



**Results for the year ended  
31 December 2006**

30 April 2007



## Agenda

### Gigi Levy

- Introduction

### Aviad Kobrine

- Financial Review
- Quarter 1 2007 KPIs

### Gigi Levy

- Operating Review
- Bingo Acquisition
- Regulation
- Current Trading
- Summary and Q&A



## Financial Review

30 April 2007



## Profit and loss account - Group

	<b>2006</b> \$m	<b>2005</b> \$m	<b>% Change</b>
<b>Net Gaming Revenue</b>	<b>289.9</b>	<b>271.0</b>	<b>7%</b>
Operating expenses	77.5	73.0	6%
Research and development expenses	19.4	11.3	71%
Selling and marketing expenses	84.3	100.0	(16)%
Administrative expenses*	23.1	20.1	15%
<b>Operating profit*</b>	<b>85.6</b>	<b>***66.7</b>	<b>28%</b>
Finance income	4.9	0.7	564%
<b>Profit before tax*</b>	<b>90.5</b>	<b>67.4</b>	<b>34%</b>
Taxation	(3.1)	(2.1)	46%
<b>Profit after tax*</b>	<b>87.4</b>	<b>***65.2</b>	<b>34%</b>
<b>Earnings per share</b>			
Basic**	¢24.8	¢19.3	29%

**Final Dividend 8.88¢**

## Profit and loss account - Continuing Operations

	<b>2006</b> \$m	<b>2005</b> \$m	<b>% Change</b>
<b>Net Gaming Revenue</b>	<b>157.0</b>	<b>123.0</b>	<b>28%</b>
Operating expenses	49.4	43.3	14%
Research and development expenses	19.4	11.3	71%
Selling and marketing expenses	51.0	54.9	(7)%
Administrative expenses*	19.8	17.0	17%
<b>Operating profit*</b>	<b>**17.3</b>	<b>(3.5)</b>	
Finance income	4.9	0.7	564%
<b>Profit before tax*</b>	<b>22.2</b>	<b>(2.8)</b>	
Taxation	(3.1)	(2.1)	46%
<b>Profit after tax*</b>	<b>19.1</b>	<b>(4.9)</b>	

\*Excluding share benefit charges \*\* rounded

## Quarterly NGR – Continuing Operations

- NGR in 2006 up **28%** to **\$157.0m** (2005: \$123.0m)
- Quarterly CAGR of **7%** from Q1 2005 to Q4 2006

Quarterly NGR Q1 2004- Q4 2006

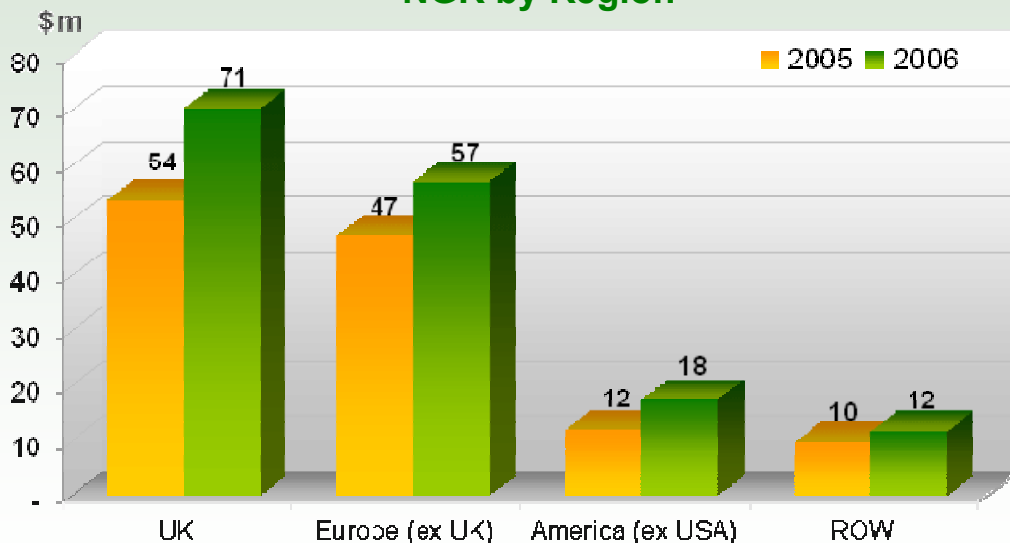


## Geographic Segmentation NGR – Continuing Operations

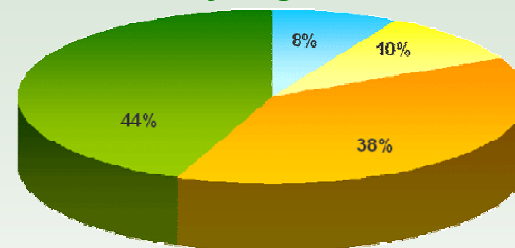
- Strong growth: UK **31%**, Europe (ex UK): **21%**, Americas (ex US): **47%**, ROW: **20%**
- Similar geographical mix in 2005 and 2006

### Geographic segmentation, NGR 2005 & 2006

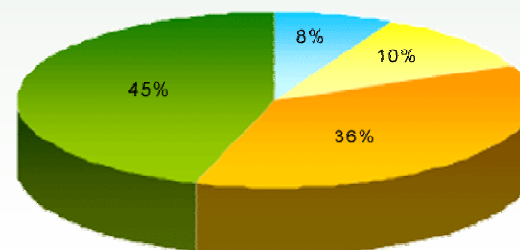
NGR by Region



NGR by Region 2005



NGR by Region 2006



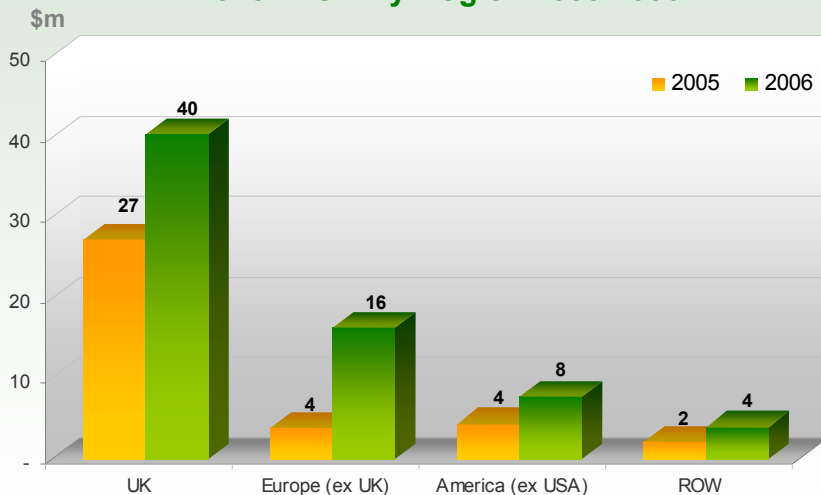
RCW America (ex USA) Europe (ex UK) UK

## NGR by Product and Region – Continuing Operations

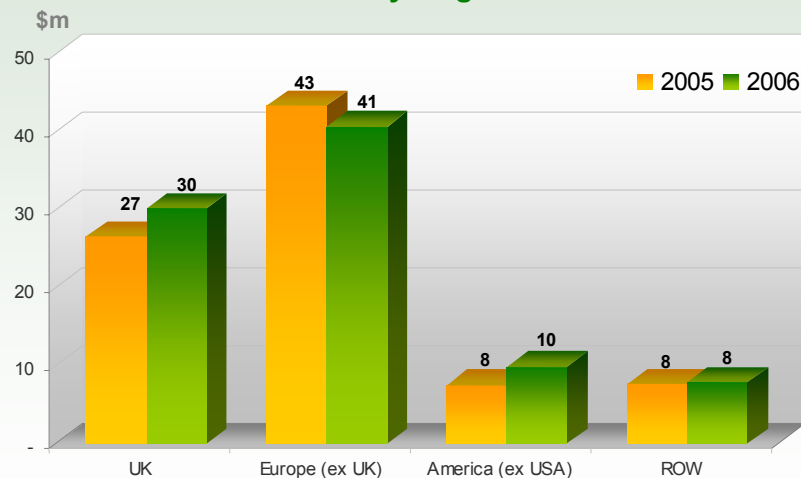
- Strong Poker NGR growth - up **81%** to **\$68.2m** (2005: \$37.8m)
- Poker: Europe (ex UK): 317%, UK: 48%, Americas (ex US): 74%, ROW: 88%
- Casino NGR increased **4%** to **\$88.8m** (2005: \$85.2m).

