



AKR
let's play

The World's Most Sophisticated Online Poker Room

Gambit Presentation

November 15th 2006

Introduction



- Founded by Jez San, OBE, in October 2004
- Team of software developers from console and PC games industry
 - Bring console gaming expertise to online gaming industry and introducing product differentiation for the first time
- Fully immersive customisable 3D application will have 'disruptive' effect on industry
 - Unique level of avatar personalisation
 - Dynamic 3D perspective similar to a TV show
- Significant online gaming expertise on board
 - Marketing, Customer Care, Transaction Processing, Fraud, Poker Room Management etc. Team of 50 in London
- Raised over £8 m of capital from private investors
- Licensed in Alderney
- Much anticipated launch in August 2006
 - "... online poker is about to take a giant step forward." Inside Edge Magazine, Jan 06
 - "The future of online poker." Poker Player Magazine, Dec 05

Status



- All publicly listed companies have now exited US market
 - Including FirePay (payment processor)
- Last minute sale of US operations to private companies
 - Absolute Poker acquired Ultimate Bet
 - Management acquired Sportsbook.com and Leisure & Gaming
- Clear blue water between US and Non-US facing operators
- US sportsbook and casino punters will adopt 'exotic' payment mechanisms, but less likely for mass-market poker players
- Online poker in US will rely on Neteller continuing
 - Neteller's recent announcements suggests it will withdraw well before the 270 days are up
- Evidence of much discussed 'consolidation'
 - Ladbrokes and 888.com
 - Playtech and Tribeca

Impact of Legislation on Poker



Withdrawn

- Party Gaming
- 888.com/Pacific Poker
- Cryptologic Network
 - Interpoker, Sunpoker, Will Hill
- Titan Poker
- Playtech Network
- Boss Media Network
 - King Solomons, Mermaid
- Paradise Poker
- PokerRoom.com/OnGame
- Fairground/Spin Palace
- Tribeca Network
 - Golden Palace, Doyle's Room

