



The World's Biggest Betting Community

BETFAIR PRESS PACK



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COMPANY BACKGROUND

Betfair is one of the world's largest international online sports betting providers, founded in August 1999

Betfair is Headquartered in London, and holds betting licences in Gibraltar, the US, Malta, Tasmania and Italy

Betfair employs more than 2,000 people worldwide

Betfair pioneered the betting exchange concept, allowing customers to set their own odds and bet against each other

Betfair listed on the London Stock Exchange in October 2010 and is a FTSE 250 company

Betfair is committed to honesty and transparency, and holds over 40 Memoranda of Understandings with sports governing bodies all over the world

THE PRODUCT

The Betfair exchange processes more than 7 million transactions a day – that's more than all European stock exchanges combined

99.9% of those transactions are processed in under a second

Betfair.com receives more than 7 billion page requests per week

Betfair offer customers a sports exchange, as well as poker, casino and games products

Betfair has over three million registered customers

Over the course of a year, Betfair offers customers nearly 700,000 markets to bet on

Betfair offer customers markets on 50 different sports – from football and tennis, to bandy and mixed martial arts

Betfair was the first betting company to launch a betting product in the Apple Store for the iPhone and the iPad. The applications are available in 14 local App stores around the world.

Betfair.com is offered in 17 different languages

GROWTH STRATEGY

Betfair's vision is to be the number one global online sports betting operator.

Multiple opportunities to secure future growth in both the short and the long term.

STRONG SPORTS-LED GROWTH



GEOGRAPHIC EXPANSION



CROSS-SELLING AND PORTFOLIO EXPANSION



CUSTOMERS



LEVERAGING NEW CHANNELS



KEY FINANCIALS

Three Year Financial Summary. For the year ended 30th April.

	2011	2010	2009	2008
Revenue	£393,311m	£340,915m	£301,206m	£242,430m
Adjusted EBITDA	£79,684m	£53,484m	£70,288m	£53,855m
Profit after Tax	£23,006m	£15,1m	£38,8m	£30,7m
Cash Balance	£155m	£150,9m	£133,4m	£111m
Basic Earnings per share	22.6p	14.4p	37.2p	28.1p

* EBITDA is defined as earnings before interest, tax, depreciation and amortisation and excludes amounts in respect of the Group's equity accounted investments and is considered by the Directors to be a key measure of its financial performance.

** Adjusted EBITDA is EBITDA excluding share-based payment charges and exceptional items

THE BETFAIR GROUP

Betfair betfair

Betfair is one of the world's largest international online sports betting providers and pioneered the first successful Betting Exchange in 2000. The Betting Exchange is where customers come together in order to bet at odds sought by themselves or offered by other customers.

www.betfair.com

Betfair Australia betfair

Betfair Australia is a 50-50 joint venture between Crown Limited (ASX listed) and Betfair. It employs over 100 staff in its operations centre in Hobart, and also has a corporate headquarters in Melbourne.

corporate.betfair.com/australia/

TVG TVG Watch. Wager. Win.

In January 2009 Betfair acquired TVG. TVG is one of the largest legal online wagering businesses in the US and owns the TVG racing channel which is shown in approximately 35 million US homes.

www.tvg.com

Timeform TIMEFORM

Timeform became a wholly-owned subsidiary of the Betfair Group in 2006. Since 1948 Timeform has been providing horseracing punters with unique and trusted ratings, form guides and publications. Today Timeform is seen as the definitive measure of racing merit, and is an indispensable resource for thousands of racing fans and bettors.

www.timeform.com

LMAX LMAX MAKE YOUR OWN MARKET

LMAX launched in October 2010. LMAX operates a multilateral trading facility (MTF) to trade contracts for difference with direct access for retail investors. Betfair is the majority shareholder in the company.

www.lmax.com

BETFAIR MILESTONES

1998

January

Andrew (Bert) Black develops his idea of a betting exchange.



1998

July

Bert meets Edward Wray to discuss his idea and the two agree to work together.



1999

August

The parent company, The Sporting Exchange Limited, is formed to develop the betting exchange platform.



2000

June

The Sporting Exchange launches Betfair.



2003

April

Betfair wins Queen's Award for Enterprise, in the Innovation category.



2005

November

Betfair becomes the first company to successfully retain the title of 'Company of the Year' at the CBI Growing Business Awards.



2006

October

Betfair launches its online casino, featuring the revolutionary Zero Lounge.



2008

January

Betfair launches Cash-4-Clubs, an innovative new scheme to help community sports clubs throughout the country raise vital funds.





2008

April

Betfair wins an unprecedented second Queen's Award for Enterprise, this time in the International Trade category.



2008

September

Betfair registers its two millionth customer.



2008

December

Five-year sponsorship of the King George VI & Queen Elizabeth Stakes at Ascot announced.



2009

January

Betfair completes its \$50 million acquisition of TVG from Macrovision.



2009

August

Betfair becomes the Official Betting Partner of Manchester United FC and FC Barcelona.



2010

April

Betfair announces that it has three million registered customers.



2010

May

Betfair is first betting company to launch an application for the iPhone in Apple's App store



2010

October

Betfair lists on the London Stock Exchange

MANAGEMENT TEAM



Edward Wray

Non-Executive Chairman.
Co-founded Betfair in 1999.

Was CEO for the first three years after which he moved to Australia to set up Betfair's Australian business.

Took over as Chairman in 2006.



David Yu

Chief Executive Officer.
Formerly CTO and then COO.

Prior to which he was Vice President, Engineering for Alta Vista's e-Commerce and International divisions.

Has spent over 10 years working for internet-based businesses.



Stephen Morana

Finance Director.
Joined in 2002 and became FD in July 2005.

Previously headed up the UK finance team at Sapient, the NASDAQ-listed business innovator.

Recently Won the FD Excellence "Private FD of the Year Award 2010".

For more Executive profiles please visit <http://corporate.betfair.com>

MEDIA CONTACTS

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Investor Relations

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