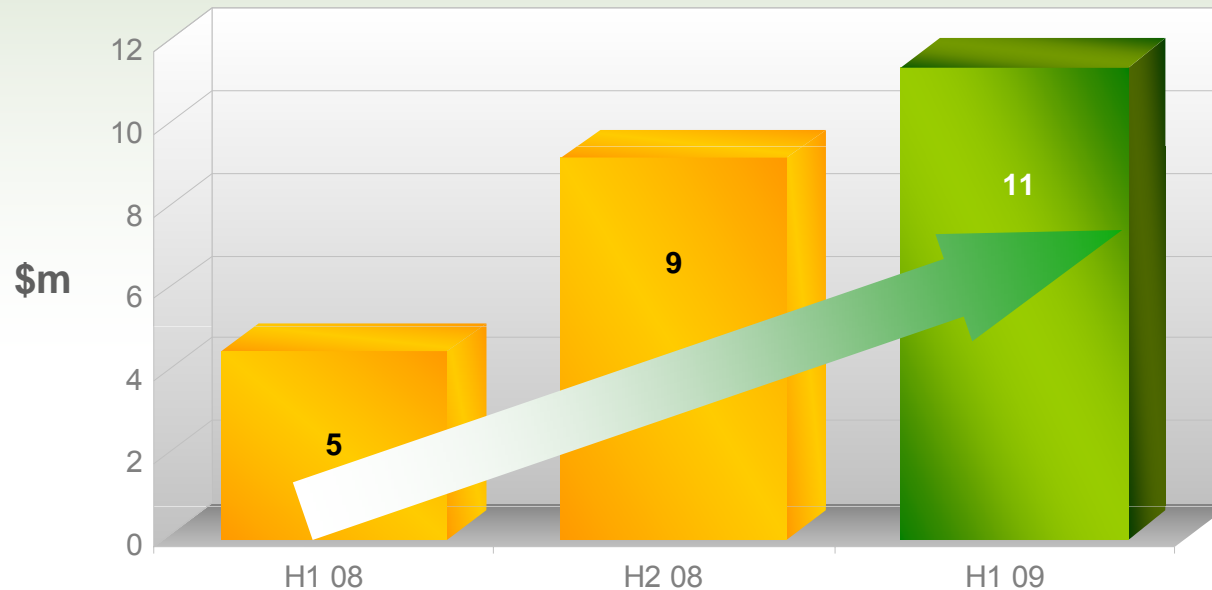
TOI B2C H2 2008 and H1 2009



TOI Emerging Offering B2C

- Strong H1 2009 - Total Operating Income up **151%** to **\$11m** (H1 2008: \$5m)
- Growth driven by Live Dealer and 888sport

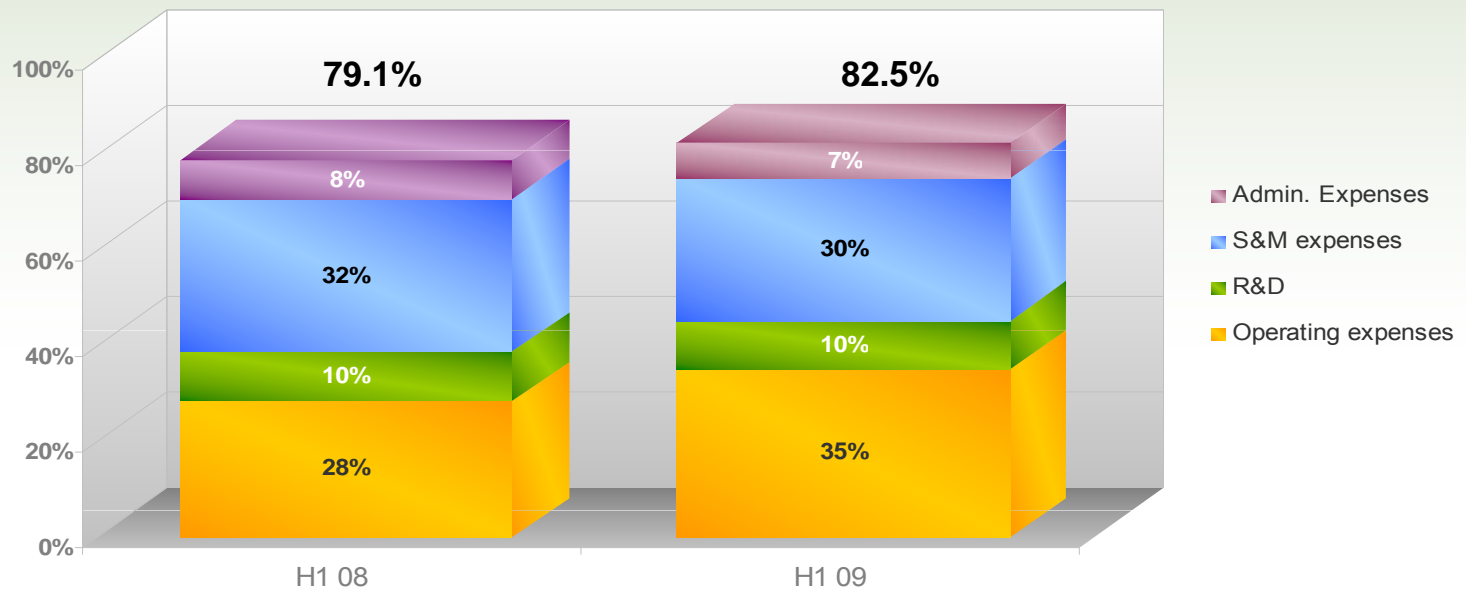
TOI B2C Emerging Offering 2008 – H1 2009



