

OPAP S.A. Consolidated Financial Results for the Three Month period ended March 31st, 2011

ATHENS, Greece – May 23, 2011 – OPAP S.A. (OPAr.AT), the leading gaming operator in Greece, announces its consolidated financial results for the three month period ended March 31st, 2011, prepared in accordance with International Financial Reporting Standards (IFRS).

- Revenues down 18.3% to €1,121.4m (2010: €1,372.4m) driven by the adverse economic environment
- Operational cost down €7.5 m targeting cost efficiency
- EBITDA down 18.2% to €214.2m (2010: €261.7m) maintaining healthy margin levels
- Net Profit down 13.2% to €166.9m (2010: €192.2m) on improved margins
- Earnings per share down 13.2% to €0.52 (2010: €0.60)

1. OVERVIEW

(€ 'm)	Q1 2011	Q1 2010	% Δ
Revenues	1,121.4	1,372.4	(18.3)
EBITDA	214.2	261.7	(18.2)
<i>EBITDA margin</i>	<i>19.1%</i>	<i>19.1%</i>	
Net profit	166.9	192.2	(13.2)
<i>Net profit margin</i>	<i>14.9%</i>	<i>14.0%</i>	

OPAP's revenues for the first quarter of 2011 decreased by 18.3% to €1,121.4m versus €1,372.4 in the corresponding period in 2010, mainly due to lower Stihima and Kino sales, reflecting the continued adverse economic environment and a two days agencies' strike in January 2011.

The Group's EBITDA reached €214.2m in Q1 2011 from €261.7m in Q1 2010, decreased by 18.2%, negatively driven by reduced revenues and increased KINO and Joker payout, however enjoying the positive effect of operational efficiencies and lower payout to Stihima players.

The EBITDA margin remained flat at 19.1% in Q1 2011, primarily due decreased operational costs.

The Group's Q1 2011 net profit amounted to €166.9 from €192.2m in the corresponding period of 2010 decreased by 13.2%.

The Net Profit margin increased from 14.0% in Q1 2010 to 14.9% in Q1 2011 as a result of mainly the lower tax rate (20% in Q1 2011 vs 24% in Q1 2010) and reduced operational costs.

2. FINANCIAL REVIEW

Revenue per game for Q1 2011 and 2010			
(€ '000)	Q1 2011	Q1 2010	Δ%
STIHIMA	430,080	559,223	(23.1)
PROPO	8,206	11,498	(28.6)
PROPO-GOAL	194	235	(17.2)
MONITOR GAMES	695	-	
GO LUCKY	276	-	
TOTAL SPORTS BETTING	439,451	570,956	(23.0)
% total revenues	39.2	41.6	
KINO	581,708	675,293	(13.9)
JOKER	64,146	78,303	(18.1)
LOTTO	16,371	21,907	(25.3)
Super 3	9,017	11,686	(22.8)
PROTO	8,152	11,347	(28.2)
Extra 5	2,603	2,907	(10.5)
TOTAL NUMERICAL GAMES	681,997	801,443	(14.9)
% total revenues	60.8	58.4	
TOTAL REVENUES	1,121,448	1,372,399	(18.3)

Total sports betting revenues decreased by 23% to €439.5m in Q1 2011 from €571.0m in Q1 2010 as a result of reduced Stihima revenues by 23.1% in the period.

The new Monitor games & Go lucky were rolled out the last week of March 2011 and therefore their impact is limited in Q1 2011.

Revenues from numerical games decreased by 14.9% to €682.0m in Q1 2011 from €801.4 in Q1 2010, primarily due to lower KINO revenues by 13.9%, which reached €581.7m from €675.3m and also lower Joker revenues by 18.1% in Q1 2011 compared to the same period in 2010.

Cost of Sales for Q1 2011 and 2010			
(€ '000)	Q1 2011	Q1 2010	Δ%
Prize payouts to lottery and betting winners	741,612	918,392	(19.3)
Agents' commissions	94,382	115,523	(18.3)
Rest cost of sales	42,762	48,496	(11.8)
Total cost of sales	878,756	1,082,411	(18.8)

Total cost of sales in Q1 2011 reached €878.8m from €1,082.4m in Q1 2010 decreased by 18.8%.

