



# The Digital Agenda

Winning formula or non-starter?

Peter Reynolds, Director of Corporate Affairs

PartyGaming Plc

13 October 2010

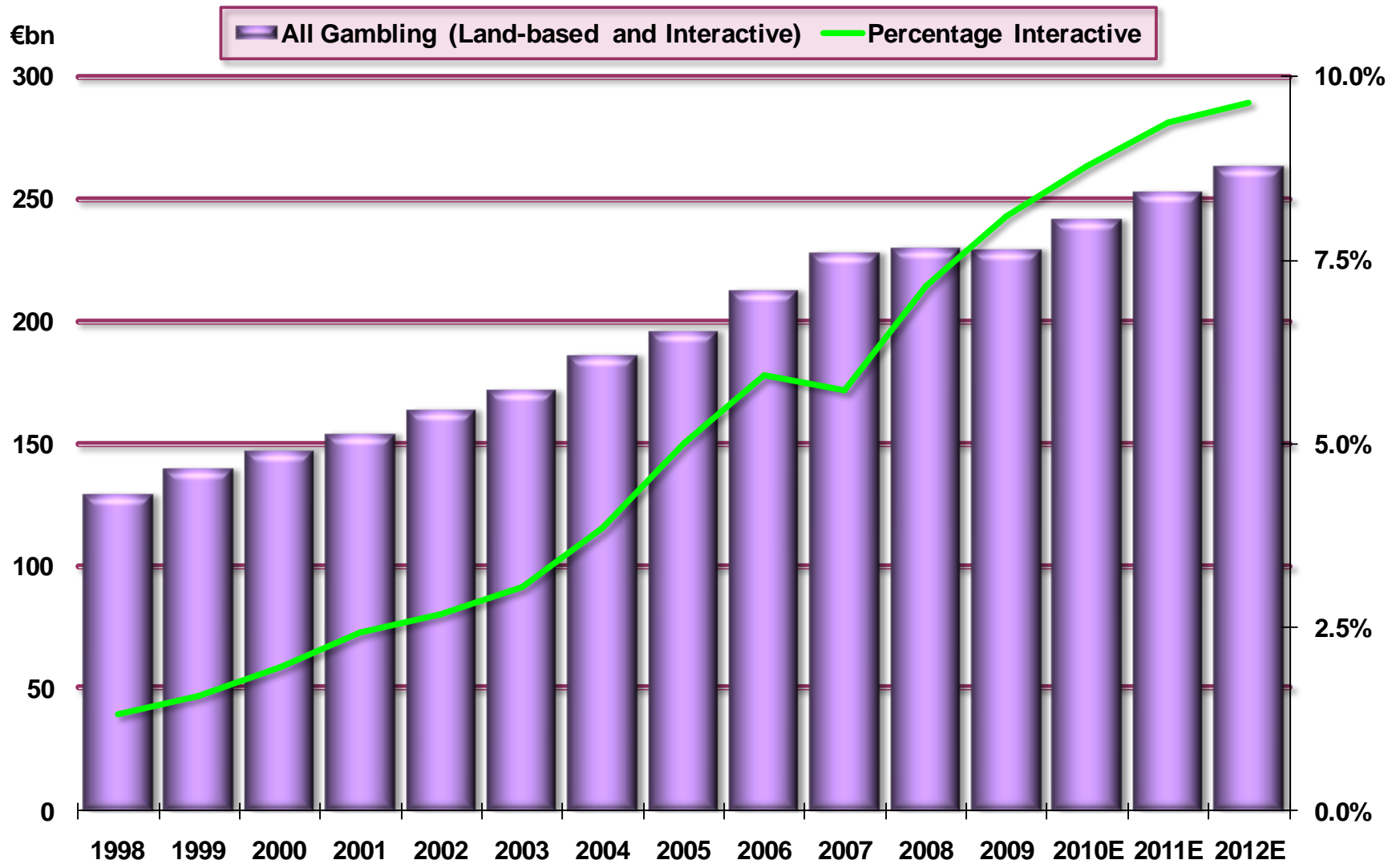
# The World's largest online gaming company

