

## **FANDUEL GROUP APPOINTS AMY HOWE TO NEWLY CREATED ROLE OF PRESIDENT**

Former Ticketmaster Global COO to Lead Core Commercial Functions

Howe to Join FanDuel Executive Suite and Report to CEO Matt King

LONDON, March 4, 2021 – FanDuel Group, part of Flutter Entertainment plc, announced the appointment of Amy Howe to the newly created role of President with responsibility for leading the company’s core commercial functions across its Sportsbook, Casino, Racing and Daily Fantasy units. Howe joins FanDuel Group from Live Nation Entertainment where she most recently served as Global Chief Operating Officer of Ticketmaster. Howe will join FanDuel’s executive leadership team and report directly to Chief Executive Officer Matt King.

“I am delighted to welcome a leader of Amy’s extraordinary calibre to our executive team,” said FanDuel CEO Matt King. “She has a proven track record of building highly successful digital and retail businesses and I’m excited to have her leading our commercial functions during a period of enormous growth for the company.”

Howe joins FanDuel after an illustrious career with Live Nation Entertainment and Ticketmaster where she held several positions of increasing authority culminating in her most recent role as Global Chief Operating Officer for Ticketmaster, the largest division of Live Nation Entertainment. As COO of Ticketmaster, Howe led the digital transformation and modernization of the company’s platform and business model, doubling its growth in gross ticketing value and growing the mobile app install base by 400%. Prior to Live Nation Entertainment, Howe was a Partner at McKinsey & Company in Los Angeles where she advised many Fortune 500 clients in the Media & Entertainment, Retail, and Consumer Goods sectors across a wide range of issues, including growth strategy, restructuring/turnaround, organizational transformation, and commercial and operational excellence.

“I am honoured to be joining FanDuel at such an important moment in its history,” said Howe. “As the sports gaming industry continues to grow at a breakneck pace, I am excited to help fortify our leadership position and build new competitive advantages that will deliver sustained financial performance.”

Howe earned her Master of Business Administration in Strategic Management from The Wharton School at the University of Pennsylvania and her Bachelor of Science in Business Marketing &

Management from Cornell University.

For further information, please contact: [communications@flutter.com](mailto: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 four divisions:

## **Flutter UK&I**

Paddy Power, Betfair and Sky Betting & Gaming make up our combined UK & Ireland business. Creating an even more customer-centric organisation focused on user experience, with a culture that encourages people to be collaborative and entrepreneurial in both spirit and action.

Although the brands mostly operate online, this division also includes 620+ Paddy Power betting shops in the UK and Ireland.

## **Flutter International**

Flutter International operates in a number of territories around the world and is probably best known for its flagship brand PokerStars, the world's largest online poker site. Other notable brands include Betfair International, PokerStars Casino, PokerStars Sports and Adjarabet.

## **FanDuel Group**

Our US division consists of FanDuel, FOX Bet, TVG, PokerStars and Betfair brands. The division has a diverse product offering of online and retail sportsbooks, online gaming, poker, advanced deposit wagering on horse racing and TV broadcasting. It is the market leading online sportsbook and casino operator in the rapidly expanding US market and the group is well positioned to continue to take advantage of this opportunity.

## **Sportsbet**

Sportsbet brand is the market leader in online sports betting across Australia. Sportsbet combines innovative, easy to use products and high levels of targeted promotional generosity to form a leading customer proposition. We are well known for our dynamic marketing campaigns around national sports events.