



2010 WORLD CUP BETTING SUMMARY



**BET AGAINST OTHERS
FOR BIGGER WINS**

AT THE WORLD'S BIGGEST BETTING COMMUNITY

INTRODUCTION

The 2010 World Cup held in South Africa was the most eagerly anticipated sports betting event of the year. With 32 countries competing for the coveted trophy over £1 billion was bet in the UK alone.

Outlined in this report is a summary of the key markets on Betfair, the world's largest betting exchange, as well as some of the more interesting betting stories from this year's World Cup.

BIGGEST ONLINE SPORTS EXCHANGE?

Betfair has over 3 million registered customers from 170 countries worldwide, 10% more than in 2006, e.g. Paraguay.

BIGGEST ODDS ON SPAIN TO WIN?

An Australian customer managed to get on Spain at **16-1** in December 2007. During the tournament three UK accounts got over **7-1** for Spain to win the world cup.

WHO BET?

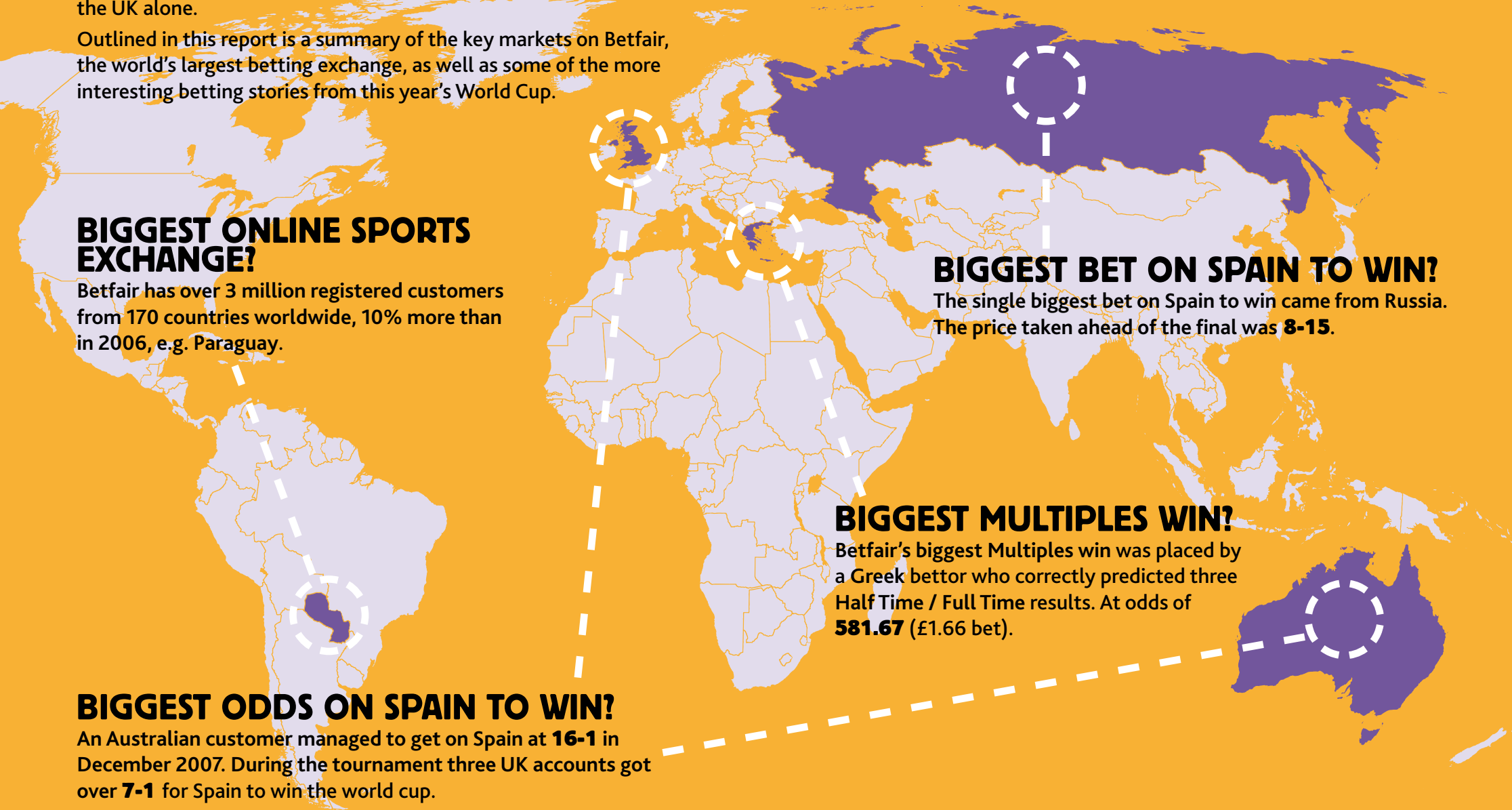
The 2010 World Cup is a truly global event. The map below highlights some of Betfair's biggest winners and markets from this year's tournament.

BIGGEST BET ON SPAIN TO WIN?

The single biggest bet on Spain to win came from Russia. The price taken ahead of the final was **8-15**.

BIGGEST MULTIPLES WIN?

Betfair's biggest Multiples win was placed by a Greek bettor who correctly predicted three Half Time / Full Time results. At odds of **581.67** (£1.66 bet).



BIGGEST MATCHES?

