

OPAP S.A. Interim Consolidated Financial Results For the Six Months ended June 30th, 2010

- Revenues down 0.7% to €2,744.0m (H1 2009: €2,764.1m)
- Gross profit down 9.6% to €528.7m (H1 2009: €584.8m)
- EBITDA down 6.1% to €475.6m (H1 2009: €506.7m)
- Adjusted Net Profit (excluding extraordinary tax charge) down 6.9% to €345.7m (H1 2009: €371.2m)
- Net Profit down 32.1% to €251.9m (H1 2009: €371.2m)
- Basic EPS decreased to €0.79 (H1 2009: €1.16)

Athens, Greece – August 26, 2010 – OPAP S.A. (OPAr.AT), the leading gaming operator in Greece, announces its consolidated financial results for the six month period ended June 30th, 2010, prepared in accordance with International Financial Reporting Standards (IFRS).

1. OVERVIEW

(€ 'm)	Q2 2010	Q2 2009	Δ%	H1 2010	H1 2009	Δ%
Revenues	1,371.6	1,301.5	5.4	2,744.0	2,764.1	(0.7)
Gross profit	238.7	242.5	(1.6)	528.7	584.8	(9.6)
Gross margin	17.4%	18.6%		19.3%	21.2%	
EBITDA	213.9	209.8	2.0	475.6	506.7	(6.1)
EBITDA margin	15.6%	16.1%		17.3%	18.3%	
Adjusted Net Profit	153.5	155.5	(1.3)	345.7	371.2	(6.9)
Net profit	59.7	155.5	(61.6)	251.9	371.2	(32.1)

OPAP's revenues for H1 2010 remained almost flat amounting to €2,744.0m compared to €2,764.1m in H1 2009. Revenues for Q2 2010, including increased revenues from Stihima during World Football Cup 2010, reached €1,371.6m (up 5.4%).

OPAP's Gross profit for H1 2010 reached €528.7m, down 9.6%, from €584.8m in H1 2009 as a result of reduced revenues for the period and a higher payout to the winners.

The Group's EBITDA reached €475.6m in H1 2010 from €506.7m in H1 2009. The decrease in EBITDA and relevant margin in H1 2010 is mainly due the higher Stihima payout (73.5% from 68.8%) partially counter-balanced by the lower administrative and distribution costs. EBITDA for Q2 2010 reached €213.9m, up 2.0%.

Adjusted Net Profit for H1 2010, excluding the extraordinary tax charge of €93.8m, reached €345.7m compared to €371.2m in H1 2009. Adjusted Net Profit for H1 2010 amounted to €153.5m from €155.5m in 2009, a decrease of 1.3%.

Net profit for H1 2010 decreased by 32.1% to €251.9m from €371.2m in H1 2009. Net Profit for Q2 2010 amounted to €59.7m from €155.5m in the corresponding period in 2009.

2. FINANCIAL REVIEW

Revenues per game for Q2 and H1 2010 and 2009

(€ '000)	Q2 2010	Q2 2009	Δ%	H1 2010	H1 2009	Δ%
STIHIMA	564,183	470,672	19.9	1,123,406	998,051	12.6
PROPO	5,092	8,488	(40.0)	16,590	26,104	(36.5)
PROPO-GOAL	150	324	(53.7)	385	658	(41.5)
TOTAL SPORTS BETTING	569,425	479,484	18.8	1,140,381	1,024,813	11.3
% total revenues	41.5	36.8		41.6	37.1	
KINO	651,612	722,118	(9.8)	1,326,905	1,482,222	(10.5)
JOKER	111,827	58,778	90.3	190,130	169,041	12.5
LOTTO	14,190	15,736	(9.8)	36,097	31,963	12.9
PROTO	11,202	9,455	18.5	22,549	23,526	(4.2)
Super3	10,608	12,876	(17.6)	22,294	26,208	(14.9)
Extra5	2,775	3,074	(9.7)	5,682	6,354	(10.6)
TOTAL NUMERICAL GAMES	802,214	822,037	(2.4)	1,603,657	1,739,314	(7.8)
% total revenues	58.5	63.2		58.4	62.9	
TOTAL REVENUES	1,371,639	1,301,521	5.4	2,744,038	2,764,127	(0.7)

Sports betting revenues increased by 11.3% to €1,140.4m in H1 2010 from €1,024.8m in H1 2009. In Q2 2010 sports betting revenues increased by 18.8% compared to Q2 2009, as a result of increased Stihima revenues (up 19.9%) generated during the 2010 World Football Cup (June 11th – July 11th).

