

VITAL STATISTICS H1-FY12

VITAL STATISTICS FOR H1



£191m
Group revenue.



43%
Rise in profit after tax to £20.6m.



23%
Increase in bets placed on the Exchange.



4m
Registered customers.



3.4 SECONDS
The time it now takes the new site pages to load, down from 22.1 seconds.

THE SIX MONTHS OF MOBILE



£800m+
Traded through Mobile, 96% increase on same period last year.



£9m
Of revenue via Mobile. That's an increase of 88% and 7.3% of Exchange revenue.



72%
Increase in active customers through H1.

STARS AND STRIKES



1m+
YouTube views for 'Stars and Strikes' viral Mobile marketing campaign.

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SPORTS AND GAMES



999/1

In-Play odds that some customers got on England to beat Sri Lanka on the 5th Day of the Cardiff Test. England won in the evening session.



£900m+

Traded by 96,000 customers throughout the course of Wimbledon fortnight. Both record figures.



40,000

Customers bet on Andy Murray throughout the tournament - that's the same as the entire capacity of the Wimbledon grounds.



£122m

Worth of bets placed at Royal Ascot, smashing the previous record of £94m set in 2009.



42%

Share of the Epsom Derby market on the Queen's horse Carlton House. Patriotic betting made it £6.2m traded on the race.



35/1

In-Running high of Pour Moi, who swooped late to win the Epsom Derby in June.



£22m

The Frankel factor - amount matched on Frankel over his five races this season.



39,000

Customers bet on the King George VI and Queen Elizabeth stakes in July - another record.