Costs Structure

- Non marketing costs remained virtually constant at **\$62m** (H1 2008: \$63m)
- Conscious decision to continue investment in the business

Costs as % of Total Operating Income H1 2008 and H1 2009

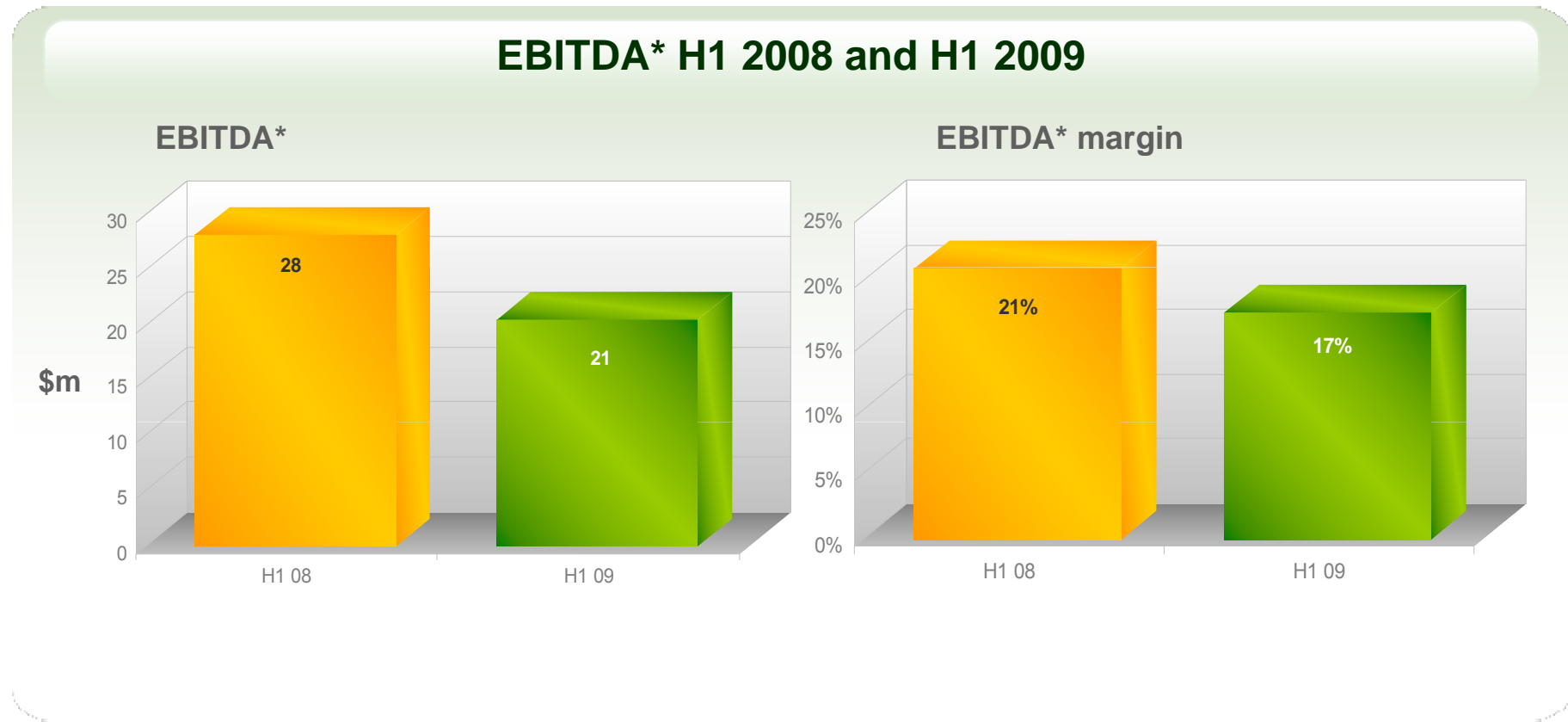


*Excluding share benefit charges depreciation amortisation and Forex;



EBITDA and EBITDA margin

- EBITDA* **\$21m** (H1 2008: \$28m), 27% decrease as a result of lower revenues at constant investment in the business
- EBITDA* margin **17%** from Total Operating Income (H1 2008: 21%)



