



19 January 2021

888 Holdings Plc
(“888” or “the Group”)

888 extends partnership with Caesars Interactive Entertainment

888, one of world’s leading online gaming entertainment and solutions providers, is pleased to announce that it has agreed to a multi-year extension of its exclusive B2B poker partnership with Caesars Interactive Entertainment (“CIE”). The new agreement will see 888 continue to power the World Series of Poker (“WSOP”) brand’s online poker rooms as the company plans its entry into new regulated markets.

WSOP is the world’s most prestigious and longest-running poker series, which sees hundreds of thousands of entrants from across the globe compete for millions of dollars with live tournaments broadcast to an international audience. Through the partnership, 888 will continue to provide its turnkey poker platform and services to CIE in the U.S. including bringing the WSOP’s online poker rooms to players’ mobiles and desktops.

The partnership will also see 888 continue to power the U.S. market’s only interstate shared player liquidity poker network across the states of New Jersey, Delaware and Nevada, connecting an increasing number of poker players to enhance the availability of poker games and formats for its customers.

The agreement will see the launch of “Poker 8”, 888’s next generation software, in the U.S. Poker 8, which successfully launched in Europe in November 2020, is a significant advancement in user experience including new graphics and animations while also including key features like multi-day and multi-flight tournaments.

In addition to powering the WSOP online poker brand, the partnership will also see 888 continue to supply its proprietary casino platform and content to CIE’s casino brands, Harrah’s and World Series of Poker Casino in New Jersey. The partnership will also enable 888, through the WSOP brand and subject to regulatory approvals, to gain a presence in new jurisdictions across the U.S., such as Pennsylvania, where CIE holds a license to operate.

Yaniv Sherman, SVP – Head of U.S. of 888, commented: *“Our partnership with Caesars has been powering the hugely popular WSOP brand online since 2013 and we are looking forward to continuing this relationship for many years to come.*

We are also excited at the prospect of adding new states to our unique interstate poker network in 2021 and beyond, which we believe would drive a significant increase in liquidity for poker players on the 888 platform.

Our extended relationship will also enable 888 to gain a presence in new U.S states following the required regulatory approvals, which presents an important opportunity in our long-term development strategy for the U.S. market.”

Ty Stewart, Executive Director of the World Series of Poker and SVP of CIE, commented: *“We’re proud of the success story to date, particularly the record-setting tournament events of 2020, and are optimistic about the future of real money online poker in the U.S.”*

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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.

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 and at www.888poker.com / www.888casino.com / www.888sport.com / www.888ladies.com

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

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