

The Growth of Wagering “On the Go”

Joe Asher

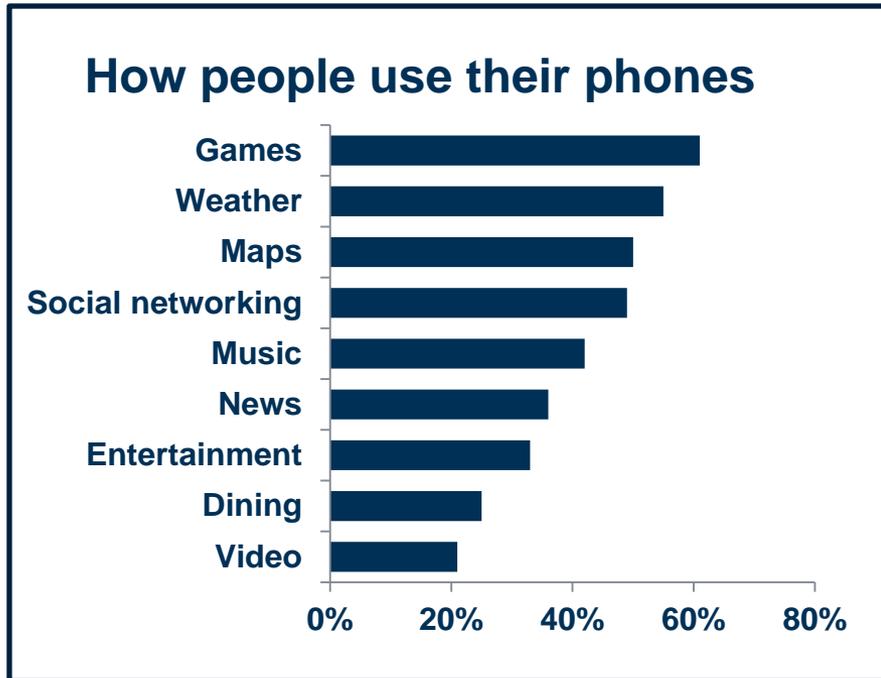
CEO

William Hill US

December 5, 2012



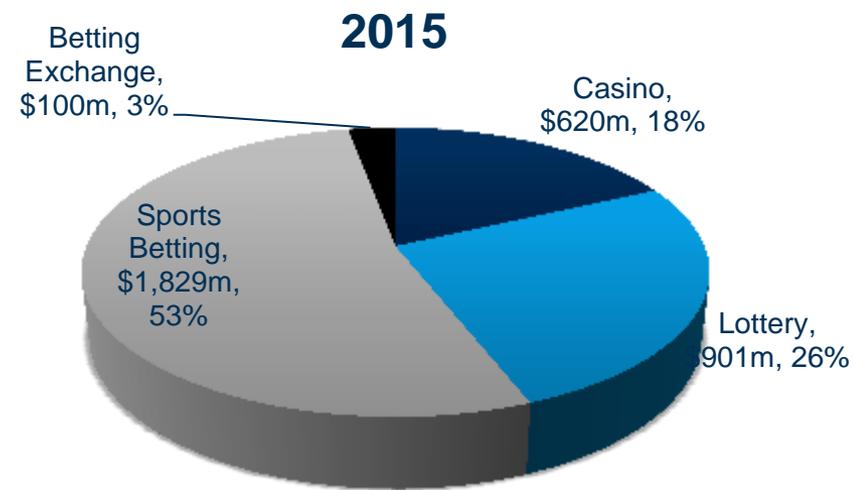
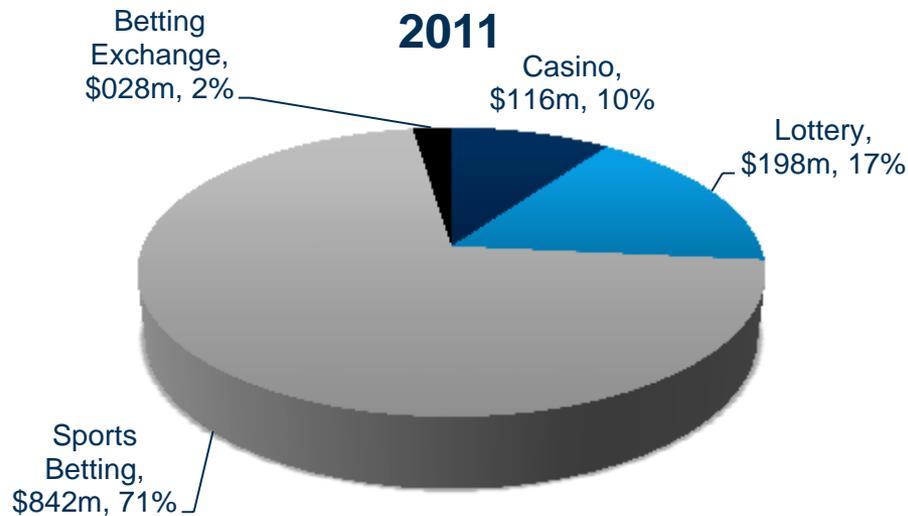
MOBILE STATISTICS...



