

Admiral Sportwetten AG

Notice

The following data represent a snapshot taken at the time of the initial public offering / new listing / inclusion in the MTF and are not updated regularly.

Security identification code:	070375
Symbol:	ADMI
Trading segment:	Official Market
Market segment:	Specialist Market
First day of trading:	11 July 2001
Number of shares:	3,910.000 common stock
Category:	non-par-value bearer shares
Share capital:	EUR 3,910.000
Subscription period:	20 June to 4 July 20
Offer price:	EUR 12
Issuing volume:	EUR 10,920.000
Lead manager:	Capital Bank-GRAWE Gruppe AG (formerly RBB Bank AG)

Management board: Mag. Oliver Heinzl, CEO
Mag. Josef Schöpf, CFO

Supervisory board: Dr. Johannes Hahn (Chairman)
Mag. Michael Lielacher (Vice-Chairman)
KR Herbert Lugmayr
Helmut Jell

Shareholders:

Novomatic Casino & Automatentechnik GmbH Berlin	72,48%
after going public	
Management and staff	0,55%
Private, institutional and supervisory board	3,69%
Free float	23,27%

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Company profile: The concept developed and implemented by Admiral Sportwetten AG for its system of branches is based on the interaction of food, sports, leisure time and betting, which are all offered in the refined setting of the betting cafés. The creation of an authentic betting and sports ambience are the crucial success factors; great importance is attached to fostering customer loyalty and the careful selection of the restaurant partners. The restaurant partners and Admiral Sportwetten AG share the costs of the leases and investments for the locations proportionally.

The use of state-of-the-art communications technology makes a visit to the branches a multimedia experience, establishing it as a regular meeting place for



sports enthusiasts. Super-size screens, satellite technology and monitors displaying quotes create a sophisticated betting ambiance. The betting cafés are the meeting place of a growing number of the target group in cities and in rural areas.

Before the backdrop of the increasing acceptance of the Internet, the company decided to develop a further distribution channel via the Web. Spring 2001 saw the relaunch of Admiral's website. By the end of the first quarter of 2001, 11.2 % of bets were being placed online.