

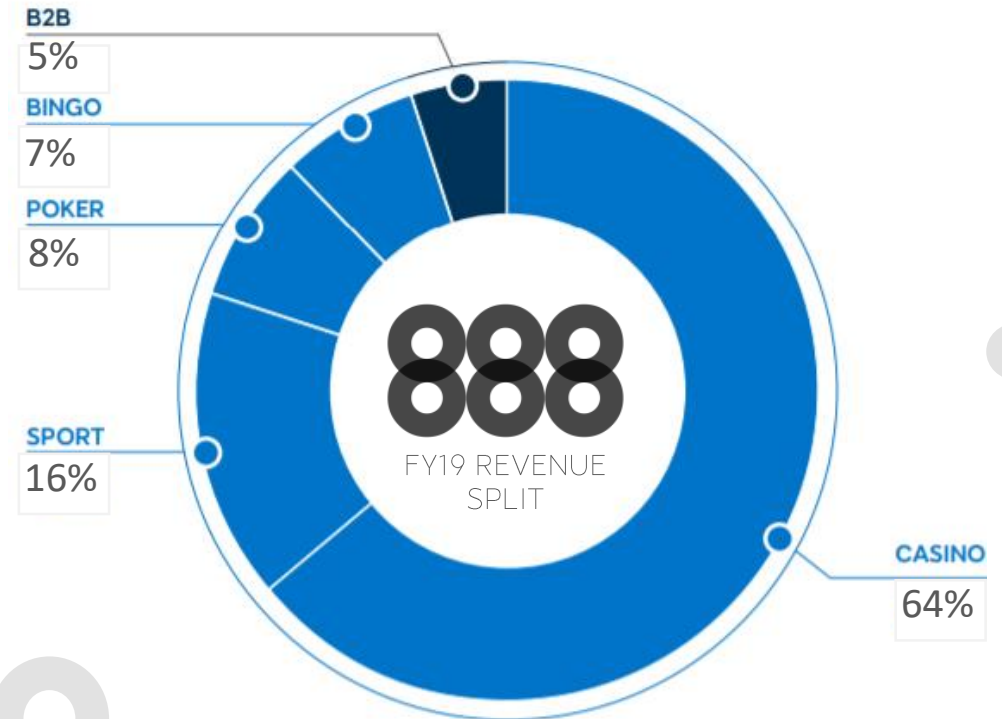


SPRING 2020 UPDATE

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INTRODUCTION

- Founded in 1997 and listed on the LSE since 2005. FTSE250 constituent (effective 22nd 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

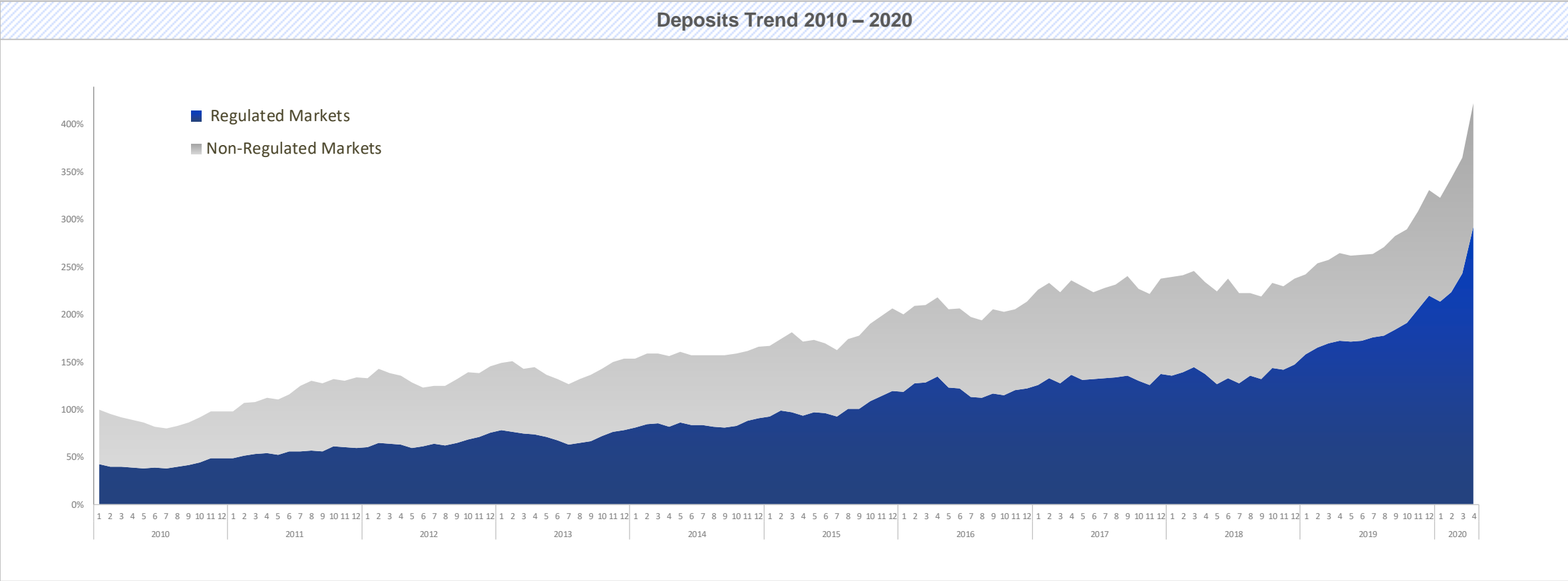
- ◉ **Strong financial position**
 - ◉ Balance sheet strength
 - ◉ Cash generation & dividend
- ◉ **Proven track record**
 - ◉ 15% Group revenue CAGR (2003 to 2019)
 - ◉ 12% B2C Casino CAGR (2009 to 2019); 46% B2C Sport CAGR (2013 to 2019)
- ◉ **Diversification across products and markets**
 - ◉ Not 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

