



Results for the  
Year ended  
31 December 2009

23 March 2010



# Agenda

**Gigi Levy**

Introduction

**Aviad Kobrine**

Financial Review

**Gigi Levy**

Operating Review  
Regulation

**Gigi Levy &  
Aviad Kobrine**

Summary and Q&A



## Highlights<sup>†</sup>

- Total Operating Income **\$247m** down **6%**
- Total Operating Income B2C **\$195m** down **13%**
- Total Operating Income B2B **\$51m** up **33%**
- Total Operating Income B2C Emerging Offering **\$25m** up **82%**
- EBITDA<sup>1,2</sup> **\$46m** down **18%**
- PBT<sup>1</sup> **\$35m** down **29%**
- Final Dividend of **3.0¢** Total Dividend 2009: **6.6¢**
- Cash at year end **\$88m**

<sup>1</sup> Excluding share benefit charges    <sup>2</sup> Excluding Forex impact.

<sup>†</sup> All figures in this presentation are extracted from 888's financial statements as published where available.

Totals may not sum due to rounding.



## Financial Review



# Profit and loss

\$m	2009	2008	% Change
<b>Net Gaming Revenue</b>	<b>246.7</b>	<b>256.9</b>	(4%)
Other operating income	-	5.7	
<b>Total Operating Income</b>	<b>246.7</b>	<b>262.6</b>	(6%)
Operating expenses <sup>1</sup>	89.9	77.3	
Research and development expenses	24.2	27.4	
Selling and marketing expenses	67.3	80.2	
Administrative expenses <sup>2</sup>	19.8	22.0	
<b>EBITDA<sup>1,2</sup></b>	<b>45.6</b>	<b>55.7</b>	(18%)
Depreciation & Amortization	(8.5)	(7.3)	
Interest , F/X	(2.5)	0.3	
<b>Profit before tax<sup>3</sup></b>	<b>34.6</b>	<b>48.6</b>	(29%)
Taxation	(2.7)	(3.1)	
<b>Profit after tax<sup>3</sup></b>	<b>31.8</b>	<b>45.6</b>	
<b>Basic earnings per share<sup>3</sup></b>	<b>9.2¢</b>	<b>13.4¢</b>	(31%)

**Final Dividend 3.0¢, Total Dividend 6.6¢**



<sup>1</sup> Excluding depreciation & amortisation

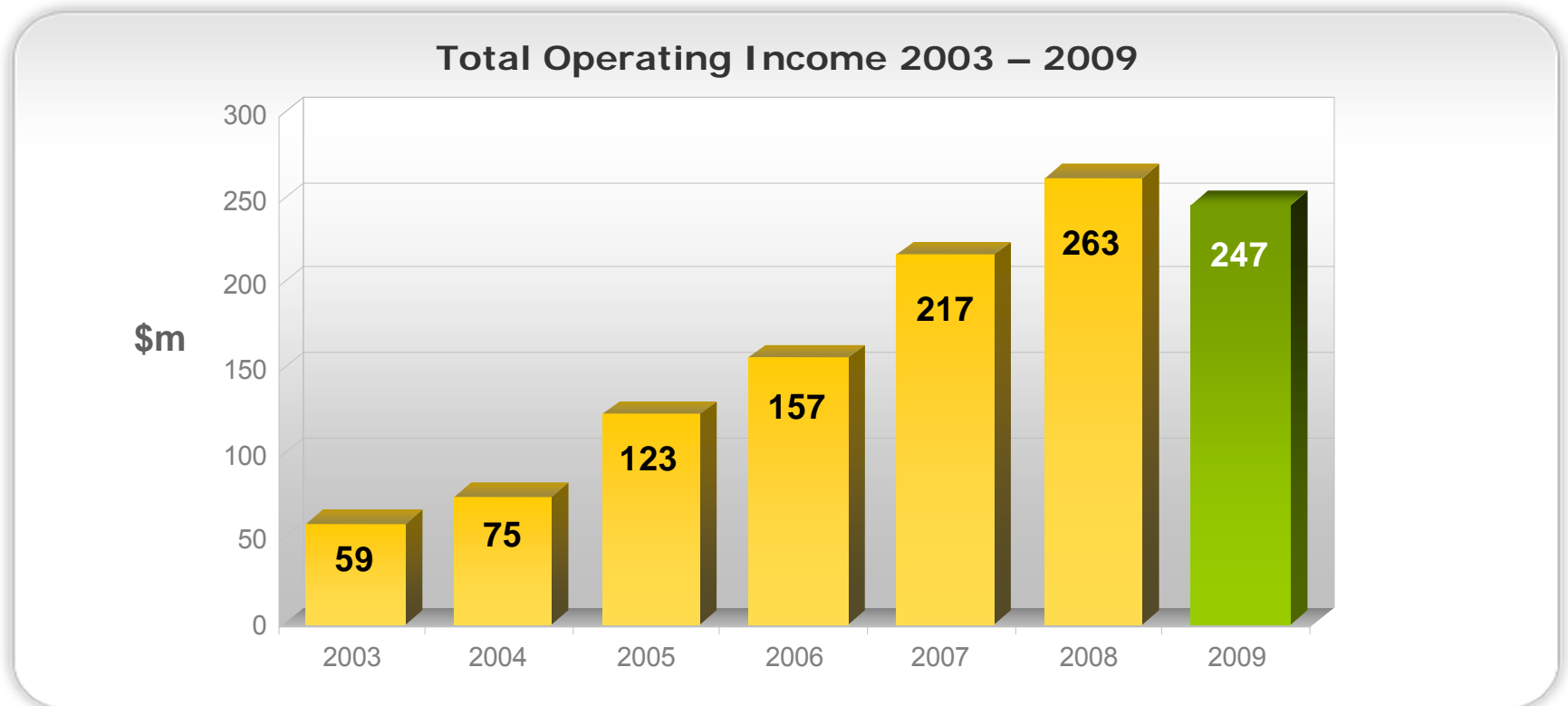
<sup>2</sup> Excluding share benefit charges, exchange loss

<sup>3</sup> Excluding share benefit charges



# Total Operating Income

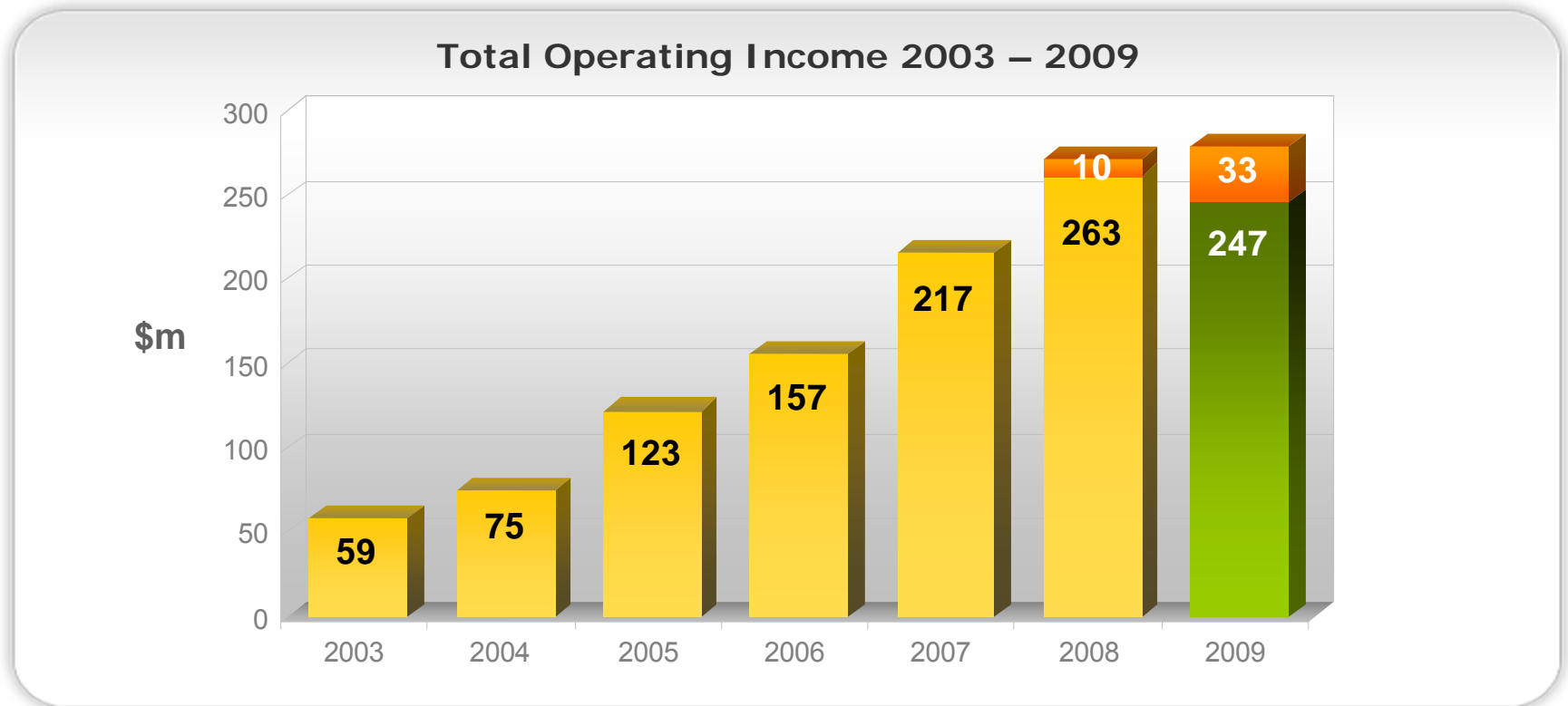
- 2009 - Total Operating Income **\$247m** (2008: \$263m), down **6%**





# Total Operating Income

- FX fluctuation negatively affected Y2009 TOI



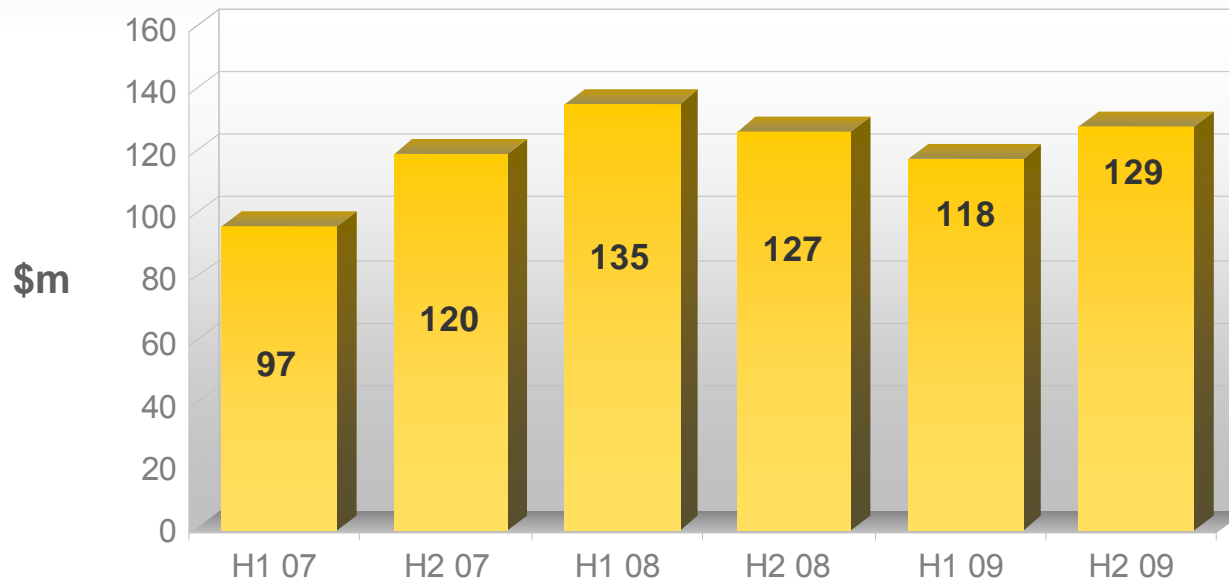
Estimated revenue loss due to FX rates change  
FX rates of Jan08 applied  
Assuming no change in player's behaviour



