



## PRESS RELEASE

Thanks to the agreements with leading companies such as CRESPO, CARRASCO and JOYPAZAR

### **CODERE REACHES 100 BETTING POINTS in the Autonomous Community of Madrid**

- The Company has strengthened its position in the market by pooling its experience in the sports betting business, which maintains a growth rate of over 40%, with the local market knowledge and industry experience of such companies as CRESPO Group, JOYPAZAR AND CARRASCO.
- The agreement, which has a multi-year scope, allows for the installation of gaming machines in the different gaming halls and the promotion of the "CODERE Apuestas" brand.

**Madrid, 10 July 2012.** The CODERE Group, a leading Spanish multinational in the private gaming sector which is listed on Madrid Stock Exchange, has recently achieved the milestone of 100 betting points in the Community of Madrid, a 53% increase over 2011 gained through various partnerships with companies of long experience and industry recognition, including CRESPO Group, JOYPAZAR and CARRASCO. In addition to the joint operation of sports betting, these agreements call for the promotion of the "**CODERE Apuestas**" brand in the various gaming establishments.

For operators, this new brand is a guarantee of quality and trust, not only because of the know-how of CODERE in Spain and other countries, but also because the company is a pioneer in this business, having opened the first sports betting establishment in April 2008 and currently is the only company present in all the Autonomous Communities where gaming is regulated.

For Jaime Estalella, director of operations for Europe of the CODERE Group, *"These agreements allow CODERE to boost the market for sports betting in the Community of Madrid hand in hand with top-level partners"*.

#### **New terminal that improves the user experience**

In the new gaming rooms will be equipped with the new **sports betting terminal** that incorporates a beautifully designed 22" dual TFT screen, allowing users to enjoy live sporting events like horse and greyhound races in the leading racetracks in both the UK and USA (over 200 races per day, 365 days a year, from 12am to 6am), greatly enhancing **the gaming experience**.

In addition, the new terminal has a complete offering that includes **390 leagues** and all available soccer competitions, a **wide range of direct in play**: up to 100 daily live betting opportunities and a variety of sports such as tennis, baseball, soccer, football, baseball and hockey.

For Moisés Crespo of the Crespo Group *"this long-term partnership will enable us to strengthen our organization and better serve our customers with a quality product, complementing our existing portfolio of gaming and entertainment products and services."*

### **A new quality image**

The new image of CODERE Apuestas, improving the recognition and visibility on the premises, allows users to have a great gaming experience backed by a powerful marketing plan to publicize the brand and demonstrate the best option for possible bets to consumers, an action that directly benefits the operator.

CODERE's policy towards its partners provides great operating 'flexibility', while providing shared visibility between the Codere brand, which guarantees the expertise of CODERE in the business, and the brand of the gaming room operator, who provided local knowledge.

In this sense, Joaquín Martín, of the JOYPAZAR Group, said that *"we feel very comfortable with the agreement, because we will not lose our own personality and at the same time, we will improve our offer with CODERE Apuestas"*.

The new CODERE Apuestas establishments will create different spaces and attractions that offer greater visibility to the premises, generating additional revenue for both the local operators and the Apuestas brand, creating a consistent image in all establishments. To this end, the sports betting space will be arranged to give visibility from the outside, promoting the brand and providing consumers with a recognizable and trusted brand.

### **Leading the Madrid sports betting market**

Through these agreements, CODERE promotes the sports betting business, with a current CAGR of over 40% that is well above the industry average, and does so in the hands of highly experienced partners with a successful history in the Madrid market.

Over the next few months, the Company has an ambitious expansion plan that aims, among other objectives, to **further increase the number of betting terminals and establishments in the regions in which it is present and further develop inclusive brand policy with our partners.**

The company, which recently disembarked in Valencia with 700 betting points and 70 gaming facilities, develops its business in Madrid thanks to these new agreements and promotes its own and third-party establishments in Navarre, the Basque Country and Aragon. Similarly, CODERE Apuestas aims to expand into other regions such as Murcia and Galicia, where it will operate through its partners in gaming rooms, bingo halls and casinos. Within its expansion plan, the Company also plans to gain a strong presence in Catalonia and Andalusia.

### **About CODERE**

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 55,000 AWP machines, 186 gaming halls, 3 horse racetracks and 898 sports betting shops in Argentina, Brazil, Colombia, Italy, Mexico, Panama, Spain and Uruguay. In Italy and Spain the Group also offers online gambling under the appropriate licenses.

### **About Grupo CRESPO**

We are a family business within the gaming sector and have achieved sustained growth through a strong dedication to service, independence and confidence in the future.

We create long term relationships, generating synergies to strengthen our organization and links to our environment.

We work to make the entertainment industry a space for creativity and variety, offering different alternatives for entertainment, gaming and sports betting.

**About JOYPAZAR**

Madrid Juegos is a leading and established name in the Gambling industry with over 30 years' experience in the market. Our Gaming Rooms, **JP Madrid Juegos** are in the Community of Madrid, where we offer AWP machines, roulette, sports betting, and all the fun needed to allow you to enjoy great moments and quality entertainment.

**About Grupo CARRASCO**

Company in the gaming and entertainment industry operating through the **Salones Trébol** brand.

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