Revenues from numerical games in H1 2010 decreased by 7.8%, reaching €1,603.7m from €1,739.3m in the corresponding period in 2009, while in Q2 2010 revenues from numerical games decreased by 2.4% compared to Q2 2009. Revenues from KINO in Q2 2010 decreased at a lower pace compared to Q1 2010 (9.8% vs 11.2% y-o-y) supported by promotional activities and increased walk-in in OPAP shops during the World Cup period. JOKER revenues in Q2 2010 amounted to €111.8m (up 90.3%), due to the favourable effect of consecutive jackpots in April.

Cost of Sales for Q2 and H1 2010 and 2009

(€ '000)	Q2 2010	Q2 2009	Δ%	H1 2010	H1 2009	Δ%
Prize payouts to lottery and betting winners	965,871	903,589	6.9	1,884,263	1,850,136	1.8
Agents' commissions	116,357	108,626	7.1	231,880	232,942	(0.5)
Total remaining expenses	50,678	46,734	8.4	99,174	96,268	3.0
Total	1,132,906	1,058,949	7.0	2,215,317	2,179,346	1.7

OPAP's payout to lottery and betting winners reached €1,884.3m in H1 2010, increased by 1.8%, compared to H1 2009. This represents 68.7% of total revenues versus 66.9% in H1 2009. In particular, Stihima payout in H1 2010 reached 73.5% of the game's revenues versus 68.8% in H1 2009. The respective percentage in Q2 2010 for Stihima reached 77.1% compared to 74.1% in the same period in 2009.

Distribution cost for Q2 and H1 2010 and 2009

(€ '000)	Q2 2010	Q2 2009	Δ%	H1 2010	H1 2009	Δ%
Advertisement	9,110	7,202	26.5	15,888	19,605	(19.0)
Donations-Grants	1,530	5,021	(69.5)	2,434	11,166	(78.2)
Sponsorship	12,368	17,219	(28.2)	35,779	41,596	(14.0)
Subtotal	23,008	29,442	(21.9)	54,101	72,367	(25.2)
Remaining distribution cost	1,911	2,150	(11.0)	3,619	3,699	(2.2)
Total	24,919	31,592	(21.1)	57,720	76,066	(24.1)

Total Distribution Costs reached €57.7m in H1 2010 from €76.0m in the corresponding period in 2009, reduced by 24.1%. Distribution costs comprising sponsorships, grants and advertising costs, were down €18.3m (25.2% reduction) in H1 2010.

Administrative expenses for Q2 and H1 2010 and 2009

(€ '000)	Q2 2010	Q2 2009	Δ%	H1 2010	H1 2009	Δ%
Total	8,310	11,605	(28.4)	16,063	23,759	(32.4)

Administrative expenses in H1 2010 decreased by 32.4% to €16.1m from €23.8m in H1 2009, reflecting the continuous cost cutting efforts.

Cash Flows in Q2 and H1 of 2010 and 2009

(€'.000)	Q2 2010	Q2 2009	Δ%	H1 2010	H1 2009	Δ%
Cash Flow from operating activities	231,755	215,785	7,4	271,269	464,511	(41.6)
Cash Flow from investing activities	6.644	(3,378)	-	1,666	5,776	(71.2)
Cash Flow from financing activities	(364,575)	(459,724)	(20,7)	(378,484)	(474,224)	(20.2)

Cash Flow from Operating Activities

Cash Flow from operating activities in H1 2010 amounted to €271.3m from €464.5m in H1 2009. This drop is mainly attributed to the increase in the receivables from the agents (eventually recorded in Q3 2010), as well as the payment of €98.1m extraordinary tax relating to FY 2008 and €24.5m deferred taxation generated in 2008.

