

Factsheet



bwin Live Bets

Further information

Press:
Kevin O'Neal, Press Officer
bwin Interactive Entertainment AG
Börsegasse 11, 1010 Vienna, Austria
Tel.: +43 (0)50 858-24010
E-mail: press@bwin.org
www.bwin.org

Investors:
Konrad Sveceny, Investor Relations
bwin Interactive Entertainment AG
Börsegasse 11, 1010 Vienna, Austria
Tel.: +43 (0)50 858-20017
E-mail: investorrelations@bwin.org
www.bwin.org

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.

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bwin invented the live bet in 2002: For the very first time, it was possible to bet on sports events while they were taking place. Since then, bwin has continued to build on its position as the leading provider of live bets: From 2004 onwards, customers have been able to place Multi bets (a combination of two or more bets, where the individual odds are multiplied together) live. In 2005, both audio and video coverage of events were integrated into the live betting platform. The entire product was completely revamped at the beginning of 2009. The betting line-up has been expanded to cover up to 150 events every day. Currently, bwin offers live bets around the clock on events taking place all over the world.

The most exciting way to place sports bets

The most fascinating aspect of live bets is the fact that betting odds change during the event, often within a few seconds. Sports-related visuals and statistics inform the user about the state of play and the most important occurrences – from the start of the event up until the final whistle or chequered flag. The bwin bookmakers calculate the starting odds and react to incidents during the game as well as to the current betting behaviour of the users – with up to 150 bets available on every event.

Free video and audio commentary – Live betting is entertainment

Live betting is more than just betting – live betting is entertainment. Video streams and audio commentary on top events are guaranteed to maximise the experience. For example, bwin customers can watch the games from the best European Soccer leagues and Grand Slam Tennis tournaments for free in real time while they place their bets. A personalised area of the web page informs the users about the current status of the bets they have placed, to make sure they don't miss a single second of the action.

Video coverage of top sports events for live bets

bwin has acquired broadcasting rights for numerous sports events, which include games of the German Bundesliga, Italy's Serie A and B, Portugal's Liga Sagres as well as the UEFA Cup and World Cup qualifiers. Beach Volleyball (Swatch World Tour, Nestea European Tour, Smart Beach Tour) is also part of the video portfolio as well as the Handball, Basketball and Volleyball Bundesliga and Tennis events such as the US Open and ATP Tour. Many of these sports events can only be viewed at bwin. Sports fans can watch up to 1,000 events every month via live video streams.

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The live bettors – a passionate community

Live bettors love fun and excitement. They love to win but, more importantly, they love to feel the excitement when “their” favourite teams or players battle it out for important goals and points. They enjoy sharing their enthusiasm with other sports fans and, at bwin, they have the opportunity to live their passion to the full. There is a personalised chat room for each live event, which is available in all 22 languages offered by bwin. Users can share their picks, success stories and emotions with all other users or only with selected friends, their so-called live buddies. On average, more than 10,000 customers meet up in these chat rooms every day with more than 4,000 customers using the chat facility simultaneously. Live chat in this format is unique to bwin.