# Total Operating Income

- H2 09 - Total Operating Income up **9%** to **\$129m** compared to H1

Total Operating Income 2007 – 2009



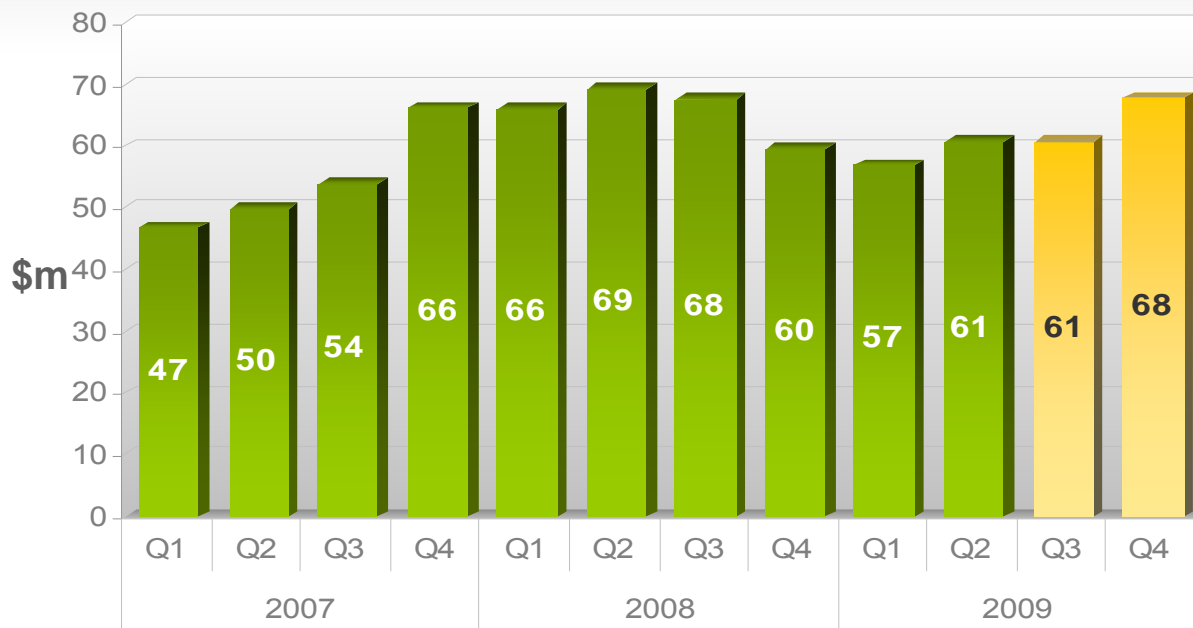




# Total Operating Income

- Strong Q4 09 TOI to **\$68m** up **14%** on Q4 08 and up **12%** on Q3 09

Total Operating Income 2007 – 2009

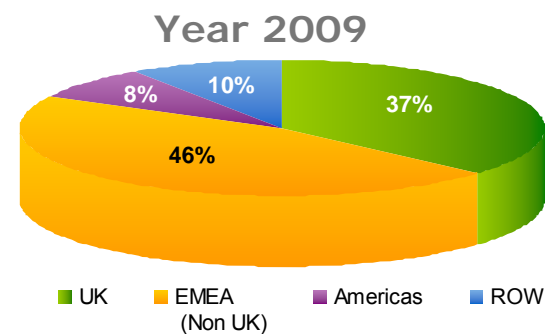
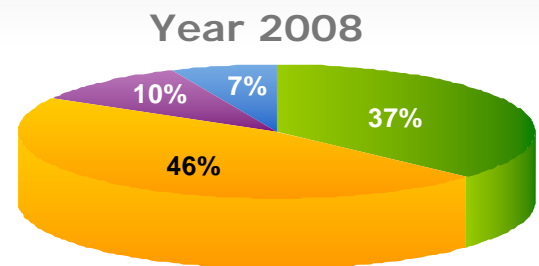
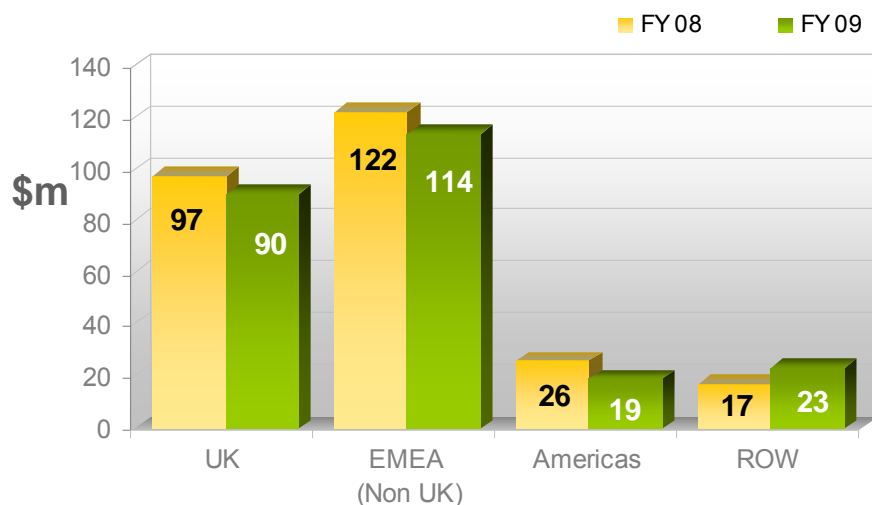




# Geographic segmentation TOI

- Europe (ex UK) and UK down **7%**, Americas down **27%**, ROW up **36%**
- Stable geographical mix

Geographic segmentation\*, TOI 2008 and 2009



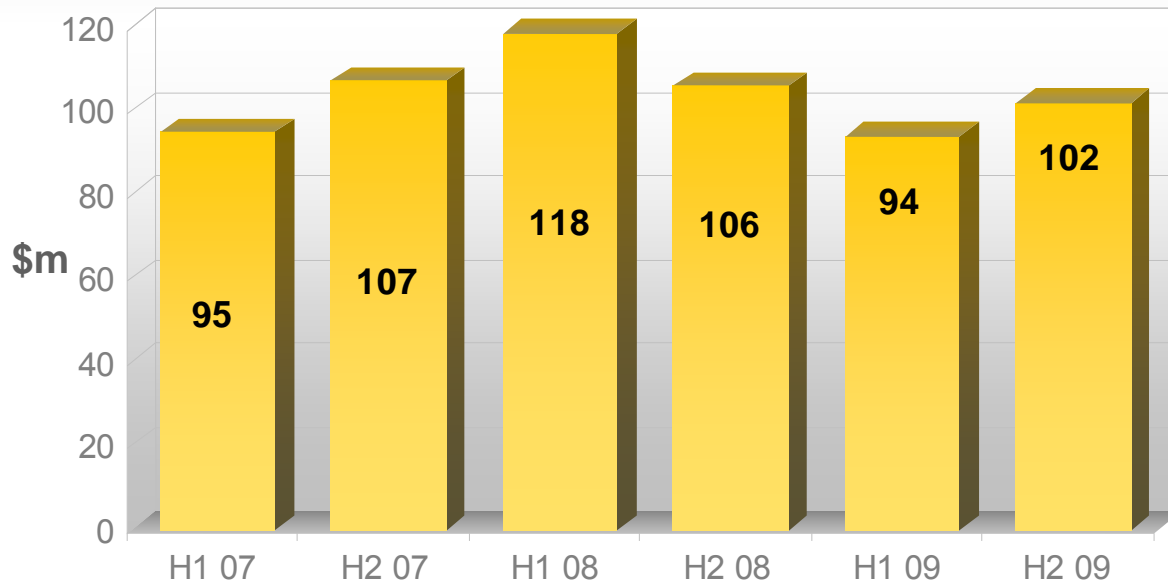
\* New segmental allocation method in P2P games – Rake driven



# Total Operating Income B2C

- Strong H2 09 - **9%** increase compared to H1

Total Operating Income B2C 2007 – 2009

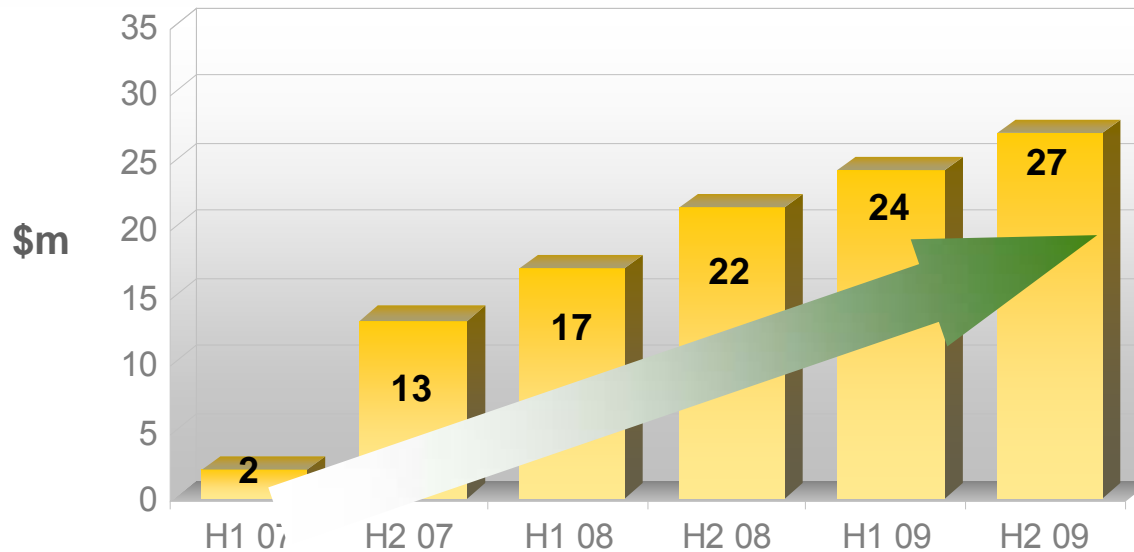




# Total Operating Income B2B

- H2 09 Total Operating Income up **25%** to **\$27m** (H2 2008: \$22m)

Total Operating Income B2B 2007 – 2009

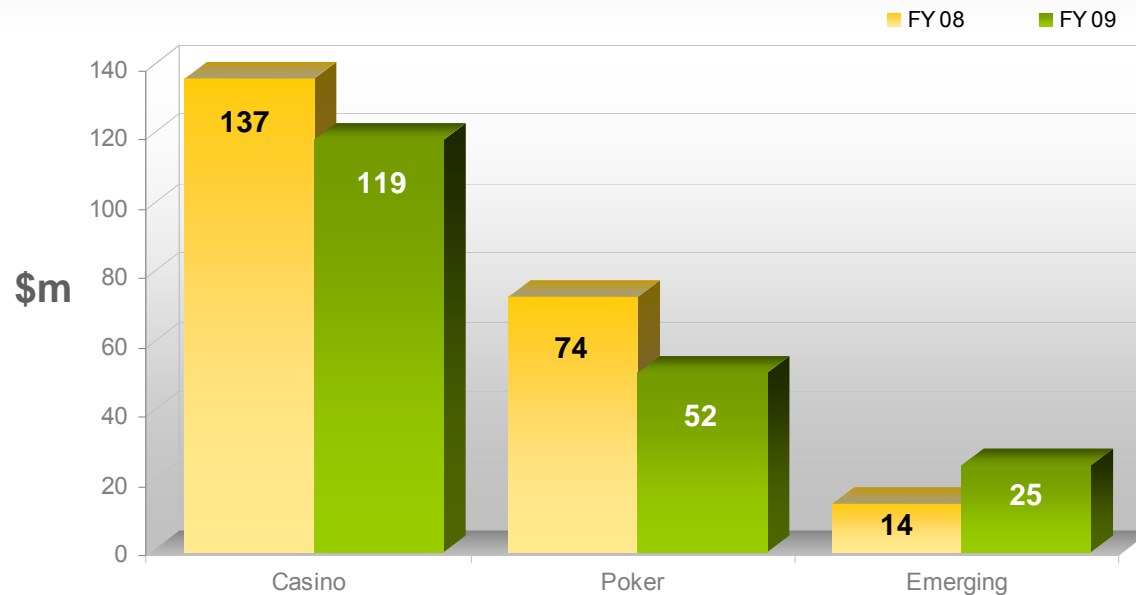




# TOI B2C by Product

- Emerging Offering up **82%**, Casino down **13%**, Poker down **30%**
- Emerging Offering growth is driven by Live Dealer and 888Sport