Payout to lottery and sports betting winners in Q1 2011 reached €741.6m from €918.4m in Q1 2010, reduced by 19.3%. This payout corresponds to 66.1% of total revenues versus 66.9% in Q1 2010. Stihima's payout in Q1 2011 reached 65.3% compared to 69.9% in Q1 2010. KINO's and Joker's payout was increased to 70.2% and 47.1% respectively versus 68.5% and 45.9% in 2010.

Total agents' commissions reached 8.4% of total gaming revenues equal to €94.4m in Q1 2011 from €115.5m in Q1 2010, lower by 18.3% and in line with the decrease in revenues.

Distribution costs for Q1 2011 and 2010			
(€ '000)	Q1 2011	Q1 2010	Δ%
Advertisement	5,941	6,778	(12.4)
Donations-Grants	2,453	904	171.3
Sponsorship	20,725	23,411	(11.5)
Subtotal	29,119	31,093	(6.4)
Remaining distribution cost	1,756	1,708	2.8
Total	30,875	32,801	(5.9)

Total distribution costs in Q1 2011 decreased by 5.9% to €30.9m, versus €32.8m in the corresponding period in 2010.

Administrative costs for Q1 2011 and 2010			
(€ '000)	Q1 2011	Q1 2010	Δ%
Total	7,853	7,753	1.3

Administrative expenses in Q1 2011 remained flat to €7.9 from €7.8 in Q1 2010.

Cash Flows for Q1 2011 and 2010			
(€' .000)	Q1 2011	Q1 2010	Δ%
Cash Flow from Operating Activities	89,533	39,514	126.6
Cash Flow from Investing Activities	1,785	(4,978)	-
Cash Flow from Financing Activities	(482)	(13,909)	(96.5)

Cash Flow from Operating Activities

Cash flow from operating activities in Q1 2011 increased by 126.6% amounting to €89.5m from €39.5m in the corresponding period in 2010, primarily due to (i) the non occurrence of the cash outflow related to income tax in the current quarter, compared to a cash outflow of €39.2m in Q1 2010 and (ii) trade receivables calendar effect of €53.3m.

Cash Flow from Investing Activities

Cash flow from investing activities in Q1 2011 reflects interest income of €5.8m, the repayment of a €2.1m bond loan and fixed asset additions of €6.2m, compared to interest income of €3.9m and the repayment of a €8.6m bond loan in Q1 2010.

Cash Flow from Financing Activities

Cash flow from financing activities in Q1 2011, mainly reflects the instalment payments for the financial lease contract and interim & final dividend payments.

3. MAIN DEVELOPMENTS

Interim Dividend Payment

The Annual Ordinary General Meeting of its shareholders on May 11th, 2011 resolved the distribution to shareholders of the total dividend for the fiscal year 2010 of 1.54 Euro per share before 21% dividend withholding tax, according to L.3943/2011. It is reminded that the Board of Directors, in its session of November 22nd 2010, had decided the distribution of 0.46 Euro per share as an interim dividend, which was paid to the entitled shareholders on December 23rd, 2010.

The remaining 2010 fiscal year dividend amounts to 0.7566 Euro per share, subject to the above mentioned withholding tax deduction. Entitled to the remaining dividend, were the Company's registered shareholders at the closing of the Athens Exchange session on Wednesday, May 18th 2011 (record date). The Ex-dividend date for the 2010 fiscal year was Monday, May 16th 2011. The remaining dividend payment to the entitled shareholders commenced on Monday, May 23rd, 2011 and will be processed through the National Bank of Greece.

New Betting Games

OPAP has recently expanded its range of product offering with new forms of gaming, aiming to introduce a new entertainment experience for its players, in renovated areas within the existing network of agents, the so called Playzone. The new games GO LUCKY and Monitor games, commenced on Tuesday, 22 March 2011 in 500 agencies. Four new games were selected, from a wide variety, for the first roll out: virtual & actual greyhound displayed as monitor games and Balloons & Goal (virtual games) displayed at the self service terminals. Further new games are expected to be rolled out soon.