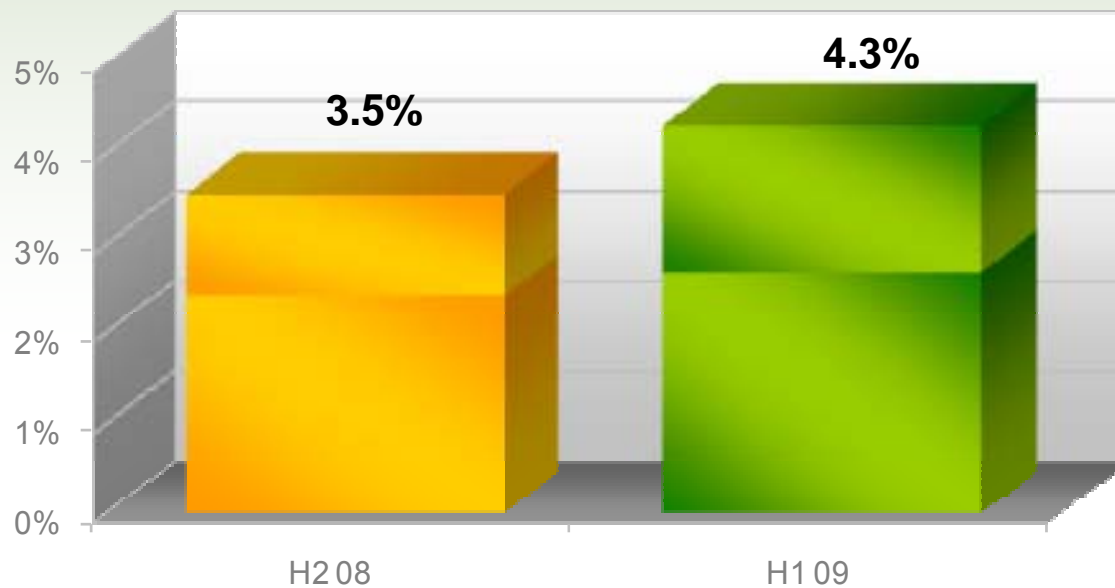
*Excluding share benefit charges



Chargebacks & PSP fees - B2C Casino & Poker

- CB & PSP at **4.3%** from Total Deposits (H2 2008: 3.5%)

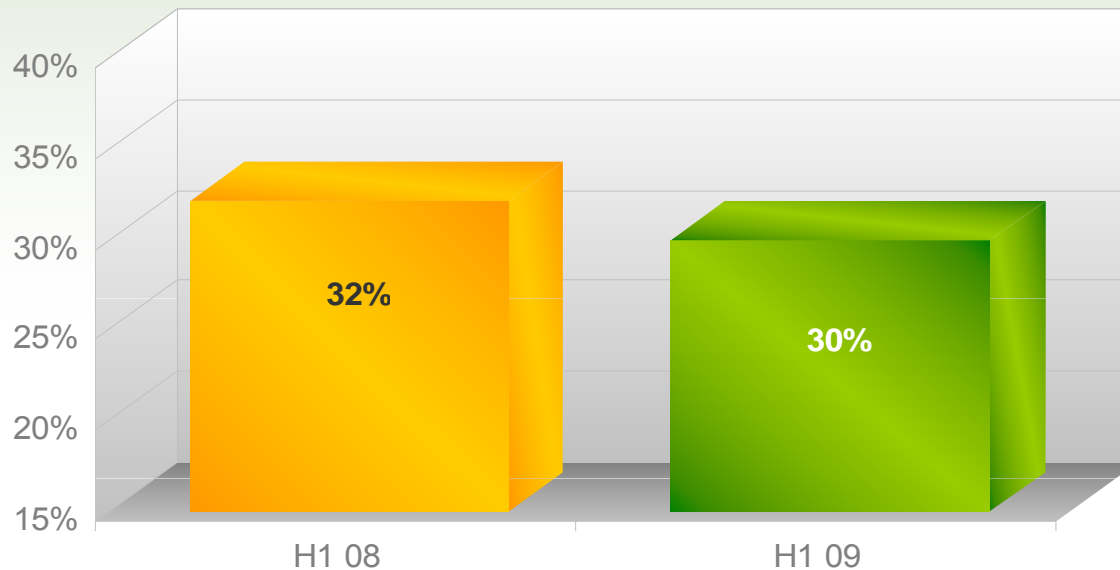
PSP fees and Chargeback as % of Total Deposits B2C Casino & Poker



Marketing Costs

- Increased marketing efficiency in H1 2009 – marketing costs at **30%** of Total Operating Income (H1 2008: 32%)

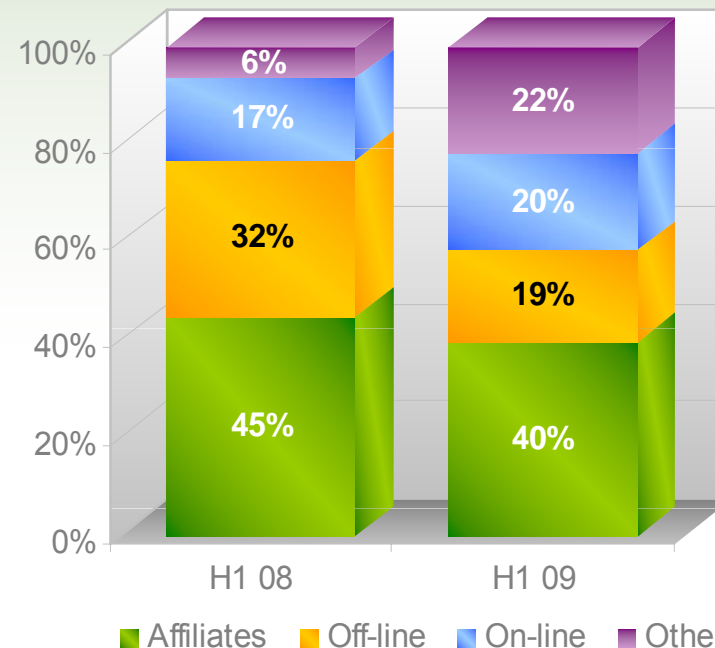
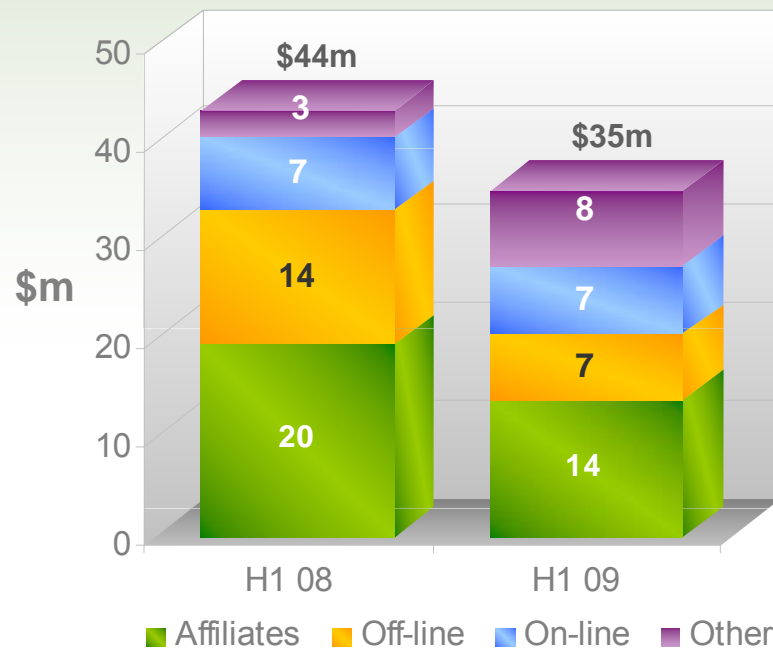
Marketing costs as % of Total Operating Income



