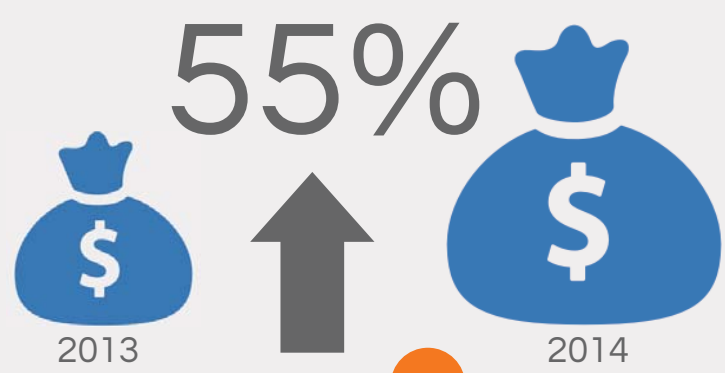


Apps for Mobile Gambling: The Future Has Arrived

According to PaddyPower **over 90%** of future growth will be mobile



iOS monthly Gambling App revenue



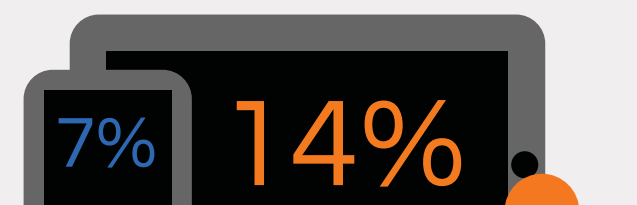
Early 2015: mobile casino gambling valued at approximately **\$2.7 Billion**



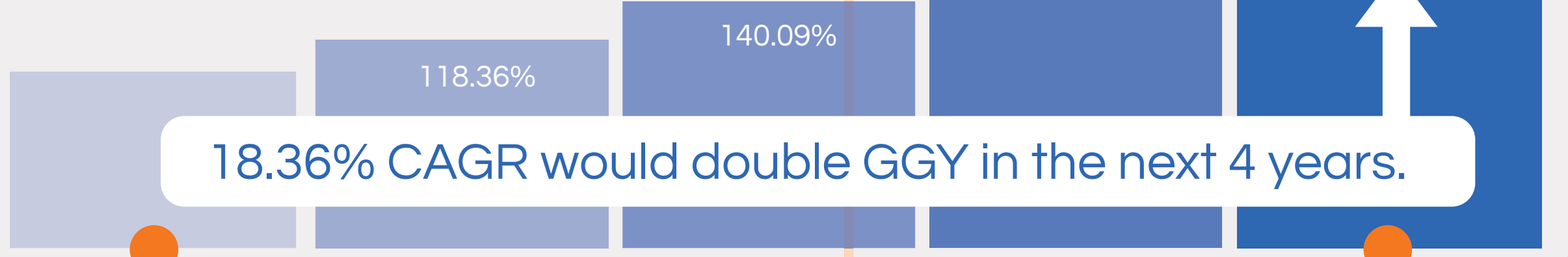
The inclusion of real money gaming puts the industry on pace to reach **\$100 Billion** in value by 2017

"Mobile casino gambling" is comprised of primarily casino games offered through social outlets that do NOT offer real money gambling options.

February 2014: "Games-Casino" category accounts for 14% of iPad and 7% of iPhone app revenue



Projected worldwide mobile gambling GGY (Gross Gaming Yield)



2013

2014

2015

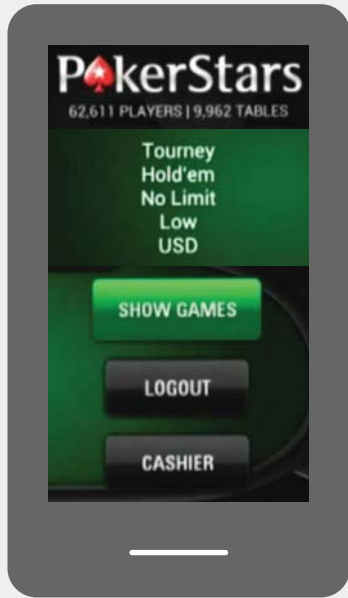
2016

2017

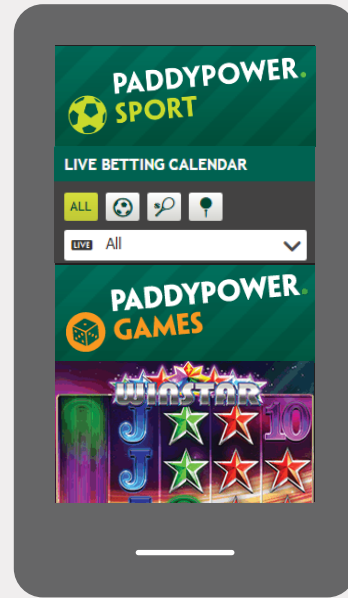
2018

2019

Q3 2014: PokerStars sees 50%+ of new registrations via mobile



December 2014: 77% of PaddyPower's active sportsbook & 45% of eGaming active customers transact via mobile.



October 2015: eight of the top thirty iPhone Games are Gambling Apps



Betcode to launch in 2016 first dedicated app store for real money gaming on Android.

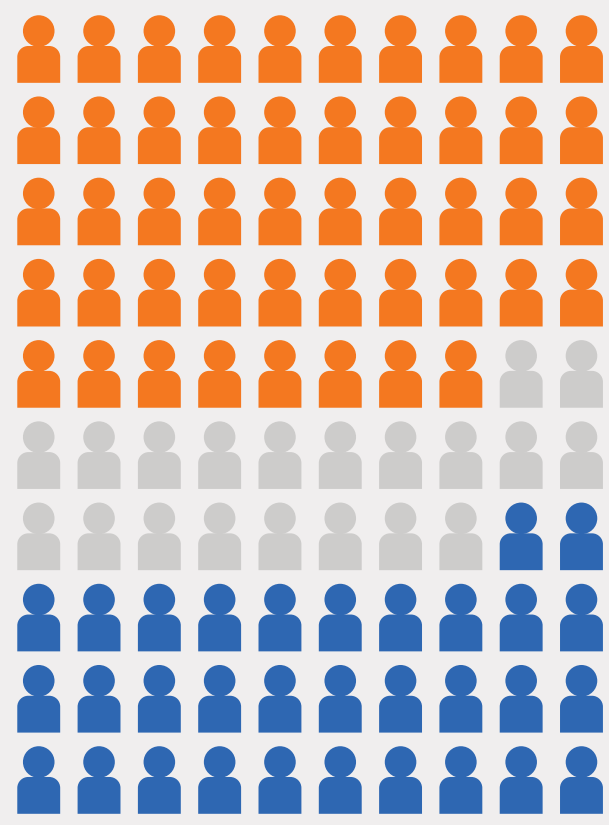


When faced with slow performance,

33% of mobile application users stopped using the slow app



48% of mobile application users uninstalled or removed the slow app.



32% of mobile application users looked for an alternative app

Top 5 Gambling Countries per Capita: Globally Dispersed

