

PRESS RELEASE

CODERE INTEGRATES BETRADAR'S REVAMPED LIVE CHANNEL RETAIL

28 October 2014. Betradar is pleased to announce the next partner for its Live Channel Retail. The Spanish operator CODERE is integrating the streaming solution in 100 outlets across Spain this year, with the intention to connect further estates in 2015.

Betradar's Live Channel Retail includes a wide range of international media rights, such as the Serie A, French Ligue 1 and Coupe de la Ligue, DFB Cup, U.S Major League Soccer, German and Spanish Basketball leagues and several international ATP and WTA Tennis tournaments covering a minimum of 12 to 16 hours every day.

Joern Anhalt, Managing Director Media Rights at Sportradar, comments: *"We are pleased to extend the partnership with our long-term customer CODERE with the Live Channel Retail. This collaboration is another confirmation of the high demand for our entertaining and revenue-driving retail live betting product which combines live sports broadcasts with live odds and live statistics."*

Ángel Fernández Fernández, Marketing Director at Codere Apuestas said: *"We're delighted to be adding the Betradar Live Channel to our retail offering. We're always looking at ways of providing our customers with new and entertaining products. The Betradar Live Channel powerfully combines live sports pictures with live sportsdata even in off-peak hours and brings a new distinction to our current portfolio. Codere Apuestas works every day at the forefront of the entertainment industry with a strong customer orientation. Maintaining this leadership also implies being at the forefront of innovation and the company has achieved this not only offering new additional services to its customers, such as the Betradar Live Channel, but also due to the strategy that the company has driven through other recent developments like its mobile app and the American races offer."*

In the meantime, Betradar has fully re-designed and upgraded its Live Channel Retail. The new version captivates through its extended statistical and betting stimulating widgets, plus a fresh and state of the art TV-look-and-feel to increase the attractiveness for consumers and therefore the turnover potential of betting shops. The concept of the Live Channel Retail, a unique combination of live motion pictures, live odds and live statistics, has proven and remains unaffected with a polished design. With detailed pre-match statistics the Live Channel now offers the most important key facts regarding the upcoming matches fully integrated on screen. Game changing moments, such as goals in soccer or set wins in tennis will be highlighted by eye-catching overlays. In addition, live statistics are henceforth connected to the related betting markets to stimulate punters to place more bets.

ABOUT SPORTRADAR

Sportradar is a global leader in understanding and leveraging the power of sports data and digital content for its clients around the world. We provide cutting-edge solutions and services to media companies, bookmakers, sports federations and state authorities.

Since its founding in 2001, Betradar has developed into a key player, providing all necessary services to run a bookmaker operation, such as fixtures, results, odds compiling, trading tools, and in-running services, front-end content solutions like statistics and live scores, as well as innovative gaming solutions. The diverse portfolio of betting, managed trading, content, streaming and gaming solutions allows us to meet the challenges and demands of the international bookmaking industry in a forward-looking manner. Besides market leading companies in the sports betting and media industry, Sportradar also operates a unique Fraud Detection System (FDS) for several federations, including the AFC, CONCACAF and UEFA. Furthermore, Sportradar is the exclusive, worldwide distributor for ITF (International Tennis Federation) Official Data.

More than 600 businesses in over 80 countries rely on Sportradar's data depth and quality services in their daily business. Headquartered in Switzerland, Sportradar has offices in 30 other cities and employs over 750 highly experienced staff worldwide.

More information can be found on www.sportradar.com.

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 16,366 people, is the only company in this industry that is publicly traded in Spain. Codere currently operates 51,664 gaming machines, 172 gaming halls, and 1,640 sports betting shops and participates in the management of two horse racetracks. Codere has a broad experience as a sports betting operator worldwide, developing this activity in five countries: Spain, Mexico, Panama, Uruguay and Brazil. In Spain, Codere is the first company licensed to start sports betting operations in the country and opened the first betting shop on April, 16th, 2008 in Madrid. Currently it is the only company with a presence in all regulated Spanish Autonomous Communities.

The Company is prepared to maintain its leadership and continues with an ambitious expansion plan which has, among other goals, to further increase the number of halls and betting terminals in the regions in which it operates its business, to ensure proper operator management and get the best possible locations, trying to achieve maximum client proximity.

More information: www.codere.com / www.codere.es