Marketing Costs

- H1 2009 FTDs **152K** 16% decrease over H1 2008
- H1 2009 B2C CPA at **\$171** (H1 2008: \$221)*

Marketing costs as % of Total Operating Income



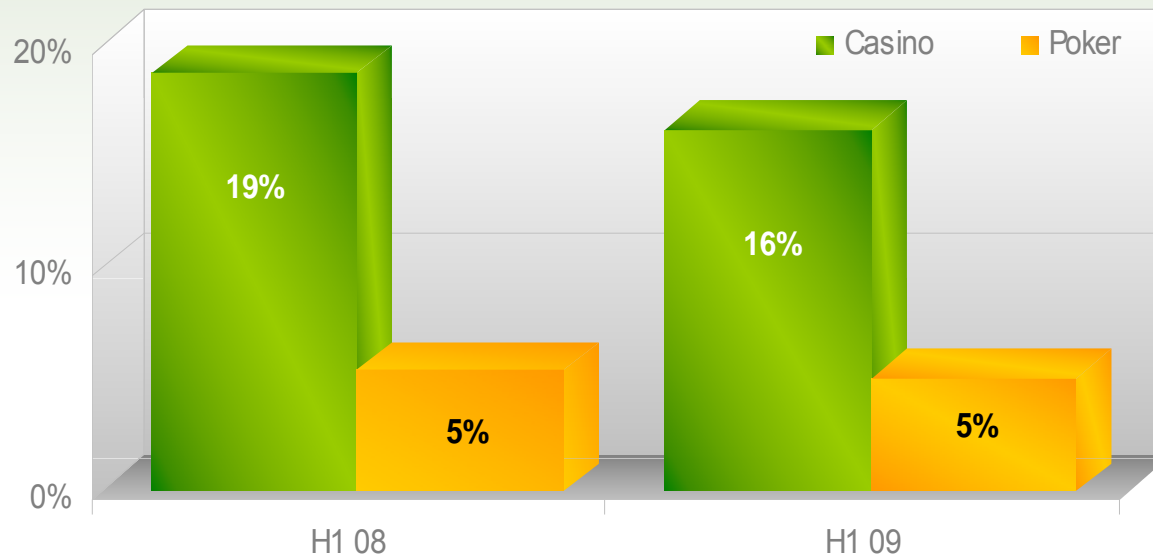
*CPA - excluding revshare based costs



Customer Bonuses B2C Casino and Poker

- Continued trend of increased customer bonus efficiency
- Poker bonuses at **5%** in H1 2009 similar to H1 2008
- Casino bonuses reduced to **16%** in H1 2009 from **19%** in H1 2008

Customer bonuses* as % of TOI B2C Casino and Poker



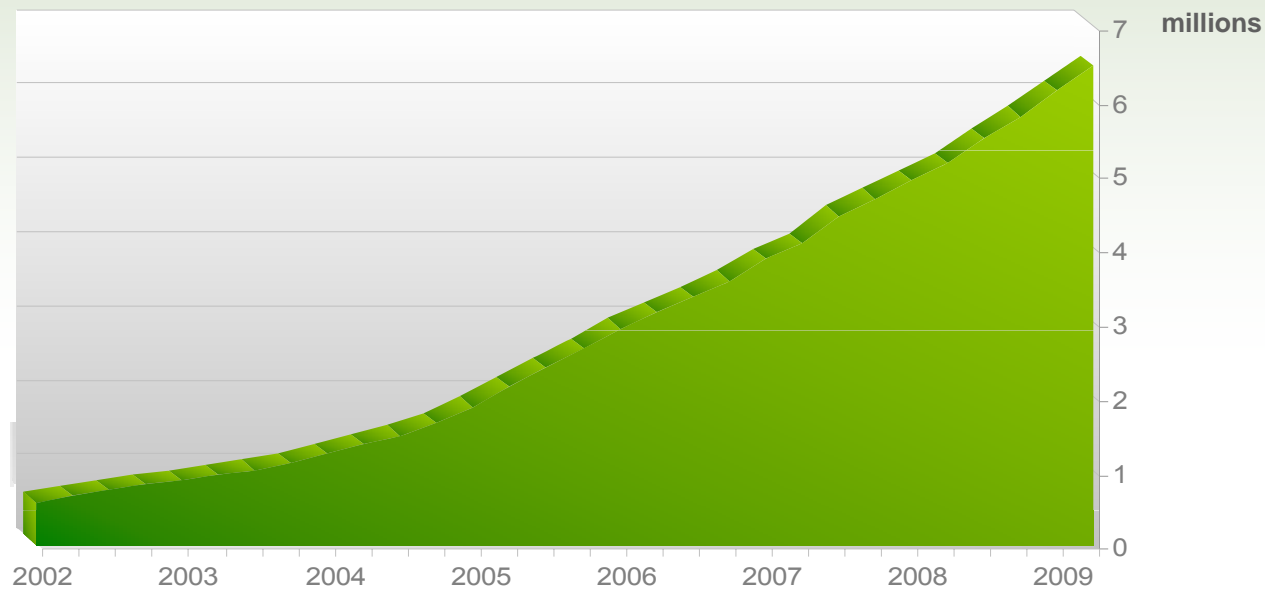
*Bonus excluding converted loyalty points