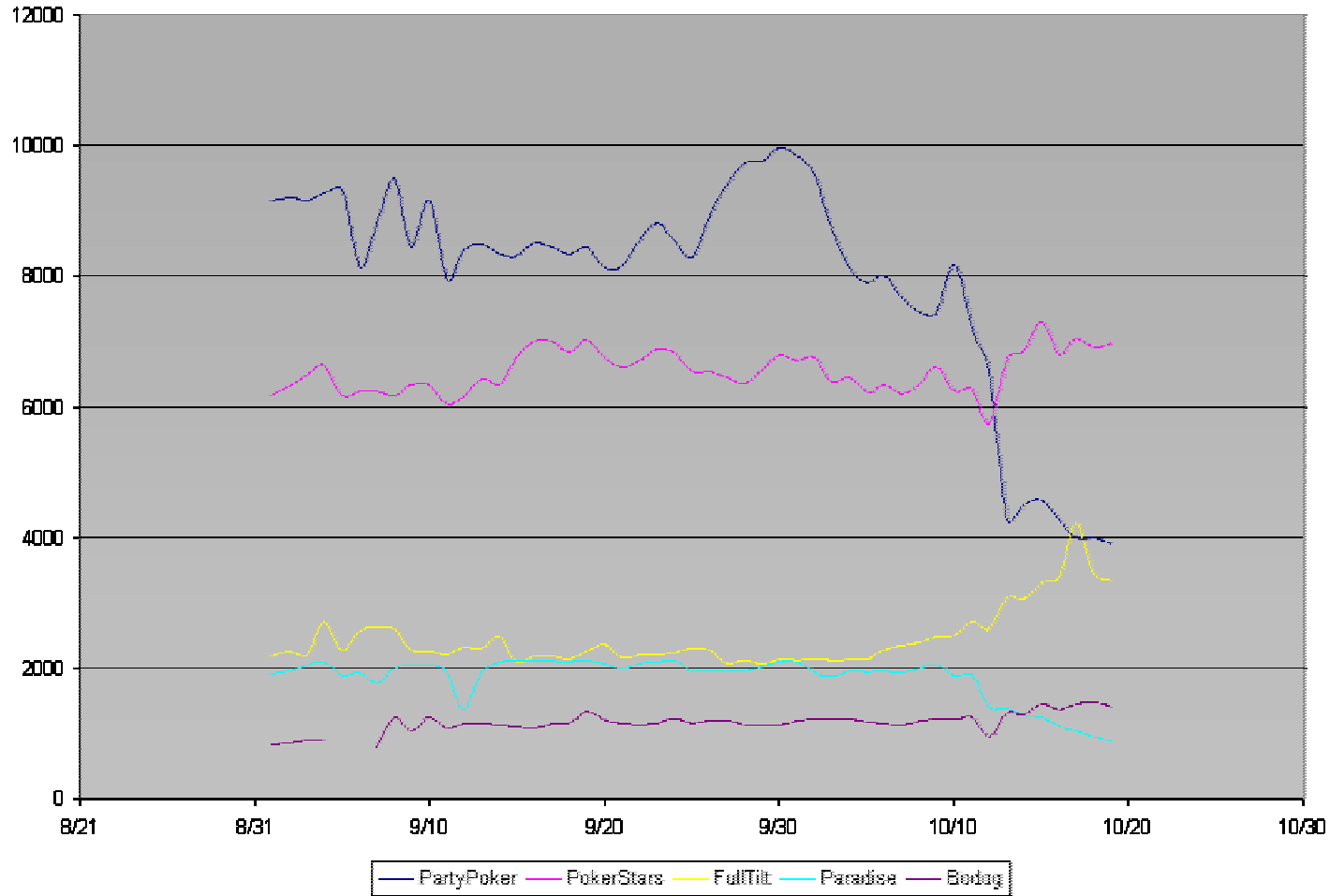
Continuing

- Full Tilt Poker
- Absolute Poker
 - Acquired Ultimate Bet
- Bodog
- PokerStars
- Prima Network

Average Number of Ring Players



1st September to 19th October 2006



2006 Financial Performance



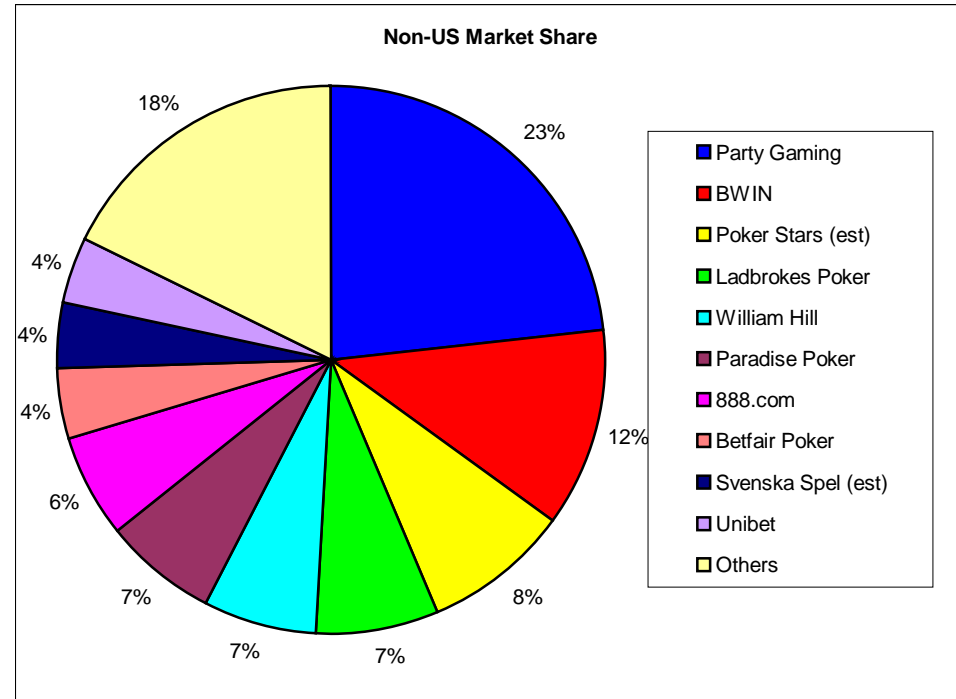
26-May-06	2005 Revenues £m	2005 Net Profit £m	2006 (est) Revenues £m	2006 (est) Net Profit £m	26-May Price £	Market Cap £m	P/E 2005	P/E 2006
Party Gaming	543.20	246.06	728.52	366.00	1.28	5,120.00	20.8	14.0
Sporting Bet	1,526.20	39.90	2,050.00	84.84	3.97	1,660.59	41.6	19.6
Bet and Win	74.90	4.50		42.80	57.50	1,442.98	320.7	33.7
Ladbrokes	11,502.40	196.40	12,460.00	305.00	4.01	2,510.91	12.8	8.2
888 Holdings	150.55	36.20	185.42	45.05	1.97	664.08	18.3	14.7
Excapsa	48.60	12.90			0.87	169.41	13.1	N/A
Playtech	26.40	19.80	53.21	39.68	3.19	680.53	34.4	17.2
Cryptologic	47.90	11.40			13.00	177.65	15.6	N/A
Leisure and Gaming	44.90	7.10	57.37	9.24	1.55	91.96	13.0	10.0
William Hill	5,945.00	111.00		169.00	6.18	2,336.78	21.1	13.8
32 Red	9.77	2.00		3.90	1.56	73.60	36.8	18.9
Empire Online	55.60	23.50	52.69	21.50	0.81	237.15	10.1	11.0

