



**62 Kifissou Avenue, 121 32 Peristeri
Tel.: +30 210 5798800
Fax: +30 210 5798342**

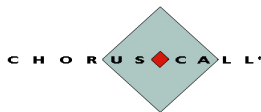
**"First Half 2012 Financial Results"
Conference Call**

Friday 24th August 2012, 16:00 (GR Time)

Conductors:

Mr. Konstantinos Louropoulos, Chairman of BoD & CEO

Conference Call Conducted by Chorus Call Hellas



CHORUS CALL HELLAS
PROVIDER OF TELECONFERENCING SERVICES

TEL: +30 210 94 27 300

FAX: + 30 210 94 27 330

Web: www.choruscall.com

OPERATOR: Good afternoon ladies and gentlemen, this is the Chorus Call Conference Operator.

Welcome and thank you for joining OPAP First Half 2012 Financial Results conference call.

At this time I would like to turn the conference over to Mr. Konstantinos Louropoulos, Chairman of the Board and CEO of OPAP S.A.

Mr. Louropoulos, please go ahead.

LOUROPOULOS K: Good afternoon to everyone. This is Kostas Louropoulos, the new Chairman and Chief Executive Officer of OPAP SA. Thank you for participating in OPAP's H1, 2012 Results Conference Call.

Since, this is the first time you meet me, even through the means of the phone, I would like to say a few words about me. I would have preferred to shake hands with you all and have the luxury of seeing you face-to-face, but for today, we all have to suffice just on electronics. I hope sometime soon we will have the opportunity to see each other in person. So, I come from the world of consultants. I joined Arthur Andersen in '79. 1979 as an auditor, but soon after that I moved to consulting. In 1989, I made the worldwide equity partner in Anderson Consulting.

In 1991, I established the Athens office of Andersen Consulting, which is today known as Accenture. In 1999, I created my own Company, which is called E-On Integration. It's a corporation, which is active in the information

technology and business process transformation. It is this Company that I left as a CEO, in order to accept the position of the President and CEO of OPAP.

Coming to OPAP, my mandate is very simple. It is to run the Company according to Corporate Governance rules and Principles. It is to care for the shareholders interest and maximize the value of the Company, and at the same time, prepare the Company for various alternatives, which may arise from the macroeconomic developments in the country.

I have asked Mr. Venos Rogakos to participate also in this conference call, in his capacity as Chief Financial Officer, and he will provide any detailed explanations, as the case may be.

But, let me first give you an overview of the business. With regards to our financials, we reported considerable profitability growth as well as margins expansion for the reporting quarter and half year on the back of successful risk management in STIHIMA and resilient KINO performance. Our cost position reached €306 million, further demonstrating the Company's strong free cash generation.

These results were achieved in a highly volatile and pressing macroeconomic environment. In H1, 2012 GDP was down by 6.4%, while retail sales between January and May declined severely by 11.1%. Both figures are significantly worse compared to streets estimates a few months ago, but OPAP proved well braised to face the challenges.

Now coming to the plans ahead, we are prepared to build on this performance, aiming not only to maintain but also

strengthen our position in the market. Hence, our strategy focuses both on enhancing our product portfolio and differentiating our distribution channels. One of my main activities this period is to see why the paths of implementing our investments plans have not proceeded as initially planned.

First of all, I would like to kindly ask you to give me some more time to cooperate with my colleagues in the Company and the gaming commission, to come up with more concrete plans and timelines. During August, it was very difficult to assemble all the internal and external people to do so. I want to make sure that whatever needs to be done is done properly. And I will come back to you as soon as I can. Nevertheless, we can discuss on the progress so far on certain activities.

On the VLT's front, first we are in cooperation with the gaming supervision and control commission to expedite the legislation changes required. Second, we created a demo game called physical environment in our premises. And third, we are putting the final touches on the RFIs for the machines and the system. Without the Commission's clearance though, it would be not feasible for OPAP to proceed all along with just our own way of planning.