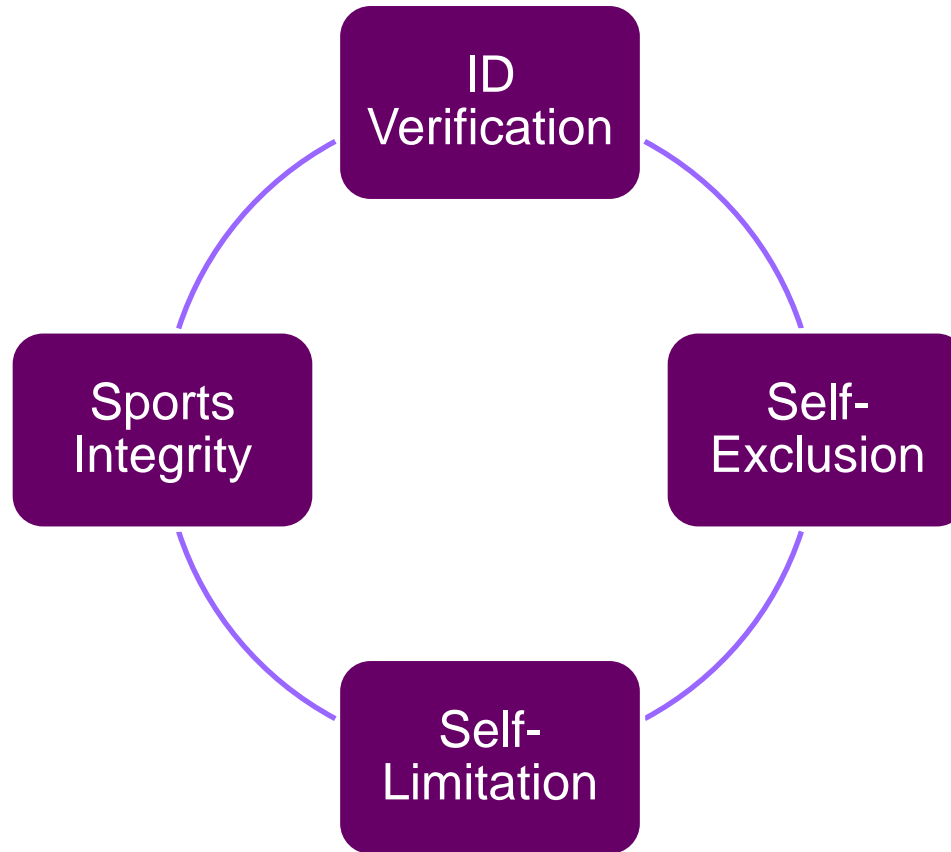


PARTYGAMING

**bwin**.com

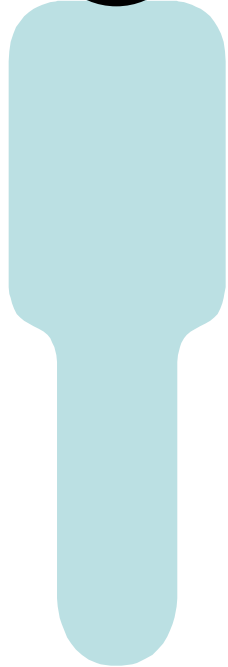
# Global Gross Gaming Revenue





# Electronic Age Verification

ID verification process

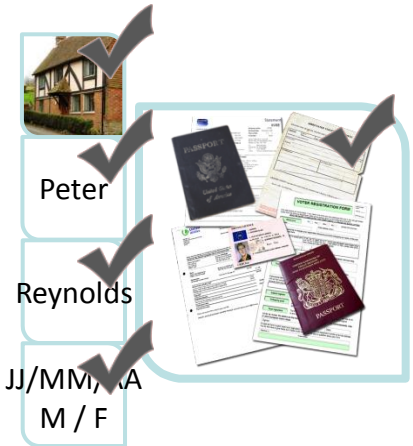


**URU**



Result

Risk assessment



Peter

Reynolds

JJ/MM, A  
M / F

*Less than a second...*





# Regulation vs Data Protection











# Winning Formula

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