

Appendix 1: Divisional Key Performance Indicators
Proforma

£m	Online				Australia				Retail				US				Group			
	2016	2015	% Change	CC ¹ % Change	2016	2015	% Change	A\$ % Change	2016	2015	% Change	CC ¹ % Change	2016	2015	% Change	US\$ % Change	2016	2015	% Change	CC ¹ % Change
Sportsbook stakes	5,266	4,416	+19%	+16%	2,911	2,053	+42%	+25%	1,713	1,530	+12%	+4%					9,890	7,999	+24%	+16%
Sportsbook net rev %	6.6%	6.6%	Flat	Flat	10.7%	11.3%	-0.6%	-0.6%	11.6%	11.7%	-0.1%	-0.1%					8.7%	8.8%	-0.1%	-0.1%
Sports net revenue	609	534	+14%	+10%	312	232	+34%	+18%	198	178	+11%	+3%	79	64	+24%	+10%	1,198	1,009	+19%	+11%
Gaming net revenue	245	214	+14%	+12%	-	-	-	-	97	88	+10%	+10%	12	7	+56%	+39%	353	309	+14%	+12%
Total net revenue	853	748	+14%	+11%	312	232	+34%	+18%	295	266	+11%	+6%	91	71	+28%	+13%	1,551	1,318	+18%	+11%
Regulated markets	782	676	+16%	+13%	312	232	+34%	+18%	295	266	+11%	+6%	91	71	+28%	+13%	1,480	1,246	+19%	+12%
Unregulated markets	71	73	-2%	-11%	-	-	-	-	-	-	-	-	-	-	-	-	71	73	-2%	-11%
Total net revenue	853	748	+14%	+11%	312	232	+34%	+18%	295	266	+11%	+6%	91	71	+28%	+13%	1,551	1,318	+18%	+11%
Cost of sales	(193)	(178)	+8%	+5%	(80)	(58)	+38%	+20%	(63)	(58)	+7%	+4%	(21)	(16)	+34%	+18%	(357)	(311)	+15%	+9%
Gross Profit	661	570	+16%	+12%	231	174	+33%	+17%	233	208	+12%	+6%	70	55	+26%	+11%	1,194	1,007	+19%	+12%
Sales & marketing	(195)	(159)	+23%	+19%	(72)	(51)	+41%	+28%	(7)	(6)	+9%	+3%	(18)	(15)	+24%	+14%	(293)	(231)	+27%	+21%
Product & technology	(111)	(117)	-6%	-13%	(24)	(19)	+24%	+11%	(6)	(5)	+10%	+5%	(8)	(5)	+56%	+44%	(148)	(147)	+1%	-7%
Operations	(65)	(66)	-2%	-8%	(41)	(34)	+22%	+4%	(158)	(145)	+9%	+5%	(31)	(26)	+21%	+6%	(296)	(271)	+9%	+1%
Unallocated central costs																	(58)	(62)	-8%	-14%
Operating costs	(371)	(343)	+8%	+3%	(137)	(104)	+32%	+17%	(170)	(156)	+9%	+5%	(57)	(45)	+26%	+12%	(794)	(711)	+12%	+4%
Underlying EBITDA	289	227	+27%	+28%	94	70	+35%	+18%	62	52	+21%	+10%	12	10	+25%	+6%	400	296	+35%	+31%
Depreciation & amortisation	(34)	(36)	-6%	-13%	(10)	(9)	+11%	-2%	(18)	(15)	+16%	+10%	(9)	(7)	+20%	+5%	(70)	(67)	+4%	-5%
Underlying operating profit	255	191	+34%	+36%	84	61	+38%	+21%	45	36	+23%	+10%	4	3	+39%	+9%	330	229	+44%	+42%
Separately disclosed items																	(318)	(9)	n/a	n/a
Operating profit																	12	219	-94%	-95%

Notes:

- Sportsbook stakes includes amounts staked via SSBTs and excludes the exchange, gaming, US advance deposit wagering and business-to-business activities.
- Sportsbook net revenue % is calculated after deduction of costs for customer promotions and bonuses.
- Sports net revenue includes sportsbook net revenues, exchange and US advance deposit wagering commissions and revenues from business-to-business activities.
- 'Online' segment includes UK/Ireland telephone business.
- Regulated markets currently include UK, Australia, Ireland, US, Italy, Bulgaria, Denmark, Gibraltar, Malta, Romania, Spain and business-to-business activities.
- Cost of sales primarily comprises betting and gaming taxes, customer payment transaction fees, software supplier costs, sporting levies and other data rights charges.
- Sales & Marketing costs include all marketing costs including affiliate commissions and people costs for employees working in marketing roles.

