



Fortuna Entertainment Group NV

**9M 2011 Financial Results
Analysts & Investors Presentation**

November 3, 2011



Agenda

1. Introduction
2. 9M 2011 Financial Performance
3. 9M 2011 Sport Betting Results
4. 9M 2011 Lottery Results
5. Outlook & Strategy 2011/ 2012
 - i. On-line in Poland
 - ii. Tipsport deal
 - iii. Outlook

Presentation Team



MICHAL VEPŘEK
CFO



VLADAN CRHA
Marketing & IR
Director



Financial Performance

in the First 9 Months of 2011



Financial Highlights – 9M 2011

Financial Highlights

Growing core markets

- 9M 2011 Amounts Staked – up by 9.3% yoy to EUR 301.7 MM
- 9M 2011 total Gross Win – up by 6.7 % yoy to EUR 70.9 MM
- 9M 2011 EBITDA – EUR 14.2 MM, down by 17.3% yoy
 - EBITDA sports betting EUR 18.3 MM, up 6.4% yoy

On-line sports betting retains its momentum

- 9M 2011 Gross Win on-line sports betting – up by 37% yoy to EUR 20.9MM

Lottery in line with plan

- 9M 2011 total Amounts Staked from lottery – EUR 4.4 mm (of which scratch tickets EUR 2.1 MM and numerical games Loto EUR 2.3 MM)
- Amounts Staked scratch tickets growing 73.4% qoq
- 9M 2011 Gross Win from lottery EUR 2 MM
- 9M 2011 EBITDA lottery (EUR 4.1MM)

Operational Highlights

Lottery business in the Czech Republic

- Successful sale of scratch tickets – **estimated 50% market share**, series I almost 2 MM tickets sold out in less than 6 months
- Fortuna Loto gained 14% market share since its launch on July 18
- New daily game introduced from Nov 1

Polish on-line on its door-step

- Decision from the Polish Ministry of Finance anticipated
- More than 12,000 users already pre-registered in Poland in one month
- Ready to launch immediately

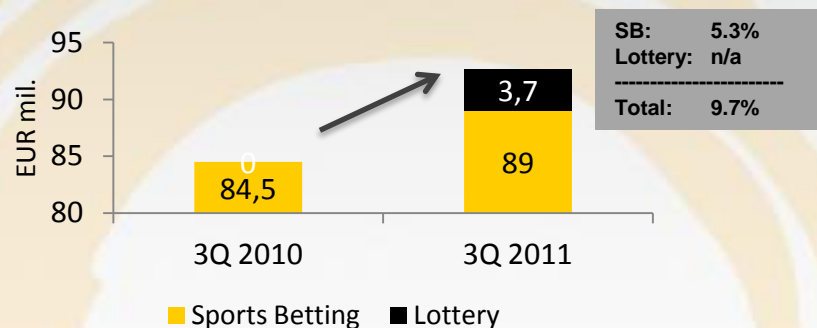
Tipsports PL

- Decision from the Polish Ministry of Finance anticipated
- Due diligence process completed
- Fortuna taking over managerial control over Tipsport's operations in Poland

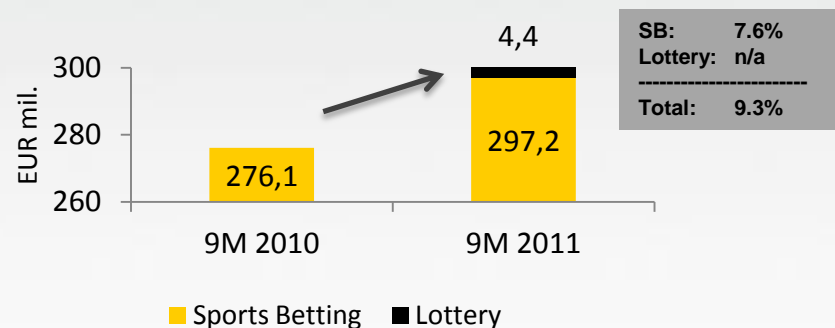
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9M 2011 – Solid Growth

