

# 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+**

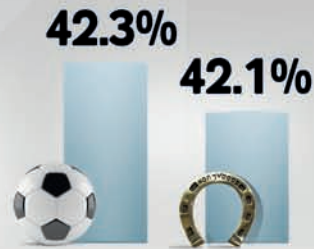
Casino and arcade games now offered to customers as a result of our investment in our product portfolio.



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## 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.