¹ Constant currency ('CC'), with non-sterling denominated component in 2015 retranslated at 2016 exchange rates

Appendix 2: Half-yearly Divisional Key Performance Indicators - H1 2016
Proforma

£m	Online				Australia				Retail				US				Group			
	H1 2016	H1 2015	% Change	CC ¹ % Change	H1 2016	H1 2015	% Change	A\$ % Change	H1 2016	H1 2015	% Change	CC ¹ % Change	H1 2016	H1 2015	% Change	US\$ % Change	H1 2016	H1 2015	% Change	CC ¹ % Change
Sportsbook stakes	2,700	2,242	+20%	+19%	1,259	973	+29%	+30%	851	773	+10%	+6%					4,810	3,989	+21%	+19%
Sportsbook net revenue %	6.7%	6.1%	0.6%	0.6%	10.3%	11.4%	-1.1%	-1.1%	11.6%	11.5%	0.1%	0.1%					8.5%	8.4%	0.1%	0.1%
Sports net revenue	316	262	+21%	+18%	129	111	+17%	+17%	100	89	+12%	+8%	38	31	+23%	+16%	582	492	+18%	+16%
Gaming net revenue	124	103	+20%	+19%	-	-	-	-	47	43	+11%	+11%	5	4	+23%	+16%	177	150	+17%	+17%
Total net revenue	440	365	+20%	+19%	129	111	+17%	+17%	147	132	+12%	+9%	43	35	+23%	+16%	759	642	+18%	+16%
Regulated markets	404	324	+25%	+23%	129	111	+17%	+17%	147	132	+12%	+9%	43	35	+23%	+16%	723	601	+20%	+19%
Unregulated markets	36	41	-13%	-18%	-	-	-	-	-	-	-	-	-	-	-	-	36	41	-13%	-18%
Total net revenue	440	365	+20%	+19%	129	111	+17%	+17%	147	132	+12%	+9%	43	35	+23%	+16%	759	642	+18%	+16%
Cost of sales	(100)	(87)	+16%	+15%	(32)	(26)	+25%	+25%	(32)	(29)	+11%	+10%	(10)	(8)	+19%	+12%	(175)	(149)	+17%	+16%
Gross Profit	339	278	+22%	+20%	97	85	+14%	+14%	115	103	+12%	+9%	33	27	+25%	+17%	584	493	+19%	+16%
Sales & marketing	(108)	(82)	+32%	+31%	(34)	(26)	+35%	+34%	(4)	(3)	+8%	+5%	(9)	(7)	+26%	+19%	(156)	(119)	+31%	+30%
Product & technology	(58)	(56)	+2%	+0%	(12)	(9)	+27%	+28%	(3)	(3)	+10%	+7%	(3)	(2)	+49%	+41%	(75)	(70)	+7%	+5%
Operations	(33)	(35)	-6%	-10%	(20)	(16)	+25%	+25%	(77)	(70)	+10%	+8%	(14)	(13)	+7%	+2%	(144)	(134)	+8%	+4%
Unallocated central costs																	(28)	(31)	-12%	-16%
Operating costs	(199)	(174)	+14%	+12%	(66)	(51)	+30%	+30%	(84)	(76)	+10%	+8%	(27)	(23)	+17%	+11%	(403)	(355)	+14%	+11%
Underlying EBITDA	140	104	+34%	+32%	30	34	-10%	-10%	31	27	+16%	+11%	7	4	+65%	+50%	181	138	+31%	+30%
Depreciation & amortisation	(17)	(17)	+3%	-3%	(4)	(4)	+3%	+3%	(8)	(8)	+4%	+4%	(4)	(3)	+31%	+23%	(33)	(32)	+6%	+2%
Underlying operating profit	123	88	+40%	+39%	26	30	-12%	-12%	23	19	+21%	+14%	3	1	+153%	+110%	148	106	+39%	+38%
Separately disclosed items																	(195)	-	n/a	n/a
Operating (loss) / profit																	(48)	106	n/a	n/a