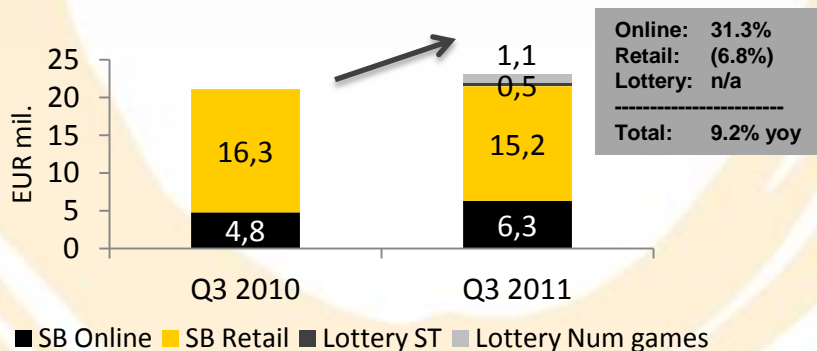
Amounts Staked Q3



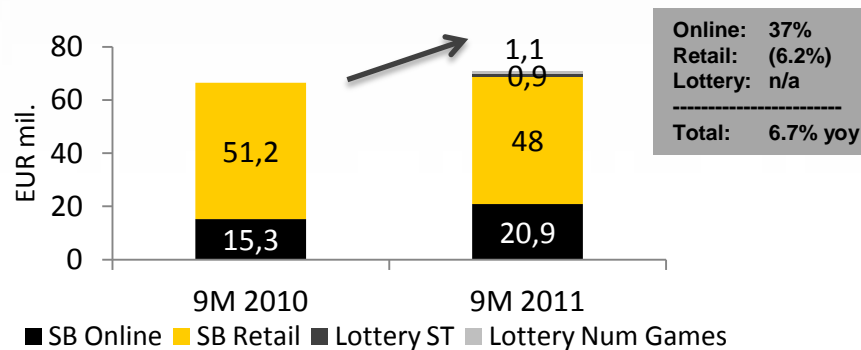
Amounts Staked 9M



Gross Win Q3

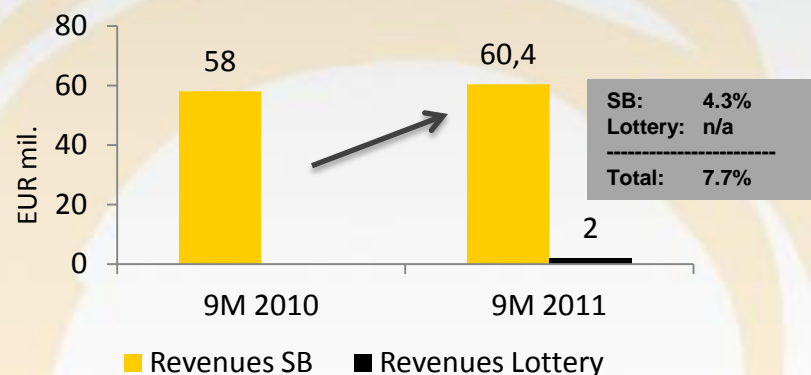


Gross Win 9M

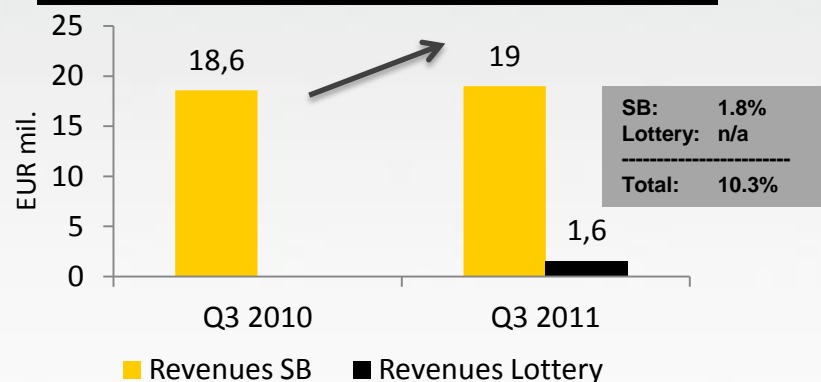


9M 2011 – Profitability on Budget

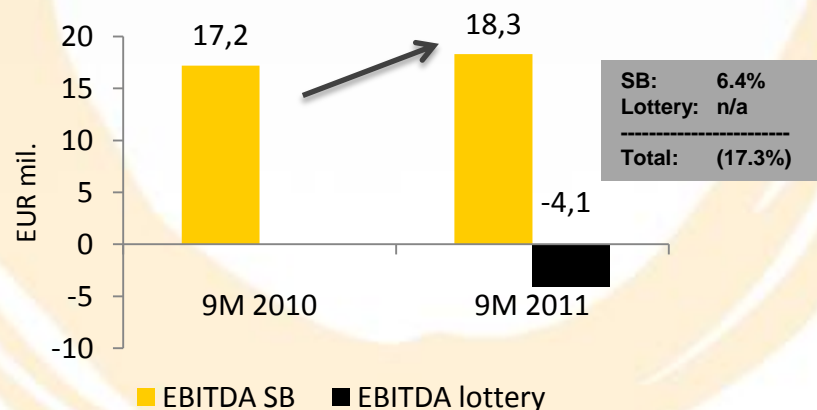
Revenues 9M



Revenues Q3



EBITDA 9M



- Solid revenues generation in sports betting
- EBITDA increase as a results of focus on operating costs control
- EBITDA lottery fully on budget