### 2005 & 2006 NGR by Product by Region

Poker NGR By Region 2005-2006



Casino NGR By Region 2005-2006

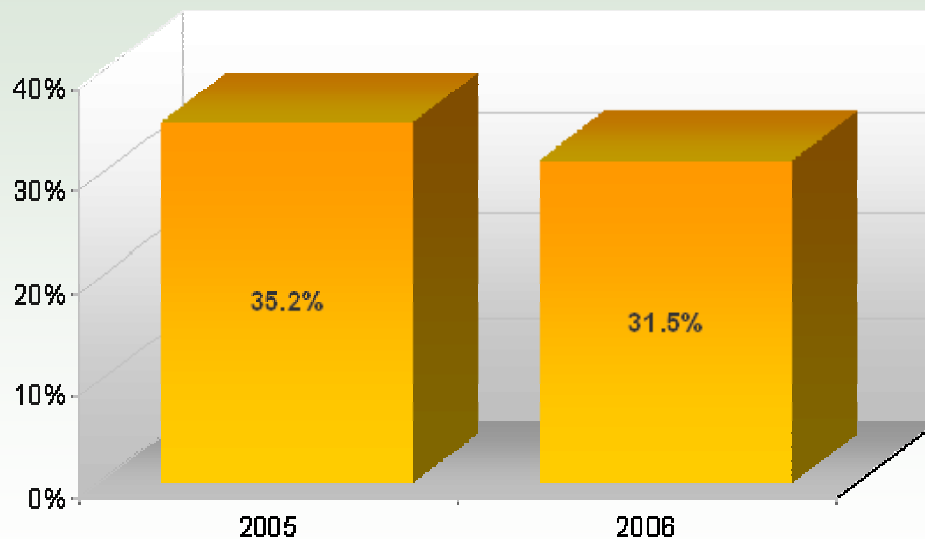




## Operating Costs - Continuing Operations

- Operating expenses reduced to **31.5%** of NGR (2005: 35.2%)

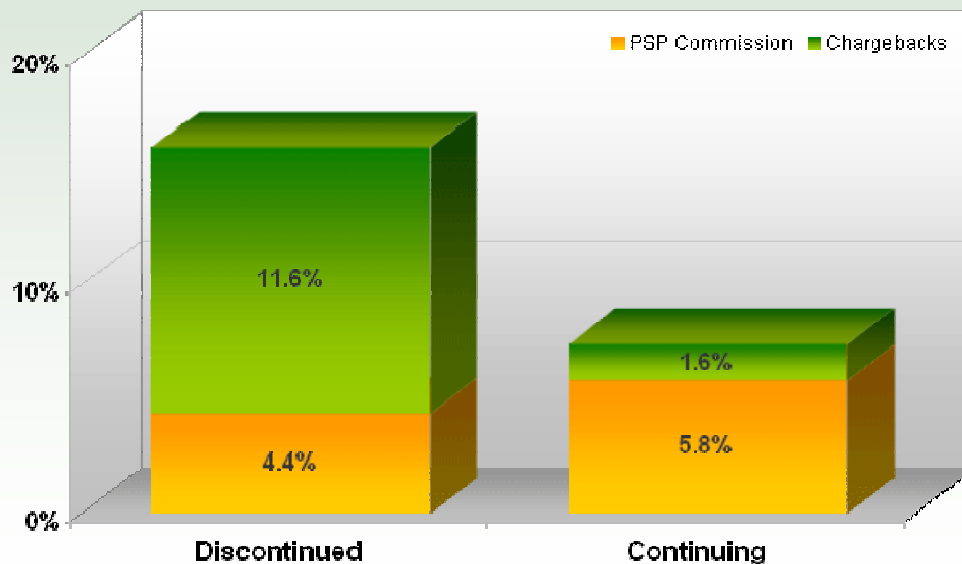
Operating Costs as % of NGR



## PSP & Chargeback Costs - Continuing 2006 vs. Discontinued 2006

- Chargebacks/returned e-cheques: Continuing **1.6%** of NGR (\$2.5m), Discontinued 11.6% of NGR (\$15.5m)
- PSP Commissions: Continuing **5.8%** of NGR (\$9.1m), Discontinued 4.4% of NGR (\$5.8m)

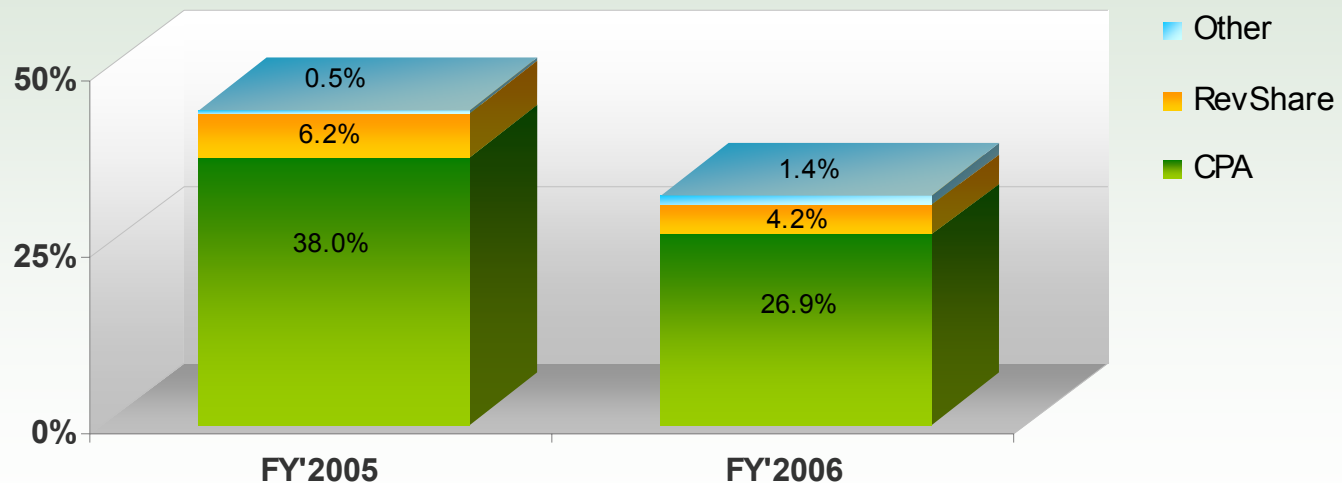
### PSP and Chargeback/Returned e-cheques cost as % of 2006 NGR



