

SETTING THE PACE...

STORIES OF INNOVATION.



William HILL

STORIES OF INNOVATION FROM WILLIAM HILL

William Hill is one of the world's leading betting and gaming companies. This year we are continuing to transform the business, challenging convention and doing things differently.

Our brand is unique and we are growing strong relationships with our expanding customer base with an increasingly multi-channel approach spanning shops, online, mobile, text and telephone.

This overview features just some of the innovation stories from across our business...





WELCOME TO THE USA...

While everyone else has been focusing on the US online opportunity, William Hill is stealing a march on the competition by acquiring three land-based Sportsbook businesses operating in Nevada and Delaware. American Wagering, Inc., Brandywine and Cal Neva Sportsbook are an ideal route into the US for William Hill with their well-established operations, respected management teams, strong relationships and innovative technology.

100 of 190

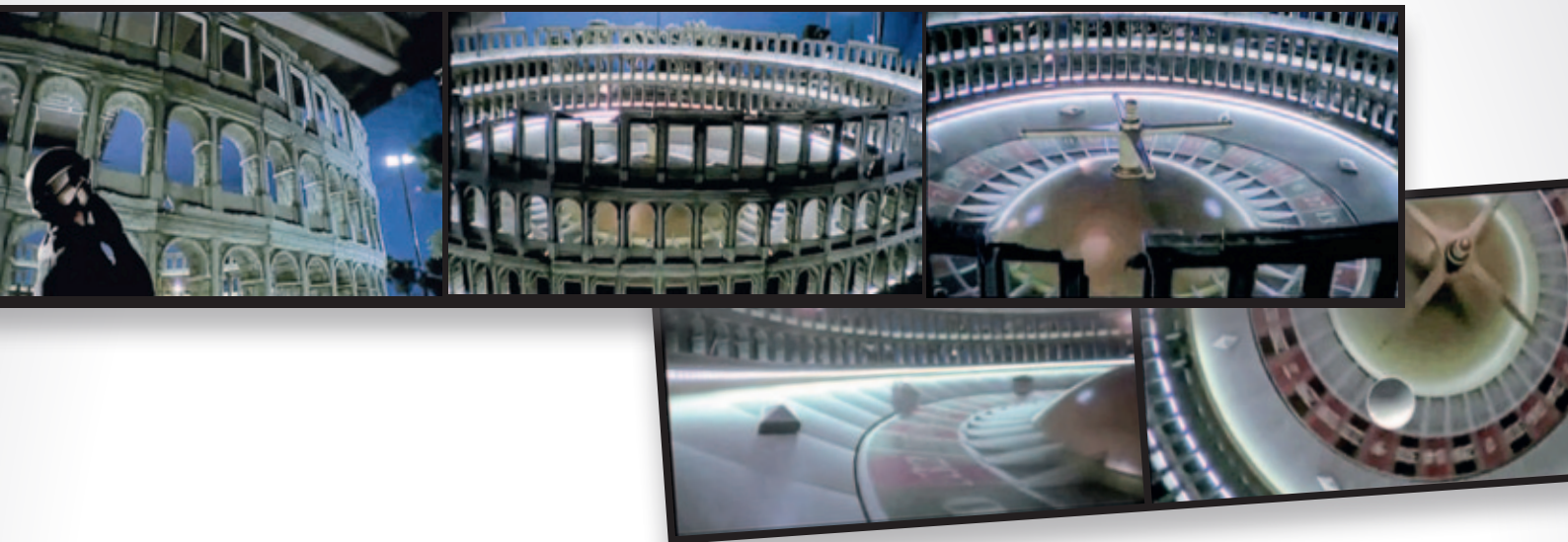
Together, the three Sportsbook businesses operate more than 100 of the 190 Sportsbooks run in casinos in the State of Nevada, the largest US sports betting market.

\$2.8bn

Nevada's sports betting market generates \$2.8bn 'handle' (amounts wagered) a year. We aim to work with these innovative teams to bring customers better product than ever before.

2012

We have applied for a licence from the Nevada Gaming Board, which we must achieve before the three acquisitions can be completed.



