

A YEAR OF RESULTS

2010 KEY FIGURES

COMPANY NETWORK



GAMES PORTFOLIO



PLAYERS



A COMMITTED, RESPONSIBLE OPERATOR



FIRST PARTNER OF FRENCH SPORT



FRANÇAISE
DES JEUX



Profile

After a year that saw the opening of online gambling, la Française des Jeux has cemented its position as the leading French operator with Europe's second biggest lottery. Sales rose 5.5% on the back of an innovative approach towards its 27.8 million customers, boosted by the commitment of staff and retailers.

Company data

◆ **€10.551 billion**

in total stakes for la Française des Jeux

◆ **2nd**

biggest lottery in Europe

◆ **1,065***

employees at 31/12/2010 (including 81 on temporary contracts)

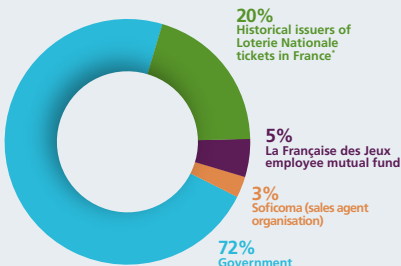
At 3 sites: Boulogne-Billancourt (92),
Moussy-le-Vieux (77), Vitrolles (13).

55% of employees are men and 45% are women.

* Source: 2010 Company Report.

◆ **FDJ® Customer Service** voted "Best Customer Service 2011" in the online gaming category.

◆ **Ownership structure of la Française des Jeux**



* of which: Union des Blessés de la Face et de la Tête (9.2%), Fédération Maginot (4.2%), IDSUD (2.6%), Confédération des débiteurs de tabac (2%), Mutuelle du Trésor (1%), Comalo (0.6%), Emissions Berger (0.4%)

Network

With 35,800 points of sale at the end of 2010, la Française des Jeux, present in over 12,000 towns, has the largest local network in France. With more retailers now offering sports betting and draw-based games, this segment generated over 96% of sales this year.

◆ **35,800**

points of sale at 31/12/2010, including:

21,104

LOTO® points of sale

23,504

tobacconists

18,089

newsagents

◆ **€508.6 million**

in commission paid to retailers in 2010

This amount is equivalent to over

27,000 minimum wage jobs.



Game product ranges

With brand new games, revised gaming formats and an increase in online sales, 2010 was a year of innovation for game product ranges. And thanks to new partners such as the French Professional Football League, sports betting enjoyed a surge in popularity.

Draw-based games

€5.120 million
(-4%)

48.5% of total player spend, including:
 LOTO® (14.6%)
 Euro Millions (10.5%)
 Rapido / Amigo (15.2%)
 Other (8.2%)

Scratchcard games

€4.290 million
(+10.6%)

40.7% of total player spend, including:
 €1 games (5.2%)
 €2 games (16%)
 €3+ games (18.6%)
 Other (0.9%)

Sports betting

€1.142 million
(+45.8%)

10.8% of total player spend, including:
 ParionsSport
 €1.051 million (9.9%)
 ParionsWeb*
 €91 million (0.9%)

* Competing since 8 June 2010



Multimedia channel

◆ **4 million**

unique visitors to www.fdj.fr
on average each month

◆ **€376 million**

in total stakes (+19.2%)

◆ **10**

exclusive lottery games available exclusively online*

* At 31/12/2010





Players

Although the number of players fell slightly in 2010, the total number of regular and occasional players remains close to 28 million. The average weekly spend rose by € 0.60 compared with 2009. Recognised for its FDJ® customer service and voted "Best Customer Service 2011" in the online gaming category, la Française des Jeux is demonstrating that player satisfaction remains a key pillar of its strategy.

◆ **27.8 million**

players

49% of players are women, 51% are men.

◆ **95%**

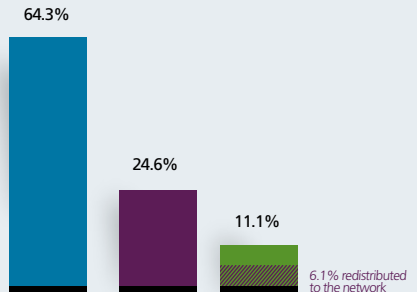
of stakes redistributed

◆ **€7.3**

in average weekly stake

In terms of per-capita sales, la Française des Jeux is ranked **30th in the world** with an annual average of €154.5, below the European average (€182.8) according to 2009 figures.

◆ **Redistribution of gaming revenue**



◆ **800 million**

Lottery prizes paid out
(from €1 to €100 million)

◆ **92**

winners of over €1 million

◆ **€42 million**

the record win on Euro Millions in 2010



A socially committed, responsible operator

In 2010, la Française des Jeux maintained its commitment to responsible gaming, stepping up initiatives with retailers, staff and players and launching an advisory service for controlling online gaming. It remains committed to French sport and good causes.

Responsible Gaming

9.8 million

Responsible Gaming information brochures distributed throughout the network.



over 5 million

Responsible Gaming messages broadcast each day on screens in **17,600** points of sale.

100%

of retailers have been trained at Responsible Gaming.

Integration through sport

800

youth members of the Secours Populaire invited to attend a stage of the Tour de France and introduced to BMX.

323

prize-winning athletes since 1991 as part of la Française des Jeux Foundation Challenge.



Charity

50,000

isolated people have benefited from the "Tous en fête!" ("Everybody party!") initiative organised by the French Red Cross in association with la Française des Jeux.



7,500

projects were launched thanks to the ADIE Microcredit Week created in 2005.

Our day-to-day commitment

21,695

audits to ensure compliance with contract terms and introduction of retailer security measures.

810

staff trained in sustainable development (management action plans, responsible gaming, eco-design and diversity).

