



Fortuna Entertainment Group NV

9M Interim Results Announcement

Analyst presentation

November 10, 2010



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Final Offering Summary

NO. OF SHARES SOLD/ VOLUME	<ul style="list-style-type: none">• Total offering (incl. over allotment) comprising 18.20 million shares (35% of share capital post-capital increase), of which 2 million were newly issued shares• Total offering EUR 78.26 mn• Total market cap based on selling price EUR 223.6 million
SELLING PRICE	<ul style="list-style-type: none">• EUR 4.30 per share (equivalent of CZK 105.52 and PLN 16.98)
LISTING	<ul style="list-style-type: none">• Warsaw Stock Exchange (trading since Oct 28)• Prague Stock Exchange (trading since Oct 22 conditional and Oct 27 regular)
DISTRIBUTION	<ul style="list-style-type: none">• Public offerings in Poland, Czech Republic and Slovakia (including retail tranches)• International private placement under Reg S outside the US• No 144A placement
LOCK-UP	<ul style="list-style-type: none">• 12 months for the Selling Shareholder and the Company
USE OF PROCEEDS	<ul style="list-style-type: none">• Development projects:<ul style="list-style-type: none">• Lottery project
DIVIDEND POLICY	<ul style="list-style-type: none">• Target payout ratio of 70-100% of Net Income
SYNDICATE STRUCTURE	<ul style="list-style-type: none">• UniCredit - sole global coordinator and sole bookrunner• Erste Bank / Česká Spořitelna – joint lead manager

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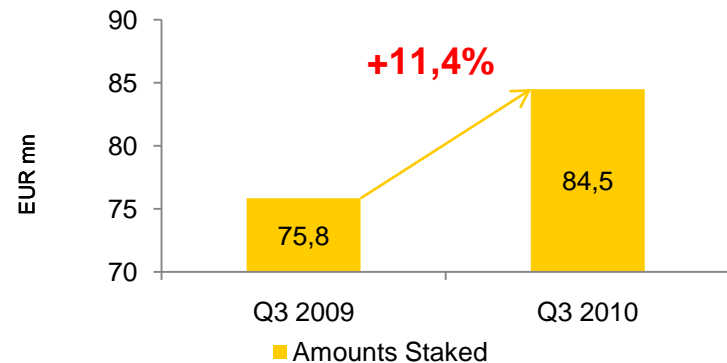
Financial highlights 3Q

By distribution channel

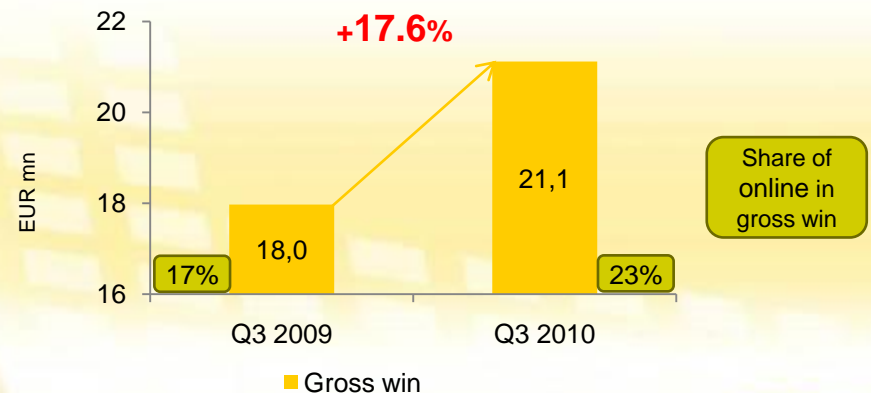
- **Solid growth in amounts staked supported by robust growth in online** (further enhanced by positive FX translation effect)
 - Group amounts staked grew in the Q3 2010 by **11.4% y-o-y** driven by:
 1. Strong upswing in online betting
 2. Extended product offer and range of bets

- **Q3 2010 gross win at the Group level increased by 17.6% y-o-y**, predominantly due to **growth of online (53.6% y-o-y increase)**
 - Offline gross win remained stable and accounted for 77% of total amount

Amounts staked



Gross win (by distribution channel)



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Source: Calculated based on FEG consolidated unaudited financial results for 9M2010 and Company information
FX rates used for translation: average ČNB FX Q3/ 2010

