

888 Holdings Plc
("888" or "the Group")**888 partners with MotoGP and title sponsors the 888 Portugal Grand Prix**

888 (LSE: 888), known in Portugal as 888.pt, one of the world's leading online betting and gaming companies, launched this week through its 888Casino one of most coveted partnerships in Portugal, in a clear endorsement to a sport that moves passions and millions of fans globally.

With more than 400 million viewers globally, 888 Grand Prix of Portugal is a winning bet for motorcycling fans and for all Portuguese. 888 chose Portugal as the foundation from which it can truly leverage this global scale marketing campaign.

It is on the 18th of April that this highly prestigious event will take place, live from the Autódromo Internacional do Algarve in Portimão, thus contributing once again to the dissemination of Portugal and its culture worldwide.

The Grand Prix of Portugal 888 will feature the very best motorcycle riders, including national Portuguese racer Miguel Oliveira, and will mark the third race of the MotoGP World Championship.

888 Casino, with a license issued by Portugal's Srij, offers a safe and regulated environment for all players, with the best slots, roulette and entertaining games online in portuguese.

Monica Rangel, Head of PT Markets at 888 Portugal, commented:

"It is a thrilling moment for everyone at 888 while we position ourselves as unequivocal supporters for motorcycle sports globally. In challenging times we consider this a true sign of confidence for Portugal and a clear statement on its importance in international sports events. Above all at 888 we want to support and celebrate this moment with all Portuguese fans."

Pau Serracanta, Managing Director at Dorna Sports, commented:

"We are very happy to welcome 888 as title sponsor for the Portuguese Grand Prix and see the 888 name take top billing at one of the most spectacular tracks on the calendar. 888 is a well-known and respected name in the field and we're very happy to welcome them back to MotoGP."

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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 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. 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, 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.

During 2019 888 was named *Casino Operator of the Year* at the prestigious EGR industry awards and, 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 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/>.