

**CODERE will be at Madrid's IFEMA Trade Fair Complex Hall 5 - Stand F2 on March 24-26**

## **CODERE SHOWCASING ITS SPORTS BETTING MODEL AT FER- INTERAZAR 2015**

**Madrid, 24 March 2015.** CODERE, the benchmark Spanish multinational in the private gaming sector will be taking part in the 35th edition of the FER-INTERACAR 2015 professional gaming trade fair on March 24-26 at a stand recreating an actual "CODERE Apuestas" betting area enabling visitors to experience this Company's entertainment and gaming first-hand. Visitors will also be able to get a close-up look at the successful CODERE Apuestas business model, which provides the highest profit margin per point of sale on the market, making it the most interesting business proposition anywhere in the industry.

The major success of Codere's sports betting is based on an effective combination of a specialized team of professionals, a high-quality product and *exclusively* partners-only consulting, all under the umbrella of a brand name of great renown on the market.

### **- A specialized team of professionals**

CODERE has a team of professionals devoted exclusively to sports betting. Its own trading team is comprised of more than 50 people in charge of risk control and management, content supply (live events, processing statistics and results...), and it has specialists in the leading sports in addition to supporting the local services (like CODERE TV) and providing **round-the-clock customer service 365 days a year**.

### **- A top-quality product creating more excitement and sport**

The Company is consolidating its sports betting terminal, one of the most highly-evolved terminals on the market, which, besides incorporating intuitive software, has the most complete gaming offer (more than 100 sports) incorporating more U.S. sports and twice the markets. This new terminal also includes new betting options, such as "*Bigger Prize*", which provides an incentive for cumulative bets and "*Close Bet*", which players can use to settle their bets before all the results come in, making the game more exciting.

### **- Staunch commitment to partners**

CODERE is staunchly committed to a model of long-range collaboration with its partners. To this end, it thoroughly analyses their needs and suggests solutions well-suited to each point of sales concerning training, design of the premises or support in the implementation of promotions and marketing actions necessary for getting their businesses off the ground. It also does exclusive "helping hand" work throughout the entire collaboration process, promoting joint growth in the betting business.

Thanks to the success of its business model, the Company is not only consolidating its positioning as the only company in the industry with a global presence in Spain, but is also achieving sound growth, with a win share of over thirty percent (30%).

Over the coming months, in addition to continuing its deployment in the Autonomous Communities where betting has recently been legalized – via its efficient management with partners- it will also be promoting the online activity via its

mobile phone app: **[www.codere.es](http://www.codere.es)**, spearheading integral sports betting management.//



Photo: "CODERE APUESTAS" STAND at Fer- InterAzar

**About CODERE Apuestas**

CODERE was the first company authorized to start up sports betting operations in Spain and officially opened the first betting shop in April 2008. CODERE Apuestas is currently the only company in the industry which is present in all of the Autonomous Communities where betting is legal: Basque Country, Navarre, Aragon, Valencia, Galicia, Murcia, Castile-La Mancha, Ceuta, Catalonia, Rioja, Extremadura and – coming soon – Castile and Leon. The Company is planning a major deployment to other regions as the regulations are progressively enacted over the coming months. For more info: [www.codere.es](http://www.codere.es)

**About CODERE**

Codere is a Spanish multinational group and a key player in the private gaming sector in Europe - Spain and Italy- and Latin America - Argentina, Brazil, Colombia, Mexico, Panama and Uruguay. The company, which employs 15.228 people, is the only company in this industry that is publicly traded in Spain. Codere currently operates 52,172 gaming machines, 176 gaming halls, and 1,709 sports betting shops, participates in the management of two horse racetracks and offers online gaming. More information: [www.codere.com](http://www.codere.com)

**More information:**

[comunicacion@codere.com](mailto:comunicacion@codere.com)