## Marketing Costs - Continuing Operations

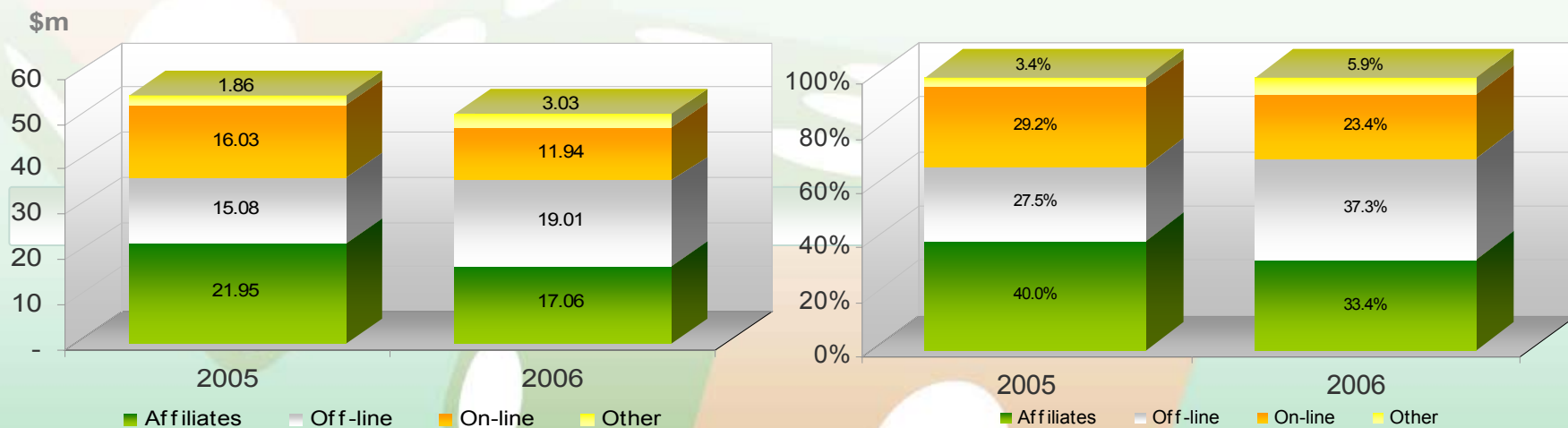
- In 2006 Marketing costs represent **32.5%** of NGR (2005: 44.7%)

Marketing costs as % of NGR



## Marketing Costs - Continuing Operations

- Slight reduction in Marketing costs in continuing business by **7.1%** to **\$51.0m** (2005: \$54.9m), from online/affiliates to off-line
- 2006 FTDs **263,346**
- 2006 CPA stable at **\$185\*** (excluding rev share)

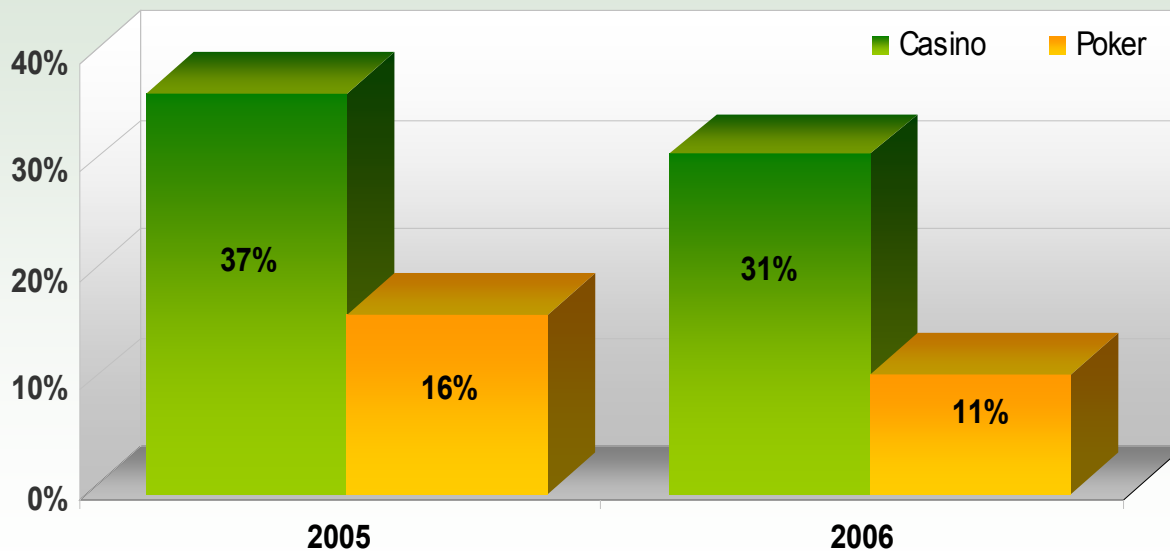


\*CPA – from all Group operations (2005: \$183)

## Customer Bonuses– Continuing Operations

- Increased bonus efficiency
- Poker bonuses reduced to **11%** in 2006 from **16%** in 2005
- Casino bonuses reduced to **31%** in 2006 from **37%** in 2005

**Customer bonuses as % of NGR**



## Balance sheet as at 31December 2006

	2006 \$m	2005 \$m
<b>Non-current assets</b>		
Property, plant and equipment	13.0	8.3
Intangible assets	---	---
Deferred tax	0.6	0.4
	<b>13.6</b>	<b>8.7</b>
<b>Current assets</b>		
Cash and cash equivalents	114.4	62.2
Trade and other receivables	9.7	15.0
Amounts due from related parties	---	1.6
	*124.0	*78.9
<b>Total Assets</b>	<b>137.6</b>	<b>87.6</b>
<b>Equity</b>		
Share capital	3.1	3.1
Share benefit reserve	9.3	2.1
Retained earnings	74.6	27.1
	<b>87.0</b>	<b>32.3</b>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Trade and other payables	27.9	25.6
Members deposits	22.7	29.3
Amounts due to related parties	---	0.3
	50.6	55.2
<b>Total equity and liabilities</b>	<b>137.6</b>	<b>*87.6</b>