ITALY'S FIRST CASINO GOES ONLINE...

In July, William Hill was one of the first wave of operators to be awarded an online casino licence in Italy and we immediately launched our first Italian website, www.williamhill.it. This is the first major market launch for William Hill Online outside the UK and the James Bond-themed TV campaign rapidly gained us more than 8% of the Italian online casino market.

75%

William Hill Online services customers from more than 125 different countries across the world. The UK remains our core market, generating around 75% of revenues in 2011.

2012

In January 2012, Bingo was added to the Italian site alongside Casino games and Sportsbook will follow later in 2012.

8%

In the initial weeks after launching the Casino site, we gained 8% market share, the highest of any non-Italian operator.



MACHINES GOING DOWN A STORM...

Betting and gaming in our shops is getting better and better thanks to innovations with new technology. 'Storm' is the most advanced gaming machine, offering customers a high-quality experience with 22-inch, high-definition screens. The next step – Storm Plus – is being tested in the shops in 2012, with new marketing and rewards. Customers can also find a wider range of bets than ever before using self-service betting terminals, now being trialled.

25

We launched 25 new games on the machines in 2011, including three – Cop the Lot, Amigos Gold and Bruce Lee – that were also cross-sold with William Hill Online.

100,000

The new self-service betting terminals offer around 100,000 betting opportunities, five times the number that can be handled over-the-counter.

21%

In January 2012, Inspired became our sole machines supplier. Storm will be rolled out to the 21% of our estate not yet covered by Inspired by mid-2012.



IN-P

williamhill.com



PLAY

om/football

**THE UK'S
LEADING
FOOTBALL
OFFERING...**

Football is the industry's big focus and William Hill has the best offering out there with more coupons in the shops, more pre-match bets and more in-play bets than anyone else, covering a vast array of football leagues across the world. A revamp of the coupons and innovations in trading to expand the number of markets drove a 31% increase in the number of football bets in 2011.

21 million

Across our shops, online and mobile, we took 21 million more bets on football in 2011 than in 2010, even without a major international football tournament.

188

We stand out in football, with 188 markets for top-flight football matches and more than 100 in-play markets on every single game of football.

100

Our new technology-led trading approach means we can manage markets on 100 football matches simultaneously monitored by just one trader.

Medicean Man,
what price?

William Hill: Medicean Man
is 2/1 at the moment.

10 Medicean Man.

William Hill Bet Placed. £10
2.25 Haydock: Medicean
Man @ 2/1. Best Odds
Apply. New Balance £100.
Good luck.



LEADING THE WAY IN TEXT BETTING...

Want to get your bet on faster than ever before? Your quickest route is now text betting, offered by William Hill Online and linked to your existing account. With our intuitive bet recognition system, just small pieces of data – the bet size and the name of the horse or football team – are automatically translated and your bet is on in a matter of seconds.

5

Text betting is one of five channels now offered by William Hill to enable customers to bet wherever and whenever they want – in the shops, online, by phone, by mobile or by text.

21

William Hill Online customers now bet with us, on average, 21 times a week, supported by our one wallet, multi-channel approach.

60%

Customers who use mobile as well as online generate 40% more bets and 60% more turnover than online-only customers.



WHAT'S ON? WE'VE GOT IT ALL COVERED...

Our betting shops are **THE** place to get all the racing coverage from the UK's 60 tracks and from racing around the world. With our new hi-tech video walls going into 25 shops this year and our customer-led review of how we manage the racing information, the viewing experience at William Hill is better than ever before.

46"

The 46-inch video wall screens give customers an outstanding, high-definition viewing experience. The eight-screen wall can be split into as many as 32 screens or one single screen for high-impact viewing.

19

We cover, on average, 19 betting events an hour on the TVs in the shops. The optimised content schedule allows the right amount of time to run-up to the key betting opportunities.

1

We can localise the bets we display through our gantry system, offering unique betting opportunities at a regional, area or district level – or even displaying unique bets for an individual shop.