On the online front, we are ready to commence negotiations with a preferred partner, having also alternative options, in case, such negotiations not proving fruitful. On the central system, we are evaluating the financial proposal. I am sure you will ask me about timelines.

I do not want to tell you about the overall situation in Greece, you read it everyday. But I do want to stress the importance of the coming September, in terms of breezing a new government's set of strategies regarding the fight of deficit and the plans of structural reforms.

Although, these are macroeconomic issues, they will affect internal decisions, such as, for example, the growth strategy of the country will affect our player's available income, and also the deficit management for the country will necessarily affect the net... privatization plans, to which OPAP is a strong option.

These are just two examples of issues that may affect our plans. We have created a few possible roads or avenues ahead, that may appear ahead of us and we have started developing roadmaps for our Company in each avenue i.e. what to do if the country goes to this or another direction. I hope that whatever happens, the Company will continue to perform, since gambling and betting will not stop.

This concludes my introduction remarks and we are now ready for your questions. Thank you.

Q&A

OPERATOR: The first question is from Mr. Draziotis Stamatios of Eurobank Equities. Please go ahead.

DRAZIOTIS S: Yes, hi, yeah. Could I start with a question on regulation, please? I was just wondering whether you have some... any sort of insight as to when the European commission will come

back to the Greek state, regarding OPAP's sole licensee status, VLT licensee status, and also the pending state aid issues. And I was also wondering because were some aspects of the Greek gambling law, which was passed in the Greek Parliament last year, that have been you know, flagged as problematic, let's say, by the press and by RGA, for example. I mean, you know, do you expect a feedback from the commission on all these issues sometime soon? And I mean, obviously, the reason I am asking is that the privatization process is supposed to kick off in the coming months. So you know, presumably this should be clarified in time for the process to begin?

LOUROPOULOS K: I'll give the floor to Mr. Rogakos, the CFO; he can provide details to this, Mr. Rogakos, please.

ROGAKOS V: On the regulation issues, I may clarify the thing... we are talking about the... what is expected from the ECG ruling, regarding the appeal of Stanley Betting and William Hill?

DRAZIOTIS S: Both of these, yes the Stanley case and the Advocate General opinion, obviously, but also the feedback which you know, the European commission was supposed to have given on the whole Greek gambling Act.

ROGAKOS V: Okay. I'll... let's say the Advocate General position is expected to be published around September 20th, and after that, we expect to have a ECG ruling, somewhere in 2013. The Greek State Council will have to provide a final judgment after that expected in 2014. This is the case for the regulation for this.

DRAZIOTIS S: Okay, and can I follow up on this, I mean, I am just wondering is there any update on the internet gaming licensing process, because I remember back in April, the Greek state had sent a reply to the European Commission, communicating its intention to leave sports betting out of the initial licensing process. So, I am just wondering you know, now with the new government in place, as far as you understand, is this still what Greece intends to do?

ROGAKOS V: We are not aware of that, it's a communication, which lies between the Greek government and the European Union. So, we do not have anything to comment on that.

DRAZIOTIS S: Okay, I see, I see. And can I... a final question on the VLTs, the VLT rollout plan, I understand that you said that you know, you are not, you know, ready yet for any update on the timeline. I am just wondering you know, if you have any news regarding the negotiations with the agents as to you know, where these machines will be deployed? Will this be you know, in separate gaming halls, all the machines or will some of these be introduced in the current betting outlets?

LOUROPOULOS K: Whether or not they will be deployed in the current or new outlets, this is subject to legislation. Now, we ourselves have mapped the country and we have our own ideas, if I may, about where to put all those thousands of machines. But obviously, we shall probably have to wait and adjust the plan according to the legislation. But again, we are reasonably prepared, I would say, having mapped the country in our suggested locations.

DRAZIOTIS S: Okay, thanks very much.

LOUROPOULOS K: Thank you.

OPERATOR: The next question is from Mr. Gerard Matthew of Credit Suisse. Please go ahead, sir.

