

18 May 2007



## **TRADING UPDATE FOR THE FOUR MONTHS ENDED 30 APRIL 2007**

**The Board continues to expect the results for 2007 to be in line with its expectations. Good progress has been made with the renewal of the FOBT estate, growth in the Irish shops is buoyant and eGaming continues to grow steadily. UK Retail OTC has had a challenging period, partly due to the success of the new FOBT rollout. Future OTC trends are difficult to predict, not least because of the advent of all year round evening opening. We continue to focus energetically on International development opportunities in both Europe and Asia, with our activities in Italy the most advanced.**

Profit for the four months ended 30 April 2007 was in line with last year excluding the impact of Telephone High Rollers (down 10% including High Rollers, where we faced tough comparatives in the same period last year). Total gross win increased by 5% excluding High Rollers (up 2% including High Rollers).

UK Retail gross win increased by 1%. Over the Counter (OTC) gross win declined by 3% with a reduction in total amounts staked, partially offset by an improvement in margin. Machine gross win increased by 12% with average weekly gross win per FOBT of £613 compared to £534 for the same period in 2006. Rollout of the new FOBTs was completed at the end of March and average weekly gross win has improved further. Costs\*\* increased by approximately 9%, of which 4% relates to Amusement Machine Licence Duty (AMLD) on FOBTs.

Ireland and Belgium Retail gross win increased by 23%, due to a particularly strong performance from the enlarged Irish estate.

eGaming gross win increased by 11% due to good growth in Sportsbook, Casino and Games, partially offset by a decline in Poker where the competitive environment remains difficult. Active customers grew by 12% in the period.

Telephone Betting gross win decreased by 47%, due to reduced High Roller activity.

\* Profit from continuing operations, before interest and tax

\*\* Operating costs excluding gross profits tax, VAT, free bets, promotions and bonuses

## Enquiries

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A conference call for UK analysts and investors will take place at 8am (BST) today. To participate in the conference call dial +44 (0) 20 7162 0025 and ask for 'Ladbrokes plc trading update'. A recording of the call will be available until 25 May on +44 (0) 20 7031 4064 (access code 750844).

FOR FURTHER INFORMATION ON LADBROKES PLC, PLEASE VISIT OUR CORPORATE WEBSITE AT [WWW.LADBROKESPLC.COM](http://WWW.LADBROKESPLC.COM). HIGH RESOLUTION IMAGES ARE AVAILABLE TO DOWNLOAD FROM THE MEDIA CENTRE SECTION UNDER THE HEADING 'IMAGE LIBRARY'.