

# Flutter™

## THE WORLD'S LEADER IN ONLINE SPORTS BETTING AND GAMING

Flutter is the parent company of the world's biggest and most popular sports betting and iGaming brands.



 FANDUEL

sky 

*sportsbet*

 POKERSTARS

PADDYPOWER.

 betfair

adjarabet.com

tombola

 Sisal

 JUNGLE  
GAMES

 MAXBET

### WORLD CLASS BRANDS, GLOBAL SCALE AND A CHALLENGER MINDSET

Leveraging this portfolio of distinct and market leading brands, Flutter brings best in class sports betting and gaming products to our customers around the world. At its core, this customer centric approach is enabled by proprietary technology platforms which ensure we can innovate at pace as well as meet our customers' product demands.

Our local businesses are connected across borders through the Flutter Edge which combines our global scale with world-class talent, technology, product and capital to empower our brands to win in their local markets. This is really how Flutter differentiates itself, ensuring our brands have access to global scale while focusing on local execution.

Our unparalleled portfolio of world-class brands, global scale and a challenger mindset presents a powerful combination. With the optimal strategy for success in place, a proven track record of delivering growth and our ability to leverage the power of our unique Flutter Edge, we are excited about the future.

**OUR FLUTTER EDGE**  
SUPERCHARGES WORLD-CLASS BRANDS  
SHARING

PRODUCTS

TALENT

TECH

CAPITAL

TOGETHER WE'RE  
CHANGING THE GAME

### OUR GROUP STRATEGY WILL ENSURE WE DELIVER LONG-TERM SHAREHOLDER VALUE



#### INVEST

To build on our gold medal position in the US as more states regulate.



#### GROW

Our recreational player base and leading positions in our other core markets of UK, Ireland, Australia and Italy.



#### BUILD

Our network and invest in leadership positions across international markets.

## OUR BRANDS ARE LEADERS ACROSS THE GLOBE, WITH A SIZEABLE MARKET OPPORTUNITY

Flutter is listed on the London Stock Exchange and traded as part of the FTSE 100. We're working towards a listing date of 29 January 2024 on the New York Stock Exchange (NYSE). Flutter consists of four divisions that operate across the world. Together, we're Changing the Game for millions of customers worldwide.

In the US, the value of the sports betting and iGaming market is estimated to reach US\$40bn by 2030 and in markets across the rest of the world we see already see a further US\$320bn of future potential value.



### FANDUEL IS FLUTTER'S LARGEST BRAND AND THE US MARKET LEADER

Since being acquired by Flutter in 2018, FanDuel has leveraged its daily fantasy sports business to consolidate a clear #1 position in the online sportsbook market. The business also has a growing share of iGaming with 26% of the market in Q4, up 4ppt from the prior year.



The FanDuel Advantage drives our flywheel, creating a larger and more profitable business

FanDuel achieved its market-leading position through its competitive differentiators, what we call the **FanDuel Advantage**.

#### ACQUIRE

- In Q4 '23, US average monthly players had grown to over 4 million.
- FanDuel acquires customers much more efficiently than other sportsbooks in the market.

#### RETAIN

- We were first to market with the Same Game Parlay, an industry-changing feature, and continue to deliver improved flexibility and choice for customers through product and feature innovations.
- FanDuel has premier partnerships with nearly every major sports league in the U.S., including the NFL, NBA, MLB, WNBA and NHL.

#### GROW

- The Flutter Edge gives FanDuel a structural margin advantage as our in-house risk and trading team offers more accurate odds across more markets for customers.
- We retain customers for longer due to our superior product, and generate 43% more margin per \$1 handle compared to the rest of the market.

**By 2030, the total market for sports betting, daily fantasy sports, and iGaming in the U.S. could reach \$40Bn.\***

FanDuel will be the first sportsbook to achieve profitability for a full year. Leveraging both the FanDuel Advantage and the Flutter Edge, FanDuel is in an excellent position to continue to win in the US market.



Flutter changed the sports betting landscape with the Same Game Parlay, and we continue to disrupt the sector through superior customer experience and gameplay.

With technology at our core, Flutter is uniquely positioned to bring innovations to market. Through our in-house capabilities and global resources, we can quickly respond to customers' needs and provide them with the most enjoyable experience with superior flexibility and choice.



## WE ARE COMMITTED TO RESPONSIBLE GAMEPLAY GLOBALLY

We have a clear vision for sustainability and the four tenets of our Positive Impact Plan are:

- 1 Play Well**, representing responsible gaming initiatives.
- 2 Work Better**, which is our commitment to improved diversity and inclusion among our employee base.
- 3 Do More**, which is the social impact work we do in the communities we serve.
- 4 Go Zero**, which is our environmental plan to help mitigate the impacts of climate change.

In H1 '23, Flutter invested

# \$55M

in responsible gaming initiatives

## UNDERPINNED BY PROGRESS ON SUSTAINABILITY THROUGH OUR POSITIVE IMPACT PLAN



POSITIVE  
IMPACT  
PLAN



### Customers

Helping customers to play well



### Colleagues

Empowering colleagues to work better



### Communities

Working with communities to do more



### Environment

Reducing our impact through Go Zero strategy

## Targets

>75% of customers using a Play Well tool by 2030

Our teams will be representative of where we live and work by 2030

Improve the lives of 10m people by 2030

Comprehensive strategy to reduce impact and 2035 NetZero transition plan

## Progress in 2023

# 42.1%

% of customers using a Play Well tool (+7ppts vs H1 2022)

# 34%

Female representation in leadership (+3ppts vs H1 2022)

# 458k

Lives improved since launch of program

# NetZero

Target and roadmap to 2035 in place

\* US total addressable market based on internal estimates and excluding Canada (estimated mature total addressable market of \$3bn). Total addressable market outside US based on H2GC data and internal estimates. Total addressable regulated market of £147bn based on total addressable market outside US above excluding the UK, Ireland, Australia and various markets that are unregulated or operating under monopoly conditions.

# FLUTTER IS CHANGING THE GAME.

Flutter