



Paddy Power

Graduate Programme
try something a little different

About us

How much do you know about Paddy Power?

Lots of people think they know all about us, but there are many aspects of our business that people are unaware of.



Yes, there really is a Paddy Power.
And yes, that is his real name.

We are the **biggest online gaming provider in Ireland**, and one of the **top 5 in the UK**, despite only having launched there in 2001.

Very few people realise just **how diverse** our business has become. In the last few years we have launched into new and diverse product sectors, including **Financial Spread Betting, Online Bingo, Sports Risk Management Services** and most recently **Business 2 Business (B2B)** trading services.

We have also started to **expand beyond the UK & Ireland**, and in 2009 the most significant step in this expansion saw Paddy Power announce its entry into the highly attractive Australian betting market

by acquiring 51% of Sportsbet. Sportsbet has operated in Australia for more than 14 years and is licensed in the Northern Territory by the Northern Territory Racing Commission (NTRC).

In November 2009 Paddy Power also announced its first large scale B2B deal in which it will provide the French horse racing pools operator (PMU) with sports pricing and risk management services. PMU is the largest betting organisation in Europe with €9.3 billion of turnover in 2008 generated through 10,000 retail outlets as well as its remote sales channels.

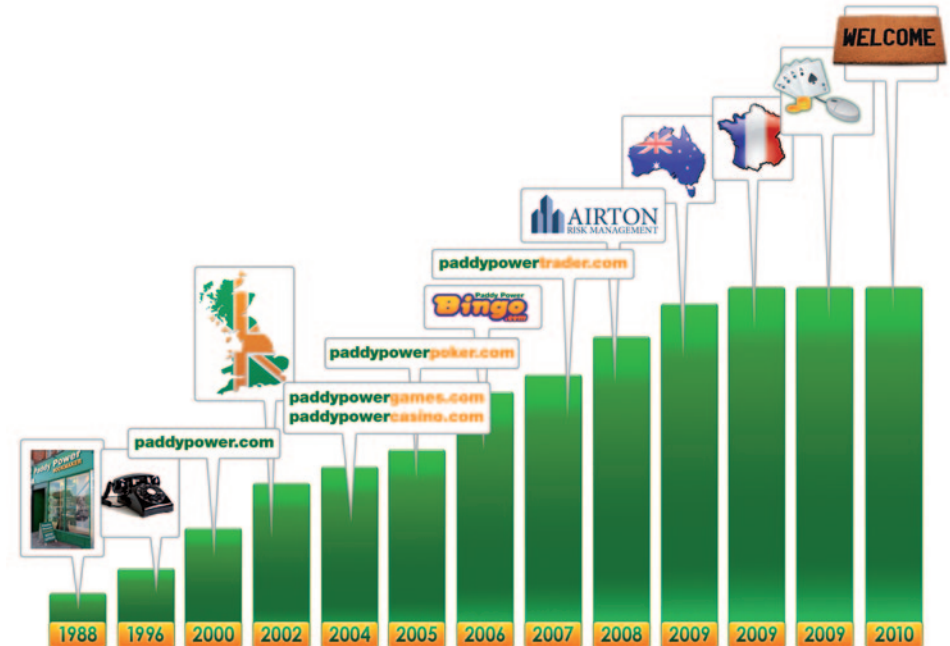
As we continue to grow, we stay true to our core principles of **offering great products and treating customers fairly**. In doing so, the biggest single challenge we face is recruiting people who think like we do and have the same growth ambitions.

Paddy Power is a publicly quoted company, listed on both the Irish and London Stock Exchanges, with a turnover of over €2.75bn and profits before tax of €67m in 2009.

Paddy Power currently employs over 2,000 people – and we are continuing to hire!

If you have the ambition to prove yourself in a fast-growing company, and want to take part in a Graduate Programme that concentrates on developing a small number of exceptional Graduates to be the Paddy Power leaders of tomorrow, then we would like to invite you to join our Graduate Programme.

Graph of growth:



1988: Paddy Power store opens its first shop in Ireland.

1996: Dial-a-Bet opens its phone lines.

2000: paddypower.com launches online.

2002: Paddy Power store opens its first shop in England.

2004: paddypowergames.com and paddypowercasino.com launch online.

2005: paddypowerpoker.com launches online.

2006: paddybingo.com launches online.

2007: paddypowertrader.com launches online.

2008: Airton Risk is created.

2009: Paddy Power partners with a successful betting firm in Australia.

2009: Paddy Power expands into France.

2010: Social Games product launched.

2011: You join Paddy Power!

