



5th March 2021

888 Holdings Plc
("888" or "the Group")

888 participates in Revealing Reality safer gambling project

Independent two-year project aims to create a clear industry roadmap for preventing gambling harm

888 (LSE: 888), one of the world's leading online betting and gaming companies, is pleased to have participated in the independently designed *Revealing Reality* safer gambling project, the findings of which were published today and can be found at the following link: <https://corporate.888.com/media-centre/#news>

The Revealing Reality project was funded by GambleAware, an independent charity tasked to fund research, education and treatment services to help to reduce gambling-related harms in Great Britain. The project was developed based on a brief developed by the Responsible Gambling Strategy Board and with input from the Gambling Commission.

The project was conducted during a nine-month period spanning 2019 and 2020. 888 was one of five industry operators to take part in the full programme which also included Gamesys, Genting Casino, Buzz Bingo and Betfred. The project's primary objectives are to:

- Prove the industry is able to create clear and high-quality safer gambling messages (i.e. based on a sound premise and behaviour change theory)
- Improve industry knowledge around safer gambling message development, both in theory and practice
- Identify and share best practice in operator-led message development and testing
- Identify and share a range of evaluation opportunities that would enable operators to evaluate the effectiveness of their interventions
- Produce recommendations for larger scale messaging development

The Revealing Reality project represents a second phase in a programme of work designed to change the way the industry approaches safer gambling. It builds on a report released in 2017, entitled [Responsible Gambling: Collaborative Innovation, Identifying good practice and inspiring change](#), and focused on developing effective safer gambling communications.

Yaniv Schwartz, SVP Customer Risk Management of 888, commented:

"We are proud to have taken part in this truly collaborative and transparent project, which helped us to crystallise in our minds that a normalisation of responsible gambling tools and information is the way to go in order to interact with as many customers as possible – long before they potentially get into any space of harm.

Our Control Centre innovation launched last November - which provides a "one stop shop" for safer gambling support by enabling customers to monitor their gambling activity through intuitively presented data - is a key way that 888 is implementing consistent and motivating safer gambling experiences throughout the customer journey. We are committed to using our technology to drive continuous improvement in this area."

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About 888 Holdings Plc:

888 Holdings plc (and together with its subsidiaries, "888" or the "Group") is one of the world's leading online betting and gaming companies. 888's mission is to develop state-of-the-art technology and products that provide fun, fair and safe digital gambling products to players globally. Safer gambling is a core focus for the Group and, at the beginning of 2020, 888 launched its 'Safer. Better. Together' safer gambling strategy and commitments.

888 has been at the forefront of the online gaming industry since foundation in 1997, leveraging its proprietary technology to provide to players and B2B partners an innovative and world-class online gaming experience.

In 2020, the company was proud to be recognised at the 2020 Gaming Intelligence awards as winner in the *Casino Operator of the Year* category. In 2020, 888 also won two prestigious awards for its poker platform at the 2020 Poker Listings Operator Awards in the *Most Improved Software* and *Best Beginner Software* categories.

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 in a safe and responsible manner.

888's consumer facing websites offer more than just online betting and 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/>.