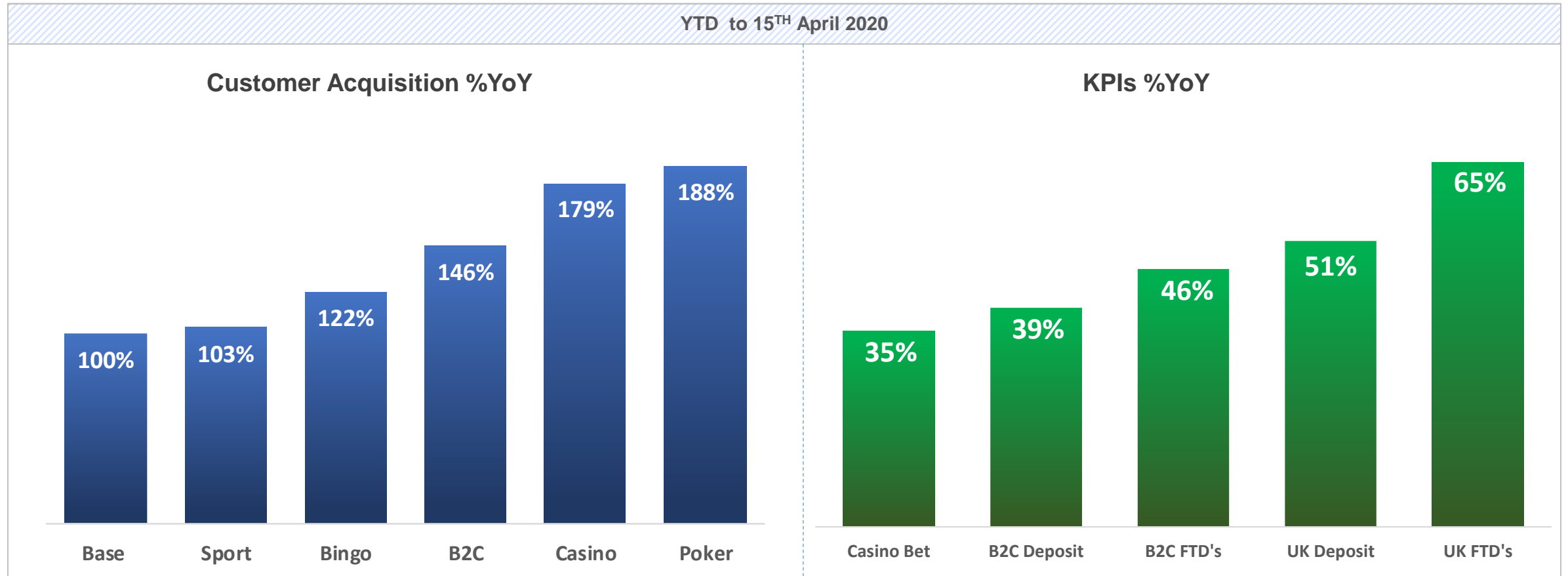
BUSINESS MOMENTUM

- 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*



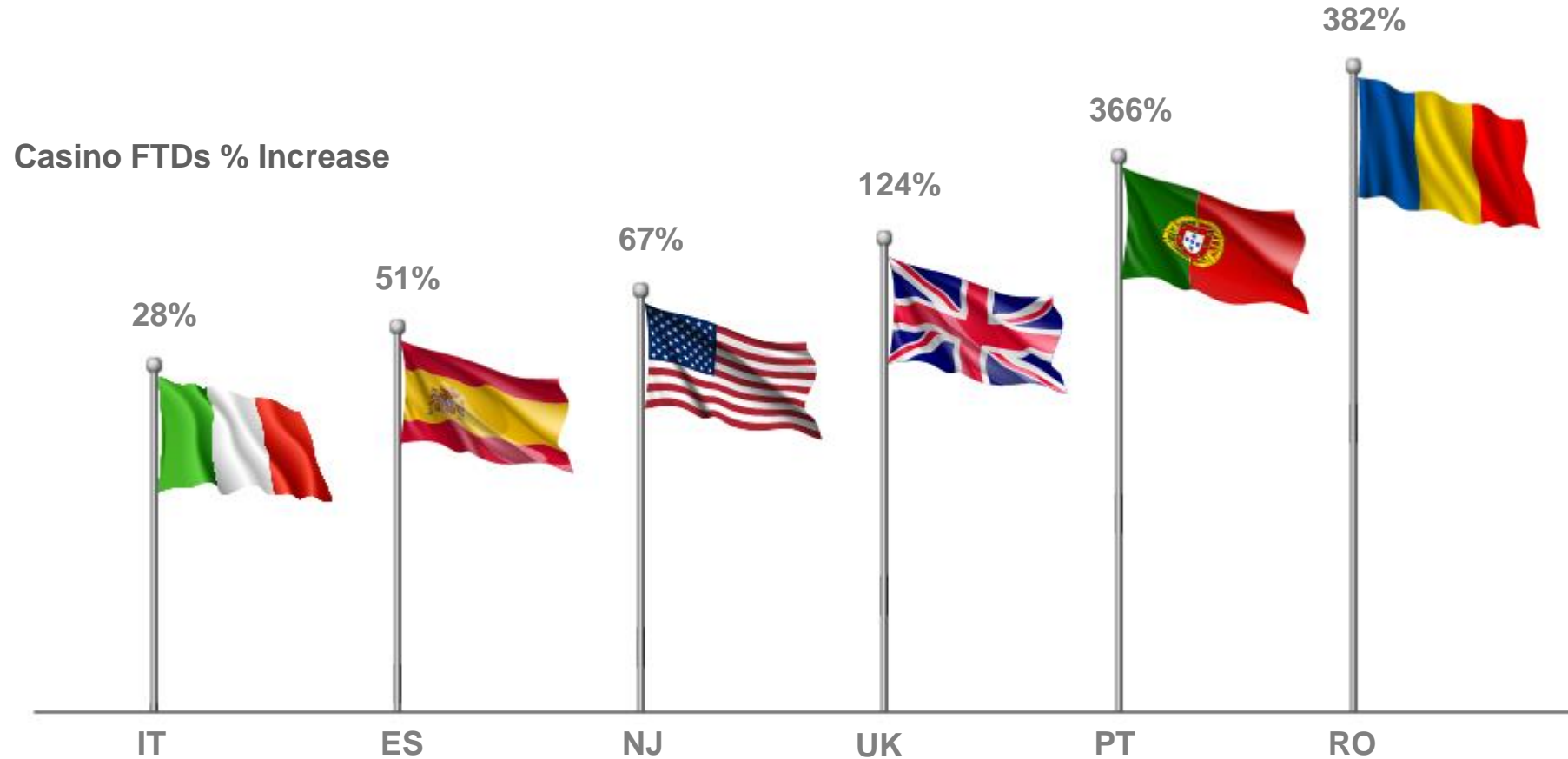
