

Factsheet

- FTSE 100-listed sportsbetting and gaming operator
- Four market-leading brands—Paddy Power, Betfair, Sportsbet and TVG
- Employs over 7,000 people across sixteen global locations

PADDYPOWER.

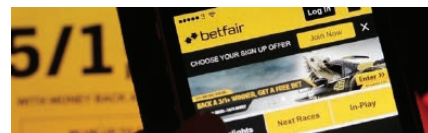
PADDY

PADDYPOWER.

betfair

Comprised of four divisions...

Online: The Group's Online division has two brands, PaddyPower and Betfair, which together form the leading online sportsbetting operator in the UK & Ireland, with a growing presence across Europe.



Australia: The Group's Australian division, Sportsbet, is the market-leader in the fast-growing Australian online betting market and employs over 700 people across offices in Melbourne, Sydney and Darwin.



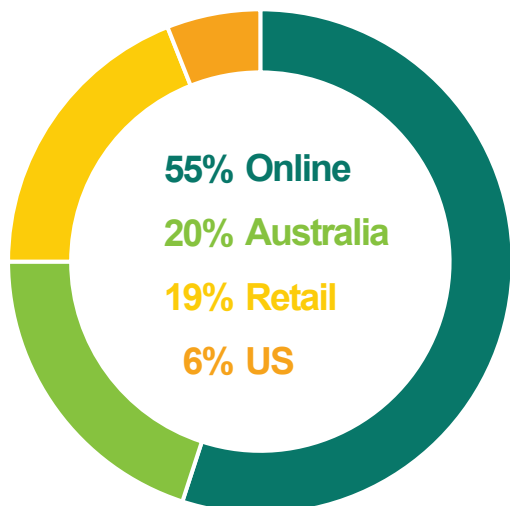
US: The Group's US division comprises of TVG, a horse racing TV channel and online betting network active in 35 states, and a Betfair-branded online casino and horse-racing Exchange in New Jersey.



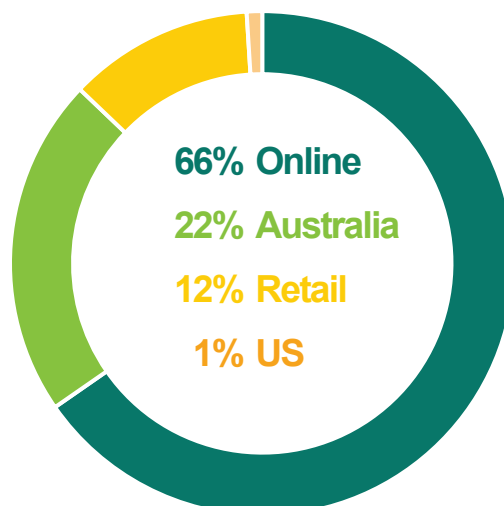
Retail: 600 Paddy Power betting shops across the UK and Ireland employing over 3000 people. It is the largest retail betting operator in Ireland and the fifth-largest retail operator in the UK.



2016 revenue by division



2016 operating profit by division



Brands by focus

PADDYPOWER.

betfair

sportsbet
.com.au

TVG

Online-led

Mobile-led

Sports-led

Regulated Markets

2016 Full Year results



UP 18%



UP 35%



UP 44%



UP 44%

Progress: integration & key growth drivers

- ✓ Optimal operational structure achieved
- ✓ Distinct corporate culture and identity established
- ✓ Significant cost synergies realised
- ✓ Group now well-placed to capitalise on enhanced scale



1

CAPITALISING ON SCALE

Scale enables us to invest more as a combined group than either legacy business alone.

2

COMBINING CAPABILITIES

We are combining the best parts of each legacy business to create a stronger combined one

3

OPTIMISING BRAND POSITIONING IN UK&I

We are sharpening the focus of our two distinct brands so they can play to their strengths

Corporate & social responsibility

CSR is vitally important to the Group and we participate in a number of charitable initiatives, both within Sport and our communities. The Group was recently included in the top 9% of all travel and leisure companies in FTSE Russell's 'FTSE4Good' index which recognises strong environmental, social and governance practices. As well as being a founding member of the Senet Group in 2014, which is committed to driving up responsible gambling standards, the Group funds, implements and supports a range of responsible gambling tools. For further details please visit: www.paddypowerbetfair.com



FTSE4Good



Management

Gary McGann Chairman

Former CEO of Smurfit Kappa, Gilbeys of Ireland and Aer Lingus.

Breon Corcoran CEO

CEO of Betfair plc since 2012 and formerly COO and Managing Director at Paddy Power.

Alex Gersh CFO

Betfair plc CFO since 2012. Began career at EY and former CFO of NDS Group, Flag Telecom, and BT Cellnet.

James Midmer

Rob Greening / Simon Compton

Billy Murphy

Corporate Communications

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Drury / Porter Novelli (Ireland)

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