

The Home of Betting

William HILL



**For more information
on William Hill...**



**Read our
2010 Annual Report**



**Visit us online at
www.williamhillplc.co.uk**

The Home of Betting
Some key facts...

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We are the number one high-street bookmaker with 2,377 shops in the UK and Ireland, and William Hill Online is one of the leading online betting and gaming businesses in Europe.



William Hill Online has more active customers than any other gambling company.



William Hill is the most recognised and trusted brand in UK betting and gaming.



We offer more than 250,000 betting opportunities online and 20,000 in the shops.

16,900

people employed in six countries



23

languages used for betting and gaming at williamhill.com

William Hill is one of the best-known and most trusted names in the gambling industry. By developing the right...

service
products
technology
people

...we aim to offer customers the best betting and gaming experience on the high street, online, on the telephone and on the move.

The right service

In our shops, on the phone, online or on the move, we offer an exciting and engaging leisure experience. Customers benefit from extended opening hours in the shops and 24/7 access by phone, mobile and online, safe in the knowledge that William Hill is one of the longest-standing and most trusted bookmakers in the world.



Speaking your language

We offer our online betting and gaming in multiple languages, with 24 translated and localised sites currently available. Not to be out-done, our diverse shop estate will also welcome customers in many different languages, from Italian and German to Greek, Romanian and Mandarin and, in Sofia, our talented multi-lingual customer service team supports our European online customers in 12 different languages.



Betting and gaming experts

From dogs and horses to football and TV specials, current events to casino games and bingo, we know our subject. We pride ourselves on our expertise and our employees are there to help with everything from simple bets to a Trixie, a Yankee or a Heinz.

We're here to help

Our customer support employees are ready to help customers with any enquiry, from pricing or registration to results queries and complaints. Customers can web-chat online, get support in their own language from our multi-lingual team in Bulgaria, call our Retail team throughout shop opening hours or place bets with our Telephone teams in Sheffield and Gibraltar.



Building online communities

We're bringing the personal touch to online, with blogs from our expert traders, podcasts, bingo chatrooms, live casino, Fantasy Football, live streaming and in-play radio. Or follow us on Facebook, Twitter or YouTube.



Kristof Fahy
Brand, Marketing and Customer Experience Director

"We are transforming the William Hill brand into a modern classic, as relevant to customers tomorrow as it has been for the last 75 years."

William Hill is one of the most recognised betting and gaming brands. To customers, we are the trusted market leader and the brand for people who are serious about betting and gaming. As The Home of Betting, we stand for expertise, service, choice and a personal focus, wherever and whenever customers want to bet and play.



The personal touch

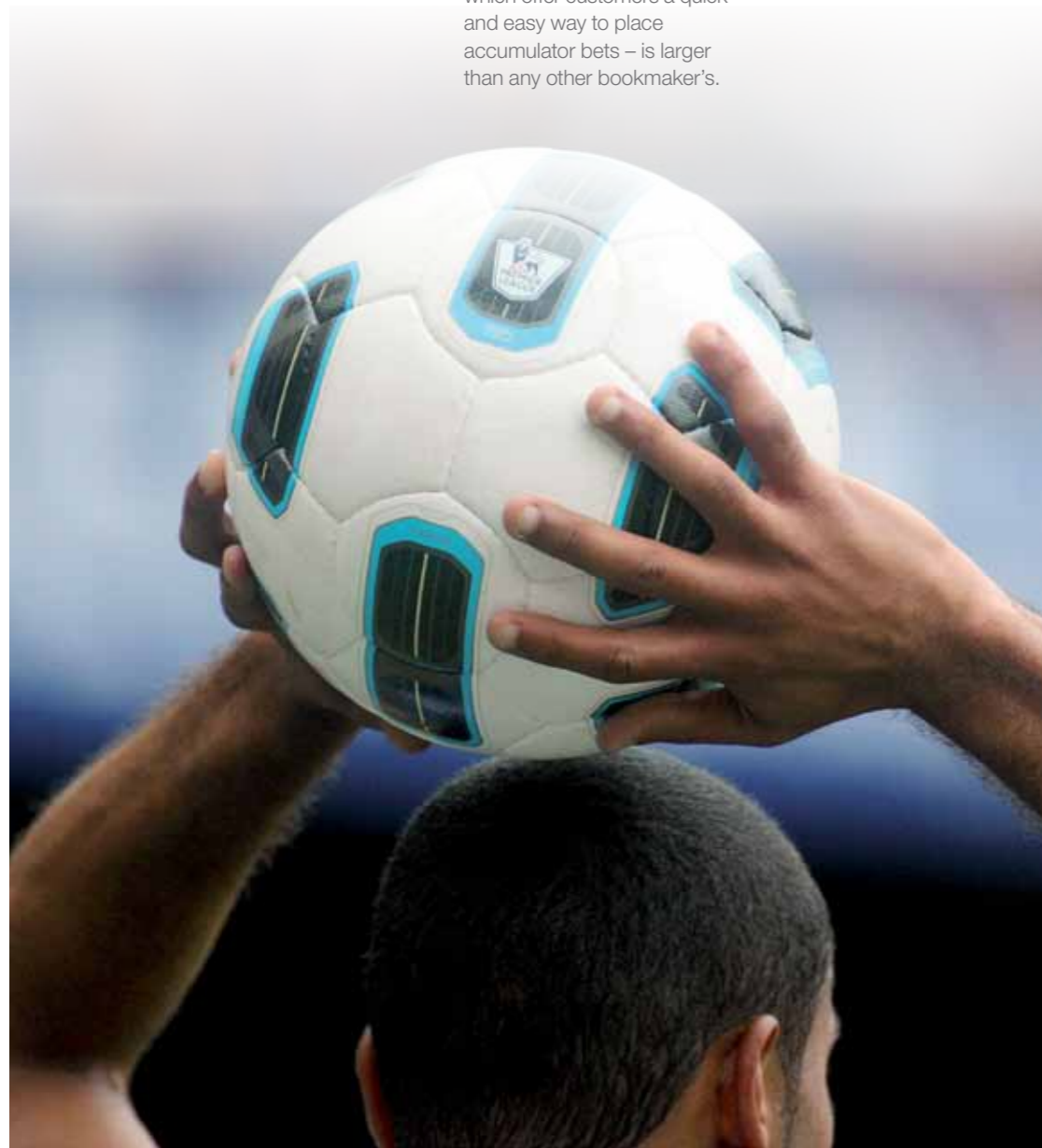
Customers tell us that service is now the most important factor influencing their choice of betting shop. We make our betting shops their destination of choice by building relationships with our customers, providing a welcoming environment and recognising the value of the personal touch, such as serving their tea and coffee just the way they like it.