Cash Flow from Investing Activities

Cash Flow from investing activities in H1 2010 amounted to net inflows of €1.7m vs €5.8m in H1 2009 mainly due to the reduction in interest income from €18.4m to €10.8m.

Cash Flow from Financing Activities

Cash Flow from financing activities amounted to outflows of €378.5m from €474.2m in the corresponding period in 2009 mainly reflecting reduced payments of the remaining dividend (€97m less, compared to 2009), as well as instalment payments for the Intralot contract dated July 31st 2007.

3. MAIN DEVELOPMENTS

Dividend Payment

The Annual Ordinary General Meeting held on June 14th, 2010, approved the distribution of a total dividend of €1.75 per share for the fiscal year 2009. Excluding the interim dividend of €0.65 per share paid in December 2009, the remaining gross dividend of €1.10 per share (or net €0.99 post the 10% withholding tax) was paid on June 24th, 2010.

Agreement with Intralot

OPAP has renewed its agreement with INTRALOT for one year with an option to extend it for one additional year with a starting date July 31st, 2010. OPAP has also decided to call an international tender regarding the provision of IT and maintenance services.

Conference Call Invitation

FIRST HALF 2010 FINANCIAL RESULTS CONFERENCE CALL

Friday, August 27th, 2010

17:00 PM (Athens) / 15:00 PM (London) / 10:00 AM (New York)

DIAL-IN NUMBERS:

UK participants please dial

+44 (0) 800 376 9250

Greek participants please dial

+30 211 180 2000

US participants please dial

+ 1 866 288 9315

Note:

OPAP S.A. "Financial Status and Results" for the First Half 2010 will be published in the following newspapers: 'Kathimerini', and 'Imerisia' on Friday, August 27th, 2010, and will be available, along with the "Interim Financial Statements based on IFRS", on the company's website: www.opap.gr and on the Athens Exchange website: www.ase.gr

ATTACHMENTS

- 1. Condensed consolidated Statement of Comprehensive Income first half and second quarter of 2010 for the first semester that ended on June 30th, 2010 and 2009**
- 2. Condensed Statement of Comprehensive Income first half and second quarter 2010 of OPAP S.A. for the first semester that ended on June 30th, 2010 and 2009**
- 3. Condensed Statement of Financial Position as of June 30th, 2010 and December 31st, 2009**
- 4. Condensed Cash Flow Statement (indirect method) for the first semester that ended on June 30th, 2010 and 2009**

1. Condensed consolidated Statement of Comprehensive Income first half and second quarter of 2010

For the first semester that ended on June 30th, 2010 and 2009
(Amounts in thousand euro except earnings per share)

	2010		2009	
	1.1-30.6.2010	1.4-30.6.2010	1.1-30.6.2009	1.4-30.6.2009
Revenues	2,744,038	1,371,639	2,764,127	1,301,432
Cost of sales	(2,215,317)	(1,132,906)	(2,179,346)	(1,058,949)
Gross profit	528,721	238,733	584,781	242,483
Other operating income	2,956	435	981	659
Distribution costs	(57,720)	(24,919)	(76,066)	(31,592)
Administrative expenses	(16,063)	(8,310)	(23,759)	(11,605)
Other operating expenses	(2,091)	(2,034)	(1,249)	(1,131)
Operating result	455,803	203,905	484,688	198,814
Gain / (Loss) from associates	(600)	(418)	(55)	(55)
Gain / (Loss) from sales of non-current assets	(18)	-	(12)	(12)
Financial result	9,779	6,171	16,457	7,792
Profit before tax	464,964	209,658	501,078	206,539
Income tax	(114,232)	(54,065)	(121,663)	(47,099)
Extraordinary tax L. 3845/2010	(93,788)	(93,788)	-	-
Deferred tax	(5,065)	(2,116)	(8,250)	(3,984)
Profit after tax	251,879	59,689	371,165	155,456
Parent company shareholders	251,879	59,689	371,165	155,456
Minority interest	-	-	-	-
Other income				
Exchange differences from the conversion of business activities abroad	-	-	-	-
Other income after tax	-	-	-	-
Total income after tax	251,879	59,689	371,165	155,456
Parent company shareholders	251,879	59,689	371,165	155,456
Minority interest	-	-	-	-
Basic earnings per share	0.7896	0.1871	1.1635	0.4873

