



888 Holdings Plc

(‘888’, the ‘Company’ or the ‘Group’)

888 launches advertising campaign to raise awareness of potentially problematic gambling

888, one of the world’s leading online gaming and entertainment solutions providers, has launched a new advertising campaign to help raise awareness of potentially problematic gambling.

With the slogan “Too much is too much,” 888 has released adverts that use three everyday themes to encourage moderation, highlight the dangers of excess and build awareness of gambling-related harm. The advertising campaign goes live on TV and in the national press in the UK from 5-18 January 2020 and can be seen across Facebook, Twitter, YouTube and other online channels. It was developed following research and consultation with customers and focused on ensuring a safe and secure gaming environment for all of our customers.

888’s objective is to ensure that all those who visit the Group’s websites can do so with confidence and safety. The campaign is aligned to 888s strategy to protect customers and provide a safe and secure environment for all customers.

Itai Pazner, CEO 888 Holdings, commented:

“This advertising campaign is aimed at raising awareness of excessive gambling by using scenarios that anyone can relate to. We want to help customers think about the way they gamble.

“At 888, we put customer safety at the heart of everything we do and we are continuously investing significant resources to ensure customers can enjoy a safe and secure gaming environment with us.”

- Ends -

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About 888 Holdings Plc:

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.

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