

# gols alternativos bet365

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<p>Online betting giant bet365 has announced &#163;2.8 billion (\$3.4 billi) Tj T\* BT /F

27, a figure that implies a 2.9% increase from the prior-year period. However, i  
ncreased customer acquisition costs &#129534; in new markets led to an almost 9  
0% drop in profit, which totaled &#163;49.8 million (\$60 million) down signifi  
cantly &#129534; from the &#163;469 million (\$565.8 million) profit reported in  
the prior-year period.</p>

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<p>While sports betting revenue declined by 2% year-on-year, gaming &#1295  
34; revenue climbed by 25%. The decline in sports gaming revenue was margin-bas  
ed, as the total amount wagered increased during the &#129534; period, and the  
number of active customers rose by 48%.</p>

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<p>As for the sharp drop in profit, the gambling giant primarily &#129534;

attributes it to &#163;320 million (\$386 million) in extra administration expe  
nses, which include advertising in new markets and investment in &#129534; IT i  
nfrastructure and technology. Recent launches for the brand include Buenos Aires  
, Argentina; Colorado, US; Ontario, Canada; and the Netherlands.</p>

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<p>Elsewhere &#129534; in its report, the company noted staff numbers for  
the period rose to almost 6,100, up from 5,400 in the &#129534; prior financia  
l year, meaning staff costs were also up. However, some of this was offset by lo  
wer pay for directors, &#129534; including chief executive Denise Coates the  
company s highest-paid director , who received &#163;213.4 million (\$257.6 mill) Tj T\* E

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<p>Denise &#129534; Coates, bet365 CEO</p>

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<p>The company also discussed safer gambling in its report, stating: The  
group is committed to delivering a safe &#129534; environment for its customers  
and we continued to invest significantly in this area. Improvements are being  
made to bet365 s Early &#129534; Risk Detection System (ERDS), models that allo  
w the group to identify and interact with customers at risk of, or experiencing,

&#129534; harm.</p>

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<p>Evaluation of ERDS continues to demonstrate a highly positive impact o

n player behaviour and an increased use of gambling management &#129534; tools,