

**Responsible**  
in everything we do.

*William***HILL**



"Our business continues to evolve, with technology constantly improving the products and services we offer customers. And innovation also extends to our approach to responsibility.

Business is about more than just profits. It is also about our colleagues, our customers and our communities and making a difference in each of these areas.

So here are the actions we are taking to demonstrate our commitment to responsibility."

Philip Bowcock  
CEO

**In 2017 we are committed to:**

## **Customers:**

Giving our customers the best products and service as well as improving our knowledge and understanding of problem gambling and developing tools that help people gamble responsibly.

## **Colleagues:**

Developing skills and opportunities for our people along with securing employment for the long-term unemployed.

## **Community:**

Helping our people give time and skills to help those in need in our communities.

# Customers.



In retail we take **680 million bets** a year and online we take nearly **500 bets per second**.

But we are not too busy to develop tools like 'Set Your Limits' or account restrictions to help our customers control their gambling.

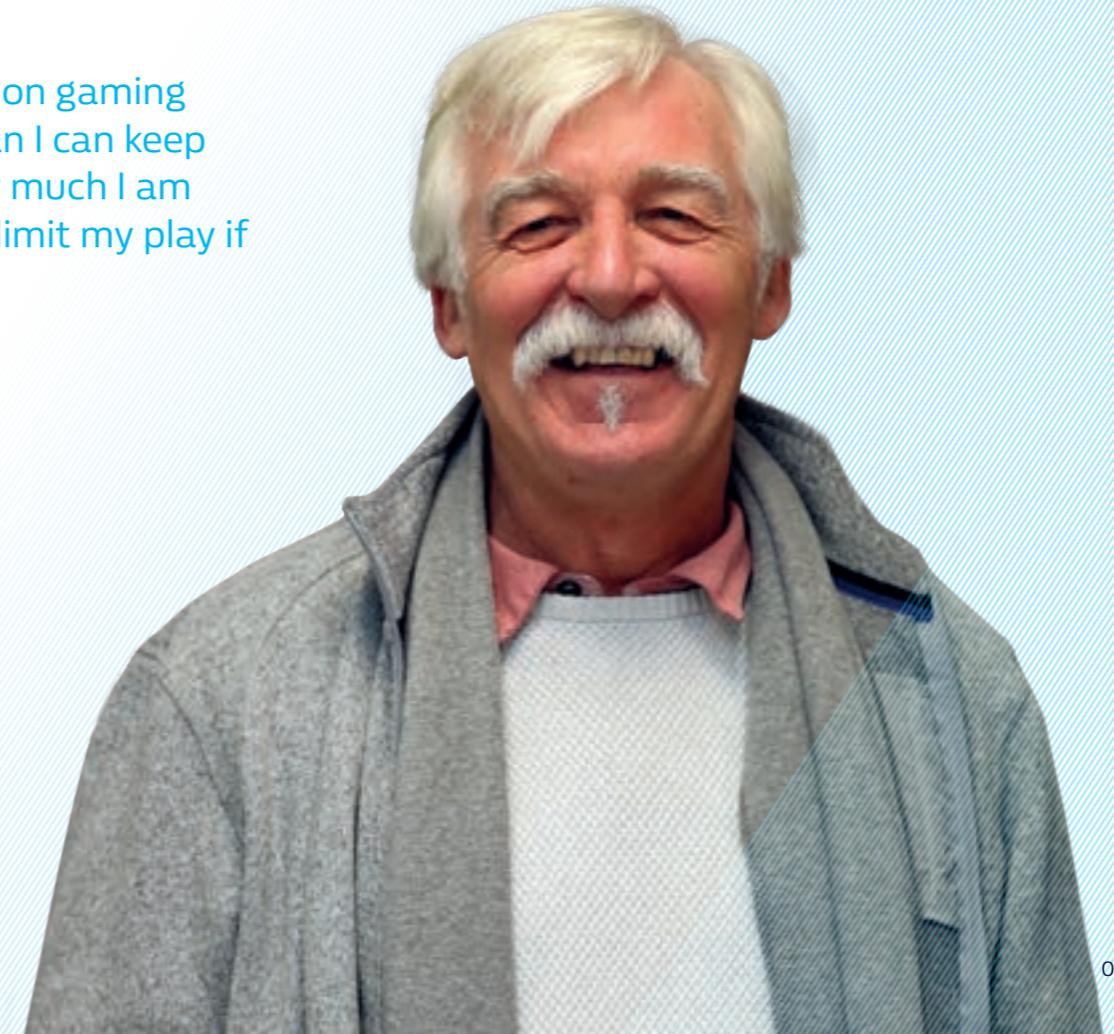
We make over **155,000** responsible gambling interactions both face to face in retail and via emails to our online customers.

