

VITAL STATISTICS Q3-FY12

A HEALTHY BETTING EXCHANGE DRIVEN BY MOBILE



£85.3m

Core Betfair Revenue up 11%.



13%

Growth in Betfair Exchange Revenue.



Growth in Core Betfair Sports revenue up by

15%

Average Revenue Per User amongst UK customers up

25%



11m

bets made through mobile devices – up 127% YoY.



£5.8m

Revenue through mobile – up 100% YoY.

Biggest football events on Mobile:

1. Chelsea v Man City,
2. Newcastle v Man Utd,
3. Man City v Man United



1m

Almost 1 million "Cash Outs" during the period. Up 37% QoQ

**Cash Out ?
Take 24.00**

Now?

Not yet?

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DON'T SETTLE FOR LESS!



£51m

Australian Open Final was the biggest event of the Quarter with £51m bet.

55

The favourite in the Australian Open Final changed 55 times on the Betfair Exchange.



50-1

The price that the draw traded in-play during Chelsea 3-3 Man Utd.



100-1

The in running price of eventual winner Zarkandar in the Betfair Hurdle at Newbury



£2m



Almost £2m bet on Kauto Star alone in his two wins over Long Run

109-1

Pakistan matched at 109-1 to beat England 3-0 in the Test Series



£8,600

£10 bet on every correct score in the PL so far this season would have left you on average £8,600 better off betting with Betfair v the competition.



99%

On winning bets in the correct score market, Betfair has been better priced than bet365 in 99% of the games played in this season's Champions League



83%

Punters following Will Greenwood's tips on the 6 Nations Rugby would be enjoying an 83% ROI