CURRENT TRADING

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



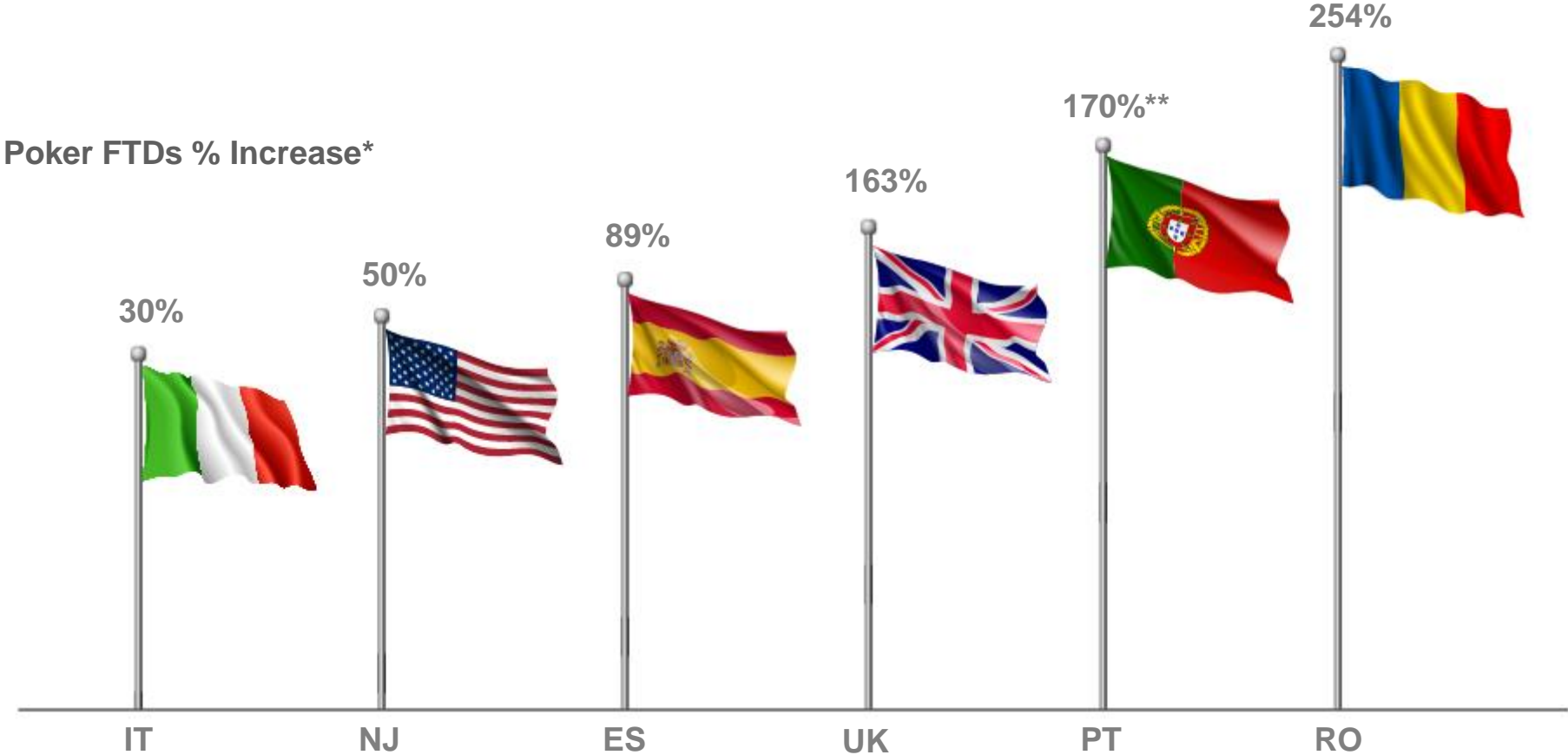
CASINO REGULATED MARKETS ENGINE

- Regulated markets lead growth with strong acquisition trends across verticals
- NJ increase benefited from Orbit platform and Live Casino offering



