

## EURO 2012 Summary: solid overall results, boost for Poland business

Over 9,000 new on-line customers (i.e. almost 400 new clients per day) registered with Fortuna Entertainment Group during the EURO 2012 football championship which took place between June 8 and July 1 in Poland and Ukraine.

The strongest percentage increase in on-line has been recorded by hosting Poland where the number of registered internet customers raised by 1,700 (18%) from the pre-tournament figure of 9,500. As expected, the biggest absolute figure was reached in the more mature Czech market with approximately 4,300 new on-line clients followed by Slovakia with solid 3,000 new registrations.

However, with additional 3,800 newly registered clients in Polish betting outlets (by law, Poland has a separate registration for on-line customers and those betting in shops, which is different to other countries), the total increase of registered customer base in Poland during EURO 2012 was the biggest out of all three markets.

In terms of Amounts Staked, the tournament was record breaking for Poland when for the first time in Fortuna's history Polish customers bet more on a major sport event than their Slovak counterparts. The bigger share of Poland and the Czech Republic (both having their teams playing in EURO 2012) on total Amounts Staked reflected the fact that Slovak national team did not qualify to the tournament.

The Amounts Staked on EURO 2012 reached almost EUR 17 million, out of which more than EUR 4.7 million (28%) was accepted in Poland, almost EUR 8.4 million (49%) in the Czech Republic and approximately EUR 3.9 million (23%) in Slovakia. When compared to the last football EURO in 2008, the overall Amounts Staked volume increased by approximately 25%.

The share of on-line bets was biggest in the Czech Republic with 42% of EURO 2012 bets coming through internet, followed by Slovakia (38% via on-line) and Poland (solid 14.2% bets through internet). Even though the share of on-line bets was the lowest in the Polish market, it stands for a good result as the on-line has been available in the market for five months only.

As there were only minor surprises in the results of the games and some of them were even guessed right by majority of our customers, Fortuna paid-out record winnings that amounted to almost 14 million EUR. This represents an increase of more than 30% when compared to EURO 2008 tournament. The total Group's Gross Win from EURO 2012 was about EUR 3.3 million with the Gross Win margin of approximately 20%.

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