Key Aspects of the Graduate Development Programme

Welcome to the end... the end of a boring Graduate Programme, the end of the typical corporate Graduate Scheme, and the end of a go-nowhere job! With every ending comes a new beginning... the beginning of a satisfying and fulfilling Graduate placement, great benefits, and a career you can be proud of.

The Paddy Power Graduate Programme is designed to give the Graduate an opportunity to work in **real business affecting situations**.

4-6 month rotation placements in core areas of either Online, Risk or Marketing:

In the **Online Programme** you will have the opportunity to work in: **eGaming; Online Development; Sportsbook and Online Operations**.

In the **Risk Programme** you will have the opportunity to work in: **Sports; Racing Risk and Quantitative Analysis**.

In the **Marketing Programme** you will have the opportunity to work in: **Brand Management; PR & Communications; Retail and Sponsorship**.

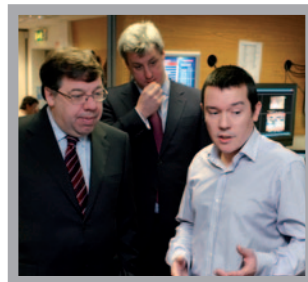
- Personal work objectives will be set for each rotation to ensure you gain maximum benefit.
- Feedback will be provided after each rotation to assist you in your ongoing career development and eventual chosen business area.



The Screens control centre – this ain't your grandpa's bookie!



Conor from Online Operations learns that Santa is actually Jason from Design.



Alan from Sports shows Brian Cowen how it's done as CEO Patrick Kennedy looks on.

You will be given the opportunity to develop your career with regular:

- Company Information Sessions to provide you with detailed understanding of key areas of the business
- One on one discussions with mentors and HR to help you decide on the best career path in Paddy Power

Your skills and knowledge will be developed with:

- A full induction programme
- The opportunity to work on key projects
- Ongoing mentor meetings after the programme has ended
- Constant contact to meet and learn from senior colleagues
- Lots of nights out

Compensation and Benefits:

- A competitive salary
- Discretionary performance related bonus – subject to achieving personal and business objectives
- Life cover
- Health insurance
- Tax saver incentives for public transport
- Did we mention the nights out?



Want to know what each area does?

Online

The Online team consists of 4 key areas: **eGaming, Development, Sportsbook** and **Operations**.

eGaming:

The eGaming Team consists of 4 main areas: Casino, Poker, Games and Bingo. Each team is made up of Marketing and Operations staff. It's never a dull moment and there's never a shortage of work!



Paddy Power Casino is our original Casino. We've 75+ Flash-based games covering Blackjack, Roulette, Video Poker and Slots. Some of our most popular games are branded games like Monopoly, Transformers and Dungeons & Dragons. Paddy Power Live Casino launched in 2009 and presents players a live Casino experience with real dealers working real time.

Paddy Power Poker was launched in 2005 with a variety of games such as Chinese Poker, Hold'em, Seven-Card Stud Hi, Omaha Hi and Hi-Lo with both ring games and multi-table tournaments offered. Live Events include: The Irish Open and The Paddy Power Poker Irish Winter Festival. Players from all over the globe travel to compete for an estimated festival prize pool of €1m.

Paddy Power Games launched in November 2004 and was positioned to attract the recreational Casino-style games player. Since its launch Paddy Power Games has expanded from just 3 games to 115 richly entertaining Flash games and we're adding new games all the time. The current mix of games product includes Slots, Jackpot games, Roulette, Blackjack, Virtual Sports, Video Poker, and TV show themed games.

Paddy Power Bingo launched in June 2006. Following customer research in the UK & Ireland, the Paddy Power Bingo website underwent a major re-design in December 2008. The new look and feel of the site is much more female focused; fun and friendly and something of a departure from the traditional Paddy Power branding. This development brought Paddy Power Bingo in line with its competitors in the market and was well received by most of our customers and the industry. In 2008 we were **awarded Best Newcomer of the Year** at the Bingo Summit.

Online Development:

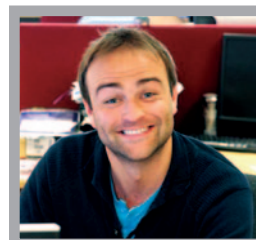
Online Development is responsible for Product Development within Paddy Power for the Online Business units (eGaming) and the Dial-A-Bet operation. Our mandate is to **enable our online business more effectively retail their products**. This is achieved by delivering IT projects which add features to our customer facing products and back office systems. Essentially, we meet the demand of the business with supply from our technology partners (both in-house and external).

The team currently works across four main disciplines covering **business analysis, usability experience, project management** and **graphic design**.

