



# CORPORATE FACT SHEET

February 2011

Listing  
AYA  
TSX Venture Exchange

Year-end  
December 31

High/Low (52 weeks)  
\$0.95 - \$3.55

Recent Price  
\$2.50

Outstanding Shares  
35.7 M Common shares  
44.5 M Fully diluted

Market Cap.  
≈\$90 million

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## PROFILE

Amaya is an entertainment solutions provider engaged in the design, development, manufacturing, distribution and sale of innovative, technology-driven solutions to the regulated gaming industry. Its solutions provide hospitality, casinos and gaming venue operators with new streams of revenues and increased profitability while its proprietary offering to government ensures the integrity of the gaming ecosystem and the efficiency of taxation measures. Amaya's solutions are protected and covered by 22 patents issued, 3 additional filed and pending and 4 trademarks issued.

Amaya is a publicly traded company listed on the TSX Venture exchange under the symbol AYA. For further information please see [www.amayagaming.com](http://www.amayagaming.com)

## INDUSTRY OVERVIEW

The gaming industry is a large, dynamic and growing market with a variety of segments, including casinos and other gaming operators, lotteries, sports betting, poker rooms / clubs, online gaming and other gaming mediums.

The world gaming market generated \$345 billion in GGR (Gross Gambling Revenue) in 2007 and is expected to grow to \$433 billion by 2012\*.

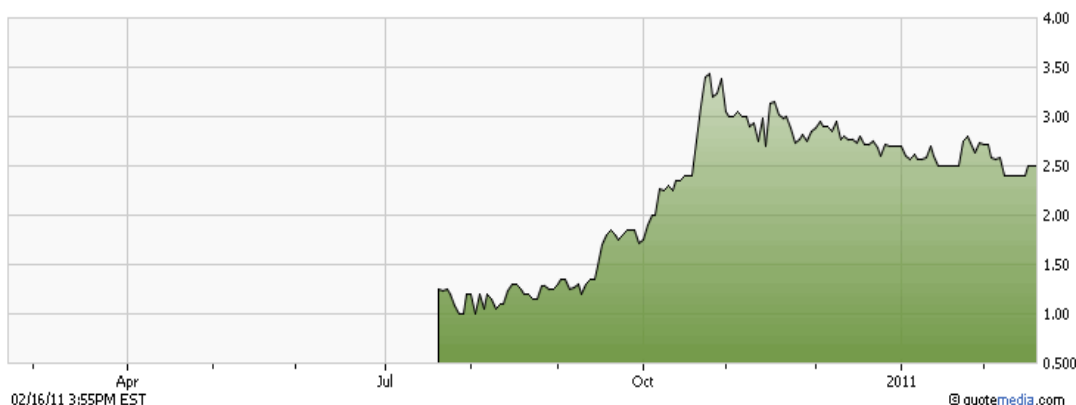
As casinos and gaming operators continuously seek to increase revenue growth and profitability, Amaya believes that its products offer traditional land-based operators the opportunity to effectively compete with the online segment.

\*According to Global Betting and Gaming Consultants

## RECENT ACCOMPLISHMENTS

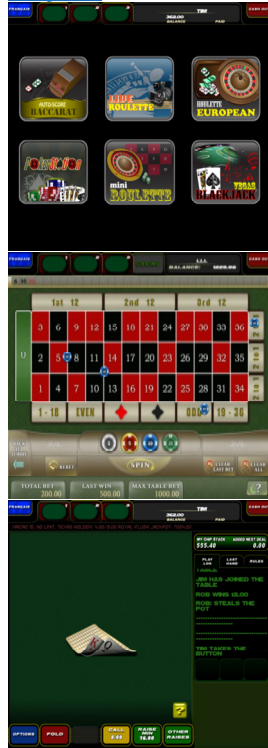
- Team is growing and executing on the vision put forth at the time of the IPO
- First Kenyan and Ugandan SMS Lottery licenses expected to generate \$14-\$18 M./ year and \$8-\$10 M./year
- Licensing agreement with La Société des Bingos du Québec (subsidiary of Loto-Québec) for the distribution of proprietary bingo software (Bingo Mundo) to cruise ship and gaming operators
- First sales of Mosino units, 3 agreements for the deployment of more than 2,000 Mosino hospitality gaming systems with leading hotels & resorts operators in the Caribbean and Dominican Republic (Sirenis Hotels & Resorts, AMHSA Marina Hotels & Resorts and Carigaming Solutions Ltd.).
- Continuing negotiations towards first deployment of proprietary central reporting system

## RECENT STOCK CHART



## Highly scalable gaming technology platform:

### Insync:



Server based, Insync platform with simultaneous gaming capabilities.