Strong Real Money Registrations Growth

- Registrations increased by **25%** from Q2 2008 reaching **6.4** million at Q2 2009
- Quarterly CAGR of **9%** between Q1 2002 to Q2 2009

Real Money Registrations Q1 2002- Q2 2009



Balance Sheet as at 30 June 2009

| \$m | 30 June 2009 | 30 June 2008 |
|--|-----------------|-----------------|
| Non-current assets | | |
| Intangible assets | 46.5 | 42.2 |
| Property, plant and equipment | 19.4 | 17.0 |
| Financial assets | 0.5 | 0.3 |
| Deferred taxes | 0.7 | 0.7 |
| | 67.2 | 60.2 |
| Current assets | | |
| Cash and cash equivalents | 102.9 | 87.9 |
| Trade and other receivables | 18.3 | 22.8 |
| | 188.4 | 171.0 |
| Total Assets | | |
| Equity | | |
| Share capital | 3.1 | 3.1 |
| Retained earnings and reserves | 111.7 | 96.3 |
| Total equity attributable to equity holders | 114.8 | 99.5 |
| Liabilities | | |
| Current liabilities | | |
| Trade and other payables | 40.6 | 39.1 |
| Customer deposits | 33.0 | 32.5 |
| | 188.4 | 171.0 |
| Total equity and liabilities | | |

Unlevered balance sheet



Cash Flow Statement

| \$m H1 to 30 June | H1 2009 | H1 2008 |
|---|----------------|----------------|
| Cash flows from operating activities | | |
| Profit before tax | 9.8 | 21.1 |
| Share benefit charges | 5.1 | 5.2 |
| Profit before tax and Share benefit charges | 14.9 | 26.3 |
| Depreciation, impairment and amortization | 3.9 | 3.8 |
| Interest received | (0.4) | (2.2) |
| Change in current assets and liabilities | 2.3 | 3.6 |
| | 20.8 | 31.6 |
| Tax paid | (1.4) | (2.1) |
| Net cash generated from operating activities | 19.4 | 29.5 |
| Net cash used in Investing Activities | (5.0) | (28.9) |
| Financing activities | | |
| Dividends paid and exercise of share options | (10.0) | (17.0) |
| | (10.0) | (17.0) |
| Net increase (decrease) in cash and cash equivalents | 4.5 | (16.4) |
| Cash and cash equivalents - beginning of year | 98.4 | 104.3 |
| Cash and cash equivalents - end of period | 102.9 | 87.9 |



Operational Review



So where are we heading?

- Maintaining and enhance our position as a leading B2C operator and return B2C to growth
- Grow B2B market share to cement our position as a leading B2B provider



Operational Review B2C



888 Poker League

- First Australian Poker League that fully integrates In-Venue poker play with Online Poker Play
- League is present in 1,200 venues weekly in 3 states
- 888pl online provides 8 regular daily tournaments
- Players play for points that will qualify them for the Finals which will provide \$100,000+prize pool



Poker Ashes

- The 'Poker Ashes' was a poker tournament featuring the biggest names in Australian and English Cricket facing off against each other over the Poker Table
- 2 Online Qualifiers and 4 Cricketers on each team
- Broadcasted so far on Sky Sports UK and others
- Poker Ashes was broadcast around the real (cricket) Ashes on Sky



Leo Margets – WSOP

- Leo Margets makes history at the World Series of Poker (WSOP) in Las Vegas
- The player sponsored by 888.com was the last woman standing in her first major international tournament



Bingo

- Q2 - re-launch TV campaign in the UK 'Bingo Super Star'
- TV and National and women's press
- 17 New Instant Games
- Free Bingo introduced in Q2 with Over 1000 players participating daily



Sport campaigns

IT'S IN!
Free Wimbledon bets up to 50€!

IT'S IN! FREE WIMBLEDON BETS UP TO 50€ #curf!
We've got TWO great tennis offers for you this summer.

With so many exciting Wimbledon matches going all the way, the potential for fun and 100% matches is high. It's hard for the players - BUT NOT for you!

You can sit back and enjoy the game safe in the knowledge that 888sport's Wimbledon offer guarantees you two different types of FREE bet offer should your chosen contest drop the wire.

When the going gets tough - you get paid!

Offer 1 - The 5-Set Special

- PLACE BET** - Place a single bet of up to 50 #curf on any player, in any match, during the men's at Wimbledon from June 18 - July 5, 2009.
- FIFTH SET?** - If the match goes to a FIFTH SET and your bet loses.
- FREE BET** - You've just won a free bet of up to 50 #curf matching your original stake!

Offer 2 - The Tie-Break Banker

- PLACE BET** - Place a single bet of up to 50 #curf on any player, in any match, during the men's at Wimbledon from June 19 - July 5, 2009.
- 3 TIE-BREAKS?** - If your chosen match features at least THREE sets which go to tie-breaks...
- FREE BET** - You've just won a free bet of up to 50 #curf matching your original stake!