Stadion Maksimir, Zagreb

15:20 CET

High Road, Lewisham

14:20 GMT

THE LOCAL GAME. 900 MILES FROM HOME...

Betting is all about backing your opinion and what better than to bet on your local football, even when that team is 900 miles away? In trials of the self-service betting terminals, 70% of the football bets were placed on clubs in European leagues, including leagues in Poland and Greece. William Hill Online has also localised its offering for an array of European countries.

567

While the Premier League gets the highest profile, it only accounts for 20% of betting in our shops. William Hill took bets on 567 different football leagues and competitions worldwide in the 2010/11 season.

26

William Hill Online now offers 26 localised country sites in more than 20 different languages, from English, Italian, Spanish and German to Polish, Swedish and Chinese.

24/7

With live events covered across the world – from tennis in Australia to football in Russia, to NFL in the US – William Hill offers betting opportunities 24/7.



BUILDING MORE THAN JUST SOCIAL NETWORKS...

Our customers don't only back their opinions – they also share opinions with anyone who will listen. We offer added-value services to replicate some of the social aspects customers value in our shops. Our online radio and commentary services are the most popular in the market and customers online can follow tips from fellow customers through our unique Tip Advisor.

3x

William Hill Racing Radio has, typically, 35,000 unique listeners a month in 180 different countries. These customers spend, on average, three times more with William Hill.

21,000

@williamhillNews, our official Online twitter feed, has more than 21,000 followers but you can also get news and tips from, among others, @racingkate, @sharpeangle, @ThePoshPundit and @footy_joe.

2 million

William Hill TV footage on YouTube has generated more than two million views in the last year.



**ANYWHERE.
ANYTIME.
24/7/365 IS
THE NEW NINE
TO FIVE...**

Mobile is the new trend, with smartphones expected to make up half of UK mobiles in 2012. We launched our new mobile Sportsbook in July and also have our Casino and Shake-a-Bet apps. We were the first to launch a betting partnership app, an exclusive deal with the content-rich Racing Post, and have built a proprietary integration layer to make it easy to bolt on other third-party apps.

5*

The William Hill new mobile Sportsbook app, launched in June 2011, was given a five-star rating by *The Sun* newspaper's panel of racing experts.

1 million

Within its first six months, the Racing Post app generated more than one million bets at William Hill, the app's exclusive betting partner.

19%

Around one-fifth of our Sportsbook revenues are now coming from mobile devices, including smartphones and tablets.



4.55

KEMPTON

COMBINE STAKES, BETS & BONUS BETTING
WILLIAMS HILL

5.25

MONEY BACK MOBILE OFFERS

Applies to all mobile football bets
leagues and must place an accumulator
and if only one team lets you down we
refund your stakes as a free bet

VISIT WILLIAMHILL.COM ON YOUR MOBILE

WEEKEND'S TOP FOOTBALL ACTION

Time	Match	Price	Time	Match	Price
4/5	Man Utd		23/10	Liverpool	14/5
23/20	Blackburn	(S)	21/10	QPR	2/1
10/11	Bolton		12/5	Wigan	23/10
21/10	Everton		21/10	Chelsea	11/10
19/20	Fulham		21/10	Stoke	5/2
11/5	Sunderland		9/4	Arsenal	14/5
4/5	Swansea		23/10	Norwich	11/2
2/5	Tottenham (E)		3/1	Newcastle	16/5
8/11	Blackpool (S)		9/4	Fulham	9/1
17/25	Dunfermline (E)		15/4	Rangers	8/5
2/9	Celtic		-4/1	Inverness	7/5
6/4	Hibernian		2/1	Aberdeen	7/4
17/10	Kilmarnock		2/1	Heart of Midlothian	13/8
13/10	St Johnstone		2/1	Dundee Utd	4/11
29/20	St Mirren		15/4	Barcelona	17/10
15/2	Osasuna	(S)	9/4	Athletic Bilbao	
8/5	Real Betis	(S)			
Sunday					
5/4	Wolves	(S)	11/5	West Brom	7/4
18/5	Aston Villa	(S)	5/2	Man City	8/13
8/13	Villarreal	(S)	13/5	Granada	5/1
1/12	Real Madrid	(S)	9/1	Levante	25/1

