

Appendix 1: Divisional Key Performance Indicators
Proforma

£m	Online			Australia				Retail			US				Group			
	2017	2016	% Change	2017	2016	% Change	A\$ % Change	2017	2016	% Change	2017	2016	% Change	US\$ % Change	2017	2016	% Change	CC ¹ % Change
Sportsbook stakes	5,633	5,266	+7%	3,708	2,911	+27%	+19%	1,835	1,713	+7%					11,176	9,890	+13%	+9%
<i>Sportsbook net rev %</i>	<i>7.0%</i>	<i>6.6%</i>	<i>+0.4%</i>	<i>10.9%</i>	<i>10.7%</i>	<i>+0.2%</i>	<i>+0.2%</i>	<i>12.4%</i>	<i>11.6%</i>	<i>+0.8%</i>					<i>9.2%</i>	<i>8.7%</i>	<i>+0.5%</i>	<i>+0.5%</i>
Sports revenue	660	609	+8%	404	312	+30%	+21%	228	198	+15%	94	79	+19%	+13%	1,385	1,198	+16%	+12%
Gaming revenue	238	245	-2%	-	-	-	-	106	97	+10%	16	12	+34%	+29%	360	353	+2%	+2%
Total revenue	898	853	+5%	404	312	+30%	+21%	334	295	+13%	109	91	+21%	+15%	1,745	1,551	+13%	+10%
Regulated markets	818	782	+5%	404	312	+30%	+21%	334	295	+13%	109	91	+21%	+15%	1,665	1,480	+13%	+10%
Unregulated markets	81	71	+13%	-	-	-	-	-	-	-	-	-	-	-	81	71	+13%	+8%
Total revenue	898	853	+5%	404	312	+30%	+21%	334	295	+13%	109	91	+21%	+15%	1,745	1,551	+13%	+10%
Cost of sales	(199)	(193)	+3%	(111)	(80)	+38%	+30%	(71)	(63)	+12%	(25)	(21)	+18%	+13%	(405)	(357)	+14%	+10%
Gross Profit	700	661	+6%	292	231	+27%	+18%	263	233	+13%	85	70	+22%	+16%	1,340	1,194	+12%	+10%
Sales & marketing	(223)	(195)	+14%	(82)	(72)	+13%	+5%	(7)	(7)	-5%	(34)	(18)	+87%	+78%	(346)	(293)	+18%	+14%
Product & technology	(98)	(111)	-11%	(24)	(24)	+2%	-6%	(6)	(6)	+2%	(9)	(8)	+22%	+18%	(137)	(148)	-7%	-11%
Operations	(72)	(65)	+10%	(47)	(41)	+14%	+5%	(169)	(158)	+7%	(37)	(31)	+20%	+15%	(326)	(296)	+10%	+6%
Unallocated central costs															(58)	(58)	Flat	-2%
Operating costs	(394)	(371)	+6%	(153)	(137)	+11%	+3%	(182)	(170)	+7%	(81)	(57)	+42%	+36%	(867)	(794)	+9%	+5%
Underlying EBITDA	306	289	+6%	139	94	+49%	+42%	82	62	+31%	4	12	-71%	-73%	473	400	+18%	+19%
Depreciation & amortisation	(39)	(34)	+14%	(15)	(10)	+52%	+42%	(19)	(18)	+7%	(9)	(9)	+4%	-1%	(81)	(70)	+16%	+11%
Underlying operating profit / (loss)	268	255	+5%	125	84	+49%	+42%	63	45	+41%	(5)	4	n/a	n/a	392	330	+19%	+21%
Separately disclosed items															(142)	(318)	n/a	n/a
Operating profit															250	12	n/a	n/a

¹ Constant currency ("cc") growth is calculated by retranslating non-sterling denominated component of 2016 at 2017 exchange rates

