

888 Holdings plc
 KPIs Q1 2007 - Q1 2009
 Date 6 May 2009

	2007				2008				2009
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
B2C TOI (US\$m)*									
Casino	26.0	28.3	29.5	36.0	35.8	36.3	34.8	29.6	26.7
Poker	20.9	20.2	19.0	21.7	21.9	19.7	17.4	14.5	13.7
Emerging Offering	-	0.0	0.0	0.1	1.0	3.6	4.4	4.8	4.8
Total Operating Income B2C	46.9	48.6	48.5	57.7	58.7	59.6	56.7	49.0	45.1
B2C KPI									
TOI Casino US\$m*	26.0	28.3	29.5	36.0	35.8	36.3	34.8	29.6	26.7
Active Players Casino (000)	70.8	72.3	71.4	72.3	74.3	74.0	72.5	66.9	62.1
TOI Casino per active player US\$	\$ 367	\$ 392	\$ 412	\$ 498	\$ 482	\$ 491	\$ 480	\$ 443	\$ 429
TOI Poker US\$m*	20.9	20.2	19.0	21.7	21.9	19.7	17.4	14.5	13.7
Active Players Poker (000)	168.1	166.4	161.4	161.9	158.4	153.0	149.3	136.7	133.1
TOI Poker per active player US\$	\$ 125	\$ 121	\$ 118	\$ 134	\$ 138	\$ 129	\$ 117	\$ 106	\$ 103
TOI Casino & Poker US\$m*	46.9	48.5	48.4	57.7	57.7	56.0	52.3	44.2	40.4
Active Players Casino & Poker (000)	205.9	208.5	203.1	201.4	199.1	195.9	193.7	176.5	167.7
TOI Casino & Poker per active player US\$	\$ 228	\$ 233	\$ 238	\$ 286	\$ 290	\$ 286	\$ 270	\$ 250	\$ 241
B2B TOI (US\$m)*									
Total Operating Income B2B	-	2.4	6.0	6.8	7.4	9.7	11.0	10.5	11.9
Total Operating Income (US\$m)	46.9	51.0	54.5	64.5	66.1	69.2	67.7	59.5	57.0

*Rounded