Conference Call Invitation

First Quarter 2011 Financial Results

Tuesday May 24th, 2011

04:00 p.m. (Athens) / 02:00 p.m. (London) / 09:00 a.m. (New York)

DIAL IN NUMBERS:

UK participants please dial

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+30 211 180 2000

Note:

On Tuesday, May 24th, 2011, OPAP S.A. "Financial Status and Results" for the Q1 2011 along with the "Interim Financial Statements based on IFRS", will be published at "Naftemporiki" and "Eleftheros Typos" daily newspapers and also will be available on the company's website: www.opap.gr as well as the Athens Exchange website: www.ase.gr.

ATTACHMENTS

1. Statement of Financial Position as of March 30th, 2011 and 2010
2. Condensed Statement of Financial Position as of March 31st, 2011 and December 31st, 2010
3. Cash Flow Statement for the three-month period that ended on March 31st, 2011 and 2010

1. Condensed Statement of Comprehensive Income

For the three-month period that ended on March 31st, 2011 and 2010

(Amounts in thousand euro except earnings per share)

	GROUP		COMPANY	
	1.1-31.3.2011	1.1-31.3.2010	1.1-31.3.2011	1.1-31.3.2010
Revenues	1,121,448	1,372,399	1,072,163	1,321,824
Cost of sales	(878,756)	(1,082,411)	(836,163)	(1,038,973)
Gross profit	242,692	289,988	236,000	282,851
Other operating income	296	2,521	4,933	7,265
Distribution costs	(30,875)	(32,801)	(30,235)	(32,290)
Administrative expenses	(7,853)	(7,753)	(7,973)	(7,872)
Other operating expenses	(190)	(57)	(189)	(49)
Operating result	204,070	251,898	202,536	249,905
Gain / (Loss) from associates	(217)	(182)	-	-
Gain / (Loss) from sales of non-current assets	22	(18)	-	(18)
Financial income	6,337	4,012	5,429	3,311
Financial expenses	(532)	(404)	(482)	(384)
Profit before tax	209,680	255,306	207,483	252,814
Income tax	(42,554)	(60,167)	(42,116)	(59,806)
Deferred tax	(275)	(2,949)	(383)	(2,960)
Profit after tax	166,851	192,190	164,984	190,048
Parent company shareholders	166,851	192,190	164,984	190,048
Minority interest	-	-	-	-
Other income	-	-	-	-
Exchange differences from the conversion of business activities abroad	-	-	-	-
Other income after tax	-	-	-	-
Total income after tax	166,851	192,190	164,984	190,048
Parent company shareholders	166,851	192,190	164,984	190,048
Minority interest	-	-	-	-
Basic earnings per share	0.5230	0.6025	0.5172	0.5958

The attached notes form an integral part of these financial statements

2. Condensed Statement of Financial Position

As of March 31st, 2011 and December 31st, 2010

(Amounts in thousand euro)

