

2 euros for a prize of €50,000 in Callosa del Segura (Alicante)

- **The winner received 49,305 euros with a bet of only 2 euros, the 'most profitable' bet made this year**
- **Football betting is notable in Valencia, thanks to the influence of British residents, as well as greyhound and horse race betting.**

Valencia, 12 November 2012. A resident of Callosa del Segura (Alicante) has won a prize of €49,305 from CODERE Apuestas through a bet of only 2 euros. The high amount of the award, compared to the bet, makes it the most profitable so far this year for the company.

The winner made his own selection betting on the 10 matches in the first division of the 9th season and in the "Match Results" market, thereby achieving a successful combination. This type of "match results" betting is one of the most classical and widely used, especially among football fans, one of the most widely followed sports in Spain.

Valencia player profile

Football betting stands out in Valencia with almost 50% of the total, followed by greyhound and horse race betting. Apart from players of local and national origin, this type of betting also has an important audience among British residents of Alicante, where there is a high tradition imported from their country.

Moreover, greyhound and horse race betting monopolize 33% of the total bets, followed by tennis with 22%.

In our region, coinciding with the rest of the country, the customer profile typically is mostly male and aged between 18 and 44. The educational level is usually medium and medium-high. They are usually sports fans and ordinarily follow or practice some sport.

CODERE leads the introduction of sports betting in Valencia

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