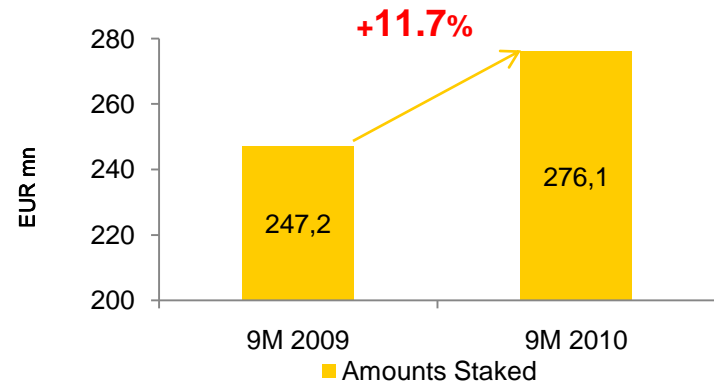
Financial highlights 9M

By distribution channel

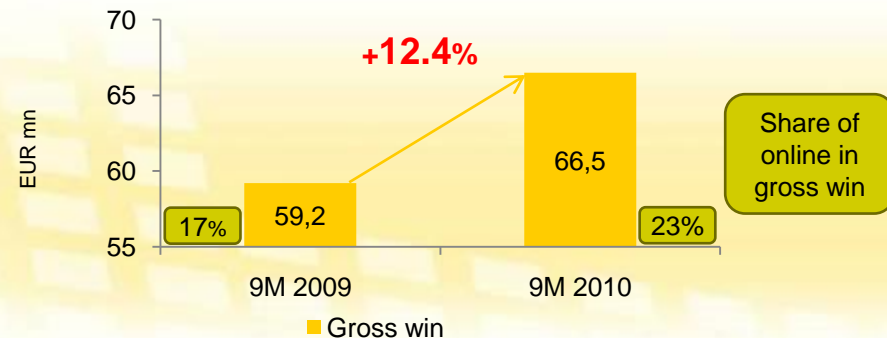
- **Solid growth in amounts staked supported by robust growth in online** (further enhanced by positive FX translation effect)
 - Group amounts staked grew by **11.7% y-o-y** driven by:
 1. Strong upswing in online betting
 2. Extended product offer and range of bets

- **9M 2010 Gross Win at the Group level increased by 12.4% y-o-y**, predominantly due to **growth of online (51% y-o-y increase)**
 - Offline Gross Win remained stable and accounted for 77% of total amount

Amounts staked



Gross win (by distribution channel)



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Source: Calculated based on FEG consolidated unaudited financial results for 9M2010 and Company information
FX rates used for translation: average ČNB FX 9M/2010

Distribution channels – dual strategy

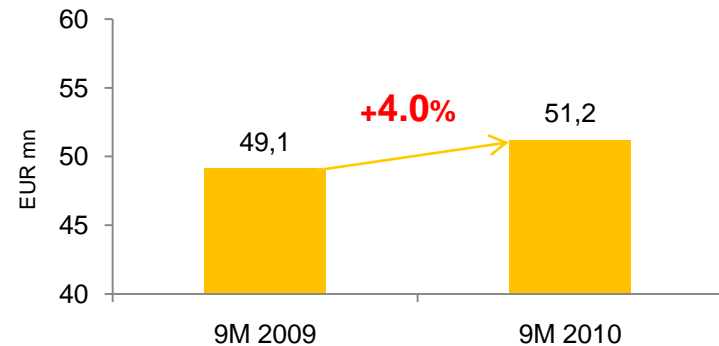
• Shops – stability and support

- 1,375 betting POS including partner shops (end 9M 2010)
- Strategy - to increase the number of shops, especially partner shops
- Vision - to have a backbone network of own shops in bigger cities accompanied by Partner shops (or kiosks)
- The objectives of our shops:
 - Sales, marketing, promotion of online
 - Registration of new online clients
 - Customer service (money pay-out, money deposit, customer care)

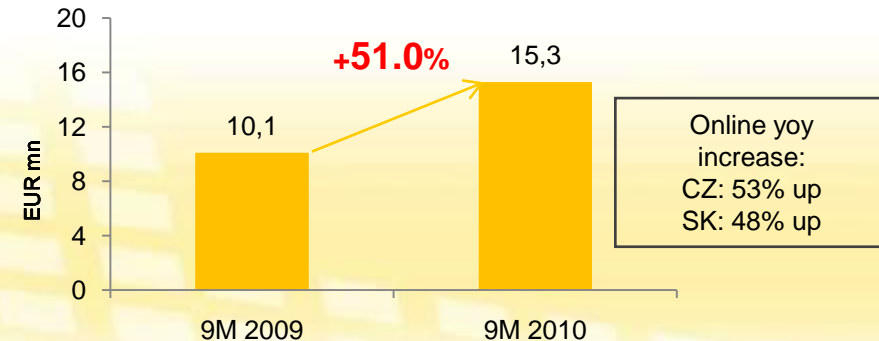
• Online – Robust growth

- Key driver of Fortuna double digit growth
- Growth of number of registered Fortuna Klub Plus members by 50% to more than 160 000 in 3Q
- Online platforms in Slovakia and the Czech Republic
- Online expansion provides further significant growth given expected changes in PL legislation