GERARD M: Hi, thank you. It's Matthew Gerard from Credit Suisse. I have three questions, if I could. Firstly on trading, I suppose it's quite clear that STIHIMA and KINO exiting Q1, deteriorated in April and May before the European championships. But can you give us an update as to what happened post the end of June. Have the revenue declines in STIHIMA and KINO reverted back to the Q1 trend or the April or May trend excluding the European championship, I suppose, what I am saying is, has the revenue deceleration been exacerbated over the last six weeks or so?

ROGAKOS V: Yes, the STIHIMA let's say and our performance practically follows the trend of the Greek economy. So we do have some declines compared to the last year and the trend for... and what we could somehow forecast, let's say in quarter 3 is that we expect to have a drop, a single digit drop by the end of the year. The trend... the KINO has proven to be quite resilient and we believe that we will have a decline, but not that severe, this help in... we had to help from the extension of the playing hours for KINO. And we believe that we will have from the live betting... we will... STIHIMA will be help during the new season, in September onwards and plus the change in regulations we expect will help us enhancing our games and close the year with a single digit drop.

GERARD M: I guess... so, to help us out a little, can you give us the number for what STIHIMA revenues were from... on the European championships?

ROGAKOS V: On the European championships the STIHIMA got €102 million, it's divided in 80 coming from the STIHIMA and 20 from the live betting at the period.

GERARD M: Okay, thank you.

ROGAKOS V: That's, for the year.

GERARD M: And two more following on, I know you are not going to give the timetable for a number of things that have been mentioned before, but could you just help us out in a couple of things. Firstly, the commission structure, or the new commission structure on STIHIMA that's been mentioned before, that you were consulting with your agents on. And can you give us an update on any kind of timetable for that, whether that's been cleared, implemented, the different commission rates payable on singles, multiples, et cetera? And then secondly, on the Hellenic lotteries tender from the Greek state, is that something that could be initiated before the supposed privatization of the government's stake sale, and any update there would be helpful? Thank you.

LOUROPOULOS K: Okay, this is from the second question, starting from there. Our information about the lottery bid is that yes it will... I think, it is not associated with the privatization, so it will probably accelerate its speed in September. And as you probably know, we are very well positioned in this bid. And

the commission structure, I will give an answer, and if Mr. Rogakos wants to add to this, please do so later.

I think we have agreed on the commission structure with agents, but we are awaiting a legislative approval, that is typically coming from a so-called joint ministerial Act. So as, we are going to be able to apply the new commission structure up until we have this Act, we are not able to implement that. But yes, we have agreed with agents the new commission structure. And the sooner we have this new commission structure, the more profitable the live bet product will be. Mr. Rogakos, do you want to add something?

ROGAKOS V: It was quite accurate what you have said Mr. Louropoulos.

LOUROPOULOS K: Thank you.

GERARD M: Okay, thank you very much. That's helpful.

LOUROPOULOS K: Thank you.

OPERATOR: The next question is from Mr. Lewis Vaughan of Morgan Stanley. Please go ahead.

LEWIS V: Hi, there, just following on from that one on the Hellenic lotteries tender. Can you give us any sort of indication about how we should think about it in terms of the possible size of the lottery or any help you can point to it in terms of how we might consider that? And the second one, is on the 10% super tax or the corporation tax rate, should we expect that to be paid this year. You don't seem to have accrued for it at all so far. And then a final one on live betting, when the new

commission structure is in place, will you be looking to roll that out more aggressively into the range of bet and to offer a higher pay out ratio on those single bets in place? Thanks.

LOUROPOULOS K: Well, excuse us for the delay on that. We are gathering let's say the replies. On the lotteries question, since we are not aware of the final let's say rules and regulations that will be communicated to the bidders, it's difficult to say because it depends a lot on what the regulation will be if there will be any royalty imposed on lotteries and so on. It's difficult to say without having the final regulation in which we will bid. This is the thing.

On the corporate tax, the... I believe that for this year, we will not have another extraordinary tax imposed. Supposingly the last year's one was the last for the companies. And for the live betting, the plan is to provide 25 games per week and soon it will be on track and having a regulatory live betting program.