## Being fair means treating our customers with respect.

We're always looking out for them when it comes to gambling responsibly and we've already taken steps to enhance the tools and information we offer .

Customers like Dave, a lifelong Spurs fan, use our **Set Your Limits** tool to stay in control.

"The new tools on gaming machines mean I can keep an eye on how much I am spending and limit my play if necessary."



Dave  
Folkstone Customer.

## Our security teams work around the clock to make sure our customers are kept safe when in our shops.

Colleagues like Starr deliver support and training to around 100 shops and make sure they're safe and secure environments.

And online, our dedicated team of experts work constantly to ensure that the levels of information security for customers exceeds the ever changing nature of the threat.

"We have a great security team at William Hill and we do as much as we can to protect our colleagues and customers."



Starr Fasaye  
Regional Security Investigator - London

# Colleagues.

As a responsible employer we make clear commitments to our people.

All **16,355** colleagues in the **10** countries in which we're based.

**We respect every single one of our colleagues.  
That's why:**

- We pay at least the National Living Wage to all (not just the over-25s).
- We train and give work placements to people who are long-term unemployed and for 104 of them last year that led to a career opportunity with William Hill.
- and...

**No zero  
hour contracts**  
Not a single one. And we never will.

In partnership with Our Club we provide young people with employability skills - giving them a helping hand to get back into work.

Young people like Jag.



"Through the Our Club programme, William Hill are giving a real helping hand to young people in the UK who are looking for the skills and experience to kick start their careers."

Jacqueline Nicholson, Programme Manager, Our Club

"The William Hill Our Club programme was a brilliant experience that boosted my confidence and gave me the skills I needed to start my career."



Jagvir Tiwana  
CEA, Ilford

We've also been supporting Working Chance, helping women with criminal convictions rebuild their lives after their release from prison.

Women like Brenda.

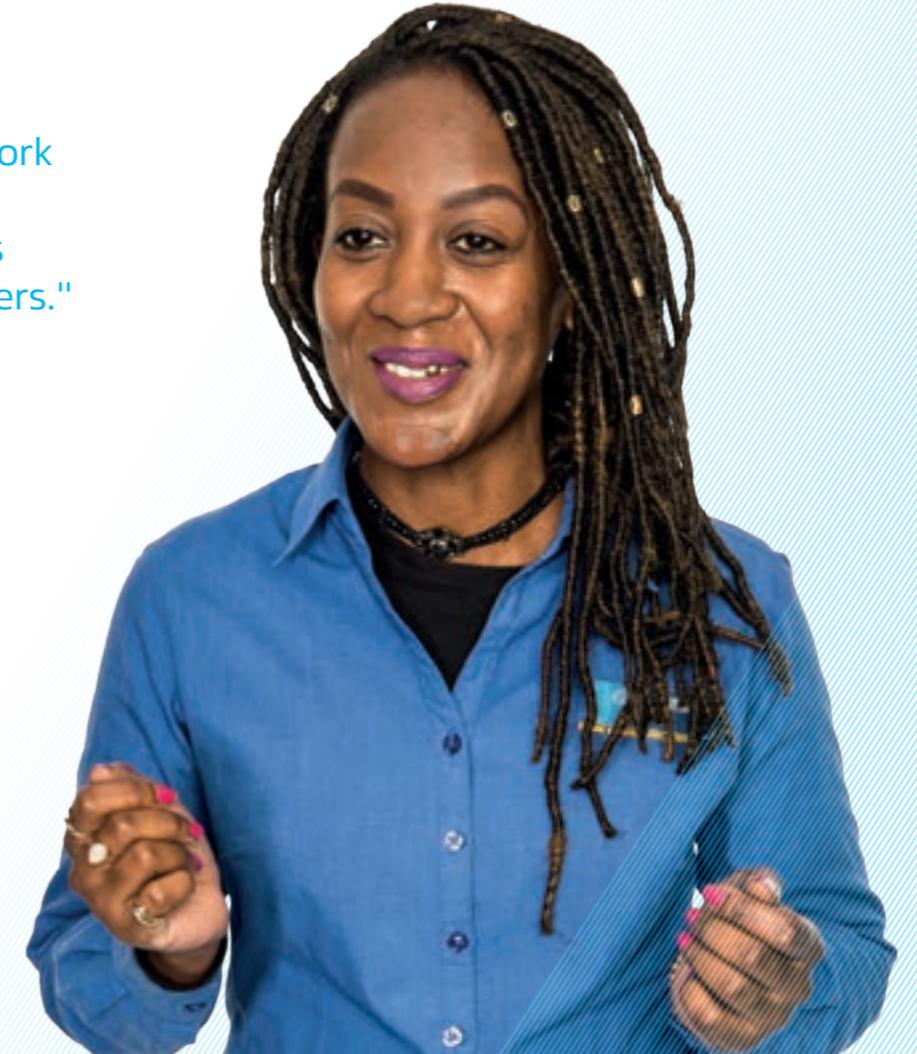
**WORKING  
CHANCE**  
Restorative Recruitment