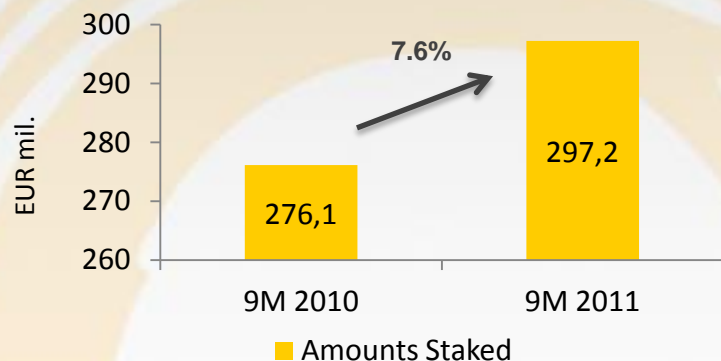
Sports Betting Results

in the First 9 Months of 2011

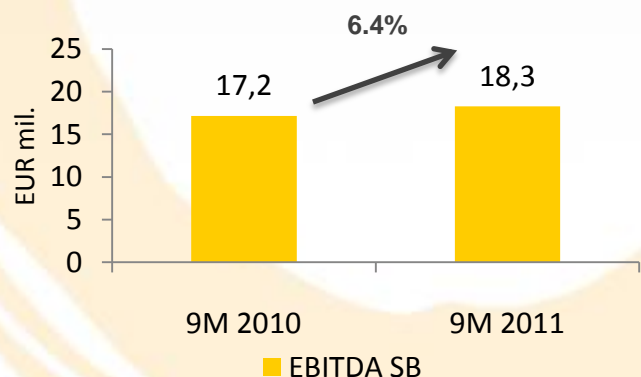


9M 2011 – Growth Driven by On-line

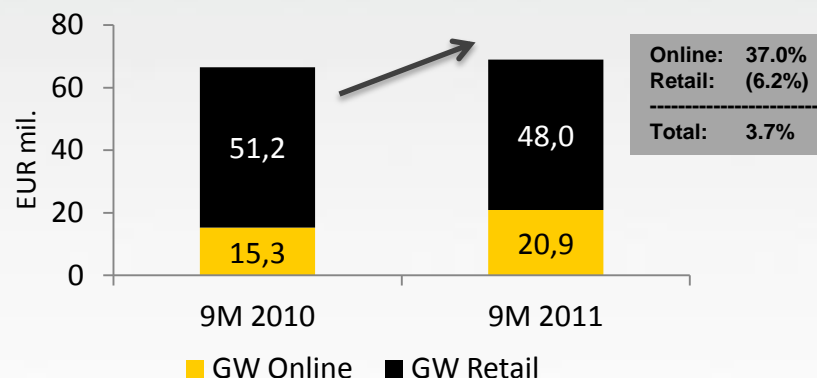
SB Amounts Staked 9M



SB EBITDA 9M



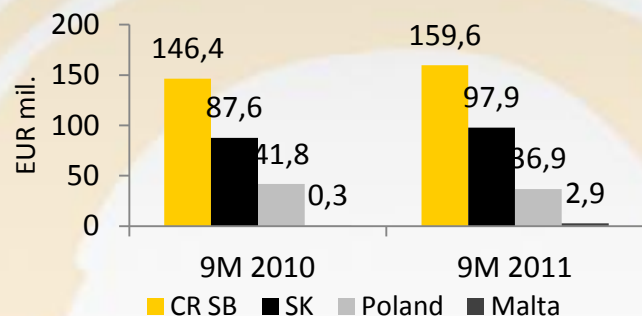
SB Gross Win 9M



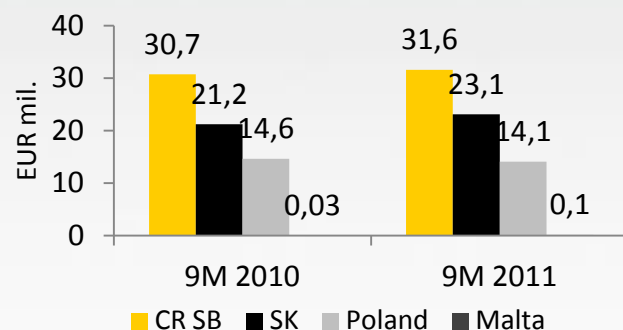
- EBITDA increase as a results of focus on operating costs control in the sports betting segment
- On-line betting retains its strong momentum, supported by network of land shops
- Although on-line substitution is strong, GW margin declined only little