Becoming the market-leader in football betting

We have transformed our trading approach to become number one in football in-play betting, with over 100 in-play markets on all football matches. We traded in-play on over 20,000 matches from around the world in 2010, from over 400 different leagues. In addition, we offer over 180 pre-match markets on all top-flight English and European football and, in the shops, our range of coupons – which offer customers a quick and easy way to place accumulator bets – is larger than any other bookmaker's.



A leader in betting... and gaming

Everyone knows William Hill as a leading betting company but did you know that around 50% of our revenues come from gaming? We work with market-leading hardware and software suppliers, including Inspired, Global Draw and Playtech, to provide a high-quality gaming experience, whether it's gaming machines in the shops or poker, bingo and casino online.

50+

We offer more than 50 different games on the gaming machines in our shops, including roulette, blackjack and slots games.

The right products

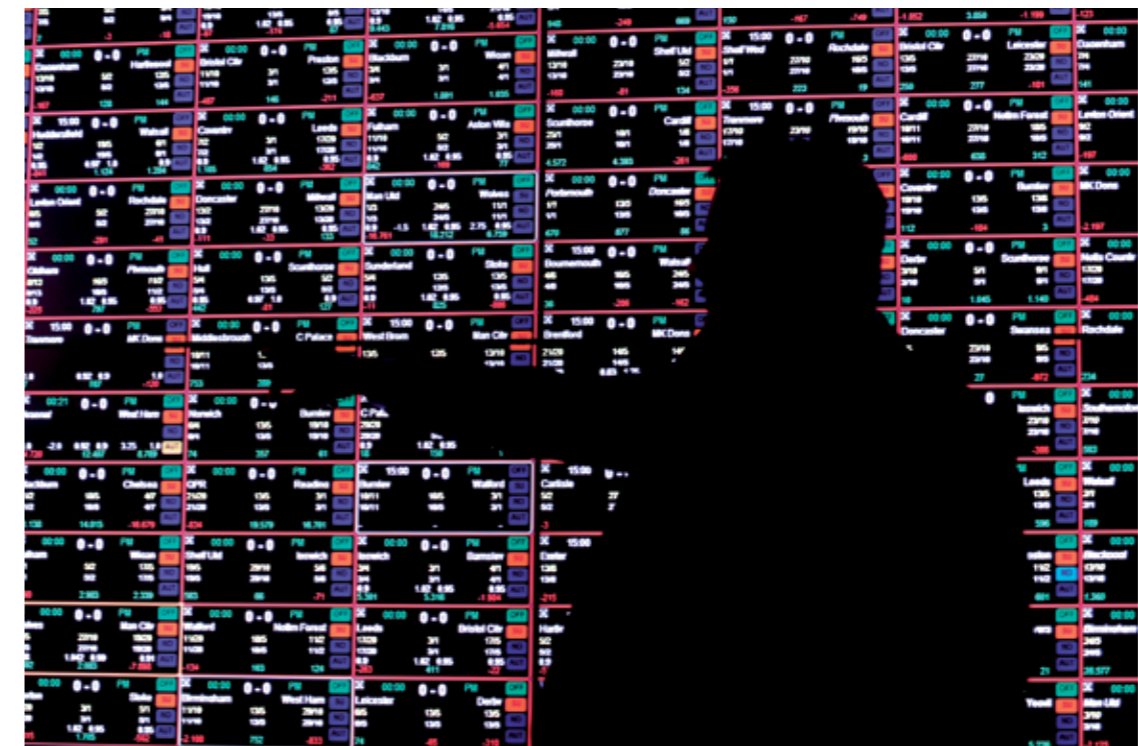
Our customers want to be entertained. They want quick results and to bet on a live event within minutes of entering a shop or logging onto the website. We are continually broadening and deepening our product range to offer customers the widest choice of betting and gaming opportunities, from football and horseracing to virtual racing, numbers betting, casino games, poker and bingo.