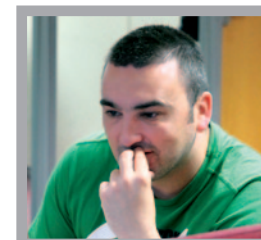
Online Sportsbook:

Online Sportsbook was launched in Ireland in June 2000, with entry in to the UK in March 2001. Since then it's gone from strength to strength and established itself as **one of the Top 5 online bookmakers in the UK**. We are now aiming for World domination, starting with Australia where we recently acquired a controlling stake in their biggest corporate bookmaker, Sportsbet Australia.

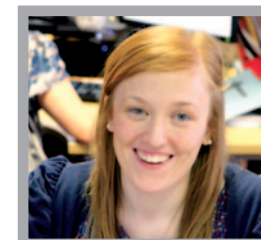
The Online Sportsbook has achieved this growth through **focus on fairness to the punter, value** and **product innovation**. Home of the Money-Back Special, we have built a reputation as the punter's pal, often paying out 'unlucky' losing punters or refunding when they've not had a fair run. **Our product offering is second to none**. We offer a **wider range of markets** than any of our competitors, and will price almost anything our customers ask for. We combine this with continuous product development, to ensure we always stay one step ahead.



Tom from Casino has had too much coffee!



Eamon from Online Sportsbook wonders if the referee is blind.



It's all fun and games for Laura in Games.

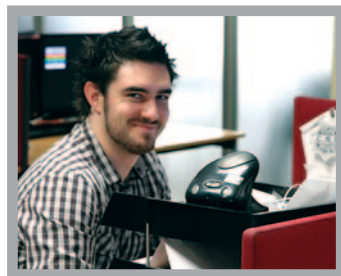
Online Operations

“We take fun seriously”. Having a good experience at paddypower.com doesn't happen by accident. Funny advertising and a nice website need to be underpinned with a great service. Paddy Power Sportsbook, Poker, Casino, Games and Bingo share a number of critical services. Online Operations is the part of the business that takes responsibility for these services. They vary hugely from Customer Data Protection to Responsible Gaming, but the three key areas are **Customer Service, Payment Processing** and **Fraud prevention**.

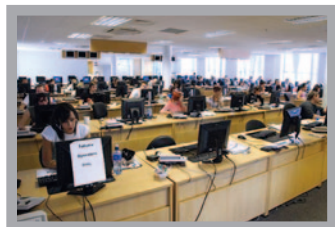
Customer Service has developed from the days of simple phone support at paddypower.com. Online chat is now our most popular form of contact, you can make an appointment for us to call you and email us without needing to log into your email account. We can even find you when you're having problems on our site and offer you support.

Payment Processing. Want to use your PayPal account? Want to transfer funds directly from your bank account? Want to get your money back in hard cash? It's our job to let you do just that.

Fraud Prevention. Internet fraud costs online businesses like ours billions every year. It's the responsibility of the Online Operations team to ensure paddypower.com is kept fraud free. Working with **some of the most cutting edge anti-fraud technology** allows us to do that.



Andy in the Fraud Squad keeps everyone honest.



There's never a dull moment in Customer Service!



Risk

The Risk team consists of 3 key areas: **Sports, Racing Risk** and **Quantitative Analysis**:

Sports:

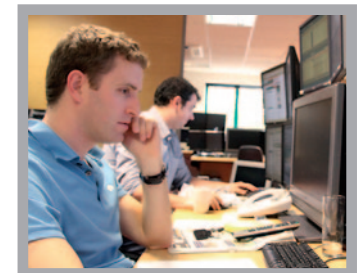
The Sports Department was formed in 2002 with 4 traders, since then this number has grown to 50 traders. The growth in the Sports Department can be attributed to the increased availability of the Internet, huge growth in Betting in running, the increase of live TV coverage on main stream TV, our access to hundred of TV stations worldwide and offering the best sports betting product in the market.

The Sports Department operates close to 24 hours a day, covering 72 sports ranging from the traditional sports (football, golf, rugby etc) to the minority sports (Athletics, UFC, Water polo etc). The Head of Sports oversees a department made up of an Ante post team, a Betting In Running team, and a Sports Risk team. Our Ante post team price up matches/events, monitor bets/liabilities, change prices, react to news and updates.

Racing Risk:

Horse racing and Greyhounds is our most traditional product and the Racing Department has been in existence since the company's inception although until 2002 the horse racing traders also looked after all other sports. Currently the Racing Department are responsible for the odds compilation, trading and risk management of the company's horse racing and greyhound product which accounts for 85% of turnover in our retail estate and 50% of the Sportsbook turnover on the internet and telephones.

We price up all UK and Irish horse racing and, in addition, also offer the **most expensive product offering in the industry** with our Betting Without, Place Betting, Insurebet and Match Betting products while our Antepost offering is also second to none. On the Greyhound front we offer Antepost prices on all of the major Open Race competitions in Ireland and the UK, while our in-house expert also gives daily analysis over our audio channels to punters in our shops.



