

## **PRESS RELEASE**

**30 July 2018**

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### **bet-at-home.com draws half-yearly balance sheet: Football World Cup has positive effect!**

**Düsseldorf.** The 2018 Football World Cup in Russia is the best time for the listed online provider of sports betting and gaming to acquire new customers. Accordingly, the company augmented its presence by means of an internationally oriented advertising campaign in the first half of 2018. And the campaign bore fruit: the number of registered customers increased from 4.7 million to 5.0 million. The increase in marketing costs in the second quarter of 2018, from EUR 9.3 million to EUR 13.5 million, reduced profit in the short term as expected. Even so, the bet-at-home.com AG Group generated positive EBITDA of EUR 1.6 million during this period.

In the first half of 2018, EBITDA was EUR 10.9 million, following the result of EUR 17.4 million the year before, and EBIT was EUR 10.3 million, EUR 6.4 million less than the reference value of last year. Major football events are used by bet-at-home.com in a focused manner to further increase its brand recognition and customer base. Accordingly, the online betting provider specifically invested in its advertising presence in the first half of the year. Marketing costs during this period amounted as planned to EUR 21.2 million. However, experience has shown that the commercial success from a major sporting football event continues for a very long time.

The gross betting and gaming revenue for the first half of 2018 amounted to EUR 66.6 million. This represented a reduction of 13.3 per cent compared with the previous year. The main reason for the decline in the gross betting and gaming revenue is the fact that measures contrary to EU law to restrict foreign gaming providers have been enforced in Poland since July 2017. The betting and gaming volume amounted to EUR 1,504.3 million in the first half of the year. This figure was EUR 1,688.6 million for the same period in 2017.

However, above-average growth in other markets has already largely compensated for lost volumes. The Board confirms therefore its expectations for 2018 as a whole and appears optimistic: "We have been able to increase the number of registered new customers to close on 5 million. This demonstrates once again that the powerful momentum in our online business will continue", was how Michael Quatember, Chairman of bet-at-home.com AG, described how business is progressing.

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For the 2018 financial year, an increase in gross betting and gaming revenue to EUR 150 million is still expected. The Board also expects EBITDA of between EUR 36 million and EUR 40 million for the 2018 financial year.

### **About bet-at-home.com**

The bet-at-home.com AG Group operates in the fields of online gaming and online sports betting. With almost 5.0 million registered customers, the company, which is listed on the Frankfurt Stock Exchange, is, together with its subsidiaries, one of the most successful gaming providers in Europe. The varied options offered on [www.bet-at-home.com](http://www.bet-at-home.com) include sports betting, poker, casinos, games and virtual sports. bet-at-home.com has subsidiaries in Germany, Austria, Malta and Gibraltar. As of 30.06.2018, 299 employees contribute to the successful development of the group. The group holds licences for online sports betting and gaming via its Maltese subsidiaries. The licences entitle the group to organise and market online sports betting and online casinos respectively. Since 2009, bet-at-home.com AG has been a member of the Betclix Everest SAS Group, which is a leading French group operating in the online gaming and sports betting industry.

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