



**888 Holdings Public Limited Company  
(‘888’, the ‘Company’)**

**Appointment of Chief Operating Officer**

[888](#), one of the world's most popular online gaming entertainment and solutions providers, is delighted to announce the appointment of Itai Pazner as the Company's new Chief Operating Officer (COO). Itai has in-depth and widespread understanding of both 888 and the online gaming industry having spent the past 16 years with the Company. This has included more than six years as Senior Vice President ('SVP') of the B2C Division where he has overseen the significant development of 888's market-leading brands.

Alongside CFO Aviad Kobrine, Itai Pazner will report directly into CEO Itai Frieberger and take overall responsibility for 888's day-to-day operations including marketing, product and technology development and HR. An internal selection process for a new SVP of 888's B2C division is underway. Aviad Kobrine will continue to lead the finance and analytics functions at 888 as well as overseeing regulatory developments and responsible gaming.

**Itai Frieberger, CEO of 888 commented:** *"I am delighted to announce this appointment to support 888's continued growth and development. Itai Pazner is a hugely experienced, talented and valued member of our team who has made a significant contribution to 888's outstanding growth across international regulated markets in recent years. I am looking forward to working closely together with Pazner alongside Aviad Kobrine and the rest of the 888 team as we deliver the next exciting phase of the Company's long-term growth."*

*Today's appointment is the natural evolution of our organisational structure as we continue to develop 888 across product verticals and global regulated markets. The business has grown significantly in recent years and the online gaming industry is dynamic and changing. This new structure will allow me to devote increased focus on driving 888's long-term strategic objectives and overall business development, which I am very excited about."*

**Itai Pazner, COO of 888 commented:**

*"I am delighted to accept this role. 888 has a fantastic team and special culture across the business spearheaded by our experienced and dynamic team of SVPs. The new organisational structure will help to support and enhance 888's operational excellence, efficiency and creativity as we continue to grow as a global leader in online gaming."*

**- Ends -**

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888 Holdings Public Limited Company (888) is one of the world's most popular online gaming entertainment and solutions providers. 888's mission is to supply its customers with innovative and market-leading online gaming products, above all in a safe and secure environment.

888 has been at the forefront of the online gaming industry since foundation in 1997, providing to players and B2B partners an always innovative and world-class online gaming experience. At the heart of 888's business is its proprietary gaming technology and associated platforms.

The Group is structured into two lines of business: B2C, under the 888 brands, and B2B, conducted through Dragonfish, which provides partners a leading platform through which to establish an online gaming presence and monetise their own brands.

888's consumer facing websites offer more than just online gaming. They are entertainment destinations: places where people can enjoy a truly interactive experience and be part of an online community that shares common interests. 888's strong and trusted brands are all accessible through [www.888.com](http://www.888.com).

Find out more about 888 at <http://corporate.888.com/>.