Winners choose 888sport... It's game, set and cash!

BET NOW!

888sport.com
Enjoy the game

WIN A FREE BET TOKEN WORTH €20!

He Shoots, You Score - Up to #amount#

Forget what happens between Manchester United and Barcelona, the biggest Champions League winner this year could be YOU!

Here's how:

- Place a single bet (of up to #amount#) on any player to score first, last or at any time in the Champions League Final between Manchester United and FC Barcelona on Wednesday May 27.
- If the result after the regular 90 minutes of normal time is a draw and your player from either side scores in either extra time or in a penalty shoot-out, you've won a FREE BET TOKEN worth #amount# #curf!

If the scores, you score - it's as simple as that!

BET NOW!

So whatever the result, you and 888sport will be the real Champions League winners 2009!

Terms and conditions

888sport.com
Enjoy the game

€50 IN FREE BETS
Join 888sport
(on first deposit)

CHOOSE YOUR TEAM HERE!

NAME: [input]
EMAIL: [input]
PASSWORD: [input]
CONFIRM: [input]

choose now

Not quite a member? [Join 888sport](#)

CHOOSE YOUR TEAM
Ronaldo, Terry, Ribery, all close theirs

CHOOSE YOUR TEAM - €10 IN FREE BETS

CHOOSE YOUR TEAM - FREE €5 CHAMPIONS LEAGUE BET!

CHOOSE YOUR TEAM - CLAIM YOUR TEAM SHIRT!

CHOOSE YOUR TEAM - GET €50 IN FREE SIGN UP BETS!

Ukash NETELLER @Don'tBuy PPS

IGC 888 24/7 0800-032-039

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888 Casino-on-Net is the largest and most trusted online casino and online **poker** room on the web. Enjoy the best selection of casino online gambling games ...
[www.888.com/](#) - [Cached](#) - [Similar](#)

[PKR - let's play poker, 3d online poker room, play poker online ...](#)
3D multiplayer **poker** and tournaments for free or real money. Offers "Emote control" technology to allow player interaction during the play.
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Online **Poker** at the Fastest Growing Online **Poker** Room. Full Tilt **Poker** offers the best in online **poker**: world famous pros, a huge bonus, real or play money.
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Operational Review B2B



Racing Post

- ▶ The market leading specialist racing and betting newspaper and website
- ▶ Total Gaming Services
 - ▶ White label solution across casino and poker
 - ▶ Includes cashier and ePayment solution via single wallet application
 - ▶ Speed to market - live in weeks
 - ▶ Signed 30th March – Live 7th May



Phumelela

- ▶ One of the world's largest pari-mutual horseracing and tote betting organisations:
 - ▶ Significant distribution and marketing outlets across nine provinces
 - ▶ 11 racecourses, 400+ Tote outlets
 - ▶ 3 telephone betting centres and 2 online Tote betting sites
- ▶ Dragonfish to provide:
 - ▶ Comprehensive sportsbook offering
 - ▶ Casino and poker once deregulation in South Africa is implemented
 - ▶ ePayments and back office integration
 - ▶ Distribute pool and Live horseracing to 888.com and Dragonfish licensees
- ▶ Dragonfish will distribute pool and Live horseracing to 888.com and Dragonfish licensees



El Cartonazo

- ▶ Strengthen the partnership with Daub
 - ▶ Current owners of Wink and Posh Bingo networks
- ▶ Launched first fully localised Spanish bingo network
 - ▶ In partnership with Los Morancos
- ▶ Advanced chat and community feature
 - ▶ Spanish “Dicciochat”
- ▶ Platform for new international bingo deals



Loper Gate

- ▶ Loper Gate Ltd
 - ▶ Powerful media player in the Balkans market
 - ▶ Created new online gaming brand www.848poker.com and www.848casino.com
 - ▶ Planning a multi million launch campaign across broadcast, online, outdoor media and public relations
- ▶ Dragonfish to provide
 - ▶ Casino and poker software
 - ▶ CRM

Three New bingo partners

- ▶ Dragonfish cements its place as the leader in bingo software provision with the signing of three new bingo partners:
 - ▶ 1. Costa Bingo 2. Moon Bingo 3. Bingo Hollywood
 - ▶ Total offering includes provision of chat moderators, ePayments systems, customer care, hosting and full technology services including back office and platform integration.



Launch new GameOn brand

- ▶ Dragonfish launched the new GameOn brand for Littlewoods (Sportech plc)
 - ▶ Integrated successful TV campaign and outdoor campaign on London buses and national newspapers with online viral campaign across Twitter, Facebook and YouTube



Probability

- ▶ Business Development – new channel
- ▶ Probability
 - ▶ AIM quoted mobile gaming specialist

- ▶ Strategic Agreement
 - ▶ Probability and Dragonfish will cooperate on an exclusive basis to develop and execute opportunities for mobile gaming and mobile Lottery services in a number of territories worldwide including China, South and Central America.

 - ▶ Probability will provide the mobile specific technologies required for any engagement secured under the Agreement, whilst Dragonfish will deploy its expertise in business development, marketing, service and management of the contracts globally.

