



## **PRESS RELEASE**

The event coincided with QATAR PRIX DE L'Arc de Triomphe, held this weekend at the Longchamp Racetrack

### **CODERE SPONSORS 5<sup>th</sup> RACING & BETTING BUSINESS EVENT IN PARÍS**

**Sao Paulo/París/Madrid, October 10, 2012.** The CODERE Group, a Spanish multinational and benchmark in the private gaming sector, listed on the Stock Exchange in Spain, has sponsored the **5th Edition of Racing & Betting Business Event** which took place this past weekend, during the celebration of the 91st QATAR PRIX DE L'Arc de Triomphe at Longchamp Racetrack.



This event, of great relevance in the equestrian industry, discusses the future of the sector, the modernization and restoration of racetracks, and analysis of new outlets in the country, among other issues of interest.

The event, organized by **EPMA - European Pari Mutuel Association, International Federation of Horseracing Authorities (IFHA)** and **PMU**, has had **CODERE, PLC Sportech** and **Carrus Group** as sponsors.



André Gelfi, Director of CODERE Brazil, and one of the participants of this conference, stressed in his presentation, the importance of emerging markets. To Gelfi, *"Latin America is of significant importance for CODERE, hence, its great commitment to this market. Today we have many successful cases and we will show what can be done to make the sector has the recognition it deserves."*

Other companies like Race and Tote International (TBC) or E-Toto e LORO, also participated in the meeting

#### **Great excitement in Paris competition**

As every year, the 91st QATAR PRIX DE L'Arc de Triomphe has been followed by millions of people in 30 countries, more than 600 accredited journalists and 60,000 spectators, who have lived this exciting show from the campus of Longchamp in Paris. Over two days there have been 17 races that have distributed 7.9 million euros in prizes, of which 4 million were delivered in the **Grand Prix of Qatar Arc de Triomphe** and 700,000 euros in the **World Cup Arabian Horses** corresponding to Arab thoroughbreds horses.

#### **The CODERE Group**

CODERE is a Spanish multinational, a benchmark in the private gaming sector in Europe and Latin America, with more than 20,000 employees. The Company is listed on the Stock Exchange in Spain and manages more than 56,187 recreational machines, 184 gaming halls, 3 racetracks and 926 betting locations in Argentina, Brazil, Colombia, Spain, Italy, Mexico, Panama and Uruguay, in addition to engaging in Internet gaming activities in Italy, where it holds the relevant licenses.

#### **CODERE Brazil**



CODERE arrived in Brazil in 2005 thanks to agreements with Jockey Club Brasileiro (JCB), Jockey Club Jockey Club do Parana and Rio Grande do Sol (JCRS). The Company operates in the country under the brand Turff Bet & Sports Bar where a good selection to betting on both national and international racetracks.

#### **CODERE in the equestrian world**

CODERE manages three racetracks: **Hipódromo de Las Américas** (Mexico), **Hipódromo Presidente Remón** (Panama) and the Hipódromo Nacional de Maroñas (Uruguay) and recently has got the concession from the **Hipódromo de Las Piedras** (Uruguay).

The Company through its experience in the sector is providing success formulas for the revitalization of this activity, which in the late nineties was in recession in Latin America, is regaining its momentum and provides ample opportunities for growth. CODERE addition to horse racing and betting, operates under the *racino model* (combination of horse racing and casinos). This new model allows the installation of gaming machines in the equestrian venues and associated establishments in order to help finance this activity.

CODERE operates racetracks that belong to the International Federation for Equestrian Authorities (IFHA), a prestigious international body that promotes good regulation and best practices in international horse-racing matters.

NOTE: More information [www.codere.com](http://www.codere.com)