1 Constant currency ('CC'), with non-sterling denominated component in 2015 retranslated at 2016 exchange rates

Appendix 2: Half-yearly Divisional Key Performance Indicators - H2 2016
Proforma

£m	Online				Australia				Retail				US				Group			
	H2 2016	H2 2015	% Change	CC ¹ % Change	H2 2016	H2 2015	% Change	A\$ % Change	H2 2016	H2 2015	% Change	CC ¹ % Change	H2 2016	H2 2015	% Change	US\$ % Change	H2 2016	H2 2015	% Change	CC ¹ % Change
Sportsbook stakes	2,566	2,174	+18%	+13%	1,652	1,080	+53%	+22%	862	757	+14%	+2%					5,080	4,011	+27%	+14%
<i>Sportsbook net revenue %</i>	<i>6.3%</i>	<i>7.2%</i>	<i>-0.9%</i>	<i>-0.9%</i>	<i>11.0%</i>	<i>11.3%</i>	<i>-0.3%</i>	<i>-0.3%</i>	<i>11.5%</i>	<i>11.9%</i>	<i>-0.4%</i>	<i>-0.4%</i>					8.7%	9.2%	-0.5%	-0.5%
Sports net revenue	293	273	+8%	+2%	183	122	+50%	+19%	99	90	+10%	-1%	41	33	+25%	+4%	616	517	+19%	+6%
Gaming net revenue	120	111	+9%	+5%	-	-	-	-	50	45	+10%	+10%	7	3	+95%	+63%	177	159	+11%	+8%
Total net revenue	414	383	+8%	+3%	183	122	+50%	+19%	149	135	+10%	+2%	47	36	+32%	+10%	792	676	+17%	+7%
Regulated markets	378	352	+7%	+4%	183	122	+50%	+19%	149	135	+10%	+2%	47	36	+32%	+10%	757	645	+17%	+7%
Unregulated markets	35	31	+13%	-3%	-	-	-	-	-	-	-	-	-	-	-	-	35	31	+13%	-3%
Total net revenue	414	383	+8%	+3%	183	122	+50%	+19%	149	135	+10%	+2%	47	36	+32%	+10%	792	676	+17%	+7%
Cost of sales	(92)	(92)	+0%	-5%	(48)	(33)	+48%	+17%	(31)	(30)	+3%	-1%	(11)	(8)	+49%	+25%	(183)	(162)	+13%	+2%
Gross Profit	321	291	+10%	+6%	134	89	+51%	+20%	118	105	+12%	+4%	36	28	+27%	+6%	610	514	+19%	+8%
Sales & marketing	(87)	(76)	+14%	+8%	(38)	(25)	+49%	+24%	(3)	(3)	+2%	+0%	(9)	(7)	+23%	+9%	(137)	(112)	+22%	+12%
Product & technology	(53)	(61)	-13%	-23%	(12)	(10)	+21%	-2%	(3)	(2)	+11%	+4%	(4)	(3)	+61%	+45%	(72)	(76)	-5%	-17%
Operations	(32)	(31)	+4%	-7%	(21)	(18)	+16%	-11%	(81)	(75)	+8%	+2%	(17)	(13)	+36%	+10%	(151)	(137)	+11%	-1%
Unallocated central costs																	(30)	(31)	-4%	-13%
Operating costs	(172)	(169)	+2%	-6%	(71)	(54)	+33%	+7%	(87)	(80)	+8%	+2%	(31)	(23)	+35%	+13%	(390)	(356)	+9%	-2%
Underlying EBITDA	149	123	+22%	+24%	63	36	+78%	+39%	31	25	+26%	+9%	6	6	-3%	-23%	219	158	+39%	+31%
Depreciation & amortisation	(17)	(19)	-13%	-21%	(5)	(5)	+18%	-5%	(10)	(7)	+29%	+15%	(5)	(4)	+13%	-6%	(37)	(36)	+3%	-10%
Underlying operating profit	132	103	+28%	+34%	58	31	+86%	+46%	22.0	17.0	+25%	+7%	1	2	-46%	-61%	183	122	+50%	+44%
Separately disclosed items																	(123)	(9)	n/a	n/a
Operating (loss) / profit																	60	113	-47%	-49%

¹ Constant currency ('CC'), with non-sterling denominated component in 2015 retranslated at 2016 exchange rates