Eoin and Aidan from Risk.

Paddy Power doesn't do ordinary.
That's why we hire extraordinary
people!

Do you have what it takes?

You will have:

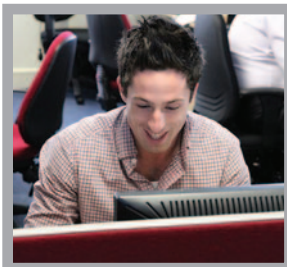
- Achieved, or be on course for a 2.1 honours degree
- Achieved a minimum of 450 points in your Leaving Cert (or equivalent)
- The ambition to succeed in a fast paced and ever changing environment
- The motivation for career progression
- The flexibility to enjoy working in teams and on own initiative
- Excellent communication skills
- A high record of achievement and delivery

Graduate Disciplines Required:

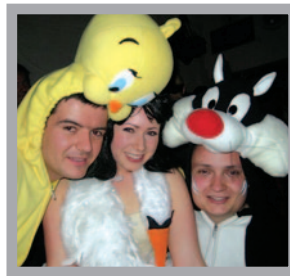
- | | |
|--------------------------------|-------------------------------------|
| • Business Information Systems | • Statistics |
| • Business Studies | • Economics |
| • Mathematics | • Computer Science |
| • Marketing | • eCommerce |
| • Business Analytics | • Marketing Innovation & Technology |
| • Actuarial Science | • eBusiness |
| • Quantitative Finance | • English |



Innocent-looking Ken from Marketing creates controversial ad campaigns and PR stunts.



Barry in IT – he fixes the hardware and software we break.



“Party animals” Michael, Lynsey and Rob – aka Tweety, Björk and Sylvester – at the Halloween party.

The Recruitment Process

October – December

- Paddy Power accepts applications

January – March

- Shortlist candidates
- Aptitude tests
- Interviews
- Assessment centres in Head Office
- Selection and offers

September

- Commence Graduate Programme

The Application Process

If you think you have what it takes to be part of the Paddy Power Graduate Programme, apply online before the 31st December at: www.workwithpaddy.com

Queries regarding the Graduate Programme should be directed to:

Amanda Phillips – Recruitment
Email: jobs@paddypower.com

We look forward to hearing from you!



Corporate Social Responsibility

Paddy Power appreciates that it has important responsibilities to its customers and the broader community, as well as to its employees and shareholders. The Group is committed to acting **fairly and properly** in its dealings with all stakeholders and the directors are cognizant of the significant impact that environmental, social and governance matters may have on our business. We have set out below brief overviews of some areas of particular focus for the Group.

Employees

Our people are pivotal to everything we do and we are fortunate to have such a range of talented people that epitomise our devotion to customer service, our dedication to product excellence and our brand values of 'fun, fair and friendly'. The Group focuses heavily on employee communication, development and retention.



You don't need to be a sports fan to work here – but if you are, you're in luck!



Participants in our charity parachute jump for the Irish Hospice Foundation celebrate landing intact.

In 2009, we continued to improve the employee appraisal process to bring greater focus to the **personal development planning of employees**, which saw an increase in targeted training for both junior and senior employees. We also want people to have a **longer term stake** in the Group's performance and have introduced schemes to encourage share ownership amongst employees.

During 2009, we continued to focus on improving internal communications, by promoting usage of the staff intranet and increasing the frequency of meetings of our head office employee communications groups. In addition, we gather feedback from staff through employee surveys. We are committed to communications from the top down and our Chief Executive attends at **employee consultation forums** and at induction meetings for new head office staff.

We continued to invest heavily in our dedicated in-house recruitment function to source the **next generation of management talent**. In 2009, we improved our recruitment processes by increasing our adoption and usage of online and social networking recruitment tools and by continuing to enhance our dedicated careers website 'www.workwithpaddy.com'.



Hayley in Online Development describes what kind of graduate she'd like for Dev to Amanda in Recruitment.

Opportunities for employment, training and development are determined on the basis of each individual's ability and performance record, irrespective of their gender, ethnic origin, nationality, age, religion, sexual orientation or disability.

The number of staff employed in the Group **increased by 21%** over the course of the year to 2,276, including our Australian business. The growth of our retail estate in the UK in 2009, coupled with greater presence of non-retail employees in our London offices, has seen the number of people working for the Group in the UK **rise by 44%** to 457 people. We anticipate that we will **continue to grow** our employee base as we aggressively expand our online, retail and business-to-business service offerings over the coming years.



workwithpaddy.com
GROW WITH US

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