LEWIS V: And just following on, on that live betting one, is that contingent on getting this change in commission approving them? Or does the product work anyway with the existing commission structure? Thanks.

LOUROPOULOS K: The thing, the live betting is, let's say, a different product from the regular, let's say PAME STIHIMA game so it has a much higher payout on that. So of course, the new let's say commission is affecting the profitability, but mainly will be much more profitable running let's say down the road and getting experience from that as we move ahead with it. And

it will enhance let's say the walk in... of new customers in our shops.

LEWIS V: Okay, thank you.

LOUROPOULOS K: Thank you.

OPERATOR: The next question is from Mr. Papadopoulos Lambros of Citigroup. Please go ahead, sir.

PAPADOPOULOS L: Yes hi good afternoon, everyone and congratulations Mr. Louropoulos on your appointment. Just on that, my first question would be, if you could help us a little bit to understand what's the mandate that the government, the Ministry of Finance has given you, obviously in the context of the discussions about the privatization for the Company, anything you could share with us on that, that would be very helpful.

And the second question I would have is with regards to your view about the likelihood of a gross gaming tax being included in the measures that the government is now about to be announcing over the next couple of weeks. And my third question would be on the cost side of the equation for OPAP, what's your early thoughts about the cost base for OPAP. It's been quite resilient let's say, and I am talking about the cash operating costs here, not the agencies or the payouts, considering that most of the other Greek companies have seen significant declines over the last two or three years? Thank you.

LOUROPOULOS K: Thank you. I will answer the first part of your questions. I have no mandate by the government, any mandate whatsoever. I came here to do the good for the Company. The second...

PAPADOPOULOS L: Did you discuss it with the government at all before coming because obviously you know, you...

LOUROPOULOS K: Yes, obviously. Yes, I discussed it and obviously this is a company, it's a listed company and it has its own mandate by the law, by the corporate governance and so forth.

PAPADOPOULOS L: But well, let me ask it to you a different way then, there is a lot of decisions that need to be made regarding the games, regarding the online gaming, regarding VLTs, obviously something that we knew from even the previous management as well. There was always a bit of a political consideration in...even in terms of the timing for making decisions in OPAP. Can you make decisions or will you be you asked not to make decisions because that would be against the interest of any strategic investor coming into the buying a stake into OPAP for example. I mean you already made a reference to that in your press release about the online gaming?

LOUROPOULOS K: I understand what you are saying, but I would present it in my, I would say different way, which is that a company like this one is a company that operates in an environment. We have to take care the corporate affairs within the environment. So, it's not a political issue, it's managing the environment and the relationships of this Company with the outside world. So we have to make sure that whatever we do here is in accordance with what happens in the environment.

So, that's all what I can say about political. There is no word political in my mind in this task. Can we move to the second two questions, the gross gaming tax and the third question, I would....

PAPADOPOULOS L: Yes, yes, that'd be good. Thank you.

LOUROPOULOS K: I would ask Mr. Rogakos to answer the next two parts of your question.

ROGAKOS V: On the gross gaming tax, we are not aware of any intention from the government for such a tax. However, what we would like to emphasize let's say as the Company is that OPAP is one of the biggest contributors in terms of tax paying all kind of tax to the Greek economy, and at the same time, one of the biggest contributors in social product to the Greek society. And for the operating costs, can you repeat the question for the operating cost please?

PAPADOPOULOS L: Yeah, the question was, you know, why we would be expecting your operational cost to be down more than what they have been so far, considering the crisis, considering what we are seeing in a lot of the other Greek companies, even though some of them are controlled by the Greek state. And it was a more question for Mr. Louropoulos, whether you know, he is facing questions from the cost base of OPAP are that you know, there is a lot of fat in the system and whether this is something that we should be expecting to be addressed?

ROGAKOS V: Well, if I could answer on that let's say, is that we did not have the time to go line-to-line to all the operating costs with

the newly appointed Chairman. We will do so in trying to let's say optimize our cost base even further, although in the last three years we have performed considerable savings in terms of costs, it is something that will be done let's say, within the next month.