Appendix 3: Quarterly Divisional Key Performance Indicators

Q1 2016 Divisional Key Performance Indicators

Proforma

£m	Online				Australia				Retail				US				Group			
	Q1 2016	Q1 2015	% Change	CC1 % Change	Q1 2016	Q1 2015	% Change	A\$ % Change	Q1 2016	Q1 2015	% Change	CC1 % Change	Q1 2016	Q1 2015	% Change	US\$ % Change	Q1 2016	Q1 2015	% Change	CC1 % Change
Sportsbook stakes	1,305	1,059	+23%	+22%	577	454	+27%	+31%	407	375	+9%	+6%					2,289	1,888	+21%	+21%
Sportsbook net revenue %	5.4%	5.3%	+0.1%	+0.1%	10.0%	10.5%	-0.5%	-0.5%	10.7%	11.3%	-0.6%	-0.6%					7.5%	7.7%	-0.2%	-0.2%
Sports net revenue	135	116	+17%	+15%	58	47	+22%	+25%	44	42	+3%	+1%	17	14	+26%	+19%	254	219	+16%	+15%
Gaming net revenue	60	51	+17%	+16%	-	-	-	-	23	21	+8%	+8%	2	1	+62%	+53%	85	74	+16%	+15%
Total net revenue	195	167	+17%	+16%	58	47	+22%	+25%	67	64	+5%	+4%	20	15	+29%	+22%	339	293	+16%	+15%
Regulated markets	177	146	+21%	+20%	58	47	+22%	+25%	67	64	+5%	+4%	20	15	+29%	+22%	321	273	+18%	+17%
Unregulated markets	17	20	-14%	-17%	-	-	-	-	-	-	-	-	-	-	-	-	17	20	-14%	-17%
Total net revenue	195	167	+17%	+16%	58	47	+22%	+25%	67	64	+5%	+4%	20	15	+29%	+22%	339	293	+16%	+15%
Underlying EBITDA																	59	47	+27%	+28%
Underlying operating profit																	42	31	+36%	+41%

Q2 2016 Divisional Key Performance Indicators

Proforma

£m	Online				Australia				Retail				US				Group			
	Q2 2016	Q2 2015	% Change	CC1 % Change	Q2 2016	Q2 2015	% Change	A\$ % Change	Q2 2016	Q2 2015	% Change	CC1 % Change	Q2 2016	Q2 2015	% Change	US\$ % Change	Q2 2016	Q2 2015	% Change	CC1 % Change
Sportsbook stakes	1,395	1,183	+18%	+16%	682	519	+31%	+29%	443	399	+11%	+6%					2,521	2,101	+20%	+17%
Sportsbook net revenue %	7.9%	6.7%	+1.2%	+1.2%	10.5%	12.2%	-1.7%	-1.7%	12.6%	11.7%	+0.9%	+0.9%					9.4%	9.0%	+0.4%	+0.4%
Sports net revenue	180	146	+24%	+21%	71	63	+13%	+10%	56	47	+20%	+14%	21	17	+21%	+13%	328	273	+20%	+17%
Gaming net revenue	65	53	+23%	+21%	-	-	-	-	24	21	+13%	+13%	3	3	+5%	-2%	92	77	+19%	+18%
Total net revenue	245	198	+23%	+21%	71	63	+13%	+10%	80	68	+18%	+14%	24	20	+19%	+11%	420	349	+20%	+17%
Regulated markets	227	177	+28%	+26%	71	63	+13%	+10%	80	68	+18%	+14%	24	20	+19%	+11%	402	328	+22%	+19%
Unregulated markets	18	21	-13%	-18%	-	-	-	-	-	-	-	-	-	-	-	-	18	21	-13%	-18%
Total net revenue	245	198	+23%	+21%	71	63	+13%	+10%	80	68	+18%	+14%	24	20	+19%	+11%	420	349	+20%	+17%
Underlying EBITDA																	122	91	+33%	+30%
Underlying operating profit																	105	75	+40%	+37%

