

bet-at-home.com cracks the figure of 5 million registered customers!

Dusseldorf/Linz, 15.10.2018. Thanks to diverse marketing expenditure linked to the football World Cup in Russia from June to July 2018, as well as the continuation of marketing activities beyond the duration of this major sporting event, the listed online sports betting and gaming provider cracked the figure of 5 million registered customers on 11 October 2018. The company thereby continues to strengthen its position as an international brand with a high profile in its key European markets. For the bet-at-home.com AG group, major events such as the European and World Cup have always represented peaks during the respective financial years, with regard to new customer acquisition and the reactivation of existing customers.

“For us, intensive marketing expenditure during major sporting events is a forward-looking investment and plays a considerable role in the strengthening and further development of the brand bet-at-home.com. Reaching the proud figure of 5 million registered customers is another demonstration that the strong momentum in our sector is set to continue,” declared Michael Quatember from the Board of Directors at bet-at-home.com AG when discussing the company’s business performance.

Innovations take bet-at-home.com to the fast lane

With a constantly expanding innovative product portfolio, currently available in eleven languages, the company is one of the leading online sports betting and gaming providers in Europe. Between January and June 2018, bets were offered on 154,000 events in the sports betting sector alone – 37,000 of which were live events – with over 75 different sports available. Bets on politics and special events such as the Academy Awards or the Eurovision Song Contest round off this diverse offering. In international sports sponsorship, bet-at-home is already recognised as a competent and reliable partner in top-class European sport.

About bet-at-home.com

The bet-at-home.com AG group is active in the sector of online gaming and sports betting. With 5.0 million registered customers around the world and shares listed on the Frankfurt stock exchange, the company and its subsidiaries are among the most successful online gaming providers in Europe. The extensive portfolio at www.bet-at-home.com includes sports betting, poker, casino, games and virtual sports. bet-at-home.com has companies in Germany, Austria, Malta and Gibraltar. On 30.06.2018, the group counted 299 employees, all of whom contribute to the group’s successful development. The company holds online sports betting and gaming licences through its Maltese companies. These licenses allow the company to operate and market online sports betting and online casinos. Since 2009, bet-at-home.com AG has been a part of the Betclic Everest SAS group, a leading French group specialising in online gaming and sports betting.

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