15-Nov-06	2005 Revenues £m	2005 Net Profit £m	2006 (est) Revenues £m	2006 (est) Net Profit £m	15-Nov Price £	Market Cap £m	P/E 2005	P/E 2006	Decline
Party Gaming	543.20	246.06	728.52	366.00	0.25	1,000.00	4.1	2.7	80.5%
Sporting Bet	1,526.20	39.90	2,050.00	84.84	0.45	188.23	4.7	2.2	88.7%
Bet and Win	74.90	4.50		42.80	14.83	372.16	82.7	8.7	74.2%
Ladbrokes	11,502.40	196.40	12,460.00	305.00	4.15	2,598.57	13.2	8.5	-3.5%
888 Holdings	150.55	36.20	185.42	45.05	1.28	431.48	11.9	9.6	35.0%
Excapsa	48.60	12.90			0.17	33.10	2.6	N/A	80.5%
Playtech	26.40	19.80	53.21	39.68	2.24	477.87	24.1	12.0	29.8%
Cryptologic	47.90	11.40			9.50	129.82	11.4	N/A	26.9%
Leisure and Gaming	44.90	7.10	57.37	9.24	0.08	4.75	0.7	0.5	94.8%
William Hill	5,945.00	111.00		169.00	6.56	2,480.47	22.3	14.7	-6.1%
32 Red	9.77	2.00		3.90	0.76	35.86	17.9	9.2	51.3%
Empire Online	55.60	23.50	52.69	21.50	0.47	137.61	5.9	6.4	42.0%

Market Size (1st Half 2006)



£ millions	Total	US	Non-US
Party Gaming	271.6	202.5	69.1
BWIN	43.0	8.6	34.4
Poker Stars (est)	100.0	75.0	25.0
Ladbrokes Poker	21.3		21.3
William Hill	20.0		20.0
Paradise Poker	65.4	45.8	19.6
888.com	40.0	22.0	18.0
Betfair Poker	12.0		12.0
Svenska Spel (est)	12.0		12.0
Unibet	11.0		11.0
Microgaming (est)	28.0	21.0	7.0
Playtech Licensees	13.0	6.5	6.5
Full Tilt (est)	30.0	24.0	6.0
Excapsa (UltimateBet)	29.3	23.5	5.9
Absolute Poker (est)	18.0	12.6	5.4
Bodog (est)	25.0	20.0	5.0
Victor Chandler (est)	5.0		5.0
Paddy Power	4.4		4.4
Skybet Vegas (est)	4.0		4.0
InterPoker	6.5	5.0	1.5
Doyles' Room (est)	8.0	7.0	1.0
Hollywood Poker	8.0	7.0	1.0
Total	775.4	480.4	295.0
	100%	62%	38%