Appendix 2: Half-yearly Divisional Key Performance Indicators - H1 2017

Proforma

£m	Online			Australia				Retail			US				Group			
	H1 2017	H1 2016	% Change	H1 2017	H1 2016	% Change	AS % Change	H1 2017	H1 2016	% Change	H1 2017	H1 2016	% Change	US\$ % Change	H1 2017	H1 2016	% Change	CC ¹ % Change
Sportsbook stakes	2,962	2,700	+10%	1,699	1,259	+35%	+16%	934	851	+10%					5,594	4,810	+16%	+9%
Sportsbook net rev %	6.2%	6.7%	-0.5%	10.2%	10.3%	-0.1%	-0.1%	11.6%	11.6%	Flat					8.3%	8.5%	-0.2%	-0.2%
Sports revenue	318	316	+1%	173	129	+34%	+15%	108	100	+9%	46	38	+21%	+6%	646	582	+11%	+4%
Gaming revenue	120	124	-3%	-	-	-	-	52	47	+10%	9	5	+66%	+46%	181	177	+2%	+2%
Total revenue	439	440	Flat	173	129	+34%	+15%	160	147	+9%	55	43	+26%	+11%	827	759	+9%	+3%
Regulated markets	399	404	-1%	173	129	+34%	+15%	160	147	+9%	55	43	+26%	+11%	787	723	+9%	+3%
Unregulated markets	40	36	+11%	-	-	-	-	-	-	-	-	-	-	-	40	36	+11%	+4%
Total revenue	439	440	Flat	173	129	+34%	+15%	160	147	+9%	55	43	+26%	+11%	827	759	+9%	+3%
Cost of sales	(97)	(100)	-4%	(46)	(32)	+43%	+23%	(34)	(32)	+5%	(12)	(10)	+22%	+7%	(189)	(175)	+8%	+2%
Gross Profit	342	339	+1%	127	97	+31%	+13%	126	115	+10%	43	33	+28%	+12%	638	584	+9%	+4%
Sales & marketing	(113)	(108)	+4%	(38)	(34)	+10%	-5%	(3)	(4)	-16%	(12)	(9)	+33%	+18%	(166)	(156)	+7%	Flat
Product & technology	(46)	(58)	-20%	(13)	(12)	+5%	-9%	(3)	(3)	-5%	(5)	(3)	+48%	+31%	(66)	(75)	-12%	-19%
Operations	(35)	(33)	+6%	(23)	(20)	+15%	-2%	(83)	(77)	+8%	(18)	(14)	+31%	+16%	(160)	(144)	+11%	+3%
Unallocated central costs															(27)	(28)	-4%	-8%
Operating costs	(194)	(199)	-2%	(73)	(66)	+11%	-5%	(89)	(84)	+6%	(35)	(27)	+34%	+19%	(419)	(403)	+4%	-3%
Underlying EBITDA	148	140	+6%	54	30	+77%	+52%	37	31	+20%	7	7	+5%	-11%	220	181	+21%	+20%
Depreciation & amortisation	(19)	(17)	+11%	(7)	(4)	+73%	+48%	(9)	(8)	+14%	(5)	(4)	+18%	+4%	(40)	(33)	+20%	+10%
Underlying operating profit / (loss)	129	123	+5%	46	26	+78%	+52%	28	23	+23%	3	3	-13%	-30%	180	148	+22%	+22%
Separately disclosed items															(75)	(195)	n/a	n/a
Operating (loss) / profit															104	(48)	n/a	n/a

¹ Constant currency ("cc") growth is calculated by retranslating non-sterling denominated component of 2016 at 2017 exchange rates

Appendix 2: Half-yearly Divisional Key Performance Indicators - H2 2017

Proforma

£m	Online			Australia				Retail			US				Group			
	H2 2017	H2 2016	% Change	H2 2017	H2 2016	% Change	AS % Change	H2 2017	H2 2016	% Change	H2 2017	H2 2016	% Change	US\$ % Change	H2 2017	H2 2016	% Change	CC ¹ % Change
Sportsbook stakes	2,671	2,566	+4%	2,009	1,652	+22%	+22%	902	862	+5%					5,582	5,080	+10%	+9%
Sportsbook net rev %	7.9%	6.3%	+1.6%	11.5%	11.0%	+0.5%	+0.5%	13.2%	11.5%	+1.7%					10.1%	8.7%	+1.4%	+1.4%
Sports revenue	341	293	+16%	230	183	+26%	+27%	119	99	+21%	48	41	+16%	+20%	739	616	+20%	+20%
Gaming revenue	118	120	-2%	-	-	-	-	55	50	+10%	7	7	+9%	+13%	180	177	+2%	+3%
Total revenue	460	414	+11%	230	183	+26%	+27%	174	149	+17%	55	47	+15%	+19%	918	792	+16%	+16%
Regulated markets	418	378	+11%	230	183	+26%	+27%	174	149	+17%	55	47	+15%	+19%	877	757	+16%	+16%
Unregulated markets	41	35	+16%	-	-	-	-	-	-	-	-	-	-	-	41	35	+16%	+11%
Total revenue	460	414	+11%	230	183	+26%	+27%	174	149	+17%	55	47	+15%	+19%	918	792	+16%	+16%
Cost of sales	(102)	(92)	+11%	(65)	(48)	+35%	+36%	(37)	(31)	+20%	(13)	(11)	+14%	+18%	(217)	(182)	+19%	+19%
Gross Profit	358	321	+11%	165	134	+23%	+23%	137	118	+16%	42	36	+16%	+19%	702	610	+15%	+15%
Sales & marketing	(110)	(87)	+27%	(44)	(38)	+15%	+15%	(4)	(3)	+8%	(22)	(9)	+144%	+150%	(180)	(137)	+31%	+31%
Product & technology	(52)	(53)	-2%	(12)	(12)	-2%	-3%	(3)	(3)	+9%	(5)	(4)	+4%	+7%	(71)	(72)	-1%	-3%
Operations	(37)	(32)	+14%	(24)	(21)	+14%	+13%	(86)	(81)	+7%	(19)	(17)	+11%	+14%	(166)	(151)	+10%	+8%
Unallocated central costs															(31)	(30)	+4%	+4%
Operating costs	(199)	(172)	+16%	(80)	(71)	+12%	+11%	(93)	(87)	+7%	(45)	(31)	+49%	+54%	(448)	(390)	+15%	+14%
Underlying EBITDA	158	149	+6%	86	63	+36%	+37%	44	31	+42%	(4)	6	-165%	-166%	254	219	+16%	+19%
Depreciation & amortisation	(20)	(17)	+17%	(7)	(5)	+36%	+37%	(10)	(10)	+1%	(4)	(5)	-8%	-6%	(41)	(37)	+13%	+11%
Underlying operating profit / (loss)	139	132	+5%	78	58	+35%	+37%	35	22	+59%	(8)	1	n/a	n/a	212	183	+16%	+20%
Separately disclosed items															(67)	(123)	n/a	n/a
Operating (loss) / profit															146	60	n/a	n/a