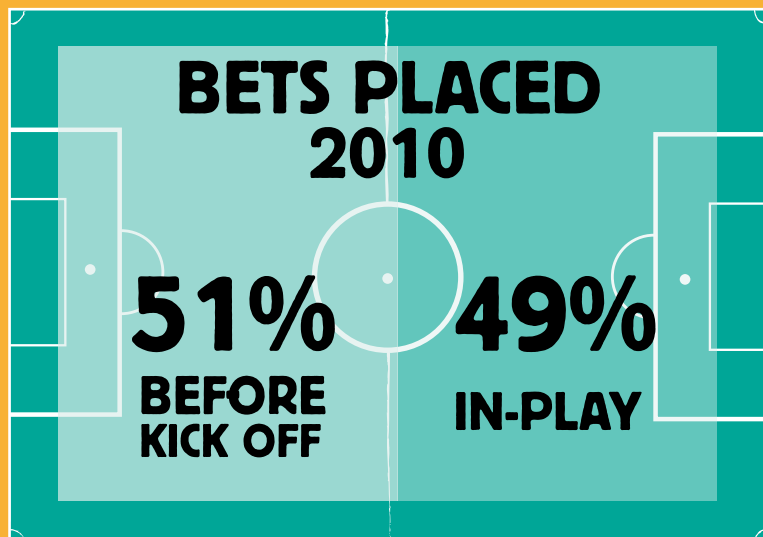
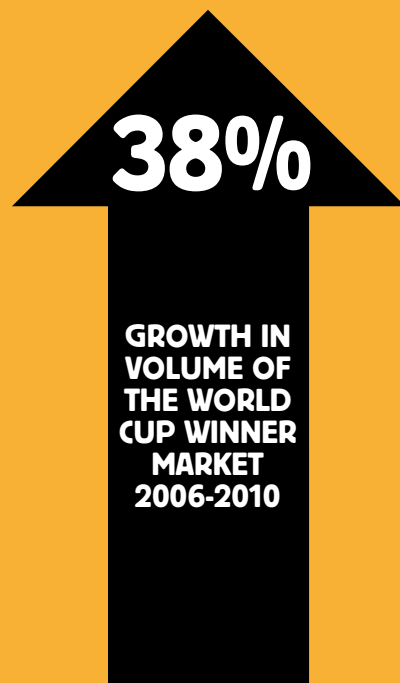
Below are the top five betting matches (by volume) on Betfair for this year's World Cup.

2010

1. WORLD CUP WINNER MARKET
2. GERMANY V SPAIN
3. NETHERLANDS V SPAIN
4. URUGUAY V NETHERLANDS
5. GERMANY V ENGLAND

2006

1. WORLD CUP WINNER MARKET
2. ARGENTINA V MEXICO
3. ITALY V FRANCE
4. GERMANY V ARGENTINA
5. GERMANY V ITALY



WHO WERE THE MOST LOYAL / LUCKIEST FANS?

When betting on sports events many people bet with their hearts rather than their heads. The information below shows who the most loyal betting fans were and who were the most successful.*

1	SPAIN	28%
2	CHILE	24%
3	URUGUAY	22%
4	GERMANY	18%
5	ARGENTINA	17%

* Successful backed bets on their national team to win, taken before each team had played two games.



LUCKIEST COUNTRY?

Below is a guide to who our most successful customers were during the tournament.*

RANK	COUNTRY	%	2006 RANKINGS
1	NORWAY	28%	↑ (27)
2	IRELAND	27%	↓ (1)
3	MALAYSIA	26%	↓ (2)

* Winnings as a percentage of volume bet.

BETS ON THE MOVE

Betfair took over **500,000*** bets via mobile phones up over **1000%** from last world cup

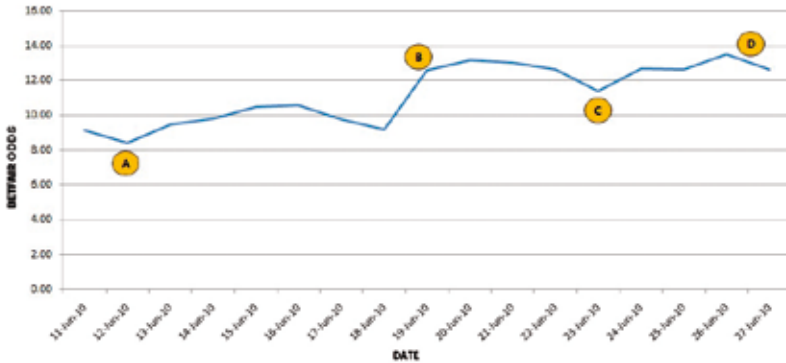
* Total number of World Cup bets taken during the tournament.



THE ENGLAND STORY

Before the tournament started England were strongly fancied at **9.0** and were amongst the favourites to win. After an impressive qualifying campaign many English punters fancied the team to do well this summer, however as we all know this wasn't quite the case. Below is the story of the World Cup from an England perspective.

ENGLAND DISAPPOINT AGAIN



- A** England having qualified for the tournament with ease are amongst the favourites at 8/1
- B** An embarrassing draw against minnows Algeria sees Fabio Capello's men drift out to 12/1
- C** England are victorious against Slovenia but finish second in the group which means they play Germany. Odds shorten to 9/1
- D** Before kick off against Germany English punters are not positive and odds are 12/1 for England to win the tournament.

HOW THE TOP TEAMS FARED ON BETFAIR

