

# Post-close Trading Update

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## Ladbrokes plc

### Post-close Trading Update

Ladbrokes plc ("the Company") expects Group operating profit<sup>1</sup> for the year ended 31 December 2013 to be around the middle of the current range of analysts' forecasts (£129.8 million to £151 million)<sup>2</sup> and to be consistent with guidance given to the market on 14 November 2013.

Ladbrokes is pleased to confirm that the upgrading of the gaming machines estate will be completed in time for the World Cup in June 2014 and that the new Ladbrokes mobile offer, on the Mobenga platform, was successfully launched in December 2013.

The Company also confirms that it remains on track to deliver against its key strategic priorities during H1, which will in particular drive digital performance through the second half of the year and beyond.

In line with previous guidance, Ladbrokes intends to hold the total dividend per share at its current level (8.90p per share in 2012) in 2013 and additionally, at least maintain it at this level in 2014.

Ladbrokes plc full year results will be released at 7 am on Tuesday 25 February 2014.

Ends

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<sup>1</sup> Excluding High Rollers and exceptional items

<sup>2</sup> Company compiled analysts' forecasts

This information is provided by RNS  
The company news service from the London Stock Exchange

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