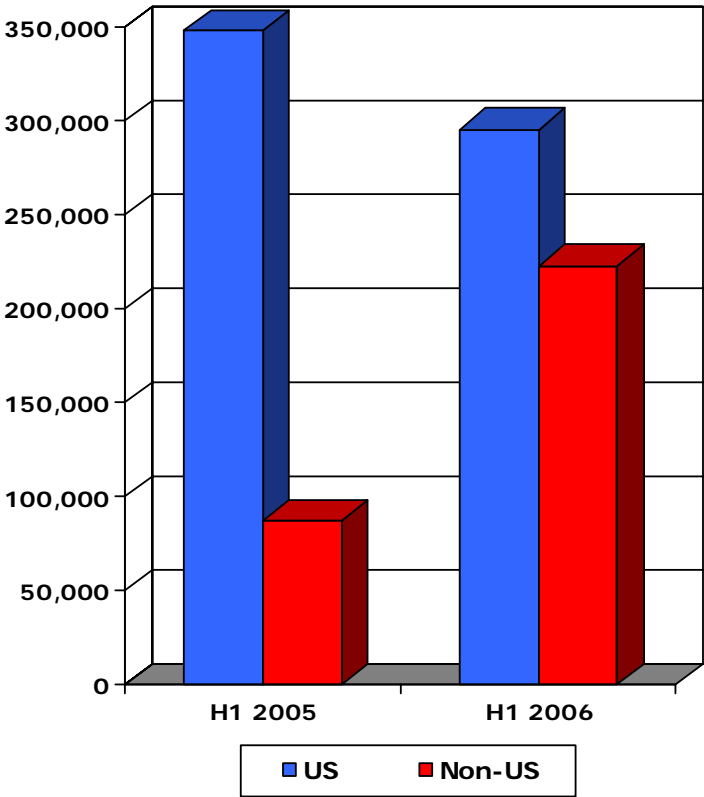


Non-US Market is at least £600 m in 2006

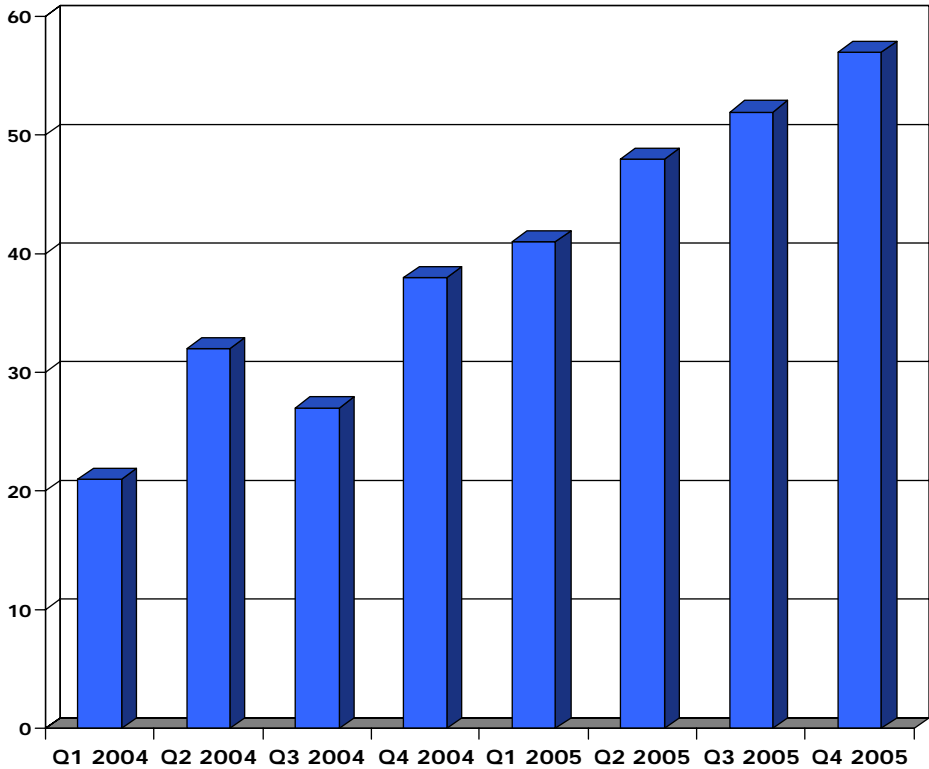
Non-US Player Base Growing



Party Gaming's New Real Money Customers



Pacific Poker's % of Non-US New Players



Requirements for 2007



- Rebuilding Trust
 - Private investors
 - Public markets
 - Regulators
 - Opinion forming media
 - General public
- Work Together to Ensure We Win the Debate
 - Online gaming has no links to organised crime or money laundering
 - Player protection of both the young and vulnerable makes good business sense
 - The industry can be successfully regulated as Alderney has demonstrated
- US Facing Operators should Participate in the Debate