POKER REGULATED MARKETS ENGINE

- Regulated markets lead growth with high acquisition trend across verticals



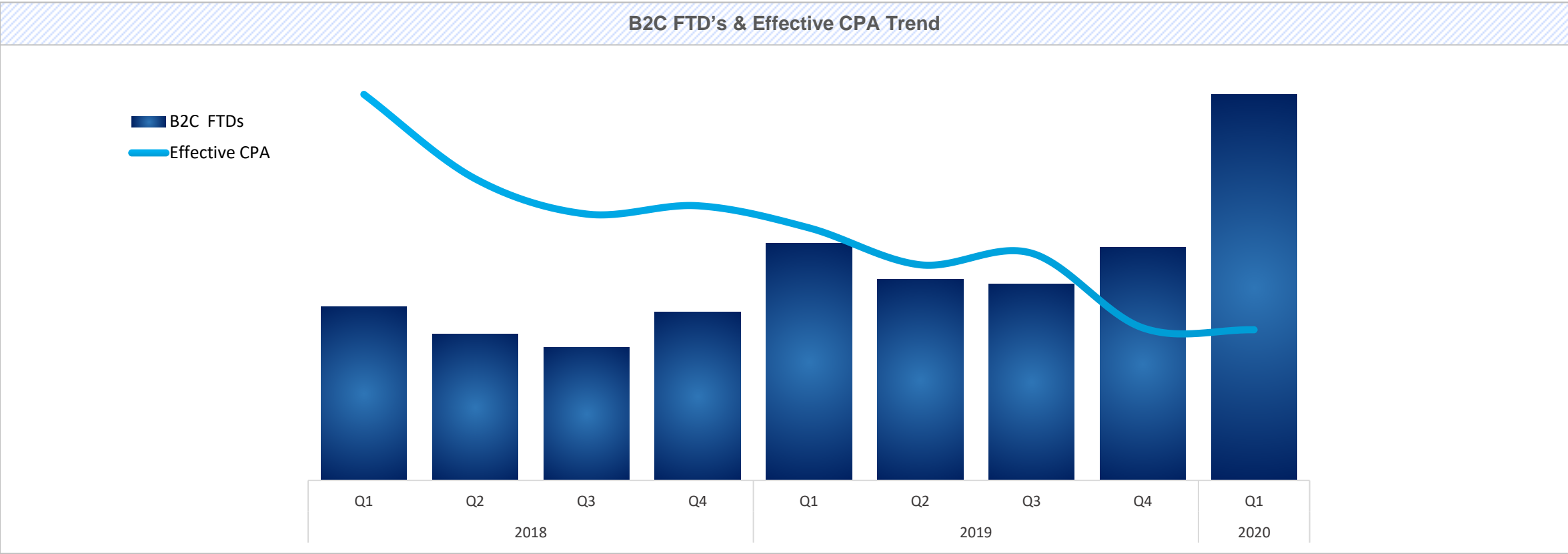
* to 15th April 2020

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



EFFECTIVE MARKETING

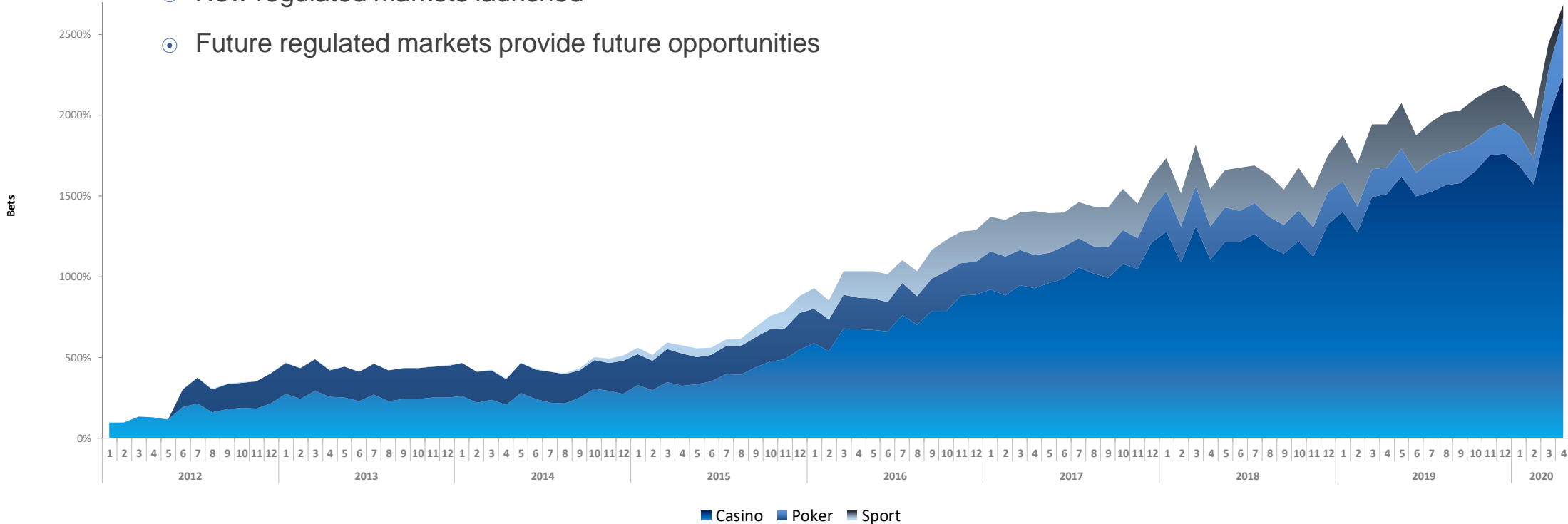
- Influx of new customers recruited accompanied by higher efficiencies
- Record-breaking FTDs in 2019 – surpassing the 1m threshold, driven by regulated markets
- Constant improvements in CPA by focusing on optimal channel blend by product and market