"By giving female ex-offenders quality, paid jobs, William Hill is transforming lives by enabling the women and their children to cross the social divide from lives of exclusion to lives of contribution."

Jocelyn Hillman, Working Chance CEO

"It is important to me that the company I work for is making a firm commitment towards supporting ex-offenders."



Brenda Birungi  
CEA, Lewisham

# Community.

Whether working in the shops or our central offices or in one of our online teams around the world - we're serious about getting out and helping people.

**We care and work hard - making a difference and supporting the communities in which we operate.**

That's why we started 'Close to Home' and last year our colleagues ran **48 projects** helping the communities in which they live and work.

**CLOSE  
TO  
HOME**

The logo for 'Close to Home' is displayed in a three-line format. The word 'CLOSE' is on the top line, 'TO' is on the middle line, and 'HOME' is on the bottom line. All text is in a bold, white, sans-serif font. The letter 'O' in 'CLOSE' is replaced by a blue circle containing a white soccer ball icon. The letter 'O' in 'TO' is replaced by a yellow circle containing a white graduation cap icon. The letter 'O' in 'HOME' is replaced by a green circle containing a white tree icon.

**Our 'Close to Home' community commitment supports colleagues who volunteer their time and skills to help good causes in their local community.**

Colleagues like Donna.

"I'm proud that William Hill have committed to training all my colleagues in Dementia awareness and I can't wait to be more involved."



Donna Johnson  
Shop Manager & Community Champion, Leeds

## In 2016, 'Close to Home' went a bit further afield, with our first ever International Community Day.

Our colleagues from around the world gave up their time to help good causes in their local communities - including:

- Getting their hands dirty gardening at a local care home - UK
- Volunteering at an animal shelter - Gibraltar
- Fundraising for a mental health charity - Australia
- Running a football clinic for young people - Philippines
- Volunteering at a local food bank - USA

**that's not all we did in 2016...**

## We also partnered with the Bobby Moore Fund, taking part in Football Shirt Friday.



“William Hill have really got behind Football Shirt Friday and raised an amazing amount by wearing and encouraging customers to wear their favourite team’s shirt for a donation.

“Every penny raised will go towards helping us beat bowel cancer once and for all.”



Stephanie Moore MBE, Founder of the Bobby Moore Fund



**Grahame Morris** @gammorris

Joined Kath and excellent staff at my local William Hill to promote #FootballShirtFriday 4 @BobbyMooreFund #beatbowelcancer and at Freeman 🙌



7 8

**Nick Thomas-Symonds** @nicktsymonds

Supporting "Football Shirt Friday" at @WilliamHill Cwmbran in aid of the Bobby Moore Fund in the fight to beat bowel cancer.



7 8

**Gavin Newlands SMP** @gavinnewlands

Placed charity bet for @CFR\_UK & @BobbyMooreFund on Saints beating Raith tomorrow. Thanks to Tracey & all @WilliamHill #FootballShirtFriday



7 8

**Mike Gapes** @mikegapes

Delighted to meet @WilliamHill staff Cranbrook Rd branch today and place charity bet on Hammers to beat Stoke #COY!



7 8

**David T C Davies** @DavidTCDavies

.@WilliamHill Abergavenny with Jodi & Charlotte who've sponsored charity bet @BobbyMooreFund #FootballShirtFriday



15 20

**Juanna Cherry GC** @juannacherry

Pleased to be able to support @CFR\_UK's Bobby Moore Fund for bowel cancer on Football Shirt Friday 🏆 @JaniTarta [cancerresearchuk.org/support-us/bec](http://cancerresearchuk.org/support-us/bec)



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*William* **HILL**