

## Factsheet



## bwin Company Profile

### Further information

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The bwin Group has over 20 million registered customers in more than 25 core markets. On a number of different platforms, the Group offers sports betting, poker, casino games, soft and skill games, as well as audio and video streams of top sporting events such as the German Soccer League. The holding company bwin Interactive Entertainment AG is listed in the ATX on the Vienna Stock Exchange (ID code BWIN, Reuters ID code BWIN.VI), and as the parent company provides various services such as software development, marketing, communications, human resources and finance for its subsidiaries and associated companies. The operational business of the bwin Group is carried out by subsidiaries and associated companies on the basis of licences (e.g. Germany, Italy and Gibraltar). Full details about the Company can be found on its investor relations website at [www.bwin.org](http://www.bwin.org).

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### **bwin**

bwin is the world's biggest publicly listed online gaming platform. More than 20 million users have registered for an extensive line-up of Sports bets, Poker, Casino and Games. bwin currently has 1,400 employees, more than 800 are based at the headquarters in Vienna. The bwin brand is recognised worldwide. With its commitment to responsible gaming, bwin sets new standards in the online gaming industry.

### **From a start-up company to a market leader**

betandwin – as bwin was known from its founding until 2006 – began life with 12 employees in 1997. The first website, offering sports bets, went online a year later. In 2004, customers were first able to place bets on sports events while the events were taking place. This was made possible by the invention of the live bet, which is one of the flagship products at bwin. The bwin line-up, which is accessible via both computers and mobile phones, is a massive hit: The word "bwin" is entered into search engines more than 50,000 times a day.

### **Brand and sponsoring**

bwin is one of the most well-known brands in Austria and has a high degree of brand awareness beyond Austria's borders. Sponsoring of sports has always been a key aspect of the company philosophy. As jersey sponsor of Real Madrid and AC Milan and premium partner to FC Bayern Munich, bwin is present at some of the biggest Soccer stadiums in the world. Motorsports fans also know bwin as a longstanding sponsor of numerous MotoGP races.

### **Business model and licenses**

The parent company bwin Interactive Entertainment AG ("bwin") is listed in the blue chip ATX index on the Vienna Stock Exchange and provides its subsidiaries and associated companies with various services such as software development, marketing, communication, human resources and finance. The operational business of the bwin group is conducted by subsidiaries and associated companies based on licenses (e.g. in Germany, Italy or Gibraltar).

### **Commitment to social responsibility**

A dedicated Corporate Social Responsibility department guarantees that products are designed in a way that offers maximum social responsibility. Protection of minors, protection against manipulation of bets as well as prevention of gaming addiction are key aspects of the bwin CSR philosophy. bwin supports research in this field in a joint project with Harvard Medical School. bwin is also active in the EGBA (European Gaming and Betting Association), where it lobbies for fair competition within a regulated online gaming market. As founder and member of the ESSA (European Sports Security Association), bwin campaigns against manipulation and fraud in the fields of sports and betting.

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### **bwin – other facts and figures**

#### Company:

- Gross gaming revenues 2008: EUR 421 million
- 20 million registered customers

#### Products:

- 15 million page views and up to 780,000 users a day
- 282 million bets placed in 2008
- Up to 14,000 bets daily on more than 90 sports
- 6 types of poker, more than 70 Casino games and 50 Games