REGULATED CONTINENTAL EUROPE

Continental Regulated Progress (Bets EUR)

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



US – POISED FOR GROWTH

- 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:

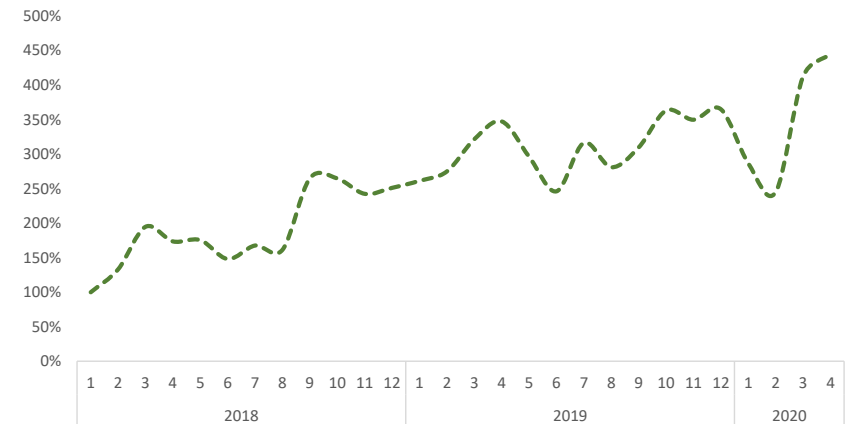
- Focused on product enhancements, aiming to improve current customer experience
- Healthy market access pipeline
- Local team and footprint expansion

- Inorganic:

- Ongoing discussions with potential media, brand and gaming partners

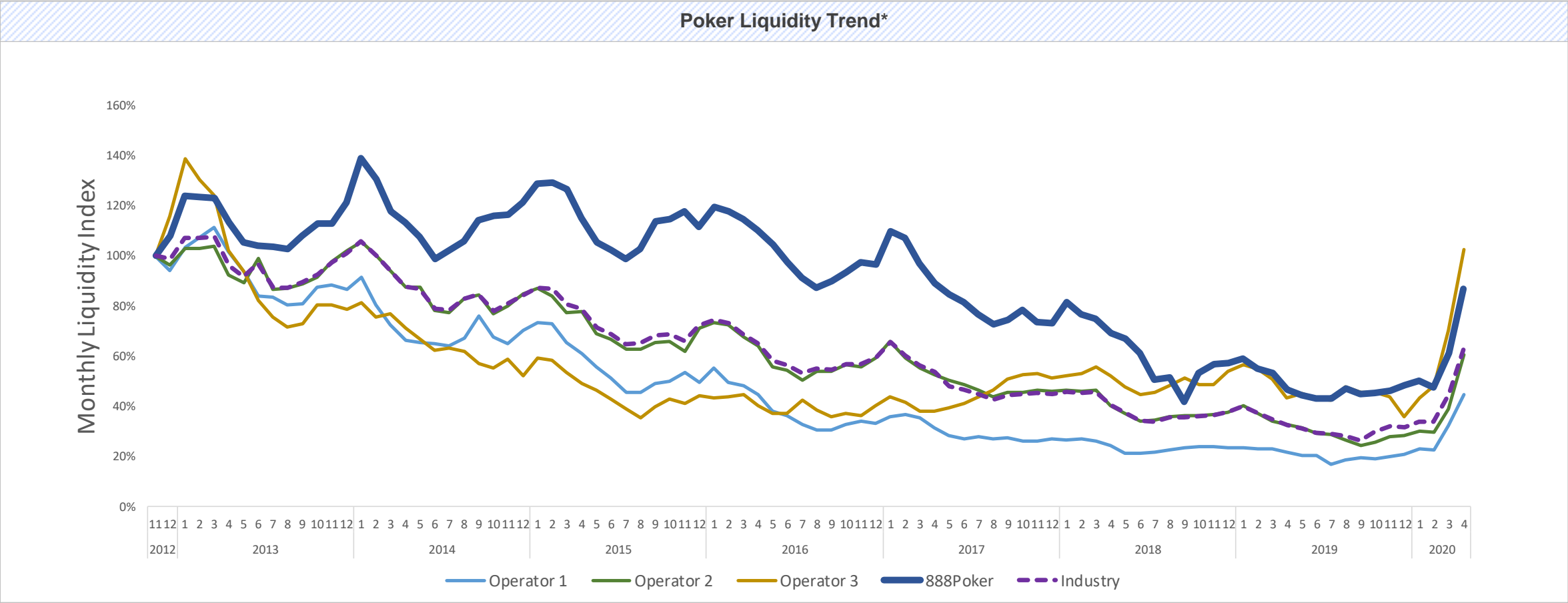


888Casino.NJ Deposit Trend



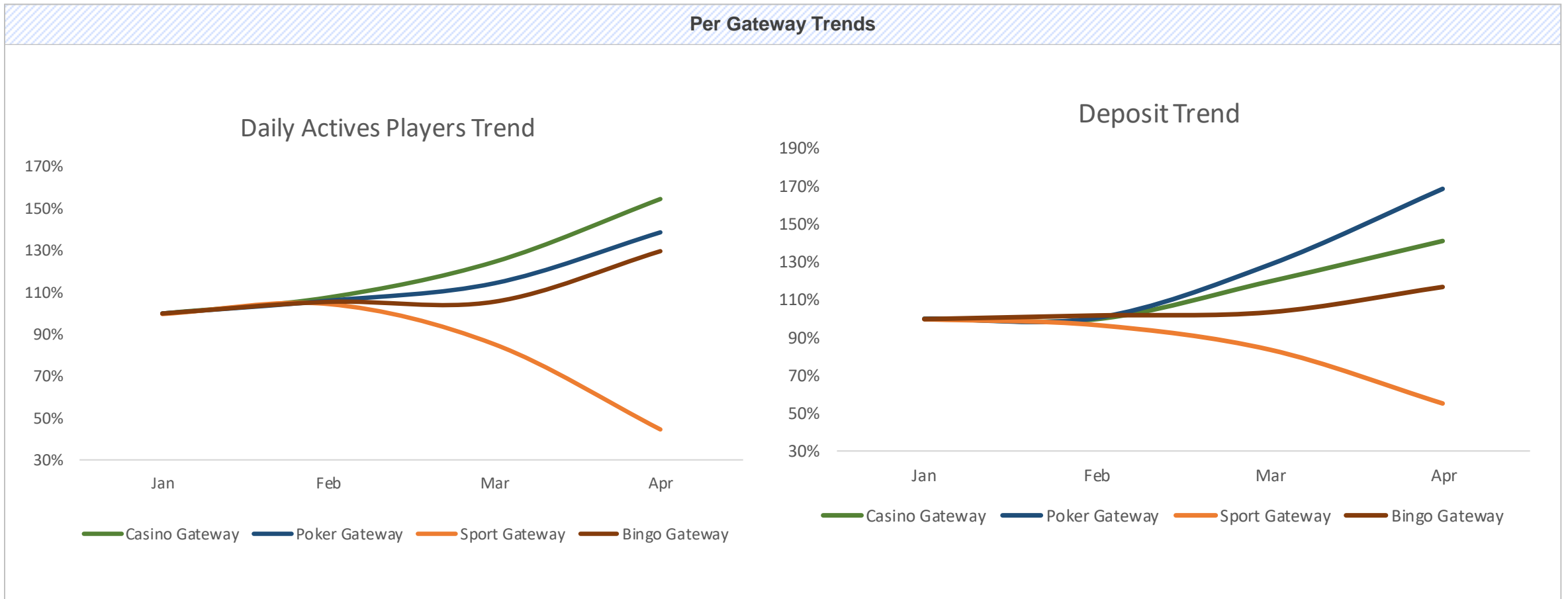
POKER LIQUIDITY

- Exceptional turnaround in Poker liquidity trend in recent months