**Unlevered balance sheet**

\* rounded

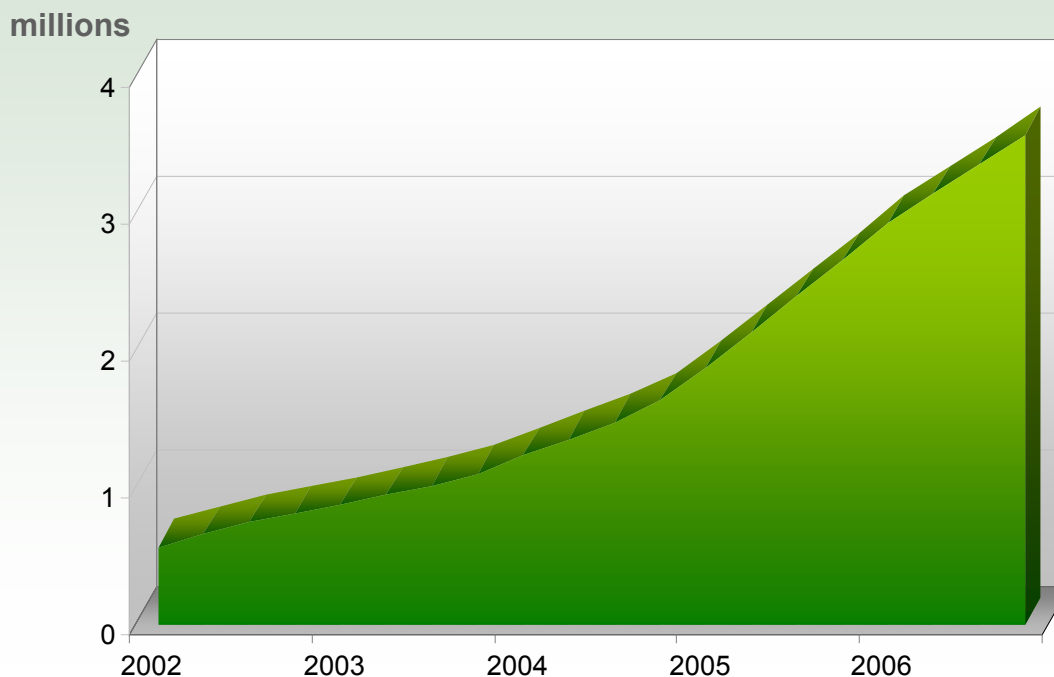
## Cash flow statement

Year to 31 December	2006 \$m	2005 \$m
<b>Cash flows from operating activities</b>		
Profit before tax	77.6	50.2
Share benefit charges	8.8	17.2
Profit before tax and Share benefit charges	<b>86.4</b>	<b>67.4</b>
Depreciation, impairment and amortisation	3.8	3.6
Interest received	(4.9)	(0.7)
Change in current assets and liabilities	2.1	21.1
	<b>*87.5</b>	<b>91.4</b>
Tax paid	(3.1)	(3.2)
<b>Net cash generated from operating activities</b>	<b>*84.5</b>	<b>*88.3</b>
Net cash used in Investing Activities	<b>(3.6)</b>	<b>(3.3)</b>
Financing activities		
Dividends paid	(28.7)	(63.1)
	<b>(28.7)</b>	<b>(63.1)</b>
<b>Net increase in cash and cash equivalents</b>	<b>52.2</b>	<b>21.9</b>
Cash and cash equivalents - beginning of year	62.2	40.3
<b>Cash and cash equivalents - end of Year</b>	<b>114.4</b>	<b>62.2</b>

## Strong Real Money Registrations Growth – Continuing Operations

- Registrations increased 35% reaching 3.58 million at year end 2006
- CAGR of 10.1% between Q1 2002 to Q4 2006

### Real Money Registrations Q1 2002- Q4 2006

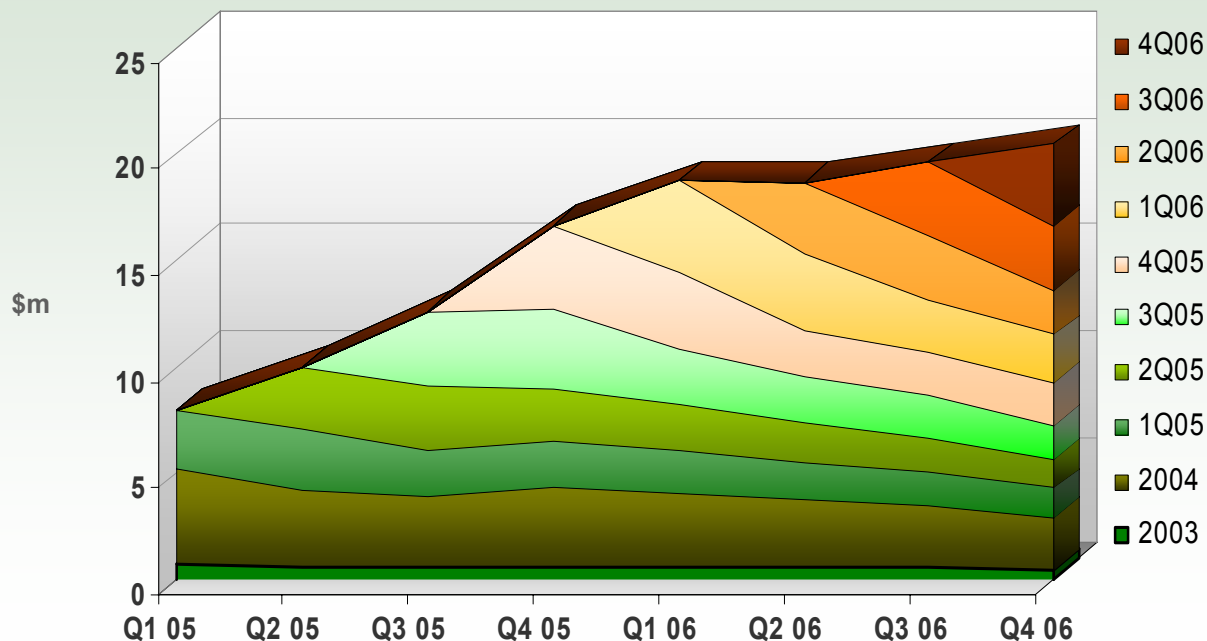




## Poker Retention – Continuing Operations

- Growing core of dedicated long term customers
- 45% of rake\* in Q4 2006 from customers joining Q4 2005 or earlier

**Poker rake\* by year of customers' recruitment**

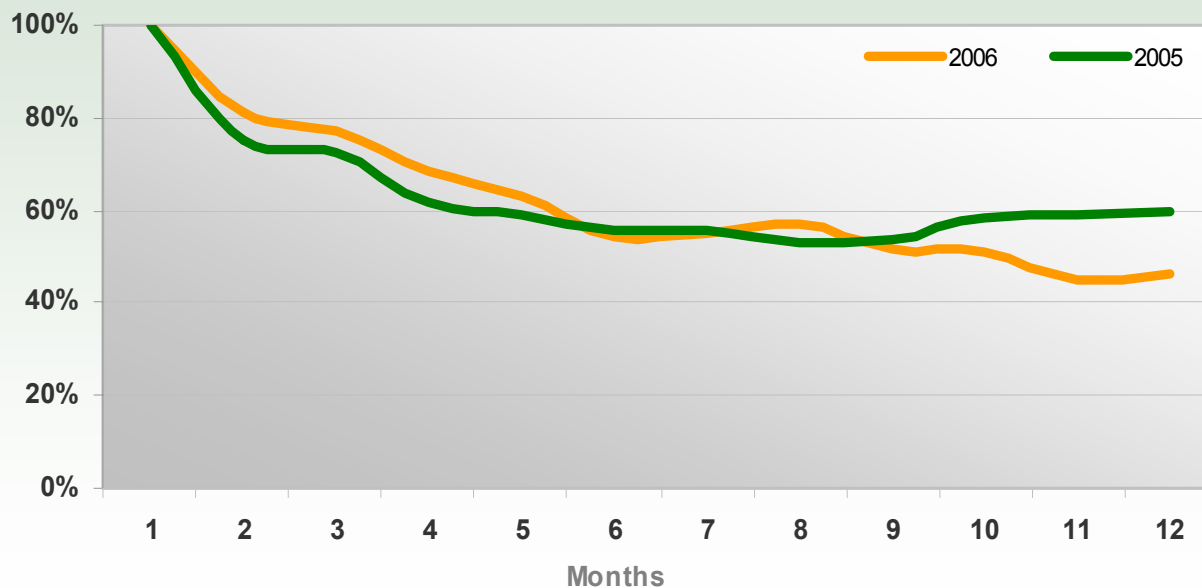


\* Poker rake includes tournament fees

## Poker Retention – Continuing Operations

- Based on rake\* from active customers in January 2005 and 2006
- January 2006 actives still contribute 46% of Month 1 NGR in Month 12

