

Factsheet



bwin Sports Bets

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.

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Sports bets are the core business at bwin. The first website was launched in 1998 under the name www.betandwin.com. Today, the sports betting line-up includes more than 90 different sports. Up to 12,000 bets are online at the same time and this figure can increase to more than 30,000 over the course of a day. bwin has therefore become Europe's biggest sports betting provider. This, combined with the high number of registered customers, gives rise to more than 1,000,000 bets placed every day.

The biggest betting line-up

105 bookmakers are responsible for the line-up and work around the clock to produce odds on sports ranging from Soccer to Alpine Skiing and from Tennis to Ice Hockey. The core area of customer interest is Soccer: Bets can be placed on more than 500 leagues in over 100 different countries. Up to 200 different bets are available on matches of major events such as the European Championship, the World Cup and the Champions League. There are 96 different sports in the bwin database (as of October 2008) – these include all popular ball-related sports, US Sports as well as all major winter sports and motorsports ranging from Formula 1 to MotoGP. bwin customers are not limited to traditional sports, either. "Exotic" sports such as Roller Hockey, Futsal and Darts are also included in the daily line-up.

Not only sports...

... are on offer in the betting line-up. Customers will find exciting odds on a range of events outside the area of sports. These include bets on politics and entertainment such as the Oscars, Talent Shows, the Eurovision Song Contest and "Miss" events.

Something for everyone

The variety of bets on offer is just as comprehensive as the range of sports offered. Customers who want to place Soccer bets can begin with the traditional 3-way bet, i.e. win, draw, loss, but also take their pick from special bets such as "Who will score the last goal?" or "Will there be a safety car period during the race?"

International and regional

The primary focus is to offer a line-up of all worldwide sporting events which are adjusted to regional requirements. bwin offers its entire betting line-up in 22 different languages. Teaser articles, which are tailor-made to suit individual countries, offer background information on upcoming sports events. The Bet of the Day shows the current odds and the betting behaviour of bwin customers – a useful tool for customers who haven't yet decided on 1, X or 2.

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More than just bets

Numerous free features guide bwin customers on their path to success. The Livescores section informs customers in real time about the current state of play for a wide range of sports events. Comprehensive statistics form the basis for correct picks. Customers can also use the results feature to find out the outcome of their bets. Those who would like to receive the betting line-up tailored to their own personal interests can subscribe to the daily odds list, which is then sent to them via e-mail. Tutorials and demo features are also available for customers who do not have a great deal of experience in placing bets.