

Fortuna starts selling scratch cards at Česká Pošta branch offices

Fortuna Lottery a.s., subsidiary of Fortuna Entertainment Group N.V., signed a contract with Česká pošta s.p. (Czech Post) on distribution of lottery products through its 3300 branch offices. As a result of this agreement, Fortuna will start offering its range of scratch cards at the post offices across the whole Czech Republic from the beginning of September 2012.

„The agreement with Česká pošta will help us to enhance the sale of scratch tickets significantly, especially in smaller towns. Post offices are usually one of the most appropriate points of sale along with newspaper stands, filling stations and grocery stores,“ said Jiří Hosnedl, CEO of Fortuna Lottery.

During the coming weeks Fortuna will ensure the distribution of the scratch cards to all branch offices of Česká pošta, the sales will begin in September.

Fortuna entered the market with scratch cards in the spring 2011. Since then, Fortuna released 10 editions in total amount of tickets gaining between 40 to 50% of the scratch cards market and confirming the high potential for further growth in this segment. While in Western Europe lots occupy up to 20% of the lottery market, their share in the Czech Republic was only units of percent.

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 Profesjonal 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 of 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 Czech-Slovak financial group, Penta. Fortuna entered the lottery market in May 2011, launching the sale of scratch cards. Fortuna also launched number lotteries Superloto, Loto and Zlatých 11.

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