Sport Betting by Countries

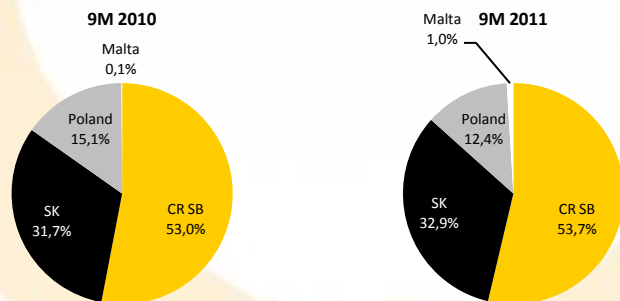
Amounts Staked 9M



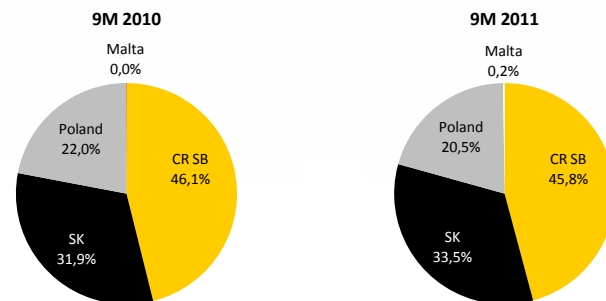
Gross Win 9M



Amounts Staked in %



Gross Win in %





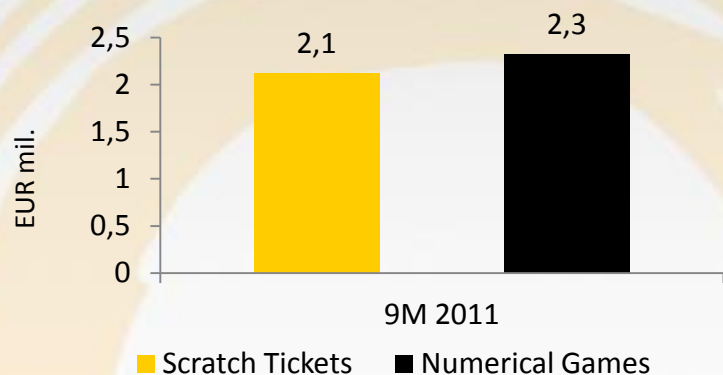
Lottery Results

in the First 9 Months of 2011

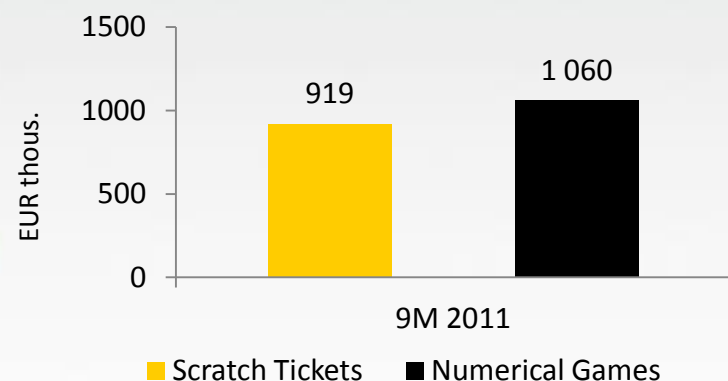


9M 2011 – Lottery in line with Plan

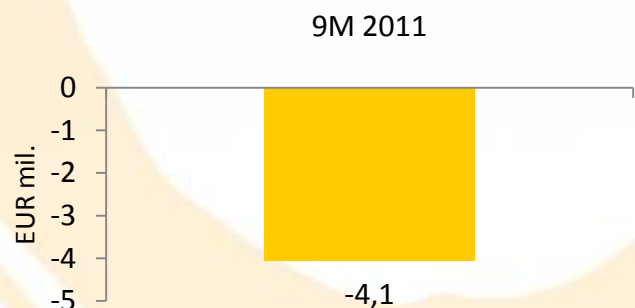
Lottery Amounts Staked



Lottery Gross Win



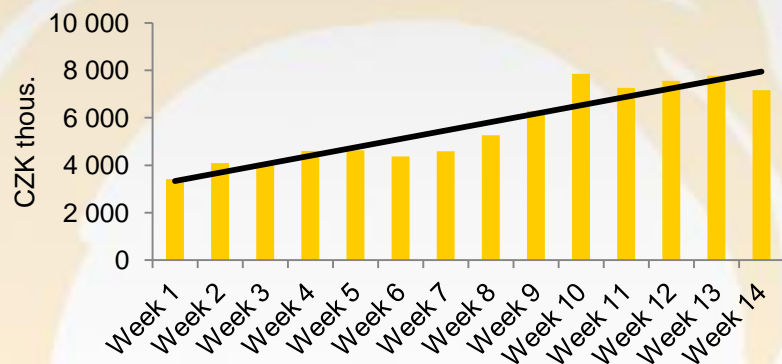
Lottery EBITDA



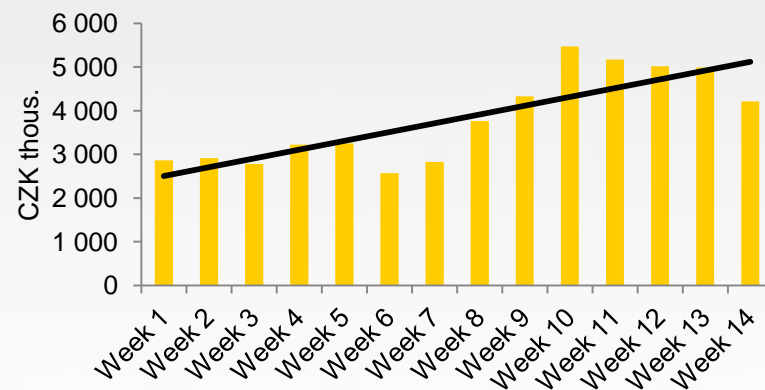