Our Offering



Casino - Recession Oriented Gaming

- New **Games Tab** with no download Web games
- **Cross sell** as well as **Acquisition** components
- **Multi-language** & **Multi-currency** support
- **35 games**
- **B2C release** - 888 Games in Sport
- **B2B release** - GAMEON Quickplay



Continues release of in-house games VS's



Live Casino

- Fully integrated into Casino-On-Net
- Available for real money players only, in Multi Currency (\$, £, €)
- Available in English, German, Spanish, Danish, French, Swedish, Greek, Dutch, Italian and Japanese
- Will become available for B2B partners



Poker

- Poker Loyalty Club
- "Quick Seat" poker lobby wizard for beginners
- Player-to-player money transfer
- Major multi-tabling improvements

Poker - Quick Seat Wizard

100% My Profile | Beginners | Options | 888 Games | News & Events | Help | USA | 08:44 | 888.com | 12:44

888.com PACIFIC POKER

Shout 888 from the rooftops and get \$50!

My Account
Available Money: 7,571
Money on Tables: 0
Total: 7,571
Cashier

Money Play | Practice Play

Hold'em | Omaha Hi | Omaha Hi/Lo | 7 Stud | 7 Stud Hi/Lo

Quick Seat | Ring Games | Sit & Go | Multi-table | Jackpots

Please first choose your game type, then the tournament type and finally choose the buy-in ... here is space for languages

1 Game type:

Cash Games:

- No Limit
- Fixed Limit
- Pot Limit

Tournaments:

- Sit & Go

2 Tournament type:

- 10 players
- 2 players
- All-In
- Double Or Nothing

3 Buy-in + Fee:

- \$2.5 + \$0.25
- \$5 + \$0.5**
- \$10 + \$1
- \$20 + \$2
- \$50 + \$5
- \$100 + \$10

Double of Nothing Sit & Go gives you 50% chance of doubling your money (and 50% of losing you money).

Buy me in with maximum chips

Play Now

Table information

Americana

| | |
|-----------|--------|
| kezza58 | 72,627 |
| jari.33 | 18,178 |
| BLANES43 | 8,032 |
| bettinaz | 7,934 |
| jmer1964 | 3,661 |
| toniri69 | 1,000 |
| garoupa2 | 1,000 |
| jansje15 | 1,000 |
| allan558 | 985.00 |
| perser222 | 832.77 |

Waiting Players: 0 | Viewers: 3

Join table | **Unjoin list**

PLAY BLACKJACK | NATURAL BORN LEADER?

Join us for
\$80,000
GUARANTEED
EVERY SUNDAY AT 16:30 PPT

Poker Loyalty Club

PACIFIC POKER Rewards
BRONZE

Hello

Welcome to your very own personal rewards page. Here you can keep track of your reward activities at Pacific Poker. This page is totally unique to you, with updates and all the latest information from accumulation of Status Points, to the number of Reward Points you have and how much cash you've redeemed.

Last updated on 8/18/2009 12:05:44 PM

Monthly Status Overview

0 8.37 (1.67%) 500

Your current level is [Bronze](#).
You need 491.63 Status Points to reach [Silver](#).

Your Reward Points:
160.66

[See what you can do with Your Reward Points](#)

NEW!
PACIFIC POKER Rewards
Pacific Poker Rewards program
where your hand is worth more!

New Bingo Instant Games

- 18 new Bingo instant games
- Will grow instant games revenues in the different Bingo networks
- Will enrich the 888 instant games offering to over 60 games available for immediate use
- New games includes 15 video-slots, 2 scratch-cards, and 1 Roulette
- All games are web based flash game



888.com
—Enjoy the game—

New Roulette and Scratch Cards Games for Bingo



New Live Betting (in Running) Application

The screenshot displays a live betting application interface. On the left, there are sections for 'LIVE NOW' and 'Tue 19 May' with various match listings. The main area shows the 'ENGLISH PREMIER LEAGUE' match between Portsmouth FC (2) and Sunderland (1) in the 2nd half, 01:40. A list of events is shown, including goals by P. Bardsley (59) and J. Utaka (61), and a yellow card for Portsmouth FC. Below the events, there are betting markets for 'Win/Draw/No Bet', 'Next Goal (4)', 'Handicap', 'Double Chance', 'Correct Score', and 'Total Goals Odd/Even'. The odds for the main market are: Portsmouth (1.25), Draw (4.33), and Sunderland (29.00). Other markets show odds for Portsmouth (7.50), No Goal (1.44), and Sunderland (3.50). The 'Handicap' market shows Portsmouth -1 at 9.00. The 'Double Chance' market shows Portsmouth at 1.02 and Sunderland at 13.00. The 'Correct Score' and 'Total Goals Odd/Even' markets are also visible.

- Supporting wide variety of events and markets around the world
- Already increased the football in running turnover in over 50%
- Tennis in running turnover already exceeding 75%

Games in Sport



- A website with Flash games for casual gaming
- Over 30 new games with 'play for fun' and money play versions
- No download required
- Customized homepage

888Football Pools

888footballpools.com

Play for your chance to Win the New Football Pools

footy 15 #449515

ESTIMATED JACKPOT **£100,000**

RAMT CLOSING JANUARY 2008 15:00 BR
5 Days 5:45:25 left

POWERED BY THE NEW FOOTBALL POOLS

| Home Team | Away Team | Home | Draw | Away |
|-----------------|-----------------|--------------------------|--------------------------|-------------------------------------|
| 1 Arsenal | v West Ham | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2 Aston Villa | v Wigan A | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Bolton | v Bolton | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Tottenham | v Portsmouth | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Hull | v West Brom | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Liverpool | v Chelsea | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Wolverhampton | v Blackburn | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 Newcastle | v Sunderland | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 Derby Co | v Darlington | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 QPR | v Reading | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 Preston | v Sheffield Utd | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 Sheff Wed | v Birmingham | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 Southampton | v Swansea | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 Ipswich CT | v Celtic | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 Rangers | v Dundee U | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Prize Structure
Prizes paid out to every player who predicts 11 or more fixtures correctly. Prizes will be shared amongst ALL the New Football Pools winners. Should no one correctly predict all 15 fixtures, the jackpot will rollover to the next Footy 15 game.

