

Regulatory Announcement

[Go to market news section](#)



Company	888 Holdings plc
TIDM	888
Headline	Q3 KPIs and Trading Update
Released	07:00 01-Nov-05
Number	4293T

RNS Number:4293T
888 Holdings plc
01 November 2005

1 November 2005

888 Holdings Public Limited Company

("888" or the "Company")

Q3 KPIs and Trading Update

888, one of the world's most popular online gaming companies today provides the following trading update for the third quarter of 2005 and cumulative results for the nine months ended 30 September 2005.

Key financials for the three months ended 30 September 2005:

- * Net Gaming Revenue rose to US\$70 million, an increase of 56% above Q3 2004.
- * Net Gaming Revenue from casino increased to US\$40.5 million, an increase of 18.3% above Q3 2004.
- * Net Gaming Revenue from poker rose to US\$29.5 million, an increase of 178% above Q3 2004.

Key KPIs:

- * Number of active* members increased to 316,553, up 118% on Q3 2004
 - Casino active members - 88,301 a 73% increase on Q3 2004
 - Poker active members - 228,252, a 143% increase on Q3 2004.
- * Monthly poker rake (rake from ring games plus tournament fees) in September 2005 was 135% higher than September 2004 and 44% higher than January 2005.
- * In Q3 2005, quarterly net gaming revenue per active casino member at \$458 compared to \$463 in Q2 2005, remained relatively stable as expected for this seasonally quieter time of year. In poker we continue to experience strong performance with quarterly net gaming revenue per active member up 19% from \$109 in Q2 2005 to \$129 in Q3 2005.

Key cumulative financials for the nine months ended 30 September 2005:

- Net Gaming Revenue during the first 9 months of 2005 rose to US\$194 million, an increase of 51% above the same period in 2004.
- Net Gaming Revenue from casino during the first 9 months of 2005 rose to US\$120.4 million, an increase of 16% above the same period in 2004.
- Net Gaming Revenue from poker during the first 9 months of 2005 rose to US\$73.4 million, an increase of 204% above the same period in 2004.

As stated at flotation, 888 believes its leading position in the global online gaming market provides a strong platform from which it can continue its expansion into new geographic markets and product verticals. 888 will target new markets by leveraging the member acquisition, member development and data mining techniques used to develop its existing businesses.

Trading Outlook

Trading for the first four weeks of the final quarter has been strong across the businesses with a continued significant increase in poker rake from ring games, as well as a further increase in new real money member sign-ups.

Commenting on the announcement, John Anderson, CEO, said:

"Our performance for this three month period has been particularly pleasing given that historically, trading for the casino segment in July and August is the weakest for the year.

The results for October are encouraging and the business continues to perform in line with our expectations in both poker and casino. We are confident that the 888 business model is strongly positioned to take advantage of the continued growth in the worldwide online gaming market."

Contacts and enquiries

888

John Anderson Chief Executive Officer +350 49800
Aviad Kobrine Chief Financial Officer +350 49800

Bell Pottinger Corporate & Financial
Ann-Marie Wilkinson +44 (0)20 7861 3232
Nick Lambert
Geoff Callow

Notes to Editors

888.com is the most popular online casino and poker operator. It is headquartered and licensed in Gibraltar with further offices in Tel Aviv, Antigua and London. It has over 20 million registered member accounts in over 150 countries worldwide and customer support is available in 11 languages - 24 hours a day, seven days a week.

In October 2005 888's shares were admitted to the main market of the London Stock Exchange with an initial market capitalisation of £590 million. 888.com offers traditional casino products such as blackjack, roulette, craps, baccarat, keno, slot machines, video, and a variety of poker games. Its main poker offering is provided through the Pacific Poker brand which offers ring games and tournaments.

Other offerings include the Betmate betting exchange (for non US members only), other skill games such as checkers, backgammon and arcade games (888.tv) as well as free poker school and other casino games through 888.info

The Group has its own R&D arm that is based in Israel and develops proprietary software for exclusive use by 888.com. This enables the Group to continually evolve and develop the software and systems to give customers a state of the art gaming experience. It also provides a full back office management system that is owned and controlled directly by 888. This ensures the company is not reliant on third parties for its software.

888 has been at the forefront of moves to ensure that the industry is subject to a high level of regulation. It was instrumental in the foundation of the eCommerce and Online Gaming Regulation and Assurance (eCOGRA) initiative. This has established a set of best practice regulations and enforces them through a combination of independent monitoring and inspection. Through the establishment of eCOGRA, 888 has helped to create a regulatory framework that delivers safe, honest and player-sensitive online gambling.

* An active member refers to an individual member who had made a game-related balance movement in a real money account in the relevant quarter.

This information is provided by RNS
The company news service from the London Stock Exchange

END

Close

London Stock Exchange plc is not responsible for and does not check content on this Website. Website users are responsible for checking content. Any news item (including any prospectus) which is addressed solely to the persons and countries specified therein should not be relied upon other than by such persons and/or outside the specified countries. [Terms and conditions](#), including restrictions on use and distribution apply.

©2005 London Stock Exchange plc. All rights reserved