Total Operating Income B2C 2008 and 2009

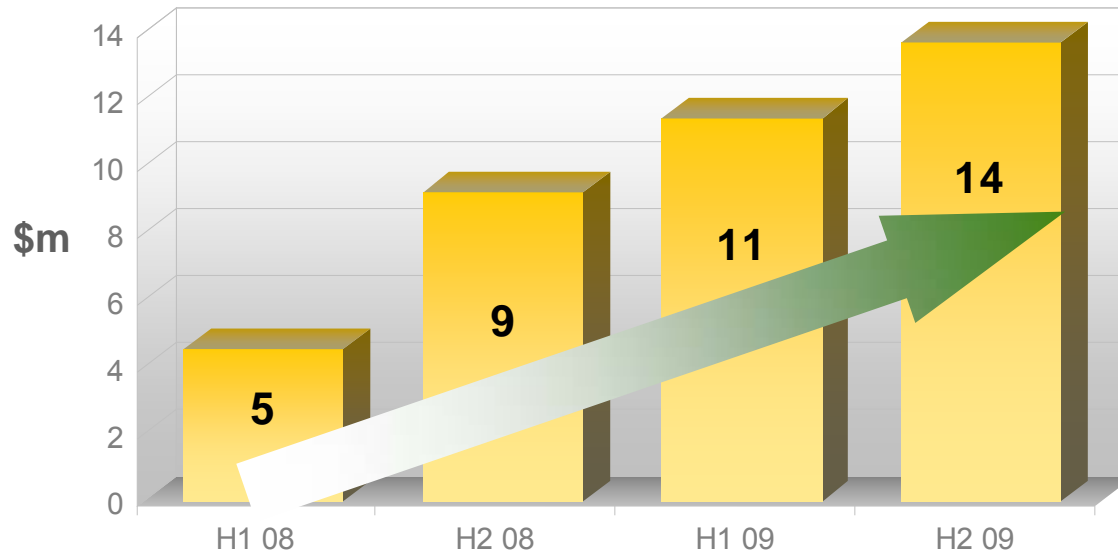




## TOI Emerging offering B2C

- H2 09 TOI Emerging offering up **48%** to **\$14m** (H2 2008: \$9m)

Total Operating Income B2C 2008 and 2009

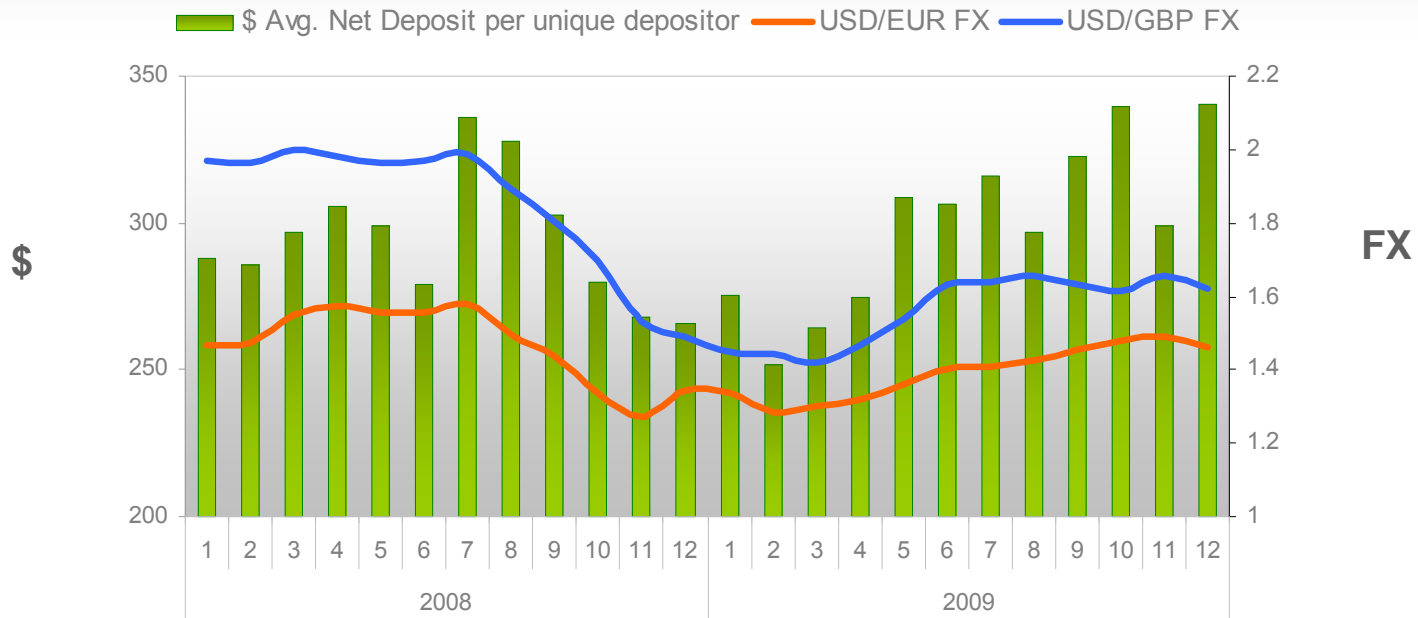




# Average Net Deposit Casino & Poker B2C

- Strong correlation between Avg. Net Deposit and FX rates

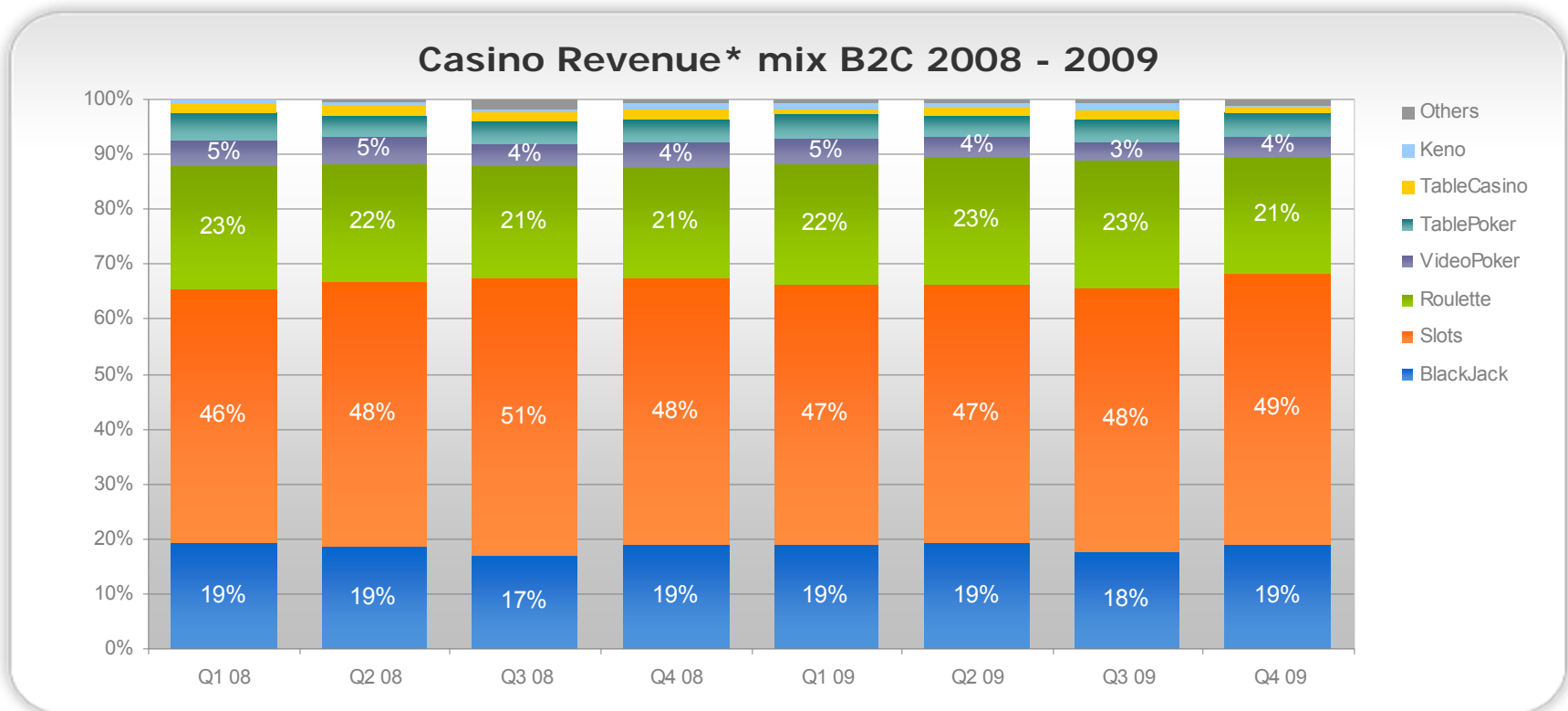
## Average Net Deposit Casino & Poker B2C 2008 and 2009





# Casino Revenue\* mix B2C

- Stable Casino game mix – slight expansion of Slots v. Roulette



\* Revenue mix is based on *Casino House Profit = Bets-Wins*

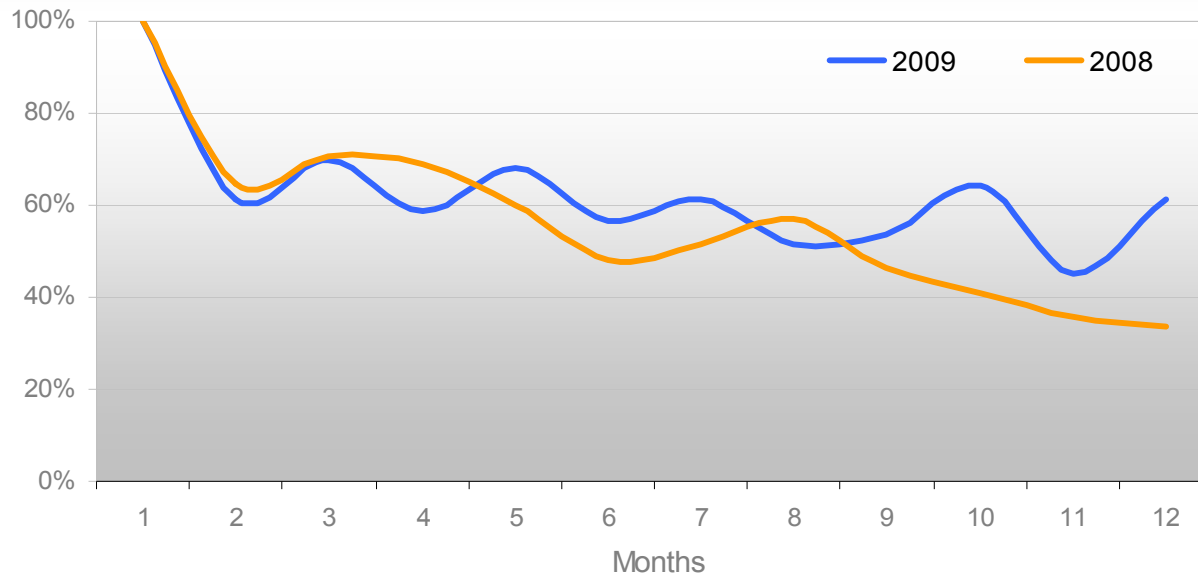




## Revenue\* retention Casino B2C

- January 2009 actives still contribute **61%** of revenue after 12 month
- Improved casino revenue retention in 2009 **61%** (2008 34%)