The right bet at the right time

In our shops, we now offer a betting opportunity almost every three minutes, with quick-fire products like virtual racing and numbers betting supplementing our popular football, horseracing and greyhound racing products.

250,000

The number of betting opportunities available at William Hill Online



In-play betting for gold

It's not just sports, politics and reality TV that you can bet on with William Hill. Now, customers can bet on the financial markets, predicting movements in commodities, currencies and the stock exchanges with our new and exclusive 'Day Trader' fixed-odds betting and binary betting product.

132

Day Trader offers 132 different betting opportunities per instrument at any one time, the widest choice of any fixed-odds financial betting product

Enhancing the shop experience

We continue to draw in new technology to enhance the betting experience in our shops. We are investing in new LCD flat screens for the information gantries across the estate so customers can better enjoy the content improvements we are also rolling out in 2011. At the same time, we are trialling self-service terminals in parts of the estate to give customers access to a wider range of bets than is available over-the-counter and to provide content in multiple languages.



The right technology

It is critical to have the right technology to enable our customers to access the vast range of betting and gaming opportunities we offer quickly and easily. New innovations in technology are helping us to offer a constantly improving and differentiated service.

Our high-quality gaming experience

We draw on technological advances such as these 22-inch, high-definition, dual-screen 'Storm' cabinets to provide customers with a high-quality gaming experience. When combined with an innovative approach to game development and our customer-focused offers and service, this gives us one of the most competitive gaming offers on the high street.



Getting smart, getting mobile

Smartphones are opening up a whole new way to bet. Our Online development team is leading a new app development programme across both Android and iPhone platforms. As well as apps for our core products, such as Sportsbook and Casino, we are finding ways to make mobile betting easy and fun, with innovative apps like Shake-a-Bet and Match Predictor.



The right people

William Hill is all about people and we are constantly evolving to meet our new challenges and make the most of our opportunities. We combine a strong emphasis on growing our own talent internally with recruiting the very best expertise we can when bringing people into the business.



Evolving our management team

Our management team has changed substantially over the last three years as talented people have been brought through the business and people with new ideas and different experiences have joined. This evolution is bringing new impetus in key areas such as how we use technological innovations, how we set and manage our pricing, how we promote our products and how we understand our customers' needs.



Ralph Topping
Chief Executive, 38 years' service

"William Hill begins with people and ends with people."

What I look for in a William Hill person is passion, energy, capacity for change, enthusiasm for new ideas and a commitment always to put the customer first. It's our people who have made us what we are today – the most trusted and respected betting and gaming company in the UK. Their passion keeps driving us forward to deliver the widest product range, to innovate to improve our customers' betting and gaming experience, and always to improve how we treat our customers.

Investing in our people

With 16,900 employees, we have a wide and diverse pool of talent from which to draw. From the moment an employee joins, we start investing in their development and give them the opportunity to grow within the business through our training, management development, talent pool and mentoring programmes.



Encouraging innovation

With our expertise and ever-improving understanding of what our customers want, we have a strong platform for developing new ideas that can lead the industry. The benefit of that kind of focus in our gaming machines team is clearly seen in our performance. That same focused approach is now being applied in key areas such as our marketing, trading, technology and product development teams.



The value of experience

William Hill is a recognised expert in our field and we rely heavily on the experience of our long-serving employees. The average shop manager's length of service is 13 years. At an annual event, we celebrate the longest serving employees. In 2010, 14 employees celebrated 40 years with the company and 69 celebrated 25 years.