PAPADOPOULOS L: Yes, I appreciate that. It's just that up 7% of sales you know that ratio is by far one of the highest that you would come across in a lottery company, globally. So that's why I was asking. Anyway, thank you for the answers. Thank you.

ROGAKOS V: Thank you, too.

LOUROPOULOS K: Thank you.

OPERATOR: The next question is from Chatzidakis Manos of Beta Securities. Please go ahead, sir.

CHATZIDAKIS M: Hello to everyone. First of all, congratulations on your new role, Mr. President.

LOUROPOULOS K: Thank you.

CHATZIDAKIS M: I want to ask you about the online project, regarding the JV with the G2, concerning the online business, why OPAP didn't go for a living or revenue sharing solution on this project rather than a JV? And a second question, could you elaborate furthermore on that because what's going to be the contribution of G2 in this JV, apart from the platform of course. And given the fact that the Lottomatica CEO, during its latest conference call, stated for this, that they have not been asked to deploy any kind of capital on this JV, is it true?

- LOUROPOULOS K: Yes, this is public, it is known, that is why we are starting the discussions, the negotiations, and I would suggest that we are open to see all the alternatives and see what is the contribution of each and everyone in the JV.
- CHATZIDAKIS M: Could you give us an estimation for this online revenue stream, you or Mr. Rogakos maybe?
- ROGAKOS V: I would like let's say not to comment on that, it's quite premature and we've been in discussions with the preferred partner, I wouldn't like to comment on that at this point of time.
- CHATZIDAKIS M: So it is in your plan to investigate, rather, an online platform as a JV or a revenue sharing, am I right?
- ROGAKOS V: Well, the JV... actually the option of JV was initially, because we would like, let's say, to have already developed platform, not be going through the let's say learning process for the market, which, apparently from what you can have... it's big and it's on OPAP's benefit to be a participant in that market. And having a dominant position in this JV will allow us to have a jump start in the market, and in this specific products and developing our skills and developing the OPAP's skills, while getting the revenue as well, just from the beginning.
- CHATZIDAKIS M: Are you going to negotiate the revenue? Sorry this percentage of 30% or not?
- LOUROPOULOS K: It's something that we discuss on the aspect of the JV agreement and it's something that's has been in the process

of negotiating with the partner. It's something that we cannot let's say communicate at this point of time.

CHATZIDAKIS M: Thank you very much.

LOUROPOULOS K: Thank you.

ROGAKOS V: Thank you.

OPERATOR: We have a follow-up question from Mr. Draziotis Stamatis of Eurobank Equities. Please go ahead, sir.

DRAZIOTIS S: Yes, hi then, just a follow-up on the crisis tax, you mentioned that you believe that this may actually not be imposed after all in... well not be paid in 2012 on the 2011 profits. I mean what if this happens, do you actually intend to give this amount back to the shareholders in line with, you know, previous comments a few months ago or I mean or do you intend to use part of the money to I don't know, payback the loan or maybe you know, buy some of the VLTs or?

ROGAKOS V: The intention is exactly that. We will, if at the end of the day, we will not need to pay let's say this....

DRAZIOTIS S: This 90 million, yeah.

ROGAKOS V: Now, the intention is, it was communicated in previous let's say conference calls, is exactly that to give it back to our shareholders. The idea is that we do not have the time to go through all of these things with the new Chairman. I believe that the intention is to do the best in order to protect our shareholders', let's say, value. So, depending on what will be

the situation, it could be either to give it as a dividend or using the money in order to maximize the value somehow. But the intention is the initial one.

DRAZIOTIS S: Okay, thanks very much.

ROGAKOS V: Thank you.

LOUROPOULOS K: So having no more questions, if you allow me to make a just closing statement since there wasn't any relevant question. I think it's worth saying at this point that our dividend policy in the year will be at minimum at 50% based on the performance of the year as we see it today. And I think this concludes the points that we have from our side. And since there is no any other question, I would like to thank everyone for participating. I look forward for cooperation in the future. Thank you very much.