Revenue retention Casino B2C 2008 and 2009



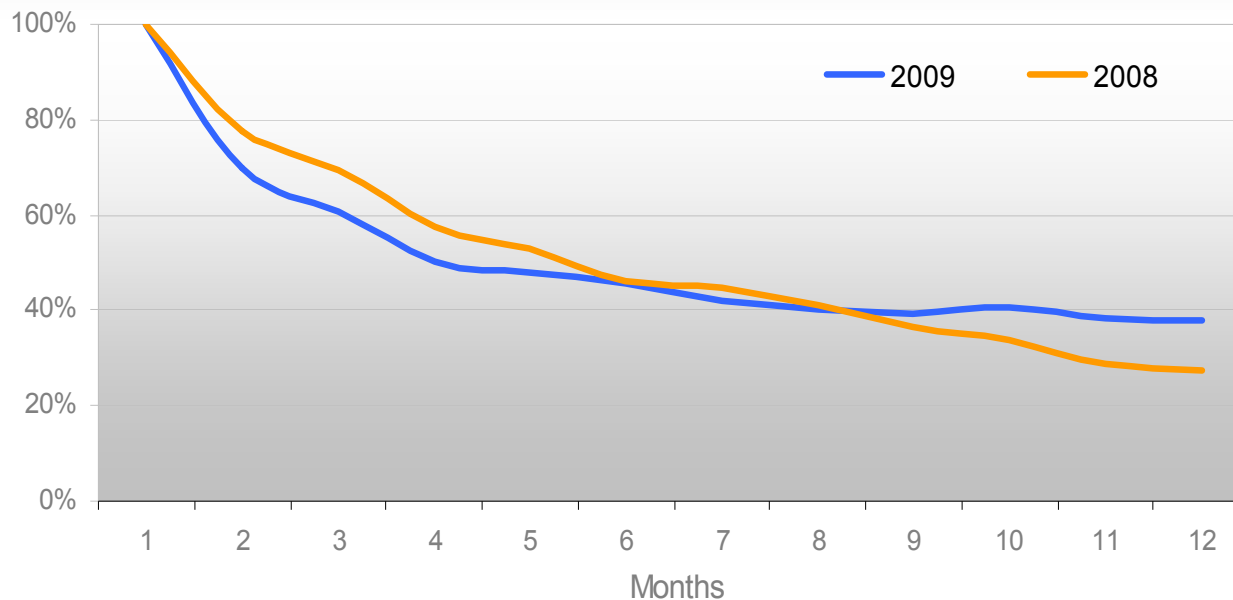
\* Based on revenue from active customers in January 2008 and 2009 in Casino on Net  
Revenue defined as Deposits less withdrawals



## Revenue\* retention Poker B2C

- January 2009 actives still contribute **38%** of revenue after 12 months
- Improved revenue retention in 2009 **38%** (2008 28%)

Revenue retention Poker B2C 2008 and 2009

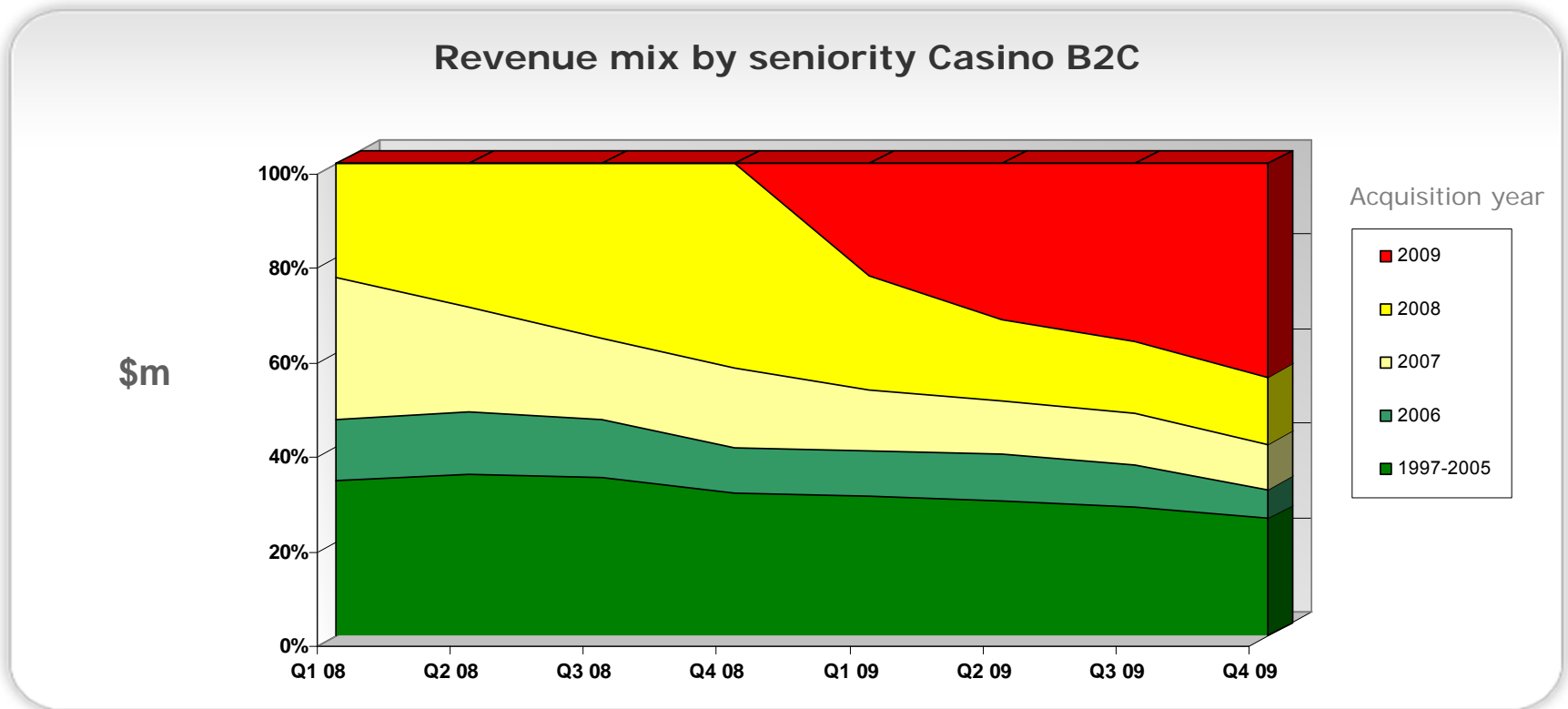


\* Based on revenue from active customers in January 2008 and 2009 in Pacific Poker  
Rake includes tournament fees