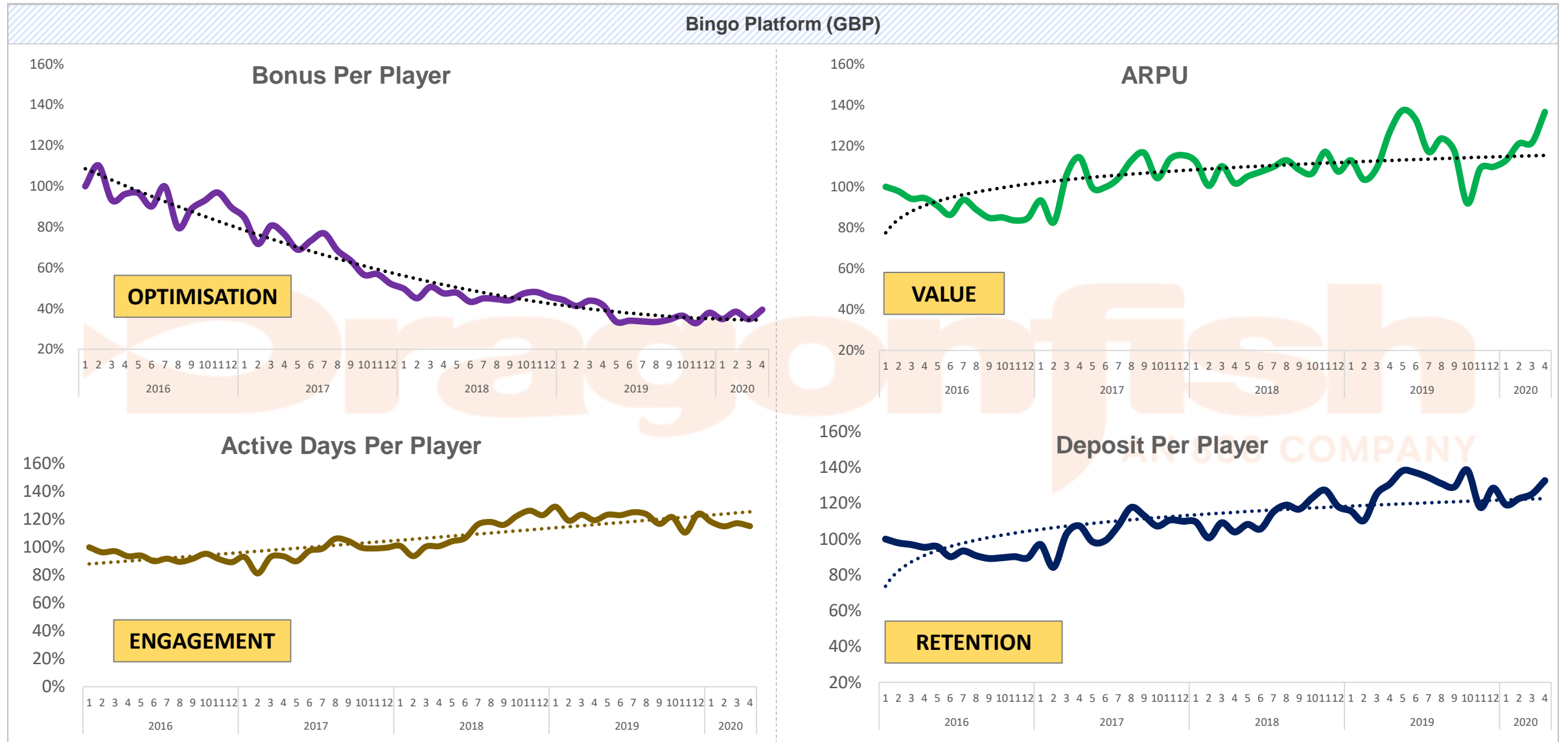


MAIN KPIs TREND

- High acquisition trend for Casino and Poker offset completely Sport decline



DRAGONFISH BINGO PLATFORM KPIs



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



QUESTIONS