

Barclays Capital Report Calls Sportingbet, a GTECH G2 MarginMaker Licensee, “Best in Class”

Equity research report shows Sportingbet’s sportsbook, which operates on G2’s industry-leading sports betting platform, returns highest win margins

06-04-2010 (London, UK) – In a recent equity research report analyzing successes and opportunities in the igaming sector, Barclays Capital found that the Sportingbet sportsbook’s “*best-in-class sports betting systems give it the highest gross win margins in the online gambling industry.*” The Sportingbet sportsbook runs on the GTECH G2 MarginMaker platform.



The reports says that Sportingbet’s win margins have averaged over 9% over the past four years and, more recently, 10% or more. It adds that Bwin’s win margins were only about 8% and PartyGaming’s as low as 5.5%.

The report concluded that in-running now accounts for over 50% of Sportingbet’s European sports betting, and the 8-10% margin achieved on this is far superior to that of its competitors.

SportingBet were one of the early adopters of MarginMaker, and their continual, bespoke development with GTECH G2 ...”*allows Sportingbet to exploit the markets to their full potential*”, says Simon Gregory, Business Development Director of Sportingbet. “In particular, the automated set up features for in-running betting has enabled Sportingbet to drive this part of our business to over 75% of bets in some sports, meeting consumer demand and producing exceptional returns”.

Building upon its success in its core sportsbetting market, Sportingbet continues to achieve and seek growth in all product domains. After over 5 years of successfully working together, Sportingbet recently announced that it had renewed its agreements with GTECH G2 across all key product verticals for a further three years, including poker, casino and games, licencing the new G2 bingo product whilst also entering a new phase of its sportsbetting relationship. Offering multiple products from GTECH G2 across a single account is central to this growth and the player experience, demonstrating G2’s ability to offer its clients a broad spectrum of market-leading technology and content.

Predrag Popovic, Chief Technology Officer of GTECH G2, said “*Sportingbet are one of our oldest customers and they have worked closely with us and invested in continuously evolving the platform. We are delighted that this commitment has been reflected in independently benchmarked commercial success.*”

The Equity Research Report “European Leisure: Online Gambling Regulatory Change Drives Growth” was published by Barclays Capital in October 2009.

ENDS

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About GTECH G2 (www.gtechg2.com)

GTECH G2 brings together, under one brand, the combined expertise of GTECH and its extensive lottery insight with leaders in the interactive gaming world providing a complete gaming portfolio of poker, bingo, casino, sportsbetting, fully managed services and instant games. The group includes Boss Media, a leading innovator in software and systems for Poker, Casino and Bingo entertainment; Finsoft , a leading provider of enterprise-wide real time trading solutions for the commercial sports betting industry – both interactive and retail; St Minver, a fully managed service provider of Internet games to media, lifestyle, and other brands; and Dynamite Idea, a developer of unique, innovative digital instant and side games. Consolidating combined talent and expertise into one premiere brand means that GTECH G2 can provide a flexible digital solution to all customers, large or small, wherever they may be.

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Building upon its success in its core sportsbetting market, Sportingbet continues to achieve and seek growth in all product domains. After over 5 years of successfully working together, Sportingbet recently announced that it had renewed its agreements with GTECH G2 across all key product verticals for a further three years, including poker, casino and games, licencing the new G2 bingo product whilst also entering a new phase of its sportsbetting relationship. Offering multiple products from GTECH G2 across a single account is central to this growth and the player experience, demonstrating G2’s ability to offer its clients a broad spectrum of market-leading technology and content.

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