### Poker Revenue\* Retention %

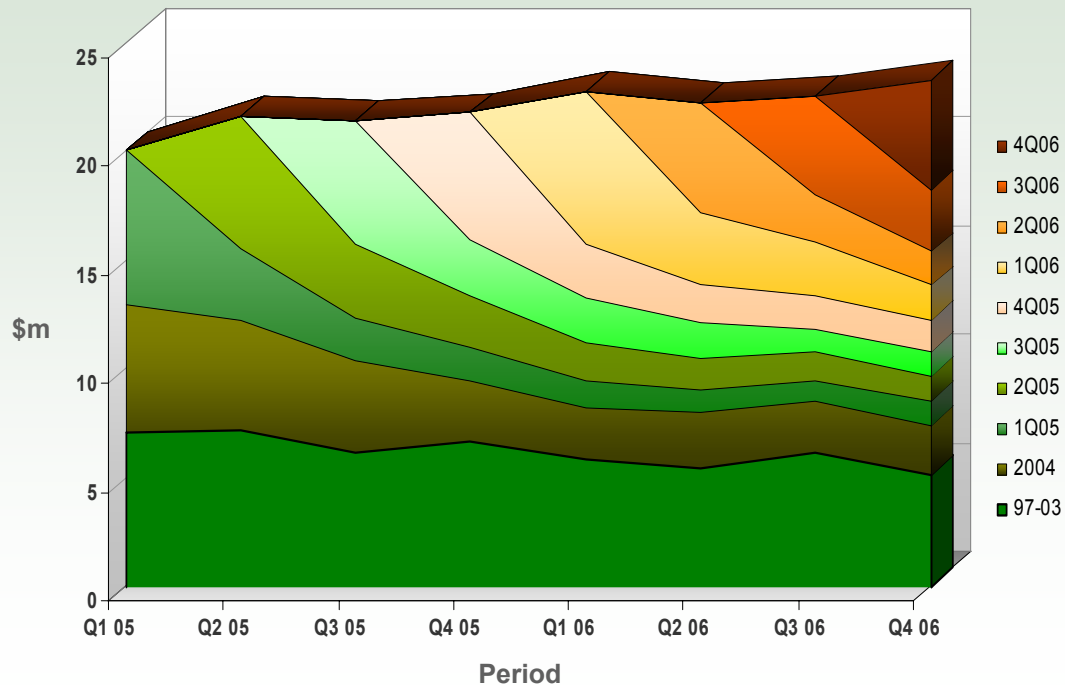


\* Poker rake includes tournament fees

## Casino Retention – Continuing Operations

- Strong core of long term dedicated customers - “stickyness”
- 53% of revenue\* in Q4 2006 from customers joining Q4 2005 or earlier

Casino revenue\* by year of customers' recruitment



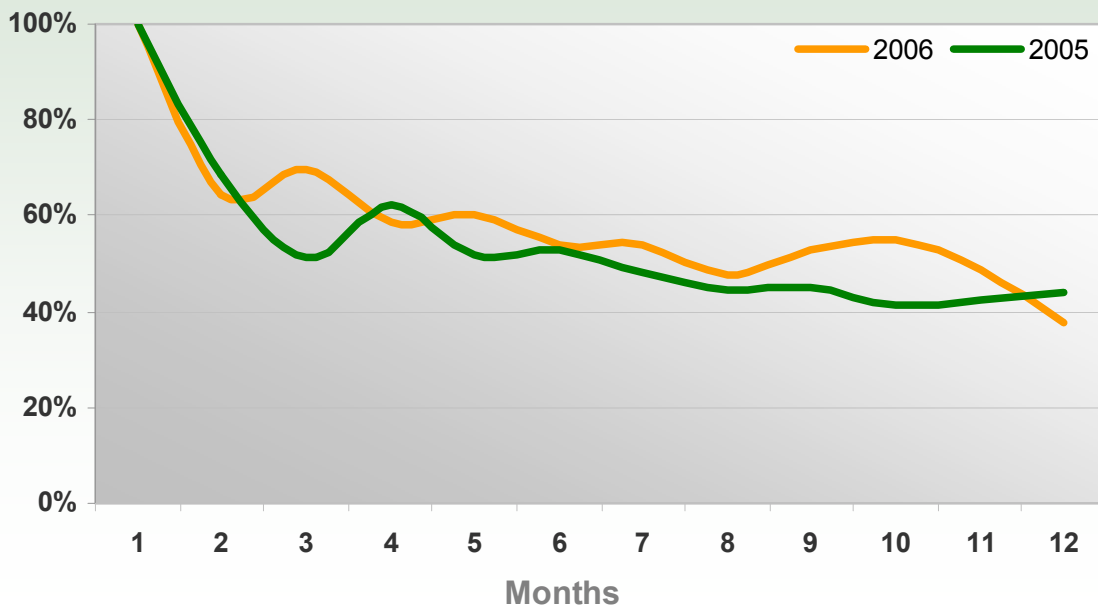
\* defined as deposit less withdrawals

## Casino Retention – Continuing Operations

- Based on revenue\* from active customers in January 2005 and 2006
- January 2006 actives still contribute 38% of Month 1 NGR in Month 12

### Casino net deposit\* by year of customers' recruitment

#### Casino Revenue Retention %



\* revenue defined as as deposit less withdrawal



## Quarter 1 KPIs

30 April 2007



## Quarter 1 KPIs – New Reporting

- In January 2007 Blackjack was introduced into Poker
- Further convergence into our unified offering underway
- Adjustment to the KPIs is necessary to avoid distortion between games
- NGR from any Casino game - irrespective of platform is counted as Casino
- Customers playing Casino games on any platform are counted as Casino active (and also active in other games if played)
- Result – a significant increase in Casino active customers KPI

## Combined KPIs – Continuing Operations

- NGR in Q1 2007 up to **\$46.9m**
- **16%** increase compared to Q4 2006 and **19%** increase compared to Q1 2006
- Quarterly CAGR of **7.9%** from Q1 2005 to Q1 2007

Combined Quarterly NGR Q1 2005 – Q1 2007



## Combined KPIs – Continuing Operations

- Combined active customers in Q1 2007 at **205,907**
- **9%** increase from Q4 2006

Combined active customers Q1 2005 – Q1 2007





## Combined KPIs – Continuing Operations

- Q1 2007 NGR per active customer is **\$228**
- **6%** increase compared to Q4 2006 and **9%** increase compared to Q1 2006

Quarterly NGR per active customer Q1 2005 – Q1 2007



## Casino KPIs – Continuing Operations

- Casino NGR for Q1 2007 is **\$26.0m**
- **17%** increase from Q4 2006 and **21%** from Q1 2006

Casino Quarterly NGR Q1 2005 – Q1 2007



## Casino KPIs – Continuing Operations

- Casino active customers for Q1 2007 of 70,769
- **71%** increase from Q4 2006 as a result of revised KPI

Casino active customers Q1 2005 – Q1 2007



## Casino KPIs – Continuing Operations

- Q1 2007 NGR per active customer is **\$367**
- A one-off shift as a result of revised KPI

Quarterly NGR per active customer Q1 2005 – Q1 2007



## Poker KPIs – Continuing Operations

- Poker NGR for Q1 2007 is **\$20.9m**
- **14%** increase from Q4 2006 and **17%** from Q1 2006

**Poker Quarterly NGR Q1 2005 – Q1 2007**



## Poker KPIs – Continuing Operations

- Poker active customers for Q1 2007 of 168,066
- **14%** increase from Q4 2006 and **25%** from Q1 2006

**Poker active customers Q1 2005 – Q1 2007**



## Poker KPIs – Continuing Operations

- Poker Q1 2007 NGR per active customer is **\$124**
- No change from Q4 2006

Quarterly NGR per active customer Q1 2005 – Q1 2007





## Operating Review

30 April 2007





## The cornerstones of our strategy

- Thinking Global while acting Local
- Enhanced, innovative offering
- State of the art integrated marketing
- Customer intimacy
- Market leading customer service
- Focused, efficient and effective organization
- Employer of choice

## Thinking Global while Acting Local

- **Reasoning:**
  - A Global Brand means thinking Global; however...
  - The right Customer Experience must have a local flavor
  - Geographic expansion requires local marketing and product focus
- **2006 achievements:**
  - New regional organizational structure implemented
  - Local country P&L for each market
  - Specific integrated marketing plan for each country
  - More languages: 11 in Casino and 7 in Poker
  - Support provided in 11 languages
  - Sports licence obtained in Italy

## 2006 sample localization

The top screenshot shows the Swedish version of the 888.com lobby. The main heading is "Övningsspel" (Practice Games). Game icons include Blackjack, Roulette, and Video Poker. A central banner reads "888.COM CONGRATULATES TWO OF ITS SPONSORED PLAYERS WHO WON \$9.3 MILLION AT THE MAIN EVENT OF 2006 WSOP!".