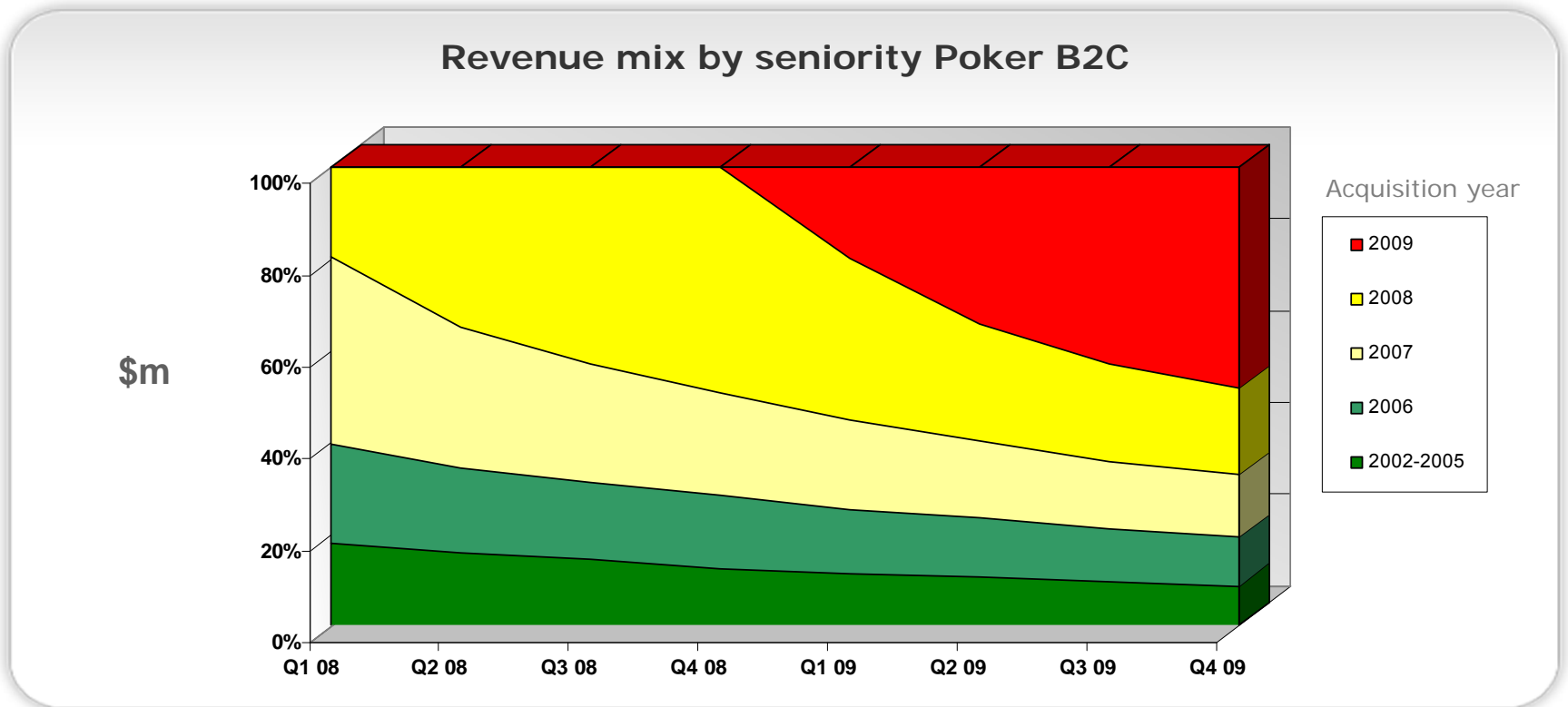
# Revenue\* mix by seniority Casino B2C

- 1997-2005 actives generate more than **20%** of revenue in Q4 2009





# Revenue\* mix by seniority Poker B2C



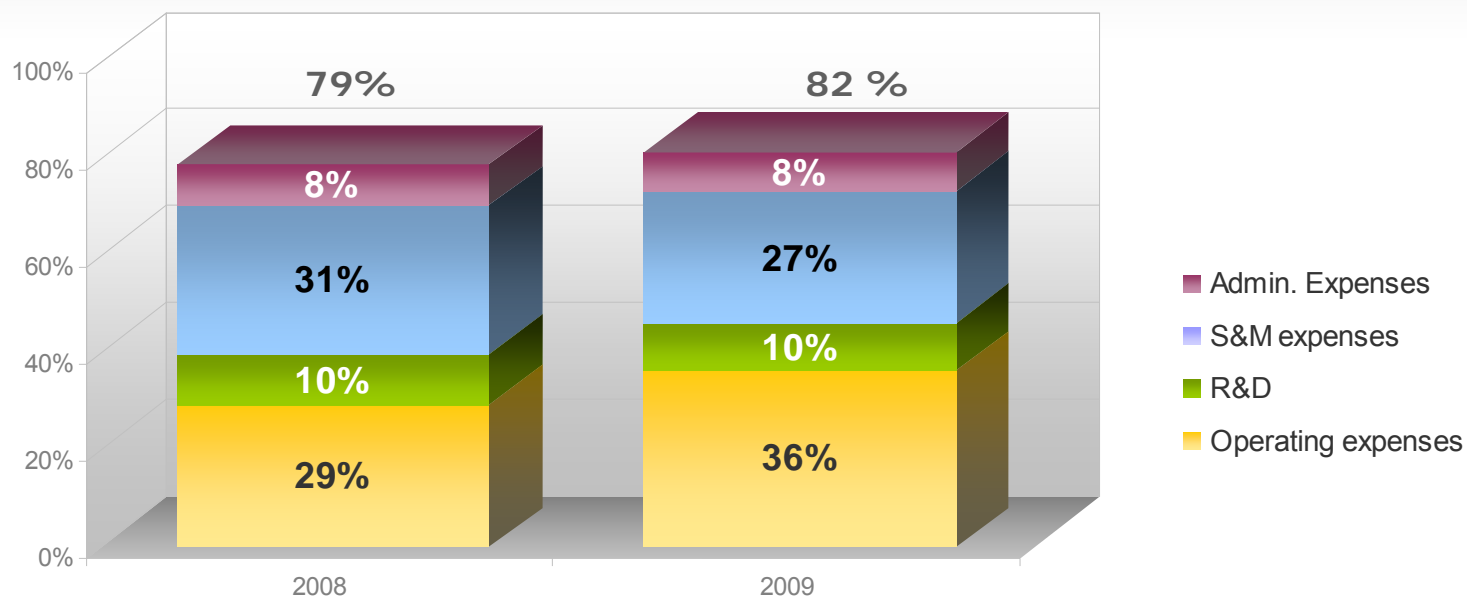
\* Revenue defined as Rake+ tournament fees in Pacific Poker



# Costs Structure

- Costs slightly up to **82%** from Total operating income (2008: 79%)

Costs as % of Total Operating Income 2008 and 2009

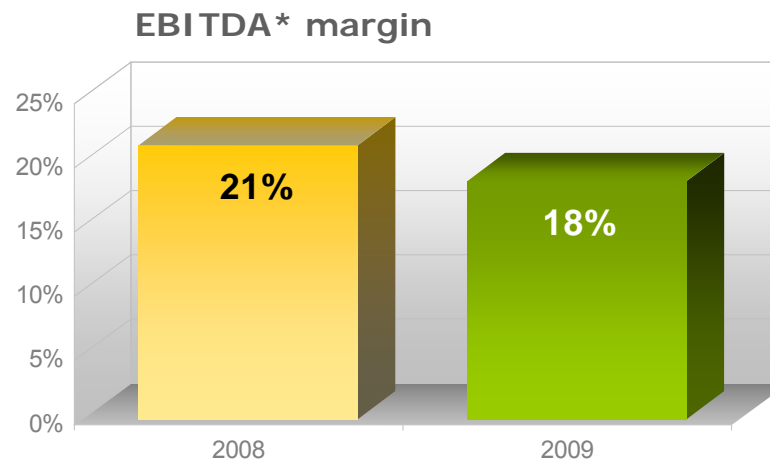
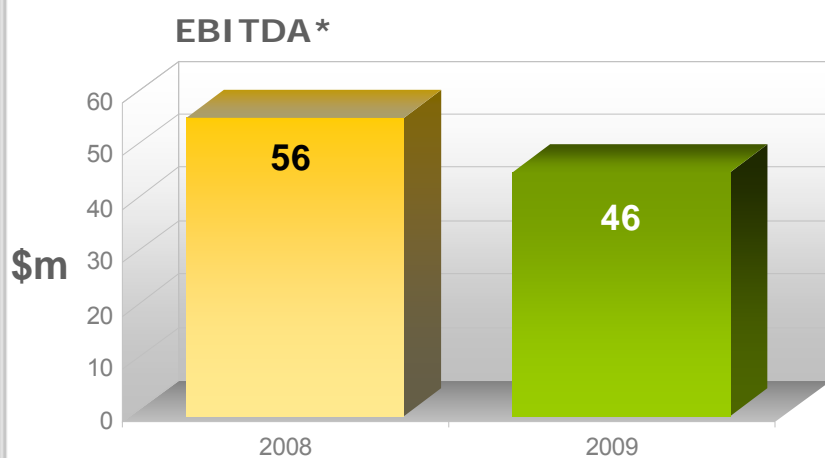




# EBITDA and EBITDA margin

- EBITDA\* **\$46m**
- EBITDA\* margin **18%**

EBITDA\* 2008 and 2009

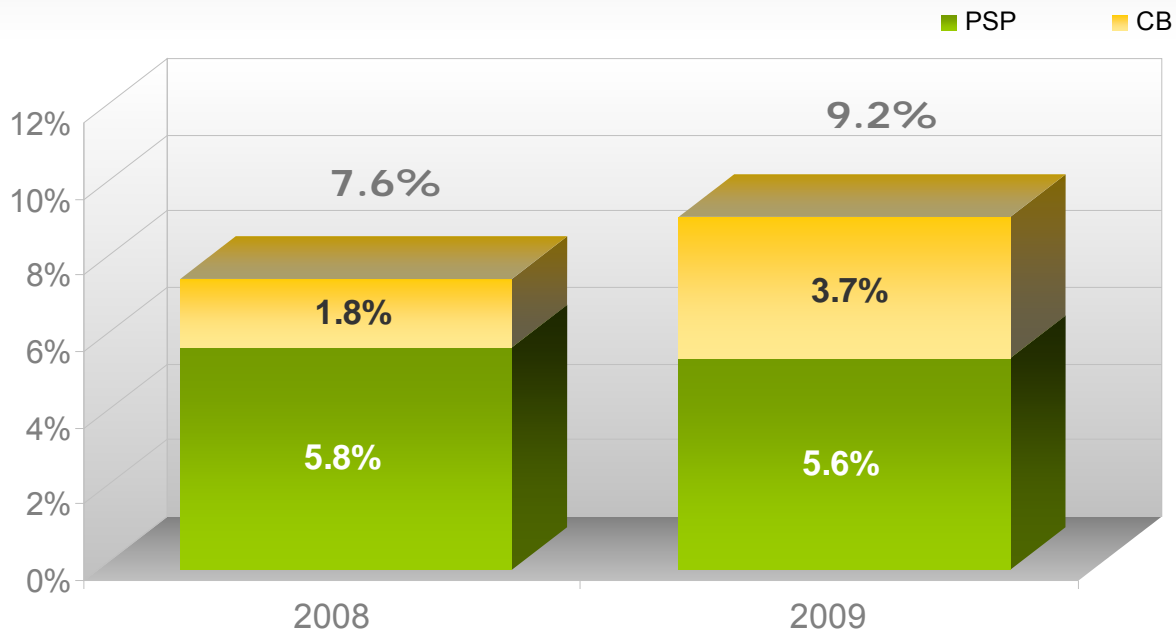




# Chargebacks & PSP fees - Group

- PSP & CB at **9.2%** from TOI (2008: 7.6%)
- Chargebacks in Q1 to date return to normal levels

PSP fees and Chargeback as % of TOI Group



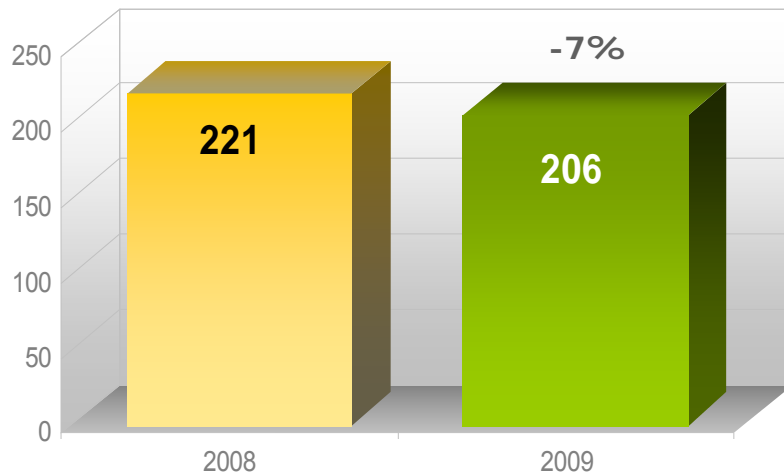


# Players acquisition B2C Casino & Poker

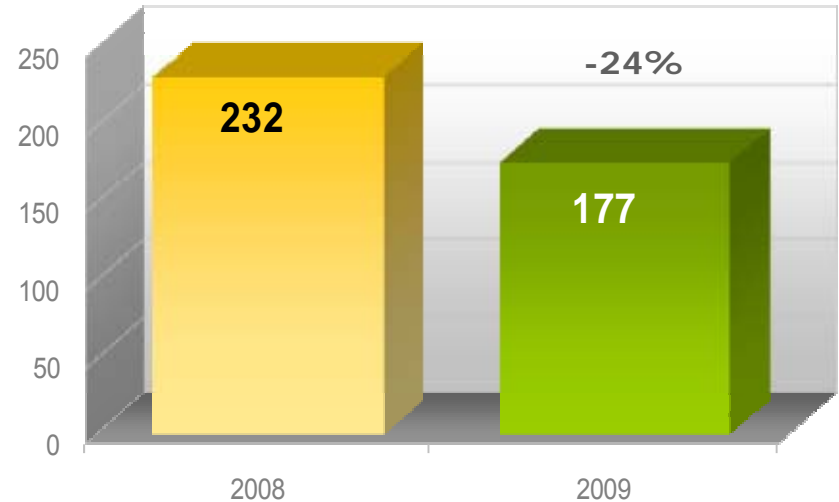
- 2009 B2C Casino and Poker FTDs **206,000**
- 2009 B2C Casino and Poker CPA at **\$177\***

## Players acquisition B2C Casino & Poker

FTDs (000)