¹ Constant currency ("cc") growth is calculated by retranslating non-sterling denominated component of 2016 at 2017 exchange rates

Appendix 3: Quarterly Divisional Key Performance Indicators

Q1 2017 Divisional Key Performance Indicators

Proforma

£m	Online			Australia				Retail			US				Group			
	Q1 2017	Q1 2016	% Change	Q1 2017	Q1 2016	% Change	AS % Change	Q1 2017	Q1 2016	% Change	Q1 2017	Q1 2016	% Change	USS % Change	Q1 2017	Q1 2016	% Change	CC1 % Change
Sportsbook stakes	1,424	1,305	+9%	819	577	+42%	+17%	456	407	+12%					2,699	2,289	+18%	+9%
Sportsbook net rev %	6.7%	5.4%	+1.3%	10.4%	10.0%	+0.4%	+0.4%	12.4%	10.7%	+1.7%					8.8%	7.5%	+1.3%	+1.3%
Sports revenue	163	135	+21%	85	58	+47%	+21%	57	44	+30%	21	17	+21%	+5%	326	254	+28%	+18%
Gaming revenue	61	60	+2%	-	-	-	-	25	23	+10%	4	2	+95%	+68%	90	85	+6%	+6%
Total revenue	224	195	+15%	85	58	+47%	+21%	82	67	+23%	25	20	+29%	+12%	416	339	+23%	+15%
Regulated markets	205	177	+15%	85	58	+47%	+21%	82	67	+23%	25	20	+29%	+12%	397	321	+24%	+16%
Unregulated markets	19	17	+9%	-	-	-	-	-	-	-	-	-	-	-	19	17	+9%	-3%
Total revenue	224	195	+15%	85	58	+47%	+21%	82	67	+23%	25	20	+29%	+12%	416	339	+23%	+15%
Underlying EBITDA															111	59	+87%	+83%
Underlying operating profit															91	42	+114%	+117%

Q2 2017 Divisional Key Performance Indicators

Proforma

£m	Online			Australia				Retail			US				Group			
	Q2 2017	Q2 2016	% Change	Q2 2017	Q2 2016	% Change	AS % Change	Q2 2017	Q2 2016	% Change	Q2 2017	Q2 2016	% Change	USS % Change	Q2 2017	Q2 2016	% Change	CC1 % Change
Sportsbook stakes	1,538	1,395	+10%	880	682	+29%	+14%	478	443	+8%					2,895	2,521	+15%	+9%
Sportsbook net rev %	5.7%	7.9%	-2.2%	10.1%	10.5%	-0.4%	-0.4%	10.9%	12.6%	-1.7%					7.9%	9.4%	-1.5%	-1.5%
Sports revenue	155	180	-14%	89	71	+24%	+10%	52	56	-7%	25	21	+21%	+8%	321	328	-2%	-7%
Gaming revenue	60	65	-8%	-	-	-	-	26	24	+9%	4	3	+44%	+29%	90	92	-2%	-2%
Total revenue	215	245	-12%	89	71	+24%	+10%	78	80	-2%	29	24	+24%	+11%	411	420	-2%	-6%
Regulated markets	194	227	-14%	89	71	+24%	+10%	78	80	-2%	29	24	+24%	+11%	390	402	-3%	-7%
Unregulated markets	21	18	+13%	-	-	-	-	-	-	-	-	-	-	-	21	18	+13%	+11%
Total revenue	215	245	-12%	89	71	+24%	+10%	78	80	-2%	29	24	+24%	+11%	411	420	-2%	-6%
Underlying EBITDA															109	122	-11%	-11%
Underlying operating profit															89	105	-16%	-15%