- There are 4 billion mobile phones in use; over 1 billion smartphones
- Global mobile traffic is 10% of all internet traffic – it was 1% in 2009
- 14% of US mobile owners also own a tablet
- 86% of mobile internet users are using their devices while watching TV

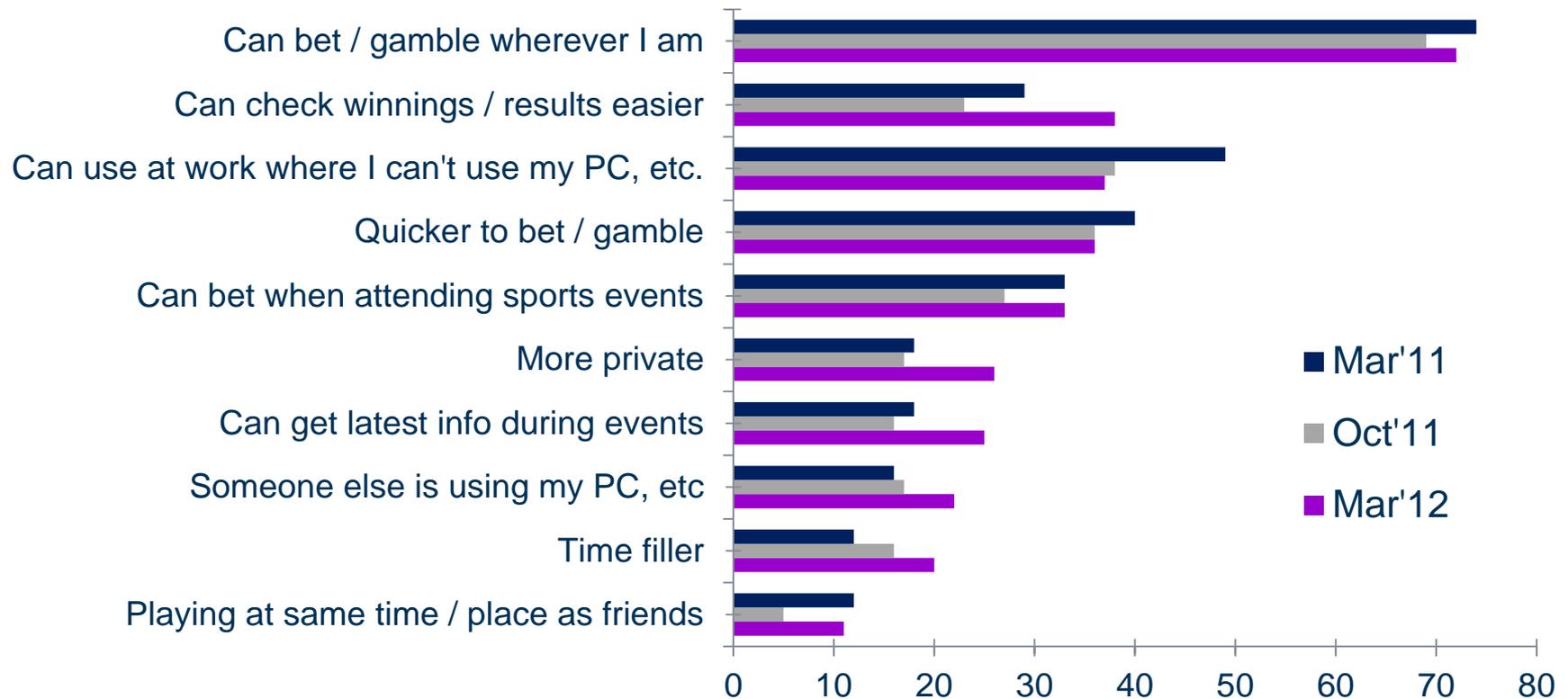
MOBILE INDUSTRY TRENDS

Global mobile gaming gross win by product



CONVENIENCE AND QUICK RESULTS CHECKING IMPORTANT DRIVERS

Reasons for betting via a mobile device (%)



Source: U&A. Q1avii. Which of the following reasons do you spend on betting/gambling via a browser or an App on your mobile device (including smart phones, iPhones and tablets) vs. spending via PC / Laptop etc.?
 Prompted Base: All Regulars who gamble via a mobile phone once a month or more (151 / 204 / 208 / 266 / 453)



WILLIAM HILL MOBILE STATISTICS

12%

Mobile handle as a proportion of William Hill's overall retail and online sports handle in H1 2012

27%

Mobile handle as a proportion of overall online sports handle in H1 2012

\$17m

Average weekly mobile Sportsbook handle in Q3 2012

331%

Mobile sports handle growth in Q3

39%

of mobile betting handle is in-play

MOBILE SPORTS IN NEVADA

- Sports wagering on mobile devices is permitted within Nevada state lines
- Nevada Gaming Control Board approved geo-location technology ensures that wagers cannot be placed from other jurisdictions
- William Hill apps available for iPhone, iPad, Android and BlackBerry devices



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