



PRESS RELEASE

One of the major gaming events worldwide held at London's ExCel Exhibition Centre

CODERE AT THE ICE 2013 FAIR IN LONDON

- The CODERE Group has taken part in this international event via different gaming-related presentations and round table discussions: Jaime Estalella, CODERE Europe's COO at the *"Gaming in Spain"* conference; André Gelfi, CODERE Brazil's Director at the *"Brazil & Argentina, impact of European regulatory developments on iGaming regulation in Latin America"* round table discussion and Iñigo Escorial, CODERE's CRM Division Manager having taken part in the *"Integrating the customer into the IT architecture"* conference.

Madrid, 06 February 2013. The CODERE Group, a reference-point Spanish multinational in the private gaming sector, listed on the Spanish Stock Exchange, is taking part in **ICE Totally Gaming 2013**, one of the major international gaming events, held at London's ExCel Exhibition Centre, totaling over 30,000 square meters devoted to the world of on-line/off-line gaming, gambling and innovation, this edition anticipating hosting nearly 20,000 visitors between gaming industry professionals and companies.

CODERE is taking part in this event of major international importance through its participation in conferences, panels of experts and round-table discussions concerning the areas of: National and international gaming regulation and in the customer-related area.

The development of gaming in Spain, under debate

One of the most outstanding ICE Totally Gaming 2013 events has been the ***"Gaming in Spain Conference"*** attended by the Directorate General of Gaming Regulation in Spain, and sponsored by organizations such as the Spanish Institute of Foreign Trade (ICEX).

Also present at the opening ceremony of this gaming conference was José Antonio Zamora, the Economic and Commercial Advisor and Head of Spain's Economic and Commercial Office in the United Kingdom; Jaime Estalella, CODERE Europe's COO having taken part in the round table discussion, he commenting: *"The gaming world must be approached as a global activity carried out through different channels, both on-line and off-line, which should not be regulated separately"*.

Customer guidance as key to developing this business

Within the CRM division's Loyalty & Retention aspect, Iñigo Escorial, CODERE's CRM Manager, commented in the presentation ***"Integrating the customer into the IT architecture"*** on the new direction in CRM architecture – customarily focused on optimizing internal company processes – focusing on the customer environment. For Escorial, *"the development of these new technological applications not only*

encourages customer loyalty – on having a 360° view – making it possible to manage measures better, but, above all, to improve profitability”.

Brazil: A market of opportunities

In the **World Regulatory Briefing** series, André Gelfi, CODERE's Brazil Director, has taken part in the panel discussion: ***“Brazil & Argentina: impact of European regulatory developments on iGaming regulation in Latin America”***. This round table discussion, in which Antonio HP Silveira, the Secretary of Economic Monitoring from Brazil's Ministry of Finance and Karen Sierra-Hughes, GLI Manager of Latin American Development, analyzed the boosting of online gaming in Latin America and the current gaming situation in Brazil.

Gelfi comments, *“the current process of regulatory development of gaming in Brazil is quite interesting, due to the major prospects this market with a potential for growth entails”*. Besides, Brazil is already experiencing a situation which is an exception to the norm internationally as a result of the 2014 Olympic Games being held there, not only from the sports-related standpoint, but also from the business-related standpoint, where CODERE holds an outstanding position in that country.

CODERE started out in the Brazilian business in 2006 by associating with the main equestrian clubs. At present, CODERE is operating the national and international sports betting – simulcasting under the name Turff Bet&Sports Bar.

The CODERE Group

CODERE is a Spanish multinational group and a key player in the private gaming sector in Europe and Latin America with over 20,000 employees and is listed on the Spanish Stock Exchange. Overall the Group manages more than 56,833 gaming machines, 186 gaming halls, 3 horse racetracks and 1,300 sports betting shops in Argentina , Brazil, Colombia, Italy, Mexico, Panama, Spain and Uruguay. In Italy the Group also offers online gaming under the appropriate licenses.

More Information: www.codere.com