1 Constant currency ("cc") growth is calculated by retranslating non-sterling denominated component of 2016 at 2017 exchange rates

Q3 2017 Divisional Key Performance Indicators
Proforma, unaudited

£m	Online			Australia				Retail			US				Group			
	Q3 2017	Q3 2016	% Change	Q3 2017	Q3 2016	% Change	AS % Change	Q3 2017	Q3 2016	% Change	Q3 2017	Q3 2016	% Change	US\$ % Change	Q3 2017	Q3 2016	% Change	CC1 % Change
Sportsbook stakes	1,377	1,256	+10%	1,019	732	+39%	+33%	459	426	+8%					2,856	2,414	+18%	+15%
<i>Sportsbook net rev %</i>	<i>6.6%</i>	<i>7.4%</i>	<i>-0.8%</i>	<i>10.8%</i>	<i>11.2%</i>	<i>-0.4%</i>	<i>-0.4%</i>	<i>12.7%</i>	<i>12.2%</i>	<i>+0.5%</i>					<i>9.1%</i>	<i>9.4%</i>	<i>-0.3%</i>	<i>-0.3%</i>
Sports revenue	156	162	-3%	111	82	+35%	+29%	58	52	+12%	25	21	+19%	+18%	350	316	+11%	+9%
Gaming revenue	60	60	Flat	-	-	-	-	27	24	+10%	4	3	+16%	+16%	90	88	+2%	+4%
Total revenue	216	222	-3%	111	82	+35%	+29%	85	76	+12%	28	24	+18%	+18%	440	404	+9%	+8%
Regulated markets	196	204	-4%	111	82	+35%	+29%	85	76	+12%	28	24	+18%	+18%	420	386	+9%	+8%
Unregulated markets	20	18	+10%	-	-	-	-	-	-	-	-	-	-	-	20	18	+10%	+7%
Total revenue	216	222	-3%	111	82	+35%	+29%	85	76	+12%	28	24	+18%	+18%	440	404	+9%	+8%
Underlying EBITDA															121	113	+7%	+9%
Underlying operating profit															101	95	+5%	+8%

Q4 2017 Divisional Key Performance Indicators
Proforma, unaudited

£m	Online			Australia				Retail			US				Group			
	Q4 2017	Q4 2016	% Change	Q4 2017	Q4 2016	% Change	AS % Change	Q4 2017	Q4 2016	% Change	Q4 2017	Q4 2016	% Change	US\$ % Change	Q4 2017	Q4 2016	% Change	CC1 % Change
Sportsbook stakes	1,294	1,310	-1%	990	920	+8%	+12%	443	436	+1%					2,726	2,666	+2%	+3%
<i>Sportsbook net rev %</i>	<i>9.3%</i>	<i>5.3%</i>	<i>+4.0%</i>	<i>12.1%</i>	<i>11.0%</i>	<i>+1.1%</i>	<i>+1.1%</i>	<i>13.7%</i>	<i>10.7%</i>	<i>+3.0%</i>					<i>11.0%</i>	<i>8.1%</i>	<i>+2.9%</i>	<i>+2.9%</i>
Sports revenue	185	131	+41%	120	101	+19%	+24%	61	47	+30%	23	20	+14%	+22%	388	299	+30%	+32%
Gaming revenue	59	60	-2%	-	-	-	-	28	25	+10%	4	3	+3%	+11%	90	89	+1%	+2%
Total revenue	243	191	+27%	120	101	+19%	+24%	89	72	+23%	26	23	+12%	+20%	478	388	+23%	+25%
Regulated markets	222	174	+28%	120	101	+19%	+24%	89	72	+23%	26	23	+12%	+20%	457	371	+23%	+26%
Unregulated markets	21	17	+23%	-	-	-	-	-	-	-	-	-	-	-	21	17	+23%	+16%
Total revenue	243	191	+27%	120	101	+19%	+24%	89	72	+23%	26	23	+12%	+20%	478	388	+23%	+25%
Underlying EBITDA															132	106	+25%	+29%
Underlying operating profit															112	87	+28%	+33%

† Constant currency ("cc") growth is calculated by retranslating non-sterling denominated component of 2016 at 2017 exchange rates