

FOX Bet, PokerStars & Stars Casino Launch Highly Anticipated Suite of Sports Betting and Online Gaming Products in Michigan

LONDON, February 1, 2021 – FOX Bet and PokerStars, both part of Flutter Entertainment plc, have launched an incredible array of real money online gaming and betting brands in Michigan. From superior sports betting to poker, blackjack and much more, the in-app experience and shared wallet provides consumers with a variety of exciting ways to play and engage, revolutionizing the fan experience.

As the leading operator of online poker in Pennsylvania and New Jersey, PokerStars grants Michigan residents and visitors access to its world-class suite of industry-leading daily tournaments, its famed COOP (Championship of Online Poker) series and much more. Since its launch in 2001, PokerStars has become the first choice of players all over the world with its superior technology, security and choice of games.

From short, fast-paced online poker cash-games to major Sunday tournaments with large prizes, real and play money games are available around the clock on PokerStars' safe and award-winning platform. In addition to paving the way with the world's largest online poker site, FOX Bet Sportsbook and Stars Casino round out a powerful trifecta to supercharge and enhance the sports, poker and online betting experience in Michigan.

FOX Bet Michigan is distinguished by its ability to provide fans with daily betting content and entertainment, developed through a first-of-its kind national media and sports wagering partnership in the United States with FOX Sports. The online sportsbook brings fans closer to the games and teams they love through expert commentary and insights from some of the nation's most celebrated sports commentators, while also offering engaging promotions and offers.

In addition to its real-money offerings, FOX Bet Super 6 is a free-to-play app where customers make six predictions about what they think will happen in live games or events. FOX Bet Super 6 has been available nationwide (excluding Washington state) since its debut in September 2019 and boasts over 3.1 million customers who collectively have won over \$3.5 million since its launch.

Kip Levin, FOX Bet Chief Executive Officer, commented: "The key differentiators for us have always been our valued partnership with the FOX Corporation and the strength of our industry leading FOX Bet Super 6 product combined with the PokerStars business and we plan to lean into these unique

assets as we launch in Michigan. Customers create one account to access FOX Bet sportsbook, PokerStars and Stars Casino, users create one account for all three apps, unlocking a wide variety of exciting and entertaining options to supercharge the experience for our Michigan audience.”

The real-money brands have an agreement with the Little Traverse Bay Bands of Odawa Indians Gaming Authority (“Odawa”) for online betting and gaming market access in the State of Michigan.

Michigan marks the fourth state in the United States where the FOX Bet sportsbook is available, allowing players to enjoy the FOX Bet product in a fun and safe environment. It joins New Jersey, Pennsylvania and Colorado.

For further information, please contact: communications@flutter.com

About Flutter Entertainment plc:

Flutter Entertainment plc (LSE: FLTR; EURONEXT: FLTR) is a global sports-betting and gaming company and a constituent of the FTSE 100 and Euro Stoxx 50. Flutter Entertainment plc reports as five divisions:

- PPB: includes Paddy Power, Betfair and Adjarabet brands offering a diverse range of sportsbook, exchange and gaming services across the UK, Ireland and International territories. This division also includes 620+ Paddy Power betting shops in the UK and Ireland.
- SBG: refers to the Sky Betting & Gaming business and encompasses both the SkyBet sportsbook and Sky Vegas gaming products offering a leading proposition to a recreationally led customer base.
- Australia: the Group operates the Sportsbet brand and is the market leader in online sportsbetting.
- PokerStars: operates in multiple jurisdictions around the world and is the world’s largest poker site and the home of live and online poker, PokerStars Casino and PokerStars Sports.
- US: incorporates FanDuel, Fox Bet, TVG, PokerStars and Betfair brands. The division has a diverse product offering of online and retail sportsbooks, daily fantasy sports, online gaming, poker, advanced deposit wagering on horse racing and TV broadcasting.