Gross Win Off-line



Gross Win Online



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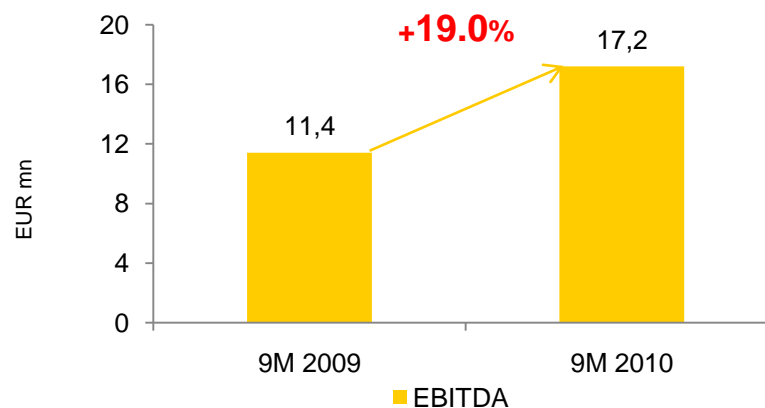
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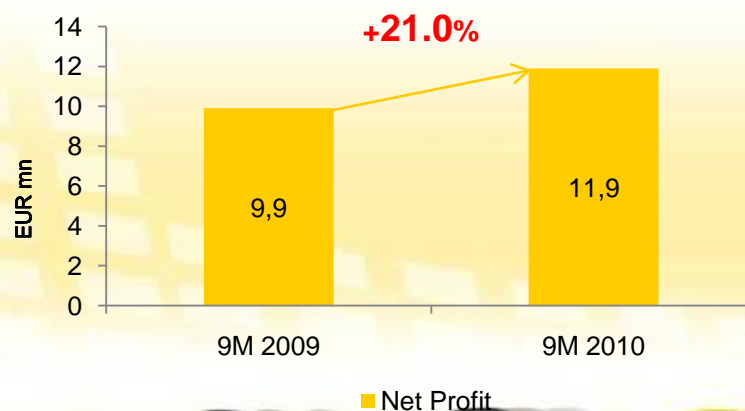
Strong EBITDA performance

- **Maintaining EBITDA growth:**
 - Group 9M 2010 EBITDA grew **by 19% y-o-y to EUR 17.2 million**
 - Due to the growth both in on-line and off-line segments
 - Stable cost structure
- **Growing net profit (from continued operations):**
 - In the first nine months 2010 net profit increased to **EUR 11.9 mn by 21% more** than in the same period last year

EBITDA



Net Profit



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Source: Calculated based on FEG consolidated unaudited financial results for 9M2010 and Company information
FX rates used for translation: average ČNB FX 9M/2010

Summary – 9M 2010

- **Solid performance - Fortuna has been growing in all key parameters**
 - Amounts Staked – increase by 11.7%
 - Gross Win – increase by 12.4%
 - EBITDA – increase by 19%
 - Net Income – increase by 21%
- **Growth both in on-line and off-line**
 - Gross Win in on-line – increase by 51%
 - Gross Win in off-line – increase by 4%
- **Further developing the betting shops network**
 - About 50 new shops
 - More than 100 new partner shops contracts signed – in the opening phase
- **Increased number of Fortuna Klub Plus loyalty program members**
 - From 107,000 to more than 160,000 (up by 50%)
- **Low debt, prudent financing, high dividend potential**



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Lottery – update

Achieved	To be done
Lottery Licence <ul style="list-style-type: none">• Since 7/2010, the only player in the market except incumbent Sazka	Marketing and product <ul style="list-style-type: none">• Detailed product portfolio to be defined in co-operation with Intralot during October-November
Strong Partner - Contract signed in September <ul style="list-style-type: none">• Intralot (leading provider with broad experience and know-how from 50 markets)	Retail Network to be developed <ul style="list-style-type: none">• 600 country wide shops of Fortuna• 160 Zabka and Koruna convenience stores• Gas stations, supermarkets, tobacco and news stands, (potential of ca. 5,000 identified POS)
Funding and support of stakeholders <ul style="list-style-type: none">• IPO funding• Full commitment of stakeholders	Project launch expected in 1H 2011 <ul style="list-style-type: none">• Phase 1 – approximately 1,000 POS,• Phase 2 – 2,500 (until end of 2011)
Management team <ul style="list-style-type: none">• New and experienced management team being completed• New CEO, COO, Marketing Director	

Strategy and New Projects

Fuelling online development

- Leveraging its heritage brand and retail network to develop leading position online
- Poland
- FortunaWin targeting new geographies from Malta



Diversify into lottery business in the Czech Republic

- Simple business model
- Sizable Czech lottery market
- Higher GGY than in sports betting
- Market deregulated from state monopoly
- Synergies, leveraging brand



Driving organic growth

- Continues improvement of retail network
- CRM
- Partnerships



Regulatory strategy

- To be socially responsible and to comply with local regulations and differentiate itself from offshore players in the markets where Fortuna has land-based operations



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Q & A



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