

## Factsheet



## bwin Sport Marketing

### 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 Sponsorship**

No sports – no sports betting. For this simple reason, sponsorship of sports has always been a key aspect in the company philosophy. Since its founding, bwin has therefore always been a sponsor of top sports.

### **Sponsorship goals**

Sponsorship provides bwin with an ideal opportunity to emphasise its connection to sport. bwin profits from the positive image transfer of sports to the company and the brand. Trust in bwin and its products is strengthened, and the image of the company and the brand is improved.

### **bwin is at home in the world's biggest stadiums**

bwin is always striving to be the best, and the same is true of its sponsorship activities. The primary focus of sponsorship activities is European Soccer. bwin is therefore jersey sponsor for globally-renowned Soccer clubs such as Real Madrid and AC Milan and also cooperates with FC Bayern Munich as a premium partner. In the past, bwin also lent its name to the Portuguese first football league (bwinLIGA) and has been partner to famous clubs such as Juventus Turin, Werder Bremen and FC Barcelona.

### **"Three pillar" strategy for sports sponsorship**

bwin is one of the most well-known brands in Austria. As an established sponsor in the world of top sports, bwin has also made a name for itself on an international level. Soccer has always been the crème-de-la-crème of sports and is the core sport when it comes to sports betting. It is therefore the first pillar in bwin's three pillar sports sponsorship strategy. The second pillar is involvement in Motorcycling. bwin has been title sponsor of a number of races and an important player in the world of MotoGP for several years. The third pillar in the bwin sports sponsorship strategy is Basketball. bwin has cooperated with the International Basketball Federation (FIBA) since 2006 and will be sponsor at all European and World Championships until 2010.

### **Measurable success**

bwin invests approximately EUR 40 million annually in sports sponsorship. bwin continually evaluates the effectiveness of its sponsorship activities and takes into consideration factors such as the degree of brand awareness and media value. Recorded figures confirm that the bwin strategy is a success: sponsorship of Real Madrid and AC Milan reached a total of more than 10 billion TV viewers (cumulative range) in the core markets of Spain and Italy, where the bwin logo was on screen for more than 400 hours. Over 900 million MotoGP fans (cumulative value) saw the bwin brand as part of broadcasts, which were on screen for more than 35 hours in Europe alone.