

**PRESS RELEASE**

**This Company is betting big in this Autonomous Community and will be present in 700 bars and 70 gaming halls**

## **CODERE OPENS BETTING IN THE AUTONOMOUS COMMUNITY OF VALENCIA**

- Having been duly licensed, CODERE is starting up its activity to operate in-person betting in this Autonomous Community.
- The Company has closed agreements with major local companies to start up its ambitious expansion plan.
- CODERE is the only company in this industry that is operating sports betting in all of the autonomous communities where betting is regulated in Spain: Madrid, Basque Country, Navarre, Aragon and now in the Autonomous Community of Valencia.
- The business has grown at a higher than 50% rate on a stable basis of betting points in 2011. In 2012, CODERE's portfolio of activities totaled around 1,000 betting shops, more than 50% of which are located in Spain.

**Madrid, 19 June 2012.** "CODERE Apuestas" is now ready to launch sports betting in the Autonomous Community of Valencia. After having completed the process of being granted an in-person betting license, this Company has started up betting operations through 700 betting points in the bar-restaurant channel and through 70 gaming halls. This new launching confirms CODERE's position as the only gaming operator present in the 5 autonomous communities where gambling is regulated: Madrid, Basque Country, Navarre, Aragon and Valencia.

Similarly, the Spanish market is being consolidated as one of the driving forces of the Group which is promoting the number of betting points and is anticipating an intense plan for growth for the upcoming months. Worth of special note is the fact of the business having grown by over 50% on the stable basis of betting points, revealing of the CODERE Group's ability to generate traffic.

### **Plan for Expansion through local partners**

To date, the Company's Plan for Expansion in the Autonomous Community of Valencia has led to its having signed agreements with some major partners, one of the most outstanding of which is the Matencio Group – under the Magarin name – and the Orenes Group, two partners complementary to CODERE possessing an in-depth private gaming-related know-how and great local positioning.

Over the next few months, the Company will continue promoting a growth enabling "scalability" by way of agreements with partners to round out CODERE's offer and know-how.

Luis Miguel Cabeza de Vaca, from the CODERE Chairman's Office, comments, *"At the Company, we are supporting a co-branding policy between CODERE, guaranteeing the business acumen, and the gaming hall operators, providing the local know-how"*.

"CODERE Apuestas" is promoting a "flexible" model for collaborating with operators by providing them with on-the-spot visibility of results monthly compared to other forms of business ventures in which the results are long-term.

For operators, the new "CODERE Apuestas" image is a guarantee of quality and reliability, due to the know-how and experience accumulated not only in Spain but also in the rest of the world. CODERE was the first Company in Spain to offer sports betting (April 16, 2008) and is running sports betting in other countries: Mexico, Panama, Uruguay and Brazil, for a total of 1,000 betting shops in March 2012, Spain being one of the Group's driving forces in this business.

### **Countdown to launch**

Besides CODERE's prior international experience and the brand image, this Company has an attractive (22" TFT) dual sports betting terminal screen for enjoying watching live sporting events, providing an exceptionally unique, unparalleled gaming experience.

The CODERE Valencia branch is starting up business by providing unsurpassable service to partners and consumers. Over the past few months, training has been gotten under way at the operating, technical assistance and collection level, and the corporate décor of the gaming halls has been installed with the eye-catching "CODERE Apuestas" corners, attractive spaces set apart from the rest offering greater visibility to the premises and generating additional income for both the gaming hall and the betting brand name.

For the years to come, the Company is anticipating an ambitious expansion plan entailing objectives including those of continuing to increase the number of its betting terminals and establishments in the regions where it is doing business and furthering a non-excluding brand policy with its partners in Spain.

### **The CODERE Group**

CODERE is a Spanish multinational company, a leader in the private gaming industry in Europe and Latin America, boasting over 20,000 employees, listed on the Spanish Stock Exchange and managing over 55,000 gaming machines, 186 gaming halls, 3 race tracks and 898 betting shops in Argentina, Brazil, Colombia, Spain, Italy, Mexico, Panama and Uruguay, as well as developing Internet games in Italy, where it holds valid licences to do so.

**For more details:** [www.codere.com](http://www.codere.com)