

EANS-Adhoc: bwin Interactive Entertainment AG / Q2 2010

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Key financial indicators (pro forma consolidated, unaudited)

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EUR million Q2 10 Q2 09 % YoY H1 10 H109 % YoY
Gross gaming revenues 127.2 95.1 33.7% 260.4 212.8 22.4%
Net gaming revenues 100.4 77.8 29.2% 209.7 179.9 16.6%
Total revenues 112.5 96.7 16.3% 232.6 216.1 7.6%
EBITDA (adjusted*) 11.0 15.1 -27,0% 41.3 51.1 -19.2%
EBITDA (adjusted* excl. DFL) 11.0 9.7 13.4% 41.3 40.9 0.9%
EBIT -3.0 0 n.a 15.1 21.9 -30.9%
Result after tax -2.8 0.1 n.a 14.7 19.1 -22.7%

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Highlights of business development in Q2 2010

Record turnover for sports betting due to successful Soccer World Cup underscores market leadership

Promising start to sports betting and poker in France at end of Q2

Result temporarily affected by intensive preparations and start-up costs in lead-up phase in calculated move in anticipation of further regulation of online gaming markets in Europe

First mover: Competitive advantage achieved by targeted marketing campaign in France immediately after granting of licence

Poker and casino affected by World Cup and seasonal trend

Significant growth for games

Q2 2010 (pro forma consolidated)

Gross gaming revenues of EUR 127.2 million, or EUR 113.8 million excl. Gioco Digitale (Q2 2009: EUR 95.1 million)

Sports betting margin 7.2% (Q2 2009: 5.9%)

Net gaming revenues of EUR 100.4 million, or EUR 93.1 million excl. Gioco Digitale (Q2 2009: EUR 77.8 million)

Record number of active customers: 1,381,000 active and 360,000 new active real-money customers (plus 30.7% and plus 43.5% respectively)

EBITDA (adjusted*) of EUR 11.0 million (Q2 2009: EUR 15.1 million, or EUR 9.7 million excl. effects of German Soccer League marketing rights)

Result after tax of -EUR 2.8 million (Q2 2009: EUR 0.1 million)

Merger of bwin and PartyGaming

Implementation of merger on schedule with conclusion expected in Q1 2011

Proposed merger with PartyGaming opens up new opportunities strategically, financially and operationally

Consolidated company will be market leader in poker, sports betting, casino and games, particularly bingo

Merger to ensure optimal positioning to take advantage of growth potential due to regulation of European and international gaming markets

* Excluding non-cash expenses in connection with share-based payment (IFRS 2) and one-off effects in connection with proposed merger.

The complete half year financial report 2010 can be found online on the bwin investor relations website at www.bwin.org, where it can also be downloaded in pdf format.

Further inquiry note:

Investors:

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

Press:
Katharina Riedl, Corporate Communications
bwin Interactive Entertainment AG
Boersegassee 11, 1010 Vienna, Austria
Tel.: +43 (0) 50 858-20069
E-mail:press@bwin.org
<http://www.bwin.org>

issuer: bwin Interactive Entertainment AG
Börsegassee 11/Lift 3/Top floor
A-1010 Wien
phone: +43 (0) 50 858-0
FAX: +43 (0) 50 858-16
mail: investorrelations@bwin.org
WWW: www.bwin.org
sector: Casinos & Gambling
ISIN: AT0000767553
indexes: ATX Prime, ATX
stockmarkets: official market: Wien
language: English



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