



PRESS RELEASE

Both companies announce a sponsorship agreement for the next three years

CODERE, REAL MADRID'S OFFICIAL SPORTS BOOKMAKER

Madrid - November, 23rd, 2016. CODERE Group, a leading Spanish multinational company within the private gaming industry listed on the Madrid Stock Exchange, and Real Madrid C.F. have just announced a sponsorship agreement for the next 3 seasons, according to which the bookmaker *Codere Apuestas* will become the Official Sports Bookmaker of the *White Club* until 2019.

The official presentation has been held today, at the headquarters of Real Madrid, - Santiago Bernabeu Stadium - and has been attended by Codere Group's Chairman & CEO, Mr. José Antonio Martínez Sampedro, and Mr. Emilio Butragueño, Real Madrid's Institutional Relations Chief Officer, who have expressed their satisfaction with this outstanding agreement.

Both companies share, in addition to their Madrid origins, the leadership in their respective playing fields and their global dimension, as well as an innovative approach projected in each of their activities. Likewise, both Codere and Real Madrid C.F. share their great desire for further improvement and their firm commitment to responsible gaming, on and off the playing field.

Much more than an agreement for these two leaders

This spirit of competition of Codere Group is reflected in the Company's ambitious Strategic Plan, which foresees an annual growth in Spain of more than 7% by 2020, with a focus on the development of sports betting, an activity that the Company leads, holding the 30% of the in-shop sports betting market through its 3,600 betting shops.

Ángel Fernández, Codere Apuestas's Marketing Chief Officer, comments: "In *Codere Apuestas*, we have always promoted the fair gaming, the respect for the rules and the fairplay with our clients that we call "*Respect for the Victory*". This partnership with Real Madrid C.F. helps us to reinforce this concept, for its values and long career."

As "Real Madrid's Official Sports Bookmaker", *Codere Apuestas* will enlarge its current sports betting contents with the best and widest betting offer on the *White Club*, including a special section related - not only to all Real Madrid's football matches, but also to the number of titles the Club will get in each season, maximum scorers, winner of the Golden Ball or number of goals that will get Ronaldo, Bale, Benzema or Morata, just to give some examples, among many other actions established in this agreement.

On the other hand, Emilio Butragueño on behalf of Real Madrid CF added that "both entities share above all the same passion for sports, for the fairplay and the respect" and "we are now embarking on a journey that in principle will last for three years, although our desire is that of a further long-lasting journey."

**About Codere**

CODERE is an international leading Spanish gaming company, with presence in eight countries in Europe - Spain & Italy - and Latin America - Argentina, Mexico, Panama, Colombia, Uruguay and Brazil, which operates 55,000 gaming machines; 30,000 bingo halls and 3,500 sports betting terminals in 144 betting locations, 625 gaming halls, 10,000 bars, 150 sports betting shops and 4 racetracks. The Company also operates online gaming.

About Codere Apuestas

CODERE Apuestas is the first authorized company to start sports betting operations in Spain and inaugurates the first sports betting shop in April 2008 in Madrid. Currently, CODERE Apuestas operates its business in the regulated regions of Madrid, Basque Country, Navarre, Aragon, Valencian Community, Galicia, Region of Murcia, Castilla La Mancha, Ceuta, Melilla, Catalonia, La Rioja, Extremadura, Castilla Leon, Cantabria and Asturias. The Company is also present in Mexico, Panama and soon in Colombia, and anticipates an important deployment in other regions as the regulations allow doing so.

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