The bottom screenshot shows the Japanese version of the lobby. The main heading is "練習モード" (Practice Mode). Game icons include ブラックジャック (Blackjack), ルーレット (Roulette), and スロットマシン (Slot Machine). A central banner reads "888.com カシノオンネット".

The top screenshot shows the German version of the 888.com website. The main heading is "ABO!" (Subscription). A central banner reads "100% de BONUS". Game icons include Blackjack, Roulette, and Video Poker. A central banner also reads "888.com CASINO ON-NET".

The bottom screenshot shows the French version of the website. The main heading is "Léger rebond du DJ attendu avant les ventes de logements" (Slight rebound of DJ expected before housing sales). A central banner reads "JEUX DE POKER GRATUITS" (Free Poker Games). A central banner also reads "888.com CASINO ON-NET".

## 2007 focus - More localization

- *From localizing games to adding local games*
- Our offering is currently already very localized:
- Currently missing more 'local' games which are relevant for specific markets
- In 2007 we will add a few local games in key markets
- Such games can include Pachinko, localized slots etc.
- To enable quick games introduction:
  - Process to open our platform to 3<sup>rd</sup> party integration completed
  - Software Development Kit available for key partners
  - First integrated game will be launched in Q3 07



## Enhanced & Innovative Offering

- **Reasoning:**
  - Providing a unique Customer Experience to improve acquisition and retention
  - Maximize our share of customers' spend by providing all gaming needs
- **2006 achievements:**
  - Improved our existing offering:
    - New 'Poker Uplift' version (released Q1 07)
    - Added at least one more game each month
  - Built infrastructure for quick games integration and introduction
  - Mobile product (roulette, BJ & slot) launched
  - Integrated BJ into Poker (released Q1 07)
  - Completed our Backgammon game, integrated into Poker (Q1 07)

## New games



## 2007 focus - Unified Offering

- *From different games to a single multi-dimensional gaming environment*
- Already in progress with BJ in Poker
- Next step - additional 19 casino games and Backgammon in Poker (Q1 07)
- Late Q2, all games in the Unified client
- Different customers will get a different look and feel based on 'orientation':
  - To what campaign they responded and which games they play
- All games will be available to all customers
- All funds could be used for all games from a single wallet
- Simpler and more user friendly than current offerings in the market
- Required unique data mining capabilities to mitigate fraud risk



## Current Unified Offering Client Lobby

The screenshot displays the 888.com Pacific Poker lobby interface. At the top, there are navigation links for 'My Profile', 'Beginners', 'Options', '888 Games', 'News & Events', and 'Help'. The user's location is set to 'UK' with a time of '08:44' and the website URL '888.com' and '12:44'.

The main navigation bar includes game types: 'Hold'em', 'Omaha Hi', 'Omaha H/L', '7 Stud', and '7Stud H/L'. A 'SWITCH TO MONEY PLAY' button is prominently displayed. Below this, there are tabs for 'Ring Tables (150)', 'Tournaments (45)', and 'Jackpots (19)'. The 'Tournaments' tab is active, showing a list of tournaments with columns for Time Table, Stakes, Limit, Size, Plrs (wait), Speed, Avg. Pot, Action, and Details.

The tournament list includes various formats such as Sit & Go, Multi Table, WSOP, and 50,000. The current selection is a tournament with a \$1/\$2 NL limit, 10 seats, and a 10/10 wait time. The average pot is \$80.54. The 'Action' column shows 'Join' buttons for most tables and 'Wait' for others.

On the right side of the lobby, there are several informational panels:
 

- My Account:** Available Money: \$1,000,000.00, Money on Tables: \$1,000,000.00, Total: \$1,000,000.00. A 'CASHIER' button is located below.
- Jackpot: Akonith:** A large '\$1,000,000.00' is displayed.
- News & Events:** A section with a list of news items.

A red oval highlights a large empty white space in the bottom right corner of the lobby, which appears to be a placeholder for a feature or content that is not currently visible.



## 2007 focus - Entertainment focus

- *From just gaming to additional forms of entertainment*
- Adding video and audio players to the site and the client
- Providing valuable content to customers for free
- Using content both as an acquisition and retention tool
- Leveraging content which we create and own
- Recent survey showed most customers would value content on specific areas of interest
- Second phase could include paid-for content and advertising-sponsored content for demo customers

## 2007 focus - Community tools

- *From individuals playing at the same table to a community of people looking to have fun*
- Social networks success in recent years prove the stickiness of the community
- The common offering in the industry includes only chat around poker tables
- Advanced features will include (at different stages):
  - Messenger enabling 'making friends' and seeing when they are online
  - Personal 'spaces' where people can present themselves
  - Blogs
  - Private 'by invitation' tables
  - Scheduling of 'virtual meetings' with friends
- Building a community feeling is a critical tool in customer retention

## 2007 focus – multiple platform access

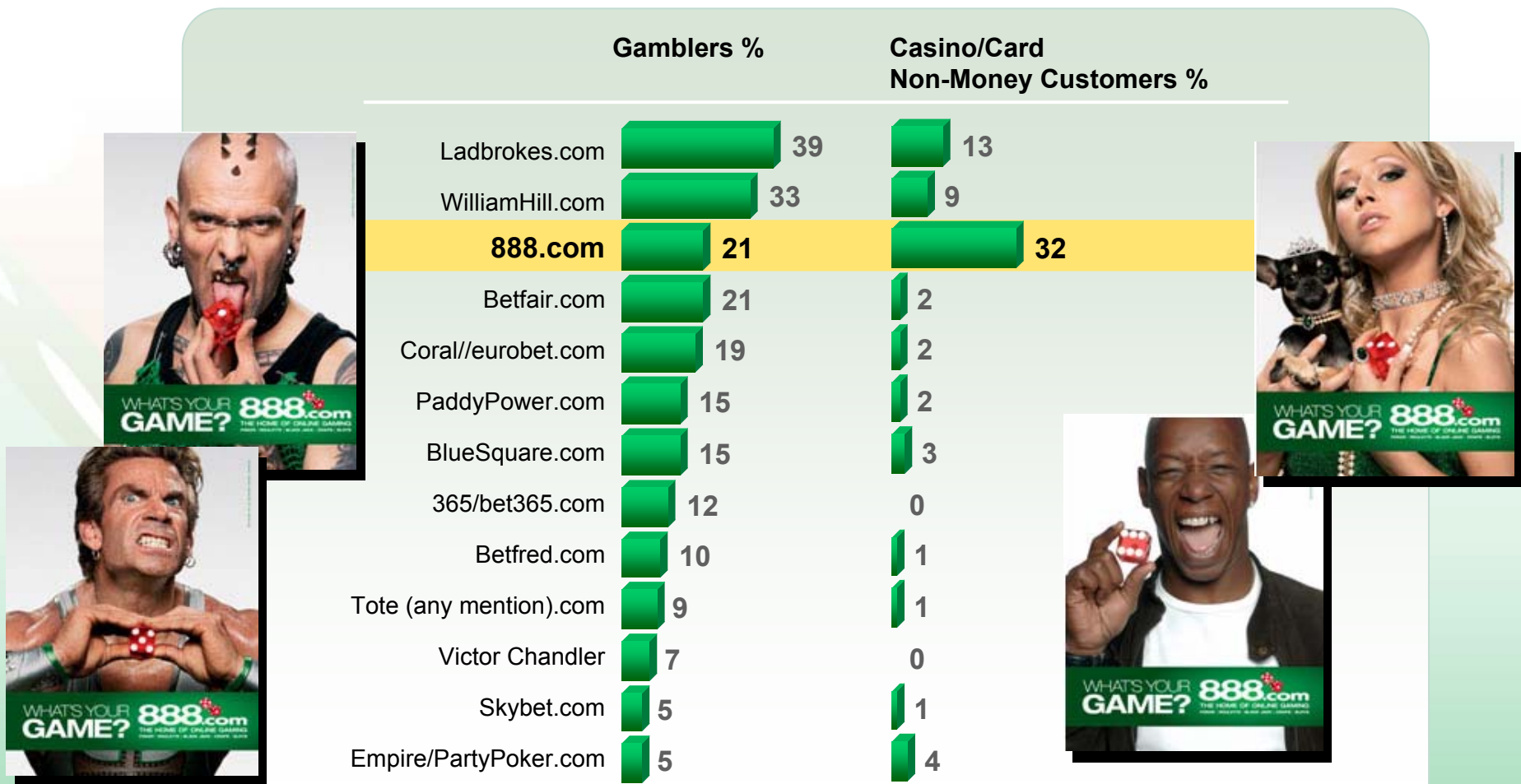
- *From single platform to multi platform access*
- Customers want to access favourite games anytime & anywhere
- Concept already launched with our mobile proposition
- Current directions include:
  - TV – in specific distribution scenarios
  - Airlines:
    - Currently live (demo play) in BMI
    - DTI contract secures presence in major airlines
- We aim to have at least 2 more live access 'points' by the end of 2007

