

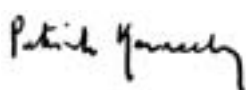
Consolidated Income Statement

Year ended 31 December 2010

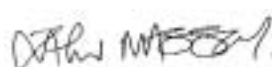
	Note	Total 2010 €'000	Total 2009 €'000
Amounts staked by customers		3,834,316	2,751,537
Continuing operations			
Income	4	443,527	295,928
Direct betting costs	5	(60,256)	(37,954)
Gross profit		383,271	257,974
Employee expenses	6	(129,883)	(90,146)
Property expenses		(30,432)	(25,222)
Marketing expenses		(50,358)	(28,973)
Technology and communications expenses		(22,259)	(16,185)
Depreciation and amortisation		(24,278)	(18,113)
Other expenses, net		(22,312)	(12,641)
Total operating expenses		(279,522)	(191,280)
Operating profit		103,749	66,694
Financial income – on financial assets at amortised cost	8	1,779	900
Financial income – derivative financial instruments at fair value through profit or loss (Sportsbet buyout call options)	8	7,116	-
Financial expense	8	(1,344)	(402)
Profit before tax		111,300	67,192
Income tax expense	10	(14,566)	(8,717)
Profit for the year		96,734	58,475
Attributable to:			
Equity holders of the Company		90,005	56,946
Non-controlling interest		6,729	1,529
		96,734	58,475
Earnings per share			
Basic	11	€1.927	€1.219
Diluted	11	€1.874	€1.207

Notes 1 to 35 on pages 70 to 128 form an integral part of these consolidated financial statements.

On behalf of the Board



Patrick Kennedy



Jack Massey

4 March 2011