- Scratch tickets sales app. 100 thousand pieces a week, series I sold out in 6 months (1.5 million tickets)
- Lottery EBITDA in line with the plan, full year outlook EUR 5-6 million negative should be delivered

Lottery Update

Amounts Staked- 18.7. – 21.10. 2011



Gross Win- 18.7. – 21.10. 2011

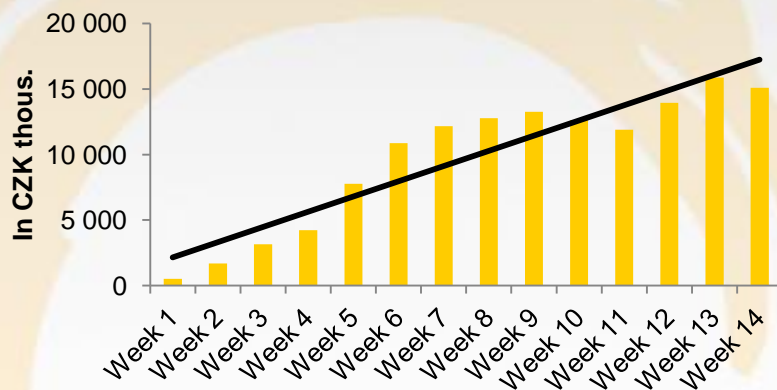


- Sales instant scratch tickets per POS are 4.5 times higher than those of SAZKA
- Current market share of Fortuna lottery app.14%
- Market share of scratch tickets app. 50%
- New daily game Golden 11 introduced from Nov 1

