

Press Release



6M 2010 CONSOLIDATED FINANCIAL RESULTS

CENTRIC MULTIMEDIA S.A. announces the consolidated financial results for the six-month period that ended on June 30th, 2010 based on the International Financial Reporting Standards (IFRS).

- ✓ **Turnover: euro 362.9 mil. versus euro 382.8 mil. in the first half of 2009 (-5.2%).**
- ✓ **Gross Profit: euro 8.7 mil. versus euro 8.5 mil. in the first half of 2009 (+1.8%).**
- ✓ **EBITDA: euro 5.1 mil. versus euro 5.6 mil. in the first half of 2009 (-8.4%).**
- ✓ **EATAM: euro 3.0 mil. versus euro 3.5 mil. in the first half of 2009 (-13.6%).**
- ✓ **Own Equity as at 30th/06/2010: euro 24.5 mil. (+13.6%).**

Activity:

Group **turnover** stood at **euro 362.9 mil.** versus euro 282.8 mil. in the first half of 2009 marking a decrease of 5.2%. The turnover decrease is mainly attributed to the reduction of casino turnover while the remaining categories and especially the online betting marked an increase.

Profitability:

Group **Gross Profit** marked a **marginal increase by 1.8%** in spite of the decrease of turnover and amounted to **euro 8.7 mil.** versus euro 8.5 mil. in the corresponding period last year. The above rise lead to the increase of the **gross profit margin**, which stood at **2.39%** of the consolidated turnover versus 2.22% in the corresponding period last year.

Consolidated **EBITDA** amounted to **euro 5.1 mil.** versus euro 5.6 mil. in the first half of 2009 marking a decrease of 8.4%, which is attributed to the marginal boost of the promotion and support cost of the Group's new products and services. Moreover, Group **EBITDA margin** eased marginally and stood at **1.4%** of the consolidated turnover versus 1.5% in the corresponding period last year.

Likewise, consolidated **EBIT** eased by 8.4% and amounted to **euro 4.9 mil.** versus euro 5.4 mil. in the respective period last year while **EBT** amounted to **euro 4.5 mil.** in the first half of 2010 versus euro 5.0 mil. in the corresponding period last year. Finally, consolidated **EATAM** amounted to **euro 3.0 mil.** versus euro 3.5 mil. in the first quarter of 2009.

Capital Structure:

Shareholder's equity as at 30th/06/2010 marked an increase of **13.6%** and formed at **euro 24.5 mil.** versus euro 21.6 mil. on 31st/12/2009, boosted by the group's profitability and retained earnings. As a result as at 30th/06/2010 the **debt/equity ratio** (total liabilities / shareholder's equity) formed at **1.32** versus 1.53 as at 31st/12/2009.

Perspectives – Goals:

During the first half of the year, the Company enhanced its gross profit while maintaining profit margins unchanged amid the intensely competitive environment as well as the adverse market conditions stemming from the global financial crisis and recession. The group's fixed strategy is to enhance activity via offering competitive products and services in the online entertainment business as well as via expanding its operations in new websites and new languages of the SE Europe. Pursuant to the above, Centric commenced operations of the website in Albanian while it has underway the website in the Slovak language which is expected to launch in the second semester of the year.

CENTRIC approves the Hellenic State's initiative to regulate the gaming industry and is closely following on the developments that deploy in the industry in Greece in view of the legislation for the licensing of the online gaming operators. Moreover, during the next few days Centric's management will submit its opinion regarding the regulation of the online gaming market pursuant to the public consultation set by the State.

First half figures:

6M 2010 Consolidated financial results			
<i>Amounts in thou. €</i>	6M 2009 results	6M 2010 results	Δ% 2010 vs 2009
Sales	382,761	362,949	-5.2%
Gross Profit	8,505	8,659	+1.8%
(%)	2.2%	2.4%	
EBITDA	3,568	5,100	-8.4%
(%)	1.5%	1.4%	
EBIT	5,387	4,934	-8.4%
(%)	1.4%	1.4%	
EBT	5,042	4,461	-11.5%
(%)	1.3%	1.2%	
EATAM	3,510	3,032	-13.6%
(%)	0.9%	0.8%	

About CENTRIC

CENTRIC's core activity is to participate in European companies which manage and promote online entertainment sites. Its subsidiaries cooperate with Sportingbet PLC in the exploitation of "Sportingbet" and "VistaBet" brands, with Dragonfish Plc in the exploitation of "Lex" brands, as well as with WorldSpreads Ltd for the marketing of the website "www.spreads.gr".