

888 Holdings plc
 KPIs Q1 2008 - Q2 2009
 Date 3 August 2009

US\$m*	2008				2009	
	Q1	Q2	Q3	Q4	Q1	Q2
B2C TOI						
Casino	35.8	36.3	34.8	29.6	26.7	29.2
Poker	21.9	19.7	17.4	14.5	13.7	12.5
Emerging Offering	1.0	3.6	4.4	4.8	4.8	6.7
Total Operating Income B2C	58.7	59.6	56.7	49.0	45.1	48.4
B2C KPI						
TOI Casino US\$m	35.8	36.3	34.8	29.6	26.7	29.2
Active Players Casino (000)	74.3	74.0	72.5	66.9	62.1	66.5
TOI Casino per active player US\$	\$ 482	\$ 491	\$ 480	\$ 443	\$ 429	\$ 439
TOI Poker US\$m	21.9	19.7	17.4	14.5	13.7	12.5
Active Players Poker (000)	158.4	153.0	149.3	136.7	133.1	142.4
TOI Poker per active player US\$	\$ 138	\$ 129	\$ 117	\$ 106	\$ 103	\$ 88
TOI Casino & Poker US\$m	57.7	56.0	52.3	44.2	40.4	41.8
Active Players Casino & Poker (000)	199.1	195.9	193.7	176.5	167.7	179.7
TOI Casino & Poker per active player US\$	\$ 290	\$ 286	\$ 270	\$ 250	\$ 241	\$ 232
B2B TOI						
Total B2B Operating Income	7.4	9.7	11.0	10.5	11.9	12.4
Total Operating Income	66.1	69.2	67.7	59.5	57.0	60.9

*Rounded