## State of the art Integrated Marketing

- **Reasoning:**
  - Integrated marketing is key to customer acquisition and retention
  - Strong marketing message is a key part of the Customer Experience
- **2006 achievements:**
  - Continued investment in our brand with a more specific focus on direct-return activities alongside brand building
  - Initiated first viral marketing activities
  - Produced our first-ever customers' magazine – 'Eight'
  - Continued investment in Retention and loyalty enhancement
  - Infrastructure completed to enable strategic partnerships

## 2006 achievement – UK campaigns and brand awareness

**Question:** What online gaming and betting web sites have you seen, read or heard about?

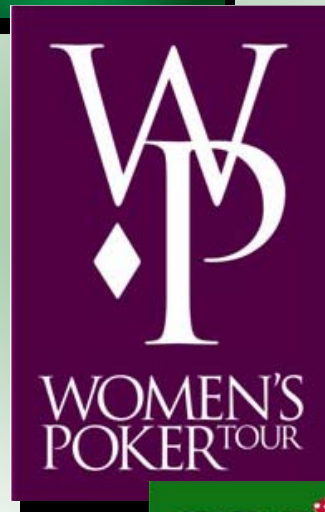


Source: Millward Brown May 2006





## 2006 achievement – Sports Sponsorships and TV content





**2006 achievement –  
Our first-ever exclusive magazine 'Eight'**





## 2006 achievements – initial viral marketing



[www.flashones.com/888/](http://www.flashones.com/888/)



21clips.com

## 2006 achievement – improved Search Engine positions

Google™ Web Images News Maps <sup>New!</sup> Froogle Groups [more >](#)

Search:   [Advanced Preferences](#)

Search:  the web  pages from the UK

**Web**

[Play Online \*\*Poker\*\* at the World's Best \*\*Poker\*\* Room - Pacific \*\*Poker\*\*](#)  
Pacific **Poker** is the best online **poker** room on the web and the only online **poker** to offer instant bonus (available immediately) on your first deposit.  
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[The World's No.1 Online Casino & Online \*\*Poker\*\* Room - 888.com](#)  
888 Casino-on-Net is the largest and most trusted online casino and online **poker** room on the web. Enjoy the best selection of online gambling games: online ...  
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Search:  the web  pages from the UK

**Web**

[The World's No.1 \*\*Online\*\* Casino & \*\*Online\*\* \*\*Poker\*\* Room - 888.com](#)  
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[Online \*\*Poker\*\* - Play \*\*Online\*\* at Full Tilt \*\*Poker\*\* Room](#)  
[Online \*\*Poker\*\* at the Fastest Growing \*\*Online\*\* \*\*Poker\*\* Room. Full Tilt \*\*Poker\*\* offers the best](#)

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**Web**

[Casino-on-Net Spitze im Spiel seit 1997](#)  
888 **Casino**-on-Net ist Das Beste, Größte und Vertrauenswürdigste **Online Kasino** der Welt. **Casino-on-Net** das Glücksspiel bei **Online** Kasinospielen!  
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[Die Besten \*\*Online\*\* \*\*Casino\*\* 2007](#)  
Das Spin Palace **Kasino** wird mit der Microgaming-Software betrieben. Dieses **Online-Casino** stellt über 60 bekannte **Kasino**-Spiele zur Verfügung. ...  
[www.playfactory.net/](http://www.playfactory.net/) - 26k - [Im Cache](#) - [Ähnliche Seiten](#)

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Search:   [Advanced Preferences](#)

Search:  the web  pages from Canada

**Web**

[The World's No.1 \*\*Online\*\* \*\*Casino\*\* & \*\*Online\*\* \*\*Poker\*\* Room - 888.com](#)  
888 Casino-on-Net is the largest and most trusted **online** casino and **online** **poker** room on the web. Enjoy the best selection of **online** gambling games: **online** ...  
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[Online \*\*Gambling\*\* \*\*Casinos\*\*: player guides, official manuals and ...](#)  
Research guide to **online** **gambling** focussing on sportsbooks, **online** casinos, poker rooms and bingo halls in order to guarantee a safe, secure and trustworthy ...  
[www.gambling-portal.com/](http://www.gambling-portal.com/) - 63k - [Cached](#) - [Similar pages](#)

## 2007 focus - Strategic partnerships

### *From just an operator to a provider of virtual operators*

- Partnerships are a shortcut to new market segments
- We choose partners based on their assets: brand, retail presence, captive audience, unique proposition etc.
- We offer turn-key service not available from most software providers
- First partnership with Riley's signed and in final implementation stages
- Additional partnerships in various stages of negotiations
- We expect to close 2 additional significant deals in 2007
- These partnerships are expected to be a major driver for customer acquisition

## 2007 focus - New customers' club

- ***From a 2-tier VIP club to a state of the art Customers Club***
- Current VIP club is limited mostly to VIP Casino customers
- The new customer club – The Max – will cover all customers and include 4 membership tiers
- Club benefits will include:
  - Faster points accumulation
  - Tangible gifts
  - Free tournaments
- Club will offer point accumulation from all games into one account
- Inclusion of ALL customers in the club will serve to increase loyalty

## The Max – Customers Club





## Customer Intimacy

- **Reasoning:**
  - Knowing customers enables to provide the right Customer Experience
  - Customer intimacy helps predict who will become a Valuable Customer
- **2006 achievements:**
  - State of the art Data Warehouse implemented, enabling better analysis of customers' behavior
  - Panorama OLAP viewer and Business Objects tools implemented, providing immediate access to business data
  - Completed detailed market studies according to our research methodology
  - Perfected our analysis tools for any change we are making in our offering and marketing campaigns
- **2007 focus:**
  - Continue learning what our customers want and act accordingly

## Market Leading Customer Service

- **Reasoning:**
  - Critical for the Customer Experience & the trust-me factor
- **2006 achievements:**
  - Continuing with our unique SLA:
    - 98% of all incoming calls are answered within 25 seconds
    - 96% of all chat requests answered within 25 seconds
    - 90% of all e-mails in English and 75% in other languages are answered within 12 hours
  - Implemented additional systems to monitor service levels and improve service efficiency
  - Continued improvement of our CRM back office system
  - Maintained what is probably the best customer service in the industry
- **2007 focus:**
  - Continue delivering the best customer service in the industry