CPA \$



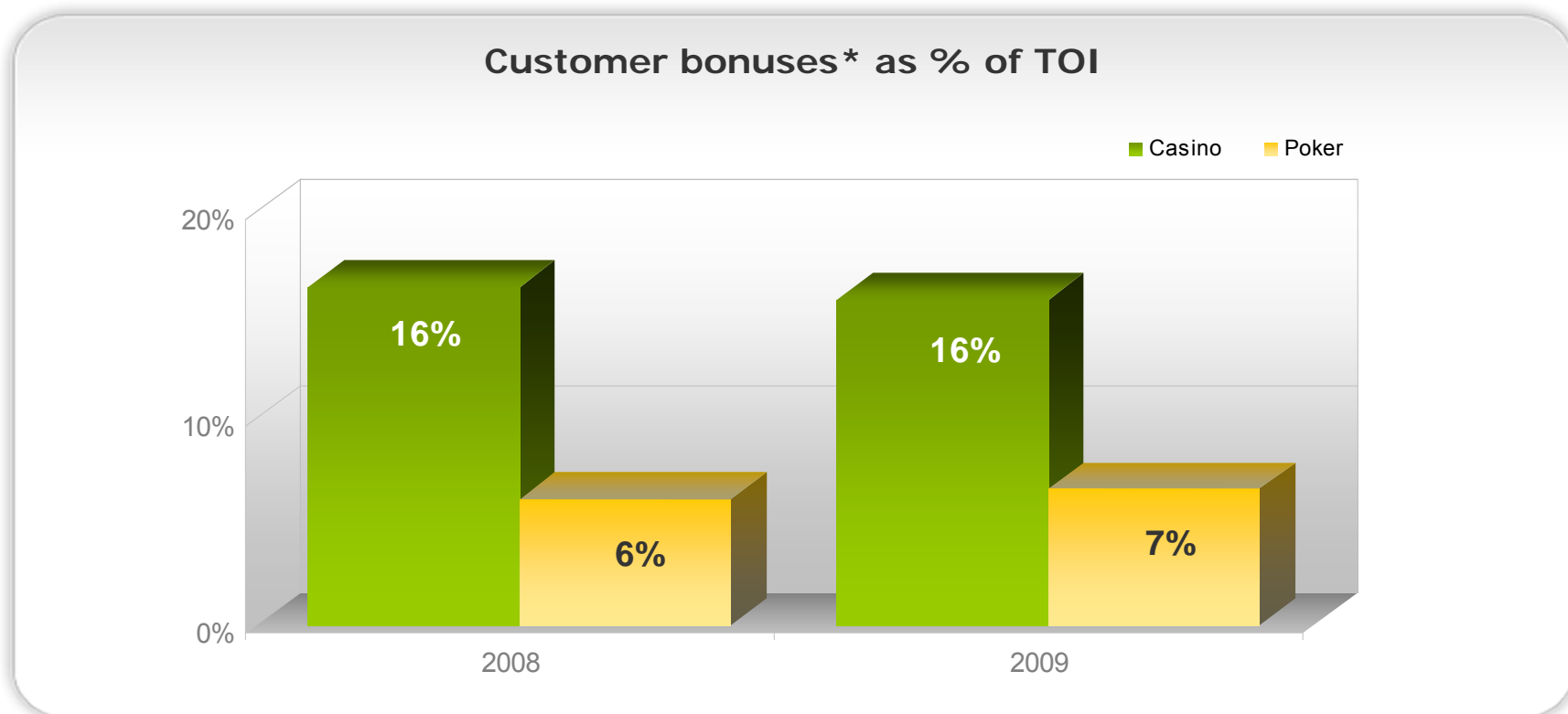
\* CPA - excluding revshare





# Customer Bonuses B2C Casino and Poker

- Keeping customer bonus efficiency optimised





# Strong Real Money Registrations Growth

- Registrations increased by **24%** reaching **7.1** million at Q4 2009
- Quarterly CAGR of **9%** between Q1 2002 to Q4 2009.

Real Money Registrations Q1 2003- Q4 2009





# Balance Sheet as at 31 December 2009

\$m	2009	2008
<b>Non-current assets</b>		
Intangible assets	70.8	44.8
Property, plant and equipment	21.0	19.7
Financial assets & Deferred tax	0.8	0.8
	<b>92.6</b>	<b>65.4</b>
<b>Current assets</b>		
Cash and cash equivalents	87.5	98.4
Trade and other receivables	21.2	18.7
	<b>201.3</b>	<b>182.5</b>
<b>Total Assets</b>		
	<b>201.3</b>	<b>182.5</b>
<b>Equity</b>		
Share capital	3.2	3.1
Retained earnings and reserves	117.9	108.2
<b>Total equity attributable to equity holders</b>	<b>121.1</b>	<b>111.4</b>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Trade and other payables	38.9	37.9
Customer deposits	37.6	33.3
<b>Long term liabilities</b>		
Deferred acquisition liability	3.8	-
	<b>201.3</b>	<b>182.5</b>
<b>Total equity and liabilities</b>	<b>201.3</b>	<b>182.5</b>

Unlevered balance sheet

\* Rounded



# Cash Flow

\$m Year to 31 December	2009	2008
<b>Cash flows from operating activities</b>		
Profit before tax	27.6	40.2
Share benefit charges	7.0	8.4
Profit before tax and Share benefit charges	<u>34.6</u>	<u>48.6</u>
Depreciation and amortisation	8.5	7.4
Interest received	(0.6)	(3.3)
Change in current assets and liabilities	3.1	8.0
	<u>45.6</u>	<u>60.8</u>
Tax paid	(4.1)	(4.4)
<b>Net cash generated from operating activities</b>	<b>41.5</b>	<b>56.4</b>
Net cash used in Investing Activities	<b>(30.0)</b>	<b>(36.7)</b>
<b>Financing activities</b>		
Dividends paid	(22.4)	(25.6)
	<u>(22.4)</u>	<u>(25.6)</u>
<b>Net decrease in cash and cash equivalents</b>	<b>(10.9)</b>	<b>(5.9)</b>
Cash and cash equivalents - beginning of year	98.4	104.3
<b>Cash and cash equivalents - end of period</b>	<b>87.5</b>	<b>98.4</b>

\* Rounded



## Operational Review



# 2009 - Overview

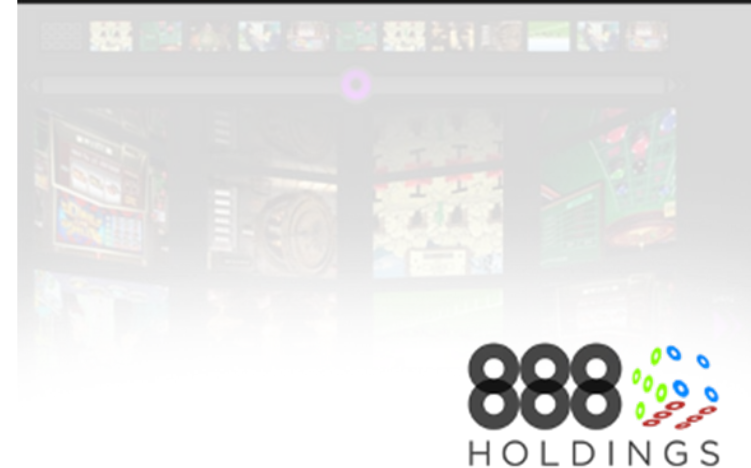
## Highlights:

- Creation of Dragonfish
- Acquisition of Wink bingo
- New brand architecture
- Live casino launched
- Linden Lab deal
- Dragonfish deals



# Casino & Games 2009

- Full Multi Currency
- Games Tab Launch
- Live Dealer Launch
- "Recession busting " promotions
- New Games in Casino and Games Tab
- Casino No-DL Upgrade:  
More Games, Infra upgrade
- 3D Scratch Cards Arena
- Live Casino
- Reef Club Casino
- £8,888,888





## Poker 2009

- Many new features launched:
  - Money Transfer
  - Multi Lingual Client
  - Time Bank
  - Over 50 new features and many small bug corrections
- Poker Ashes
- Lords of Poker
- Leo Margets – Last Woman Standing
- New Loyalty Club
- Quick-Seat Lobby
- Major infrastructure improvements – significantly less disconnections and crashes





# Bingo 2009

- 888 Ladies
  - 1<sup>st</sup> birthday
  - Regular calendar events
  - Social media
- Launch of 5 new jackpot games in Bingo
- New payment methods
- Licensees API and room management tools for better self-management by licensees
- Over 10 New Bingo Networks
- Further games integration infrastructure





# Wink Bingo acquisition

- Three online bingo networks including Wink Bingo, Posh Bingo and Tasty Bingo as well as three skins including Fabulous bingo
- Network is operated on the Dragonfish bingo infrastructure
- Over 60,000 active players (as of October 2009)
- Revenue of £15 million and profit before tax of £1.3 million (11 months to 30 Nov 09)
- Base price £11m plus earn-out
- Strong performance year to date





# Sport 2009

- Innovative promotions
- New automated Promotional Video tool
- Better trading and markets
- New Betting in Running application
- More games integration

The screenshot displays the 888 Sports website interface. At the top left, there are three colored circles (green, blue, red). The main content area is divided into several sections:

- LIVE NOW:** A section for live cricket matches. It shows a match between Rajasthan Royals (141/6) and Delhi Daredevils (105/3) in the 2nd Inning.
- UPCOMING:** A list of upcoming football matches with team names and start times.
- BETTING MARKETS:** A section for betting markets, including options like 'Fall Of Wicket 4 (O/L)', 'Under 131.5', 'Over 131.5', '1.3th Over (O/L/Over) (O/L)', 'Next Men Out (O/L) (4)', and 'NextDismissal (O/L) (4)'. Each market has associated odds and a 'Bet' button.
- LIVE DIARY:** A section for live diary, showing a list of live matches with team names and start times.

At the bottom right, the 888 HOLDINGS logo is visible, featuring the number '888' in a large, bold font and the word 'HOLDINGS' below it, with a colorful graphic of dots to the right.



# General infrastructure updates

- B2B readiness
- CMS implementation across B2B and B2C:
  - Enabled B2C rebranding
  - Support quicker changes
- New Registration tools
- TRUSTe seal of approval
- 12 new payment methods





# 2010 product plans

- General:
  - Better B2B readiness
  - Regulated markets additional support
  - UI Uplift across the various offerings
  - Focus on user experience
- Innovative products:
  - 3D Casino
  - Poker 6 with some unique features
  - Pachinko
  - I-card and Bet and Watch
- Many new Games in Casino, Bingo and Games Tab:
  - Some home grown
  - Additional integration partners
  - More focus on branded content





2010 plans





## Our main goals in 2010

Take our B2C business to a growth trend

Be prepared for the future changes in our industry and in the evolving online world



## How will we achieve it?

A brand strategy that is on the one hand creating a clear and defined offering for the different lines of product

but

On the other hand is creating the strong connection of the different lines of product under one powerful mother brand





## 888 Sub Brand Architecture





casino

2010 Plans



# 2010 Strategy

**Growing market share by delivering segmented products & brands to new customer segments:**

- 888casino– leading flagship brand
- Multi brand – Tactical brands to leverage our marketing channel and database (retention/reactivation)
- 888Games– lighter soft gamblers
- Live Dealer – high rollers



poker

2010 Plans



## 3 cornerstones of our strategy

Increase customer loyalty and engagement

Expanding our customer reach

Regulated markets





# The future of 888poker

The screenshot displays a virtual poker table with several players and a central hand. The hand consists of a Full House: Aces over Tens. The players and their chip counts are as follows:

- Doshboom: \$33,150.10
- Ministr: \$12,564.12
- Mongopac: \$1,441.11
- Lio: \$3,000
- JessicaR: \$0
- Hil4U: \$888.88

The central pot is \$400. A chat window shows a message from JBond: "Nice 1 dude, it was a cool hand! I think u deserve a small drink on the house! C ya later." The interface includes various buttons and options such as "Jump to The Cool Gang League (Private League)", "Jump to VIP arena", "Join our 888tours", "Jump to Poker World tips, news, forums...", "Facebook", "Twitter", "YouTube", "Switch to Live Poker", "lounge area", and "Poker academy". The bottom left shows a chat log with dealer messages: "Dealer: >> (Hand# 378905479) wallawa win 3,000 with Two Pair Ten and Sixes" and "Dealer: >> (Hand# 378905479) wallawa win 20 with Two Pair Ten and Sixes".



sport

2010 Plans



# Shane Warne

Face of 888 Sport







# Acquisition

**888 sporting 'Edline**  
by Ed Nicholson

The 2010 Cheltenham Festival promises to be one of the best four days of spring celebrations to have ever seen. And although the media hype has been all about the facts, the real drama lies in Ed's Cheltenham Guide...