How to play

Footy 15 Leaderboard

| PLAYERS | POINTS |
|----------------|--------|
| 1st jasonp44 | 26 |
| 2nd richardg00 | 27 |
| 3rd leela | 28 |
| 4th gregg2 | 25 |
| 5th Micky | 20 |

Click on a team to assign match info. COST: £0

Favourites Clear

Demo

Game rules | Help | About us | Contact us | Play Responsibly | Privacy Policy | Terms & Conditions | Rule Changes

UK Football Data powered by **actim**

The Official Football and Sport Betting Partner of the Professional Football League.

18+ ICRA gamble responsibly VISA MasterCard

- Official UK pool of the premier league
- Include 3 games offering – premier 10, classic pools and Soccer 7

Trust-e – First Gaming Partner

The screenshot shows the TRUSTe website with a navigation bar for businesses, consumers, a blog, and about. The main content area features a hand-drawn diagram titled 'ROADMAP TO TRUST' with a 'Starter Package' highlighted. To the right, a text box says 'take the next step in accelerating your business with trust' and lists three benefits: Web site Assessment, 1:1 Consultation, and Blueprint to Privacy Certification. A 'LEARN MORE' button is at the bottom. A green footer bar contains links for 'Learn About TRUSTe Seals', 'Get Certified', and 'File a Privacy Complaint'.

This screenshot shows the 'Microsoft Online Privacy Notice Highlights' page, dated May 2008. It features the TRUSTe logo and a woman's face. The text explains that the notice provides highlights of the privacy policy and lists key points such as 'Personalized Experiences' and 'Use of Information'.

This screenshot shows eBay's privacy policy page. It includes the eBay logo and a search bar. The page is titled 'eBay Privacy Policy' and contains sections for 'Browse help' and 'Privacy Policy'.

This screenshot shows the 'YAHOO! PRIVACY CENTER' page. It features a purple header and text that reads 'Welcome to the Yahoo! Privacy Center...'. It includes a section titled 'WHAT THIS PRIVACY POLICY COVERS' and a 'TRUSTe' logo.

This screenshot shows Facebook's privacy policy page. It features the Facebook logo and text that reads 'Facebook Privacy Policy'. It includes a section titled 'What This Privacy Policy Covers' and a 'TRUSTe' logo.

This screenshot shows Apple's 'Apple Customer Privacy Policy' page. It features the Apple logo and text that reads 'Apple Customer Privacy Policy'. It includes a section titled 'What information we collect and how we use it' and a 'TRUSTe' logo.

New local payment methods

- Allowing members from more than 23 countries to deposit using localized familiar payment methods that is bypassing the cards schemes challenges
- New payment methods that are included
 - Australia (POLi), New Zealand (POLi) – (coming weeks) , UK (POLi)
 - Netherland (iDeal)
 - Germany (Sofort), Austria (Sofort)
 - Russia and other former USSR countries (Moneta)
 - Poland (P24)
 - Czech (e-Konto) – (coming days)
 - Hungary (Abaqoos)
 - Estonia (BankLink)
 - Brazil (Boleto)
- 9 direct localized real time bank transfer payment methods
- NETELLER available in 7 new countries



Regulation



Regulation

- EU
 - Move towards liberalization: Spain, Sweden, Greece, Denmark, Belgium
 - Regulation under way: Italy, France
- Rest of the World
 - WTO – Settlement pending
 - Other countries in LATAM, APAC
- US
 - Federal legislation initiatives
 - State – local moves

Future Plans



Our B2C focus

- Further product expansion:
 - Focusing on choice
 - Lighter side of gaming
 - Innovative features
 - New Casino and Bingo brands for new segments
- Emphasis on the social element of gaming
- Unique Casino, Bingo and Poker campaigns
- Focus on regulated markets:
 - Inside the EU
 - In developing countries
- Some new branding elements

Our B2B focus

- Continue the separation to a stand alone B2B business
- Grow the business:
 - Cross sell to existing licensees – new products/services
 - Sign new licensees
 - Proactively help licensees with growing their business
 - Take a significant share in the newly regulated markets
- Focus on signing up a few bigger deals – some in the pipeline in advanced stages
- Emphasis on product delivery to leverage all currently signed customers
- Further technology investment to improve B2B infrastructure

Product high-level plans

- Casino, Bingo and Games:
 - Focus on choice and variety
 - Tens of new and localized games
 - New areas: softer games, scratch cards, enhanced live gaming
- Poker:
 - New features and games
 - Innovative concepts to be launched in the coming quarters
- Sport - continued platform improvement and in-running development
- Improved cross-sell, segmentation and real time promotions tools

Additional focus areas

- M&A:
 - Focus on executing deals in the coming quarters
 - Main areas:
 - B2B enhancing acquisitions
 - B2C segmental presence enhancing acquisitions
 - At least one deal in advanced stages
- Responsible gaming:
 - Continue leading the industry in proactive responsibility
 - Expand the Observer project and offer best practice to other operators

Summary and Q&A



Summary

- Solid performance given currency and financial crisis impacts
- Encouraging 7% growth Q-on-Q
- Reassuring summer trading
- Proven, market validated dual B2C-B2B strategy
- Rich product roadmap
- Extensive B2C marketing and CRM plans
- Strong B2B performance with deep pipeline
- Various M&A prospects in different stages
- Overall strong outlook for 2010

