

Statutory reports and financial statements continued

Glossary

ABB

Association of British Bookmakers.

Adjusted Cost per Acquisition

Total of all online and offline recruitment marketing spend (including promotions and bonuses netted from revenue), all affiliate expenses relating to deals where affiliates are paid a one-off fee for each sign-up and all bonus costs (except those relating to sign-ups from revenue share affiliates) divided by the aggregate number of real money sign-ups from non-affiliate sources and the number of real money sign-ups through affiliates that are paid a one-off fee.

AMLD (amusement machine licence duty)

An annual duty payment relating to gaming machines. The rate of duty payable varies according to machine category.

Average Monthly Active Player Days

The sum of, for all Unique Active Players in the period, the number of days they have played during the period.

Bet in Play

Betting-in-Play allows bettors the opportunity to bet on outcomes during a live event.

Category B2 gaming machine

Gaming machine with maximum stake of £100 and maximum prize of £500.

Category B3 gaming machine

Gaming machine with maximum stake of £1 and maximum prize of £500.

Cost per Acquisition

Total of all online and offline marketing spend (including promotions and bonuses netted from revenue), all affiliate expenses relating to deals where affiliates are paid a one-off fee for each sign-up and all bonus costs (except those relating to sign-ups from revenue share affiliates) divided by the aggregate of the number of real money sign-ups from non-affiliate sources and the number of real money sign-ups through affiliates that are paid a one-off fee.

EBITDA

Earnings before interest, tax, depreciation and amortisation.

Gambling Act

The Gambling Act 2005 is the primary piece of legislation governing gambling regulations in Great Britain.

GamCare

A charitable organisation which provides counselling to those with gambling-related problems.

Gambling Commission

Set up under the Gambling Act 2005, the Gambling Commission regulates casinos, bingo, gaming machines and lotteries. It is also responsible for the regulation of betting and remote gambling, as well as helping to protect children and vulnerable people.

Gaming Machines

Betting shops can operate machines with B2 content (including old FOBT content) and B3 content, as defined by the 2005 Gambling Act.

Gross Win

Total customer stakes less customer winnings plus commission i.e. the amount of money left behind by the customer.

MGD (Machine Games Duty)

From 1 February 2013, Machine Games Duty has replaced the dual tax regime of VAT and AMLD. MGD is charged at 20% of the gross profit generated from machine games.

Net Revenue

Gross win less fair value adjustments (e.g. fair value of reward points, free bets and promotional bonuses), VAT and associate income.

Odds On

Ladbrokes' Loyalty scheme which awards customers with a point for every amount staked Over the Counter. These points are then accumulated and can be redeemed for free bets, odds enhancements or win bonuses.

Operating profit

Profit before net finance expense and tax.

Operating margin

Operating profit expressed as a percentage of net revenue.

OTC

Over the Counter.

Real Money Sign-up

A new player who has registered and deposited funds into an account with the Company. To address the issues posed by shared wallets, customers are categorised between lines of business according to where they first register on the gaming site.

Responsible Gambling Trust

A charity that funds treatment, education and research related to problem gambling.

SIS (Satellite Information Services)

Ladbrokes owns 23.4% of SIS, a leading supplier of television programming and sports data to licensed betting offices in the UK, Ireland, Isle of Man and Channel Islands.

Unique Active Player

A player who has contributed to rake and/or placed a wager in the period.

Yield per Unique Active Player

Net Gaming Revenue divided by the number of Unique Active Players in the period.