2. Condensed Statement of Comprehensive Income first half and second quarter 2010 of OPAP S.A.

For the first semester that ended on June 30th, 2010 and 2009

(Amounts in thousand euro except earnings per share)

	2010		2009	
	1.1-30.6.2010	1.4-30.6.2010	1.1-30.6.2009	1.4-30.6.2009
Revenues	2,637,926	1,316,102	2,653,894	1,251,711
Cost of sales	<u>(2,123,697)</u>	<u>(1,084,724)</u>	<u>(2,086,416)</u>	<u>(1,016,717)</u>
Gross profit	514,229	231,378	567,478	234,994
Other operating income	12,882	5,617	10,945	5,245
Distribution costs	(56,783)	(24,493)	(74,157)	(30,544)
Administrative expenses	(16,667)	(8,795)	(21,015)	(10,437)
Other operating expenses	<u>(2,034)</u>	<u>(1,985)</u>	<u>(1,138)</u>	<u>(1,028)</u>
Operating result	451,627	201,722	482,113	198,230
Gain / (Loss) from sales of non-current assets	(18)	-	(12)	(12)
Financial result	8,253	5,326	14,512	6,705
Dividends from subsidiaries	<u>10,000</u>	<u>10,000</u>	<u>750</u>	<u>750</u>
Profit before tax	469,862	217,048	497,363	205,673
Income tax	(113,424)	(53,618)	(121,178)	(46,948)
Extraordinary tax L. 3845/2010	(93,762)	(93,762)	-	-
Deferred tax	<u>(5,099)</u>	<u>(2,139)</u>	<u>(8,837)</u>	<u>(4,028)</u>
Profit after tax	257,577	67,529	367,348	154,697
Parent company shareholders	257,577	67,529	367,348	154,697
Minority interest	-	-	-	-
Other income				
Exchange differences from the conversion of business activities abroad	-	-	-	-
Other income after tax	-	-	-	-
Total income after tax	257,577	67,529	367,348	154,697
Parent company shareholders	257,577	67,529	367,348	154,697
Minority interest	-	-	-	-
Basic earnings per share	0.8075	0.2117	1.1516	0.4849

3. Condensed Statement of Financial Position

As of June 30th, 2010 and December 31st, 2009

(Amounts in thousand euro)

	GROUP		COMPANY	
	30.6.2010	31.12.2009	30.6.2010	31.12.2009
ASSETS				
Current assets				
Cash and cash equivalents	594,038	699,587	496,290	598,942
Financial assets held to maturity	8,515	-	8,515	-
Inventories	1,288	1,166	1,024	1,080
Trade receivables	57,057	35,509	61,381	38,979
Other current assets	<u>195,187</u>	<u>194,098</u>	<u>194,303</u>	<u>193,455</u>
Total current assets	856,085	930,360	761,513	832,456
Non - current assets				
Intangible assets	212,294	224,870	212,273	224,857
Tangible assets (for own use)	80,839	85,637	77,153	83,355
Investments in real estate	1,261	1,295	2,682	2,754
Goodwill	8,435	8,435	-	-
Investments in subsidiaries	-	-	36,527	36,527
Investments in associates	12,338	12,938	1,200	1,200
Long – term receivables	2,769	3,368	2,769	3,368
Other non - current assets	14,286	14,558	14,278	14,549
Deferred tax assets	<u>5,395</u>	<u>21,320</u>	<u>18,161</u>	<u>34,120</u>
Total non - current assets	337,617	372,421	365,043	400,730
TOTAL ASSETS	1,193,702	1,302,781	1,126,556	1,233,186
EQUITY & LIABILITIES				
Short - term liabilities				
Trade payables	138,445	145,341	131,984	139,154
Payables from financial leases	4,991	32,411	4,696	32,411
Tax liabilities	414,435	397,554	412,048	395,577
Accrued and other liabilities	<u>31,295</u>	<u>32,395</u>	<u>28,915</u>	<u>30,755</u>
Total short - term liabilities	589,166	607,701	577,643	597,897
Long - term liabilities				
Payables from financial leases	1,288	8	-	8
Employee benefit plans	24,072	23,514	23,805	23,338
Provisions	51,347	45,290	49,998	44,090
Other long-term liabilities	8,438	<u>7,856</u>	<u>8,252</u>	<u>7,672</u>
Total long - term liabilities	85,145	76,668	82,055	75,108
Equity				
Share capital	95,700	95,700	95,700	95,700
Reserves	43,809	43,809	43,060	43,060
Exchange differences	(23)	(23)	-	-
Retained earnings	<u>379,905</u>	<u>478,926</u>	<u>328,098</u>	<u>421,421</u>
Total equity	519,391	618,412	466,858	560,181
Minority interest	-	-	-	-
Total equity	519,391	618,412	466,858	560,181
TOTAL EQUITY & LIABILITIES	1,193,702	1,302,781	1,126,556	1,233,186