### MOSINO:

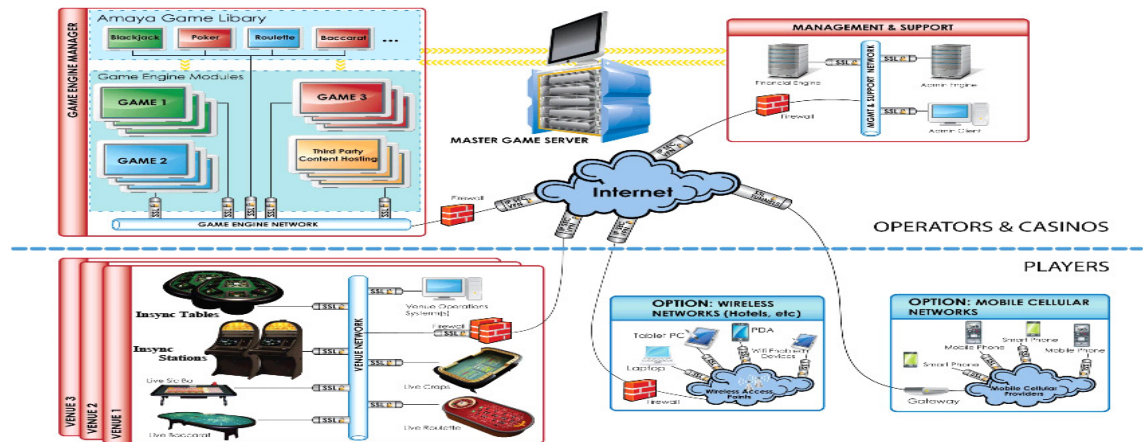


Proprietary gaming system allowing industry participants to offer gaming and services on a variety of devices, fixed or mobile

### Insync table:

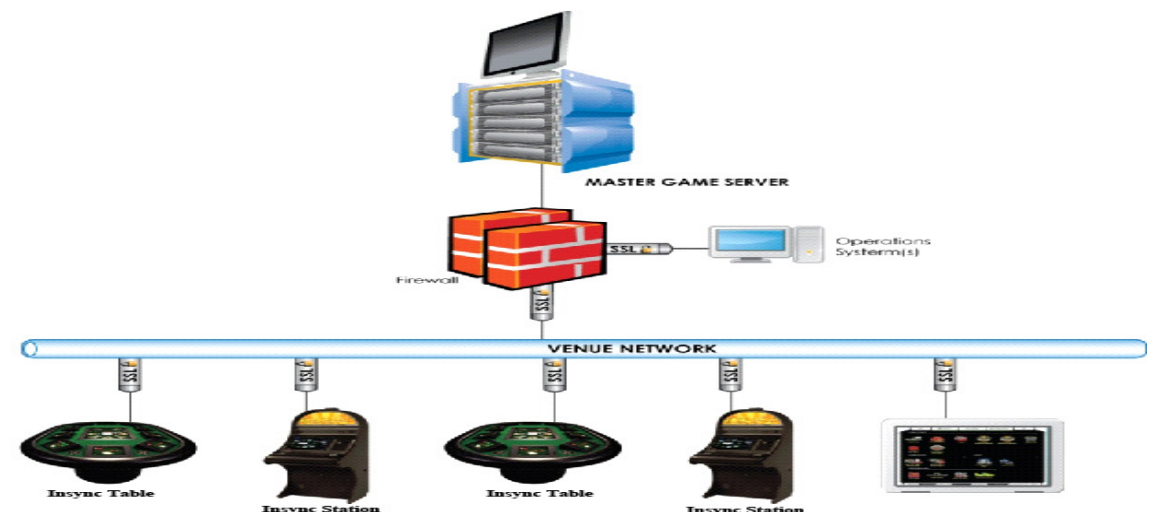


## INSYNC PLATFORM



Amaya's solutions are server based and include hardware devices such as electronic gaming tables, multi-gaming terminals, mobile gaming devices, a multi gaming platform and a proprietary gaming library. The devices are powered by the Insync platform, which operates gaming software applications from the Amaya gaming library.

## CENTRAL REPORTING MODULE



Ensures the integrity of the gaming network environment on all electronic devices deployed within a jurisdiction and tracks gaming revenue for auditing and tax purposes. It also ensures authenticity and accuracy of data collected and enables government authorities and gaming operators to receive accurate accounting reports in real-time.

## IN CONCLUSION, (WHY AMAYA?)

- Gaming solutions increase revenues and profitability of gaming operators
- Gaming solutions ensure integrity of gaming ecosystem and government revenue
- Strong recurring revenue potential model validated through recent announcements
- Focused on international markets penetration with first mover advantage
- Continuous growth and profitability since 2008
- Strong management team and board of directors with established network of industry and government contacts

Disclaimer in regards to forward-looking statements

This document may contain "forward-looking statements" that could present a number of risks and uncertainties. Forward-looking statements are typically identified by the words "believe", "expect", "anticipate", "intend", "estimate" and similar expressions. Actual results could differ materially from those contemplated by these forward-looking statements as a result of certain factors. In light of these risks and uncertainties, there can be no assurance that the results and events contemplated by the forward-looking information will in fact transpire. Readers are cautioned not to place undue reliance on these forward-looking statements. This fact sheet should be read in conjunction with the company's financial statements and Management Discussion and Analysis which can be found at [www.sedar.com](http://www.sedar.com)