

16 November 2006

## **TRADING UPDATE FOR THE 10 MONTHS ENDED 31 OCTOBER 2006**

The Board remains optimistic about Ladbrokes' prospects and continues to advance its strategy for growth in eGaming and expansion into new markets.

Total gross win for the 10 months to 31 October increased by 8%, with profit\* increasing by 5%.

European Retail gross win increased by 5%, with an increase in operating costs\*\* of 10%. Like for like costs\*\*\* rose by 4%.

In eGaming, gross win increased by 17%, with a 10% rise in operating costs\*\* in the four months since 30 June, compared to 27% in the first six months. The first half cost increase reflected the investment in customer recruitment campaigns around the World Cup and other sporting events earlier in the year.

Total gross win in Telephone Betting rose by 47%, with growth of 10% excluding high rollers and an increase in total operating costs\*\* of 8%.

During October, Ladbrokes submitted its tender to operate betting centres and kiosks in Italy and will continue to monitor the developing environments in Asia and Europe, where developments in Spain are of particular interest. Since the half year, Ladbrokes has added 14 shops in Eire and 16 shops in Northern Ireland.

## Outlook

Christopher Bell, Chief Executive, said, “While a number of football and racing results went against us in October, early trading in November has been in line with expectations. Ladbrokes continues to focus upon International expansion and growing its eGaming business, while continuing to prepare itself for future opportunities in UK and Irish shop estates.”

\* Profit from continuing operations, before interest and tax

\*\* Operating costs excluding Gross Profits Tax, VAT, free bets, promotions and bonuses

\*\*\* Like for like UK Retail costs excluding new licences, acquisitions and Amusement Machine Licence Duty

## Enquiries

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A LIVE CONFERENCE CALL FOR ANALYSTS AND INVESTORS WILL BE HELD AT 9AM (UK) THIS MORNING. TO PARTICIPATE IN THE CALL DIAL +44 (0) 20 7162 0025 AND ASK FOR 'LADBROKES PLC TRADING UPDATE'. A RECORDING OF THE CALL WILL BE AVAILABLE FOR 7 DAYS ON +44 (0) 20 7031 4064 (ACCESS CODE 727315).

FOR FURTHER INFORMATION ON LADBROKES PLC, PLEASE VISIT OUR CORPORATE WEBSITE AT [WWW.LADBROKESPLC.COM](http://WWW.LADBROKESPLC.COM). HIGH RESOLUTION IMAGES ARE AVAILABLE TO DOWNLOAD FROM THE MEDIA CENTRE SECTION UNDER THE HEADING 'IMAGE LIBRARY'.