1 Constant currency ('CC'), with non-sterling denominated component in 2015 retranslated at 2016 exchange rates

Q3 2016 Divisional Key Performance Indicators
Proforma, unaudited

£m	Online				Australia				Retail				US				Group			
	Q3 2016	Q3 2015	% Change	CC1 % Change	Q3 2016	Q3 2015	% Change	A\$ % Change	Q3 2016	Q3 2015	% Change	CC1 % Change	Q3 2016	Q3 2015	% Change	US\$ % Change	Q3 2016	Q3 2015	% Change	CC1 % Change
Sportsbook stakes	1,256	1,036	+21%	+16%	732	506	+45%	+17%	426	377	+13%	+2%					2,414	1,919	+26%	+14%
<i>Sportsbook net revenue %</i>	<i>7.4%</i>	<i>7.3%</i>	<i>+0.1%</i>	<i>+0.1%</i>	<i>11.2%</i>	<i>10.8%</i>	<i>+0.4%</i>	<i>+0.4%</i>	<i>12.2%</i>	<i>11.3%</i>	<i>+0.9%</i>	<i>+0.9%</i>					<i>9.4%</i>	<i>9.0%</i>	<i>+0.4%</i>	<i>+0.4%</i>
Sports net revenue	162	134	+21%	+16%	82	55	+50%	+21%	52	43	+22%	+10%	21	18	+17%	-1%	316	249	+27%	+15%
Gaming net revenue	60	52	+16%	+13%	-	-	-	-	24	22	+12%	+12%	3	2	+85%	+57%	88	76	+16%	+14%
Total net revenue	222	186	+20%	+15%	82	55	+50%	+21%	76	64	+19%	+11%	24	20	+22%	+4%	404	324	+25%	+15%
Regulated markets	204	170	+20%	+16%	82	55	+50%	+21%	76	64	+19%	+11%	24	20	+22%	+4%	386	309	+25%	+15%
Unregulated markets	18	16	+17%	+2%	-	-	-	-	-	-	-	-	-	-	-	-	18	16	+17%	+2%
Total net revenue	222	186	+20%	+15%	82	55	+50%	+21%	76	64	+19%	+11%	24	20	+22%	+4%	404	324	+25%	+15%
Underlying EBITDA																	113	74	+53%	+49%
Underlying operating profit																	95	57	+68%	+68%

Q4 2016 Divisional Key Performance Indicators
Proforma, unaudited

£m	Online				Australia				Retail				US				Group			
	Q4 2016	Q4 2015	% Change	CC1 % Change	Q4 2016	Q4 2015	% Change	A\$ % Change	Q4 2016	Q4 2015	% Change	CC1 % Change	Q4 2016	Q4 2015	% Change	US\$ % Change	Q4 2016	Q4 2015	% Change	CC1 % Change
Sportsbook stakes	1,310	1,138	+15%	+10%	920	574	+60%	+25%	436	380	+15%	+3%					2,666	2,091	+28%	+13%
<i>Sportsbook net revenue %</i>	<i>5.3%</i>	<i>7.2%</i>	<i>-1.9%</i>	<i>-1.9%</i>	<i>11.0%</i>	<i>11.7%</i>	<i>-0.7%</i>	<i>-0.7%</i>	<i>10.7%</i>	<i>12.4%</i>	<i>-1.7%</i>	<i>-1.7%</i>					<i>8.1%</i>	<i>9.4%</i>	<i>-1.3%</i>	<i>-1.3%</i>
Sports net revenue	131	139	-5%	-11%	101	67	+50%	+18%	47	47	-1%	-11%	20	15	+36%	+11%	299	268	+12%	-1%
Gaming net revenue	60	58	+2%	-1%	-	-	-	-	25	23	+8%	+9%	3	2	+106%	+68%	89	84	+6%	+3%
Total net revenue	191	197	-3%	-8%	101	67	+50%	+18%	72	71	+2%	-5%	23	16	+43%	+17%	388	351	+10%	+0%
Regulated markets	174	182	-4%	-8%	101	67	+50%	+18%	72	71	+2%	-5%	23	16	+43%	+17%	371	336	+10%	+0%
Unregulated markets	17	16	+9%	-8%	-	-	-	-	-	-	-	-	-	-	-	-	17	16	+9%	-8%
Total net revenue	191	197	-3%	-8%	101	67	+50%	+18%	72	71	+2%	-5%	23	16	+43%	+17%	388	351	+10%	+0%
Underlying EBITDA																	106	84	+26%	+17%
Underlying operating profit																	87	65	+34%	+25%

1 Constant currency ('CC'), with non-sterling denominated component in 2015 retranslated at 2016 exchange rates