## Focused, Efficient and Effective Organization

- **Reasoning:**
  - Following the suspension of US activity, revenue and profit margins went down
- **2006 achievements:**
  - Full restructuring of our cost base
  - Necessary headcount reduction plan across all locations
  - New purchasing and budget control processes implemented across the group
  - Move to new building in Israel improves efficiency and productivity
- **2007 focus:**
  - Continue cost control and reduction
  - Improve operational margins





## **Bingo Acquisition**

30 April 2007



## Globalcom's Market Position

- The leading UK bingo network - 68 bingo sites out of 137 UK facing sites
- Long lasting relationships with the leading bingo affiliates and portals
- Currently operates under license form Kahnawake
- 28,000 real money registered users since inception (~10,000 active the last 3 months)
- Gaming revenues generated from bingo tickets (52%) and complementary casino / instant games (48%)
- Closes a hole in our product offering both for the 888 offering and our partnership proposition
- 99% business from the UK with no regulatory risk

## Financial & Operational Highlights

- **Financials**

- Turnover of US\$11.3 million\* (net of bonuses granted to customers)
- Net profit of US\$5.6 million\*

- **User Profile**

- 99% of business is UK focused, Female Predominantly (80-85%)
- 35+ years old

- **Bingo Offering**

- Chat is incorporated into the Bingo game
- Chat moderators actively involved in creating the exciting virtual community
- The bingo offering includes 15-20 complementary games, which are provided by 2 third parties
- Multi currency system: €, \$, £
- The bingo is available in English

## Bingo Business Model

- **Network operator:**
  - 45 super affiliates
  - Globalcom handles all the operation, while the skins purely do marketing
  - Major skins: Bingoballroom.com, UK-Bingo.net, Bingofabulous.com and Twofatladies.com
- **Managed Service provider:**
  - 2 licensees: Cashcade and Thinkbingo (iTV)
  - Globalcom license SW, host sites, clear payments and manage IT
  - Licensees manage the bingo game, do marketing and employ Chat Moderators



## Bingo – network Licensees

**ThinkBingo plus**  
BINGO + CHAT + GAMES + FRIENDS + FUN

elp | Terms & Conditions | About Us | Contact Us | Affiliates

username  password  **LOGIN**  
Forgotten your login? Register now

HOME FORUM SPECIALS PLUS POINTS WINNERS TESTIMONIALS BINGO LINKS

**PLAY BINGO NOW**

Refer a FRIEND  
See yesterday's winners  
Bonus up to **£100** on first deposits  
**Register to play**

**Special Promotion**  
50% bonus  
As well as the 100% on your first deposit, we award 50% on every deposit thereafter! How many bingo sites offer that?  
Earn a fiver  
By referring a friend. For details: [click here](#)

**TimeOut London**

TIME OUT WORLDWIDE CITIES A-Z SHOP SEARCH ALL TIME OUT Google

**PLAY BINGO NOW!**  
Click Here>>

**ACCOUNT LOGIN**  
Username  Password  **GO**  
Forgotten login

**ENTER GAME**  
**PLAY NOW**  
NO DOWNLOAD NECESSARY

**YESTERDAY'S WINNERS**  
jackhobbit £1,000  
**YESTERDAY'S TOTAL WINNINGS**  
£105,120

Home | Sign Up | Bingo Games | Overall Jackpots | Promotions | Bingo Club | Winners

**Team Bingo**  
GRAB YOUR MATES IT'S TIME TO PLAY  
Click Here>>

**GETTING STARTED**  
1 Sign Up 2 Buy Cards 3 PLAY!

**FREE £5**

**NEW 100 ROOM**

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THE BEST NEWSPAPER ON THE WEB

New Fiat Scudo. Dedicated to professional drivers. Click here for more information

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filmstore  
music downloads  
slimming

**LOGIN**  
username:   
password:  **GO**  
forgotten password?

**£1 Million Jackpots Every Week**  
PLAY ONLINE NOW!

**GETTING STARTED**  
1 Sign Up 2 Buy Cards 3 PLAY!

**Spring Clean Your Wardrobe**  
Win a Day with a Fashion Assistant

**FREE £5**  
For All New Players  
(no deposit required)  
**JOIN NOW**

**RECENT WINNERS**  
soldierblue £187.50

**BINGO CLUB**  
Suzanne from Coventry  
Sara from Wales

**ThinkBingo plus**  
BINGO + CHAT + GAMES + FRIENDS + FUN

Username: gal9999  
Balance: £0.00  
BANKING

Playing In: Hall A  
BACK TO LOBBY

**90 BALL PROGRESSIVE JACKPOT**

**Hi-Low-Shuffle**

**Don't Forget Our Progressive Jackpots**

**INSTANT WINS** **SLOTS** **TABLE GAMES**

GAME STARTS IN: 2min 26sec

JACKPOT **£0.00** PLAYERS 0

TICKETS COST: £1

AUTO SELECT STRIPS

9	18	28	39	62	80	87	7	16	49	66	80
6	14	37	45	58	13	34	24	39	54	63	76
8	25	41	53	69	11	25	41	51	68		
3	12	49	74	88	27	31	43	57	72		
6	14	51	63	86	13	34	70	71	89		
1	13	40	79	89	4	14	32	48	84		
15	38	47	75	81	15	40	44	78	87		
19	27	50	52	68	18	21	36	52	62		
7	16	22	31	57	8	18	21	36	52	62	
2	29	48	55	71	3	22	67	73	90		
34	46	65	76	82	6	19	26	59	85		
83	43	54	77	84	1	23	50	74	81		
10	17	26	72	83	28	38	46	58	64		

TICKETS SELECTED 0

**BUY SELECTED TICKETS**

CHATROOM: Hall A

#CM-Kernie# [moderator]  
nufclass  
SuziStars  
janet225  
sillybilly

PLAYERS CHATTING: 6

Welcome to Think Bingo Plus



## Regulation

30 April 2007



## Regulation

- **US:**
  - UIGEA
  - WTO
  - Barney Frank
- **Europe:**
  - Different countries take different approaches:
    - Many EU countries heading toward regulation
    - Others looking at potential prohibition
    - Placanica
    - Some development in non-EU countries
- **Rest of the world:**
  - Additional countries heading toward a licensing regime
- **Defining moments from the regulatory perspective**



## Current Trading

30 April 2007





## Current Trading

- Record turnover in March 2007 for non- US operations
- NGR growth of 16% in Quarter 1 of 2007 compared to Quarter 4 of 2006
- Average daily turnover 20% higher during period 1st March to 21<sup>st</sup> April 2007 than during the last week of October 2006
- Average daily Poker rake and tournament fees 20% higher during period 1st March to 21<sup>st</sup> April 2007 than during the last week of October 2006
- Average daily Poker active customers 28% higher during period 1st March to 21<sup>st</sup> April 2007 than during the last week of October 2006
- Average daily Casino active customers 11% higher during period 1st March to 21<sup>st</sup> April 2007 than during the last week of October 2006

**Good start to 2007**



## Summary

30 April 2007



## Summary

- 2006 performance good despite UIGEA
- 2007 a challenging year with a good start for the year
- Clear strategy
- A few critical strategic shifts
- World class management and employees
- Dividend in line with declared policy



# Q&A

30 April 2007





## Appendices

30 April 2007



## Riley's Poker partnership

- The first offline-online combined poker proposition
- Riley's is UK's leading network of snooker & pool clubs (163 clubs), with 525,000 members
- Partnership to develop and deliver “[www.rileyspoker.com](http://www.rileyspoker.com) powered by 888.com”
- Proposition to be available also through in-club terminals
- In final implementation stages

