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INTRODUCTION

- Founded in 1997 and listed on the LSE since 2005. FTSE250 constituent (effective 22\textsuperscript{nd} June 2020)
- Highly experienced management team
- End-to-end product technology ownership drives competitive advantage
- 13 licences, active in 11 regulated markets
- Seven offices and circa 1,500 people globally
- 74\% of revenue generated from regulated and taxed markets in FY19
- Safe gaming is a business priority
- Healthy balance sheet
- Scale with flexibility
STRATEGIC GROWTH PRIORITIES

- Be the world’s dominant online casino brand
  - Uncaptured position in $14bn online market - no clear vertical leader
  - Product leadership and recreational customer focus
- Become a top-tier sports operator
  - Rapidly developed vertical over recent years
  - Launch Spectate proprietary platform in Sweden Q1
- Maintain top-3 position in global poker market
  - Product development with recreational focus - Poker8
  - Shared liquidity opportunities
- Offer best-in-class product experience across verticals
  - Focus on product leadership and user experience
  - Orbit casino success demonstrates 888’s edge
- Expand across selected global markets
  - Track record of growth
  - US presents major opportunity
SAFER. BETTER. TOGETHER

888 is at the forefront of Safe Gaming – a critical part of our business with continuous investment in:

- **Knowing our customers**
  - Affordability
  - Early detection of customer behavior
  - Unique Observer behavior monitoring software

- **Our culture of care**
  - Embedded across all areas of 888
  - Investment in training
  - Safe gaming marketing – ‘Too much is too much’ campaign

- **Empowering our customers**
  - Smarter and safer tools
  - Best practice shared across global regulated markets
  - UK customers’ in FY19 - use of safe gaming tools +28%; safe gaming customer interactions +16%

- **Industry collaboration to raise overall standards**
  - Various research programs & workshops - knowledge sharing
  - Close relationships with regulators
WHY 888

- **Strong financial position**
  - Balance sheet strength
  - Cash generation & dividend

- **Proven track record**
  - 15% Group revenue CAGR (2003 to 2019)
  - 12% B2C Casino CAGR (2009 to 2019); 46% B2C Sport CAGR (2013 to 2019)

- **Diversification across products and markets**
  - Not reliant on any one product vertical or geographic market
  - Able to benefit from multiple growth opportunities
  - Regulated revenue profile

- **Clear growth opportunities**
  - Marketing and product expertise
  - Casino and Sport growth engines – significant further headroom
  - New regulated markets
  - Strong platform in the US to capture significant opportunities

- **M&A potential**
  - Continue to appraise opportunities – 888 is a highly desirable partner
BUSINESS MOMENTUM
Deposits Trend 2010 – 2020

- Deposits are the engine behind the Group's growth prospects
- Healthy growth driven by regulated markets has continued during 2020*
- The positive trend from 2019 has continued into the first quarter of 2020 so far*

* Year to 15th April 2020
CURRENT TRADING

- Strong trading in our growth verticals and main KPIs
- FTDs up 46%, Casino bets up 35% and B2C deposits up 39%

* Year to 15th April 2020
Regulated markets lead growth with strong acquisition trends across verticals

NJ increase benefited from Orbit platform and Live Casino offering

Casino FTDs % Increase

- IT: 28%
- ES: 51%
- NJ: 67%
- UK: 124%
- PT: 366%
- RO: 382%

* Year to 15th April 2020
POKER REGULATED MARKETS ENGINE

- Regulated markets lead growth with high acquisition trend across verticals

Poker FTDs % Increase*

- IT: 30%
- NJ: 50%
- ES: 89%
- UK: 163%
- PT: 170%
- RO: 254%

* to 15th April 2020
** Poker was launched in Portugal mid-2019: therefore comparison represents current year to Apr 15th 2020 vs. Q4 2019
EFFECTIVE MARKETING

- Influx of new customers recruited accompanied by higher efficiencies
- Record-breaking FTDs in 2019 – surpassing the 1m threshold, driven by regulated markets
- Constant improvements in CPA by focusing on optimal channel blend by product and market

* Up to April 15th 2020
Continental Regulated Progress (Bets EUR)

- Continued expansion in established regulated markets
- New regulated markets launched
- Future regulated markets provide future opportunities

 Rivera, 2020

Casino  Poker  Sport

* Year to 15th April 2020
Consistent three-pronged strategic approach:
- Organic growth in New Jersey and additional states
- Strategic initiatives, including developing US partnerships
- Continue to push WSOP and Harrah’s with Caesars in NJ, NV and additional states

Organic:
- Focused on product enhancements, aiming to improve current customer experience
- Healthy market access pipeline
- Local team and footprint expansion

Inorganic:
- Ongoing discussions with potential media, brand and gaming partners

* Up to 15th April 2020
Exceptional turnaround in Poker liquidity trend in recent months

Poker Liquidity Trend*

* Year to 15th April 2020
High acquisition trend for Casino and Poker offset completely Sport decline

* Up to 15th April 2020
**Jan 2020 = 100%
DRAGONFISH BINGO PLATFORM KPIs

**Bonus Per Player**
- Optimisation

**Active Days Per Player**
- Engagement

**ARPU**
- Value

**Deposit Per Player**
- Retention

* Jan 2016 base = 100%. Funded players
** Up to 19th April 2020
SUMMARY & LOOKING AHEAD

- Ambitious vision and unique growth opportunities
  - Casino leadership
  - Taking Sport to the next level
- Unique product & marketing ecosystem underpins opportunities
- Continue to prioritise and invest in safe play
- Clear strategy for addressing the US market
- Cash generative, strong balance sheet and dividend
- Continue to appraise M&A opportunities
- We have good trading momentum