

Fortuna in negotiations to takeover Polish Tipsport

AMSTERDAM / WARSAW / PRAGUE – Fortuna Entertainment Group is currently negotiating with Tipsport a.s. to takeover the Polish subsidiary Tipsport PL, Sp. z.o.o. Such an acquisition would be an opportunity to effectively expand the Polish network that comprises 380 branches and a further 190 retail outlets while further strengthening its leading position on the Polish betting market.

“We have begun due diligence this week and if there will be no unexpected complications, then nothing will prevent the conclusion of the takeover of Tipsport PL before the end of this September”, said Jiří Bunda, Chief Executive Officer of Fortuna Entertainment Group.

On 1.8.2011, Fortuna filed a formal request with the Polish Ministry of Finance related to the change of shareholders in Tipsport PL. The final decision by the Ministry is expected no later than within three months.

As a result of this acquisition, Fortuna will increase its stake in the Polish fixed-odds betting market up to one third and further strengthen its position as the largest fixed-odds betting operator on the Polish market. *“Our strategy is a combination of branch network and online betting. We are engaged in intensive preparations to expand network retail outlets and strengthen our market position so that it will positively impact on online betting in Poland,”* added Jiří Bunda.

The planned acquisition could be formally accomplished as early as the fourth quarter of this year.

About Fortuna:

Fortuna Entertainment Group is a leading Central and Eastern European fixed-odds betting operator. The founding company FORTUNA sázková kancelář, a.s. was established in Prague in 1990. Just one year later, Terno, a.s. was founded in Slovakia.

In 2005, the Penta investment group became the owner of both companies and in the same year acquired the Polish betting operator Profesjonál and gradually unified these companies under one brand.

Fortuna creates standards and determines trends on the Central European market as a result of over 20 years experience in the fixed-odds betting industry. The Group continues to invest in the development of new products and services while expanding the branch network and the quality of distribution channels. Fortuna currently operates more than 1,400 branches on three markets.

The Group has developed the FortunaWin online betting and gaming platform, enabling products to be offered on new markets. FortunaWin is currently providing betting and gaming products to customers in Hungary.

In October 2010, the company was successfully floated on the Prague and Warsaw Stock Exchanges. The major shareholder continues to be the Czechoslovak financial group, Penta.

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