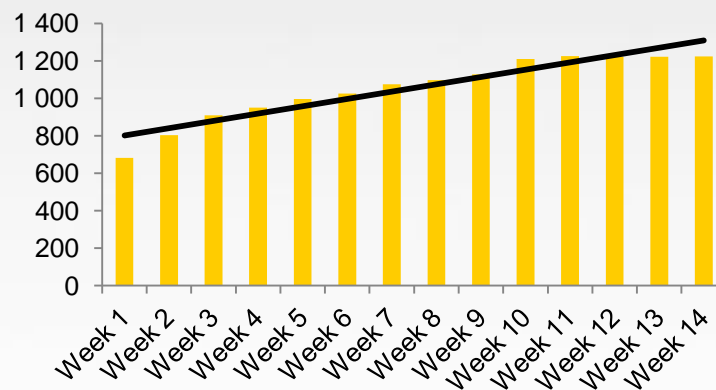
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Lottery Update

Mobile Top Ups Sales- 18.7. – 21.10.2011



No. of POS - 18.7. – 21.10.2011



- Total no. of POS over 1,200 (lottery and mobile top ups combined)
- Target up to 3,000 POS by the end of next year in the Czech Republic
- Mobile top ups available with all three mobile operators in the Czech Republic

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Lottery Update



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Outlook & Strategy 2011/ 2012



Strategy Overview

Lottery business in the Czech Republic

- Lottery business launched
- Gained 14% market share to-date
- Aim to have 30% market share in 3 years
- Scratch tickets extremely successful

Focus on on-line betting/ Poland

- Leveraging its heritage brand and retail network to develop leading position in online
- New law amendment in Poland approved and application for local licence submitted to MinFin

Tipsport PL acquisition

- Approval of MinFin expected
- Due diligence completed
- Potential to increase market share in Poland to approximately 1/3

Organic growth to grow market share

- Continuous improvement of retail network
- CRM
- Partnerships



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On-line betting in Poland

- Amendment to the law approved and it should be implemented before the year end 2011
- Application for the local licence submitted to the Ministry of Finance and decision anticipated soon
- Already over 12,000 users subscribed for Fortuna on-line services in Poland in one month
- **Fortuna is ready to launch the on-line betting immediately once the permission is received**

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Strona główna

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Login użytkownika

Pseudonim

Hasło

[Zapomniałeś hasło?](#)

Informujemy, że z dniem 1 stycznia 2010r. weszła w życie ustawa z dnia 19 listopada 2009r. o grach hazardowych (Dz. U. z 2009 r. nr 201, poz. 1540).

W związku z powyższym uprzejmie informujemy, że w celu otrzymania dostępu do zawartości strony internetowej www.efortuna.pl konieczne jest zalogowanie się jako użytkownik.

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- przystąpiły do programu lojalnościowego (posiadają już pseudonim i hasło)
- dokonały stosownej rejestracji na stronie

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W celu uzyskania dostępu do zawartości strony www.efortuna.pl prosimy o dokonanie rejestracji lub wpisania swych danych (pseudonim i hasło).

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Tipsport PL takeover

Update:

- Due diligence completed
- Request for the Approval of the Polish Ministry of Finance submitted, a decision of the Ministry anticipated
- Fortuna took over managerial control of Tipsport PL
- Signing of transaction and final price determination subject to revision of PoS network
- Up to 100 shops could be taken over

Outlook

Further development of existing products and markets

Sports Betting:

- Growing Amounts Staked on-line in all countries
- Getting ready for major sport events in 2012: UEFA EURO 2012, Olympic Games
- Poland: targeting EUR 10 million of Amounts Staked via on-line in the first year
- Czech Republic: broadening on-line product portfolio

Lottery:

- Targeting up to 3,000 distribution points by year-end
- Establishment of full product portfolio: scratch tickets, weekly and daily games, keno
- New scratch tickets to be checked and validated on-line

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IR Contacts

IR Contacts	
Vladan Crha	Klára Klímová
Marketing & IR Director	IR Consultant
e-mail: crha.vladan@ifortuna.cz	e-mail: klara.klimova@fortunaeg.nl