

VITAL STATISTICS FY11

CUSTOMERS & PRODUCTS:



15.2%

YoY growth in active customers.

3.7M+

Registered customers.



£344

Average Revenue Per User (ARPU). Far higher than the competition.



£305.6m

Customer funds held on deposit.



Third-party software developers building betting products from the Betfair API.

20%



Rise in the number of occasions in which customers successfully locked-in a profit In-Play since the launch of our Cash Out functionality.

133%

YoY uplift in the number of In-Play football markets offered.



1800

Football markets on average, offered In-Play per month last year, compared to 800 in 2010.



250+

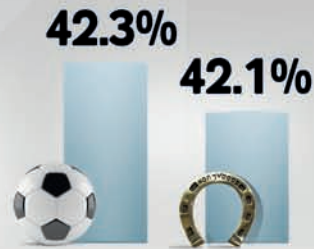
Casino and arcade games now offered to customers as a result of our investment in our product portfolio.



VITAL STATISTICS FY11

SPORTS & SPECIALS:

24%
YoY growth in football revenues.



In terms of revenue, football was for the first time ever our leading sport - just ahead of horseracing



130,000
Customers who bet through the Exchange on the World Cup Final.



£68m
Traded on the World Cup Final. A new record.

489-1 Odds on 'the draw' that some customers received before Newcastle came back to draw with Arsenal, after trailing 4-0.

399-1 Odds you could have got on Ireland beating England in the Cricket World Cup. Perhaps that's why £800m was traded throughout the tournament, with 85% of that coming In-Play.

50% Uplift in customers who bet on this years' Ashes compared to the last series in Australia. A triumphant England clearly more appealing to punters than a 'whitewashed' England.

£21m Traded on our 3 biggest 'Specials' markets of the year: X Factor, Eurovision and Big Brother.

£19m Bet on the 2010 General Election.



£36m Traded on the Ryder Cup. Despite his travails, Tiger is still the big pull with punters, far and away the most followed golfer at the Ryder Cup.

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TECHNOLOGY & MOBILE:

916 MILLION

Bets matched on the Exchange in the year.



7 MILLION

Transactions, on average processed on the Exchange every day.



£3,300

Cash deposited on average per minute.



30,000

Bets placed in one minute on Grand National Day – Betfair's peak load of the year.

£62.4 MILLION



Invested in technology last year.



Uplift in bets matched

20%

YoY uplift in bets matched on the Exchange.



£1 BILLION

WORTH OF BETS placed through mobile devices.

122%

YoY increase in active customers on our mobile products.



THAT'S 168,000 PEOPLE



YoY growth

88%

Growth in mobile revenues.



14

Apple App Stores

Our iPhone App is available in 14 Apple App Stores
COVERING 12 LANGUAGES



200,000

Over 200,000 downloads of our iPhone and iPad apps.