

VITAL STATISTICS FY12

CORPORATE



£350m

Core Betfair Revenue + 6%



11%

Rise in Exchange Revenue



4M+

Registered customers.

£407

Average Revenue per User



26%

Football Customers have now used Cash Out

Cash Out ?
Take 24.00

Now?



Not yet?

£288m

Customer funds held on deposit



1.2m

Number of views for Paul Nicholls ambassador blog



£2

Value of Betfair's most remote bet ever, placed in the Pacific Island of Wallis and Futuna



60,000

Customers surveyed by our Insight Team for Feedback



VITAL STATISTICS FY12

SPORTS



21%

Rise in betting activity at the Cheltenham Festival - a record

55

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



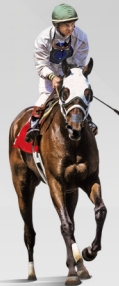
£50m

Matched on Barcelona vs Chelsea Champions League Semi-Final



£11.8m

Traded on the Grand National- Betfair's biggest ever horserace



359-1

Pre tournament odds available on Darren Clarke to win The Open



999-1

Matched in-play on 'The Draw' in Barcelona vs Chelsea



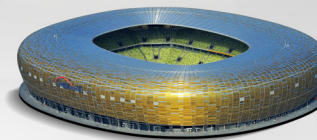
999-1

Ante post price of eventual L'Arc de Triomphe winner Danedream



26%

Increase in number of Football matches offered in FY12



96,000

Customers bet on Wimbledon in FY12 - an increase of 53%



VITAL STATISTICS FY12

TECHNOLOGY AND MOBILE

1bn+

Bets placed on the site in FY12



34 BETS

Per second on average over the year.



275,000

Active customers using mobile



£2.2bn

Volume of bets traded via mobile devices



44m

Mobile bets



61%

Of total betting volume on Betfair happened 'in-play'



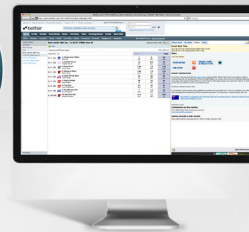
20%

Of surveyed Betfair customers had used their mobile to bet at a wedding



810,000

Markets settled



£3,300

Cash deposited on average per minute