*It may be remembered that there are 28 other great sites and 888bet have prices available on all of them!*

**Thinking of placing a bet at Cheltenham?**  
Why not try out the new, improved 888sport.com site?

- Open an account and get up to £500 free!
- Money back if your horse is beaten for their place in a photo finish
- Win a free £10 jockey challenge bet each day during Cheltenham\*
- Watch the new 888 sport show with Top, news and views from leading sports personalities like Steve Clarke
- Access the new 888bet Card - news, form, statistics on every race, every day and it's FREE!
- Watch the Cheltenham races live from our site via our new Bet and Watch service

For more information on all these exciting offers and services visit [www.888sport.com](http://www.888sport.com) and see what the racing and betting world are all talking about - the new, improved 888sport website.

**888 sport**  
We bet you'll love it!

Fontwell Park Racecourse

Join us at the only figure of eight track in the UK

In partnership with **888 sport**

## 888sportING 'EDLINE

After kicking off his sports betting diary in February, 888sport's Ed Nicholson is already in the money after the first month of Dear Diary bets.



Ed Nicholson has visited the racing and betting industries for over 30 years.

It has been the in-house betting expert on TV shows such as Big Brother and The Big Breakfast and also appearing regularly on Address and the Sports.

He has also completed a whole range of diverse media: from whether it will be a Christmas to how many seats the Conservatives will win at the next General Election!

He is a written sports betting column for Mirror magazine and The Sun for 10 years and has now written exclusively for 888, putting on his wealth of betting knowledge and experience.



148

### Monthly Review

As we said last month, we're going through this together - which means we'll get off to a winning start! Three of the nine selected Dear Diary bets were completed last month, with two £10 correct scores on Manchester United beating Portsmouth unsuccessful, but with £50 on England beating Wales in the Six Nations Championship at 8/13 being successful!

**Completed bets**  
► **£50 Man Utd 2 Portsmouth 0 & £10 Man Utd 3 Portsmouth 0**  
The logic was right, the application correct, but we were just a little unlucky as Man Utd won 5-0 - scoring their first goal after the 50th minute and with Portsmouth providing a little too much help in the form of their own goals.

**► £10 England to beat Wales in the Six Nations Championship**  
England had home advantage and Martin Johnson named a strong side. The result was a convincing victory and a winning bet.

**► £100 Cheltenham: 14 runners in Cheltenham Gold Cup @ 1/1**  
With Cheltenham not completing in Newbury's April Chase at many times are now re-dating their Cheltenham Festival running plans it is a move more probable than before these will be. The runners in the Cheltenham Gold Cup. The price has also moved towards us - so we are again looking at a value bet at present.

**► £10 Cheltenham: Go Hailho to win Cheltenham Festival @ 1/1**  
There has been no movement in Go Hailho's price and the race remains a competitive renewal.

**► £50 Cheltenham: Go Hailho to win Cheltenham Festival @ 1/1**  
There has been no movement in this price at the time of writing.

**► £50 Cheltenham: Spanish club to lift trophy @ 9/5**  
There has been no movement in this price at the time of writing.

**► £10 Cheltenham: Spanish club to lift trophy @ 9/5**  
There has been no movement in this price at the time of writing.

**► £10 Cheltenham: Spanish club to lift trophy @ 9/5**  
There has been no movement in this price at the time of writing.

**► £10 Cheltenham: Spanish club to lift trophy @ 9/5**  
There has been no movement in this price at the time of writing.

**888 Sport Show**  
Season Premiere  
> Friday 5th March  
> 16:00

**888 sport**

Exclusive to GXTV!

PLAY 1:30:33 MENU



Use the **iCard** for all the latest news, form, predictions and results  
We bet you'll **love** it!

**Launch now!**

**Bet now**

Bet Slip: 0 selections 09:47:04 Live Scores | Statistics | Sports News Display odds

- HOME
- LIVE BETTING
- RACING
- FOOTBALL
- SPORTS
- SPECIALS
  - American Football
  - Australian Rules
  - Awards
  - Baseball
  - Basketball
  - Boxing
  - Cricket
  - Cycling
  - Darts
  - Film
  - Football Long-Term
  - Football Matches
  - Gaelic Games

**GET £50 IN FREE BETS!**

**Bonus**

Join 888sport NOW

We will give you £50 worth of bets for FREE!

[Click here](#) to open an 888sport account now.

**NEW!**  
888sport iCard  
Launch here

Get £50

LIVE BETTING

UPCOMING

Golf

Maybank Malaysian Open 2010

Today's Racing

Click here for all our prices for today range of ante-post markets. We offer value on every race, every day v

Premier League Darts

**SPECIAL OFFER!** If your player is legs) and then loses the match we v 'Match Winner' market. (Not availab

3.05 Stratford (Turf) 2m 7f Good, 8 March 2010

Shottery Mares' Handicap Chase (Class 3) (5yo plus)

Winner £6,505

7 run

Course Information



All races this meeting

- 2.00 - 2m 110y (14 run)
- 2.30 - 2m 110y (14 run)
- 3.05 - 2m 7f (7 run)
- 3.40 - 2m 3f (13 run)
- 4.15 - 2m 6f 110y (13 run)
- 4.50 - 2m 4f (14 run)
- 5.20 - 2m 110y (14 run)

Racecard

Predictor  Off

POWERED BY PRESS ASSOCIATION Sport

No	Colours	Form	Horse	Latest	Wgt	Jockey/Trainer	OR	Win	Place	Going	Jockey/Trainer
1		112-558 <a href="#">Full form</a>	<b>Rate Of Knots</b> (IRE) <sup>19</sup>	<a href="#">9/2</a>	11-12	R P McLernon Jonjo O'Neill	121		2 <sup>nd</sup>		
2		4/1221-6 <a href="#">Full form</a>	<b>Romping Home</b> (IRE) <sup>30</sup>	<a href="#">5/1</a>	11-6	A Thornton Evan Williams	115				
3		P-416PU <a href="#">Full form</a>	<b>Daraz Rose</b> (IRE) <sup>24</sup> D	<a href="#">5/1</a>	10-13	P Toole F J Brennan	108				
4		43-624B <a href="#">Full form</a>	<b>Darn Hot</b> <sup>25</sup>	<a href="#">7/2</a>	10-7	C Honour C J Down	102		3 <sup>rd</sup>		
5		53603-0 <a href="#">Full form</a>	<b>Delays Expected</b> (IRE) <sup>18</sup>	<a href="#">12/1</a>	10-5	Charlie Studd C E Longsdon	100				
6		9457-45 <a href="#">Full form</a>	<b>Marigolds Way</b> <sup>46</sup> D	<a href="#">7/2</a>	10-1	Ian Popham R J Hodges	96		1 <sup>st</sup>		
7		599-646 <a href="#">Full form</a>	<b>Your Night Out</b> (FR) <sup>158</sup>	<a href="#">25/1</a>	10-0	W P Kavanagh M Sheppard	91				

Head to Head

- Darn Hot, Marigolds Way, Rate Of Knots and Romping Home have raced against each other before. [Details](#)



bingo

2010 Plans



# High level Strategy

**Increasing market-share to become a leading global bingo operator through:**

## **1. Penetrating new territories**

## **2. Strengthening our footprint in the UK market**

- The acquisition of Wink
- Strengthening 888ladies' positioning in the market
- Innovation in marketing:
  - Acquisition through social networks
  - Live Bingo
- Multi-brand approach –888bingo, Tasty bingo, Posh and more.





# 888ladies - positioning

Everybody wants to be an 888Lady!

- Re-launch of the original concept using Vic Reeves all the way
- Strong tag line
- Unique proposition – we ARE 888ladies and we are FOR ladies





# Future focus

- Regulated markets
- Social networks
  - Applications
  - Communities
  - Online marketing





**BUILT FOR YOUR  
ONLINE WORLD**

**Dragonfish:**

**2009 operational highlights, 2010 focus**



## 2008 to 2009

### “888 B2B”, 2008

- ▶ 8 licensees, 9 bingo networks, handful of casino and poker clients
- ▶ UK and Latin America only
- ▶ Delivery cycle of 3-6 months
- ▶ Mostly managed software and customer care deals

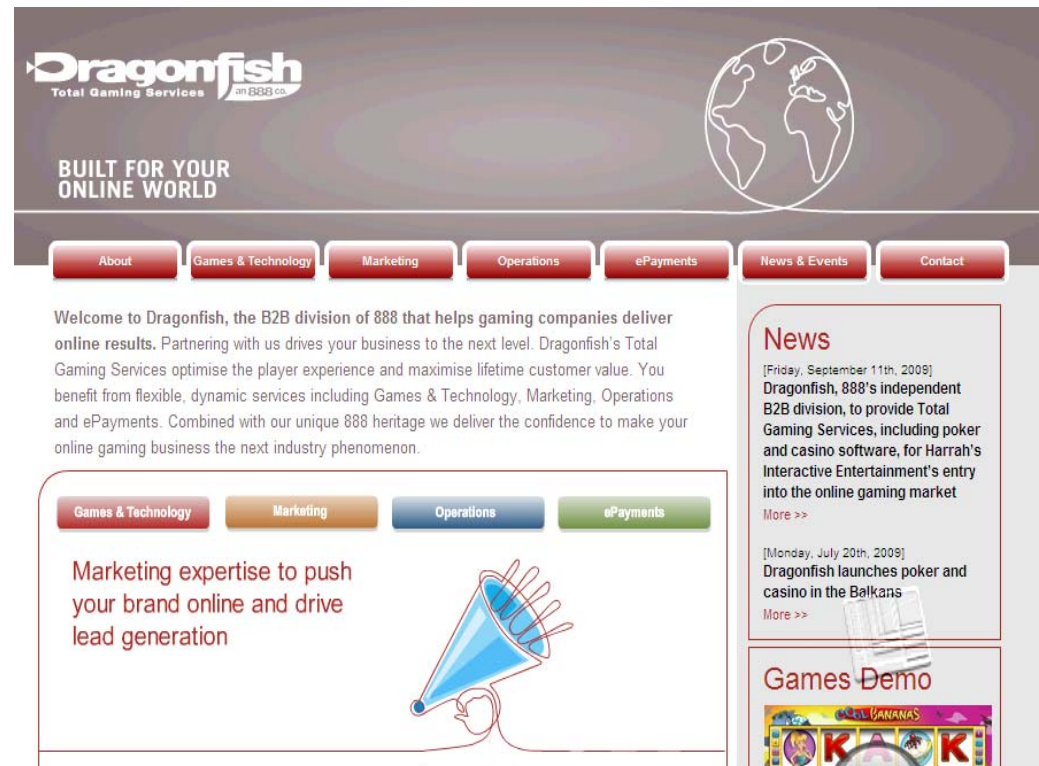
### Dragonfish, 2009

- ▶ 20 licensees, 17 bingo networks, dozens of casino and poker clients, and one e-Payments customer
- ▶ Spanning UK, Continental Europe, Balkans, Latin America,
- ▶ 45-day cycle from signing to launch
- ▶ Every partner account has a Client Executive
- ▶ End to end services, including marketing services



# The year that was: April 2009

- ▶ Brand Launch
- ▶ Website
- ▶ Advertising campaign
  - ▶ Total Gaming Services
- ▶ Sales materials
  - ▶ PPT
  - ▶ RFP
  - ▶ Multi-lingual e-Books