4. Condensed Cash Flow Statement (indirect method)

For the first semester that ended on June 30th, 2010 and 2009

(Amounts in thousand euro)

	GROUP		COMPANY	
	1.1-30.6.2010	1.1-30.6.2009	1.1-30.6.2010	1.1-30.6.2009
OPERATING ACTIVITIES				
Profit before tax	464,964	501,078	469,862	497,363
Adjustments for:				
Depreciation & Amortization	19,828	21,968	19,569	21,792
Financial result	(9,561)	(16,457)	(8,028)	(14,512)
Employee benefit plans	2,162	(197)	2,070	(225)
Provisions for bad debts	500	2,600	500	2,600
Other provisions	1,889	848	1,840	848
Exchange differences	(225)	(19)	(225)	(19)
(Profit) / Loss from related companies	600	-	-	-
Results from investing activities	24	172	18	12
Dividends from subsidiaries	-	-	(10,000)	(750)
Total	480,181	509,993	475,606	507,109
Changes in working capital				
(Increase) decrease in inventories	(122)	(200)	56	(200)
(Increase) decrease in trade & other receivables	(26,224)	38,713	(22,523)	36,869
Increase (decrease) in payables (excluding banks)	(5,901)	(26,409)	(11,212)	(23,529)
Increase (decrease) in taxes payable	(112,353)	8,645	(112,297)	8,315
	335,581	530,742	329,630	528,564
Interest expenses	(660)	(1,914)	(571)	(1,874)
Income taxes paid	(63,652)	(64,317)	(63,402)	(64,291)
Cash flows from operating activities	271,269	464,511	265,657	462,399
INVESTING ACTIVITIES				
Proceeds from sales of tangible & intangible assets	24	200	-	200
Loans raised to personnel	1	371	-	371
Purchase of related companies' net assets	-	(11,520)	-	-
Acquisition of financial assets	(8,427)	-	(8,427)	-
Purchase of tangible assets	(357)	(1,578)	(325)	(1,117)
Purchase of intangible assets	(422)	(87)	(406)	(84)
Interest received	10,847	18,390	9,225	16,405
Dividends from subsidiaries	-	-	10,000	-
Cash flows used in investing activities	1,666	5,776	10,067	15,775
FINANCING ACTIVITIES				
Repayments of financial lease funds	(27,831)	(26,414)	(27,723)	(26,414)
Dividends paid	(350,653)	(447,810)	(350,653)	(447,810)
Cash flows used in financing activities	(378,484)	(474,224)	(378,376)	(474,224)
Net increase (decrease) in cash and cash equivalents	(105,549)	(3,937)	(102,652)	3,950
Cash and cash equivalents at the beginning of the period	699,587	706,388	598,942	603,509
Cash and cash equivalents in the end of the period	594,038	702,451	496,290	607,459