	GROUP		COMPANY	
	31.3.2011	31.12.2010	31.3.2011	31.12.2010
ASSETS				
Current assets				
Cash and cash equivalents	748,324	657,488	653,812	557,531
Financial assets held to maturity	6,514	8,471	6,514	8,471
Inventories	609	428	-	-
Trade receivables	24,234	44,553	28,243	46,792
Other current assets	179,953	180,882	176,878	178,189
Total current assets	959,634	891,822	865,447	790,983
Non - current assets				
Intangible assets	193,667	200,119	193,655	200,104
Tangible assets (for own use)	89,473	86,982	83,254	81,067
Investments	1,210	1,227	2,575	2,611
Goodwill	8,435	8,435	-	-
Investments in subsidiaries	-	-	36,527	36,527
Investments in associates	8,622	8,839	1,200	1,200
Long – term trade receivables	1,258	1,258	1,258	1,258
Other non - current assets	13,275	13,376	13,219	13,319
Deferred tax assets	8,347	8,622	18,538	18,921
Total non - current assets	324,287	328,858	350,226	355,007
TOTAL ASSETS	1,283,921	1,220,680	1,215,673	1,145,990
EQUITY & LIABILITIES				
Short - term liabilities				
Trade payables	70,133	94,550	67,267	83,509
Payables from financial leases	314	316	-	8
Tax liabilities	228,049	305,978	225,145	302,980
Accrued and other liabilities	44,112	46,752	41,545	44,160
Total short - term liabilities	342,608	447,596	333,957	430,657
Long - term liabilities				
Payables from financial leases	1,050	1,131	-	-
Employee benefit plans	23,384	22,698	22,989	22,339
Provisions	45,414	44,459	44,240	43,310
Other long-term liabilities	8,040	8,222	7,865	8,046
Total long - term liabilities	77,888	76,510	75,094	73,695
Equity				
Share capital	95,700	95,700	95,700	95,700
Reserves	43,827	43,827	43,060	43,060
Exchange differences	(23)	(23)	-	-
Retained earnings	723,921	557,070	667,862	502,878
Total equity	863,425	696,574	806,622	641,638
Minority interest	-	-	-	-
Total equity	863,425	696,574	806,622	641,638
TOTAL EQUITY & LIABILITIES	1,283,921	1,220,680	1,215,673	1,145,990

The attached notes form an integral part of these financial statements

3. Condensed Cash Flow Statement (indirect method) For the three-month period that ended on March 31st, 2011 and 2010 (Amounts in thousand euro)

	GROUP		COMPANY	
	1.1-31.3.2011	1.1-31.3.2010	1.1-31.3.2011	1.1-31.3.2010
OPERATING ACTIVITIES				
Profit before tax	209,680	255,306	207,483	252,814
Adjustments for:				
Depreciation & amortization	10,098	9,851	9,873	9,792
Financial result	(5,832)	(3,508)	(4,974)	(2,827)
Employee benefit plans	467	343	436	298
Provisions for bad debts	500	250	500	250
Other provisions	(70)	-	(70)	-
Exchange differences	27	(100)	27	(100)
Loss / (income) from associates	217	182	-	-
Results from investing activities	(22)	25	-	18
Other non cash items	(3)	-	-	-
Total	215,062	262,349	213,275	260,245
Changes in working capital				
(Increase) decrease in inventories	(180)	200	-	288
(Increase) decrease in receivables	21,073	(32,193)	19,635	(30,954)
Increase (decrease) in payables (except borrowings)	(27,155)	(2,191)	(18,898)	(1,010)
Increase (decrease) in taxes payables	(119,249)	(149,083)	(118,742)	(148,830)
Total	89,551	79,082	95,270	79,739
Interest expenses	(18)	(403)	(3)	(383)
Taxes paid	-	(39,165)	-	(39,133)
Cash flows from operating activities	89,533	39,514	95,267	40,223
INVESTING ACTIVITIES				
Proceeds from sales of tangible & intangible assets	59	25	-	2
Loans paid to personnel	-	311	-	311
Acquisition of financial assets	2,068	(8,625)	2,068	(8,625)
Purchase of tangible assets	(6,111)	(192)	(5,529)	(179)
Purchase of intangible assets	(46)	(408)	(46)	(405)
Interest received	5,815	3,911	4,907	3,210
Cash flows used in investing activities	1,785	(4,978)	1,400	(5,686)
FINANCING ACTIVITIES				
Payments of financial leases interests	(29)	-	-	-
Payments of financial lease capital	(75)	(13,778)	(8)	(13,778)
Dividends paid	(378)	(131)	(378)	(131)
Cash flows used in financing activities	(482)	(13,909)	(386)	(13,909)
Net increase (decrease) in cash and cash equivalents	90,836	20,627	96,281	20,628
Cash and cash equivalents at the beginning of the period	657,488	699,587	557,531	598,942
Cash and cash equivalents in the end of the period	748,324	720,214	653,812	619,570

The attached notes form an integral part of these financial statements