**BUILT FOR YOUR  
ONLINE WORLD**

## **2009: OPERATIONS AND TECHNOLOGY**

Technology   Operations   Marketing   ePayments



Casino   Poker   Bingo   Sport   Quickplay

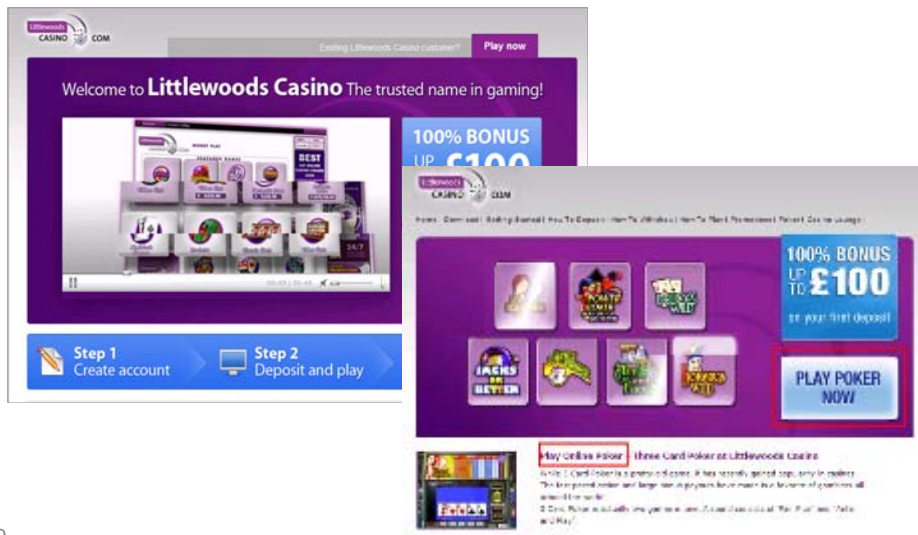
# New Content Management System (CMS)

- ▶ Enabled management of hundreds of web assets per Dragonfish partner (in various languages: Polish, Greek, Spanish, Portuguese, Italian, French, French, English)
- ▶ Supported marketing services
  - ▶ Social media marketing for buzz
  - ▶ Landing pages for paid search

## Social Media



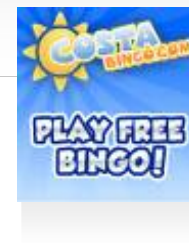
## Multitude of landing pages



# 2009 partners, group 1: Land-based gaming companies



# 2009 partners, group 2: Online marketers, portals and media companies





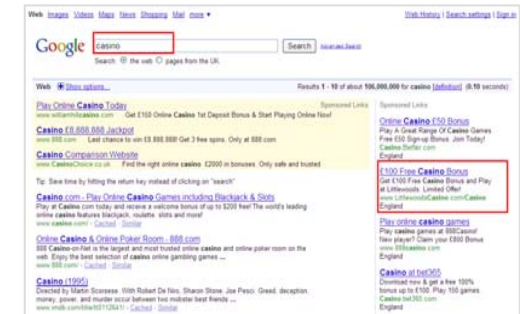
**BUILT FOR YOUR  
ONLINE WORLD**

# **2009: PLAYER ACQUISITION AS A SERVICE TO PARTNERS**



# Player acquisition for partners

- ▶ Offline marketing
- ▶ Paid search marketing on behalf of partners
- ▶ Organic search marketing on behalf of partners
- ▶ Management of marketing affiliates on behalf of partners
  - ▶ Dedicated affiliate managers work on closing contracts for the brands we promote
  - ▶ Sales and BD (email/phone/travel)
  - ▶ Push the Dragonfish partners' presence in affiliate conventions
  - ▶ Ongoing audits and optimization
  - ▶ Managing special promotions (freerolls, rake races)
  - ▶ Dealing with payments and reporting on behalf of partner





**BUILT FOR YOUR  
ONLINE WORLD**

## **2009: SALES AND BUSINESS DEVELOPMENT**

Technology   Operations   Marketing   ePayments



Casino



Poker



Bingo

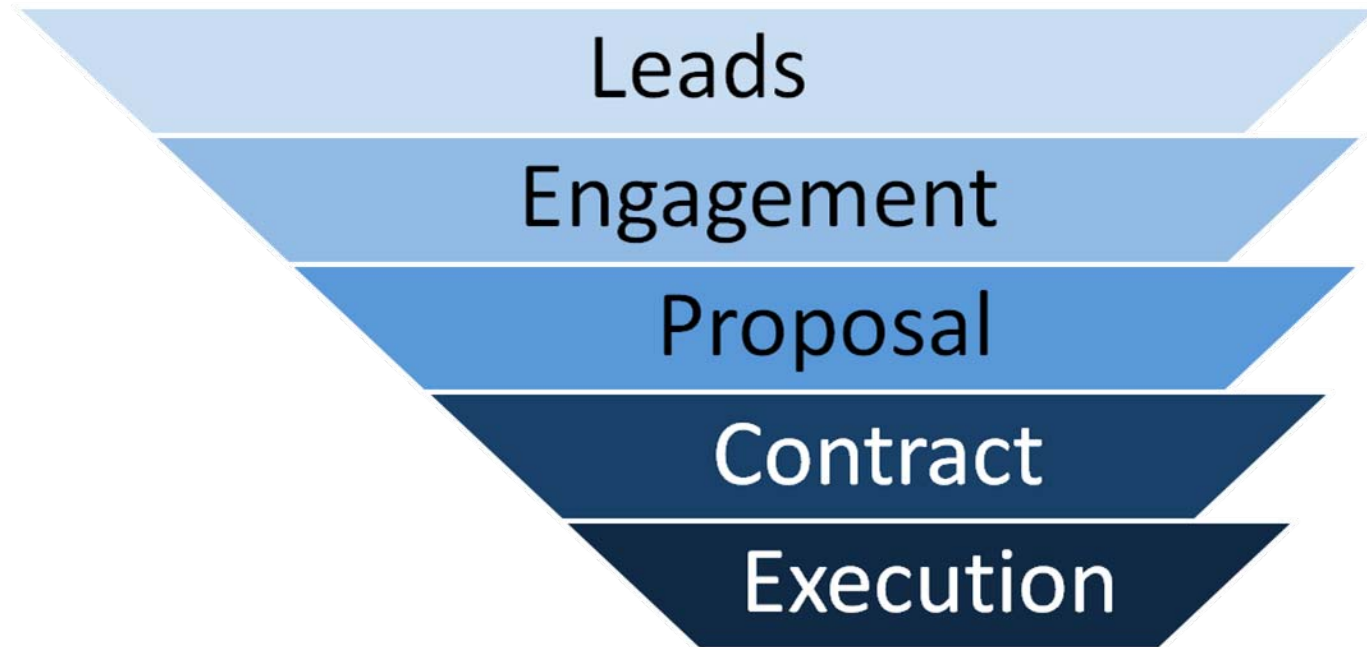


Sport

Quickplay



# The Sales Funnel



- ▶ Proactive engagements typically have 3 lengths
  - ▶ 18-24months - undecided new entrant to online gaming (i.e. Lottery),
  - ▶ 6-8 months - typical deal with large online gaming or media company
  - ▶ 3-4 months - “churn business”, smaller deals or non-complex deals

# Development of Sales Methodology for Account Coverage

- ▶ Account engagements in 3 different ways
  - ▶ Engagement Accounts (closed, imminent closing opportunity)
  - ▶ Development Accounts (phase before imminent closing opportunity)
  - ▶ Investment Accounts (significant opportunity in general, large profits 2011)
- ▶ Commercial Directors can cover ~30 accounts across continuum
  - ▶ Assume churn of 10 year in/out, and fluid phases
- ▶ Allocation of time and effort
  - ▶ Engagement Accounts; 65% time allocation; 3-5 accounts
  - ▶ Development Accounts; 25% time allocation; 7-10 accounts
  - ▶ Investment Accounts; 10% time allocation; 10-15 accounts



**BUILT FOR YOUR  
ONLINE WORLD**

## **2010: FOCUS**

Technology   Operations   Marketing   ePayments

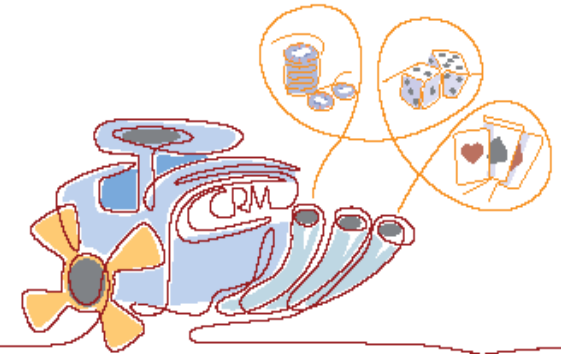


Casino   Poker   Bingo   Sport   Quickplay



- ▶ Games & Technology campaign (first of four campaigns)
  - ▶ Breadth of games
  - ▶ Customer insight
- ▶ Media consumption
  - ▶ Outdoor / giant screen
  - ▶ Key trades / show guides
  - ▶ DF stand
  - ▶ Gaming intelligence.com

**THE GAMES ENGINE**  
TECHNOLOGY THAT GIVES YOU INSIGHT.  
GAMES THAT GIVE YOU CHOICE.



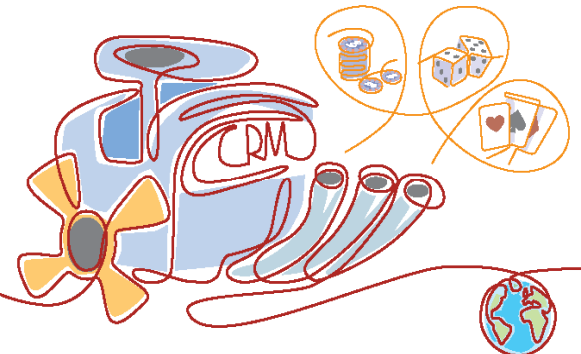
**BUILT FOR YOUR  
ONLINE WORLD**



**Do you know what your players really want?**

Our games engine technology gives you immediate insight into your customers' behaviour through unique customer analysis and CRM tools, allowing you to deliver impactful, tailor-made promotions in real time. And with over 1,500 games, our Advanced Integration Platform (AIP) allows you to universal tech content seamlessly.

**THE GAMES ENGINE**  
TECHNOLOGY THAT GIVES YOU INSIGHT.  
GAMES THAT GIVE YOU CHOICE.



## 2010 trends

### ▶ Prospects:

- ▶ Financial services
- ▶ US Casino (RFP)
- ▶ UK Bookmaker Casino (RFP)
- ▶ US Casino (RFP)
- ▶ Lottery
- ▶ Spanish / Latam Casino group
- ▶ UK Sportsbook
- ▶ Italy: Online Gaming, Media, Offline Gaming
- ▶ France: Offline Casino, Media
- ▶ Belgium: Offline Casino
- ▶ China and Russia leads

### ▶ Products:

- ▶ Flexible Gaming Solutions for regulated markets
- ▶ Facebook Bingo: offer innovative product to giants we still do not service
- ▶ Bingo Internationally



BUILT FOR YOUR ONLINE WORLD



About

Games & Technology

Marketing

Operations

ePayments

News & Events

Contact

Cashier

ePayment Methods

Banking Partners

Fraud & Risk Management



## ePayments

### ePayment optimisation

Dragonfish's unparalleled ePayment expertise drives your ability to achieve key strategic and commercial objectives. Our proprietary ePayment optimisation platform, combined with cutting edge back office functionality and an advanced cashier interface facilitates highly secure, tailor-made solutions, helping you to rapidly enter new markets and grow your customer base.

Dragonfish processes over \$500M in deposits per year in a multitude of currencies and languages. From credit cards, e-wallets, prepaid cards, online banking and bank transfers to cash payments at physical locations, we make it easy, convenient and secure for your customers to play.



Driving your ability to achieve commercial success  
[More >>](#)

Sophisticated ePayment systems to help your business enter multiple markets





# Regulation

- Europe
- US
- Rest of the World



Summary and Q&A





# Summary

- 2009 one of the toughest consumer years ever but ...
- ... continued our commitment to invest in the business for the future
- Created a real B2B business – presents significant opportunities for growth
- Maintained a leading B2C operation
- Financially and operationally strong platform to grow the business



Thank You