SUPER LEAGUE ACTION

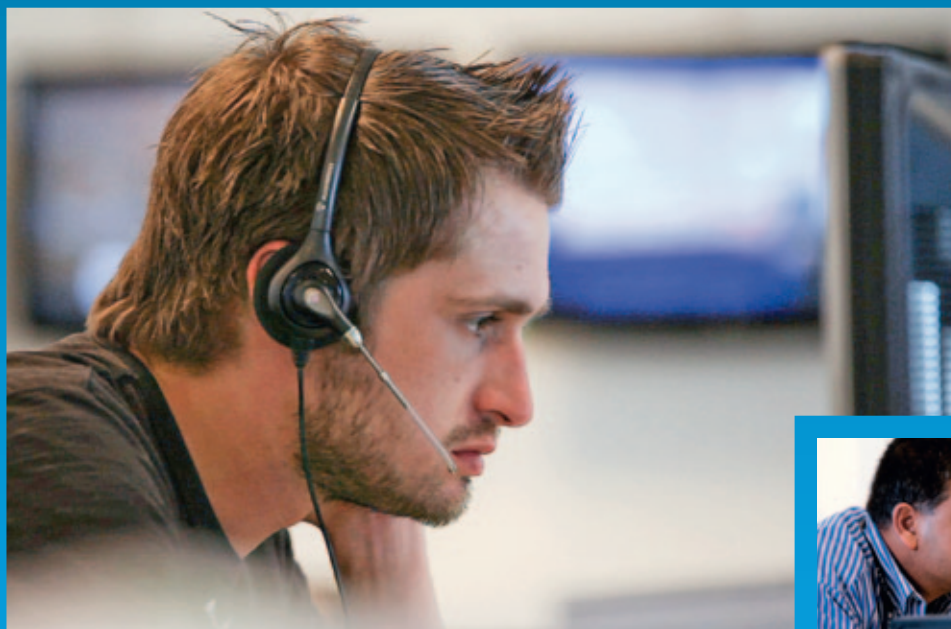
1/25	St Helens	40/1	Draw	Salford	9/1
10/11	St Helens (-22)	16/1	Tie	Salford (+22)	10/11

£30 FREE BET

NEW ONLINE, PHONE & ...

AS YOU'VE SEEN HERE, INNOVATION IS KEY TO REALISING OUR GOAL OF BRINGING THE EXCITEMENT OF GAMING AND BETTING TO CUSTOMERS IN A VARIETY OF WAYS AND ACROSS MULTIPLE CHANNELS.

But don't take our word for it, when coupled with our expertise, passion and the commitment of our people, we're delivering an unrivalled experience for our customers...



The UK's number one

William Hill is the market leader in both land-based and online betting and gaming in the UK, with more than 26% of licensed betting offices and an estimated 12% online market share.

£17.9bn

Amounts wagered in 2011

In total, customers staked almost £18bn with William Hill in 2011, including £4.3bn on sports betting. This resulted in net revenue of £1.1bn, a 6% increase in 2010.

2,370

A shop is always in reach

We continue to invest in expanding our Retail estate and now have more than 2,370 shops across the UK, having opened an additional 40 during 2011.

31

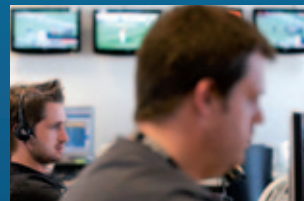
A full betting and gaming product range

William Hill Online offers betting on 31 different sports and events, from racing, football and darts to reality TV. We also offer an array of games, from roulette, blackjack and poker to bingo, lotteries and skill games such as backgammon.

7

An international business

Across the whole group, William Hill now operates from seven different countries – the UK, Gibraltar, Israel, Bulgaria, Italy, Spain and the Philippines. In 2012, we hope to add the USA to that list.



**FOR MORE INFORMATION
ON WILLIAM HILL...**



**Read our
2011 Annual Report**



**Visit us online at
www.williamhillplc.com**
