

## **FANDUEL BECOMES FIRST MOBILE SPORTSBOOK OPERATOR TO PARTNER WITH AMERICAN GAMING ASSOCIATION'S RESPONSIBLE SPORTS BETTING INITIATIVE**

*Have a Game Plan.® Bet Responsibly.™ campaign commitment includes pledge to grow public  
service initiative through sustained media commitment*

*Initiative to include collaboration with FanDuel's league, team and media partners*

LONDON, March 16, 2021 – FanDuel Group, part of Flutter Entertainment plc, and the American Gaming Association (AGA) announced an initiative to broadly promote responsible sports wagering through the AGA's *Have A Game Plan. ® Bet Responsibly. ™* public service campaign. FanDuel is the first mobile sportsbook operator to sign on to the AGA's national campaign to promote the fundamentals of responsible sports betting.

As part of this engagement, FanDuel is making a multi-million-dollar commitment of its media inventory, as well as league and team assets and directing them towards responsible gaming messaging. The company will also work with its league, team and media partners to grow the campaign across television, radio, digital and in-venue media. The company and the AGA are aiming to have responsible gaming content live in May 2021.

Through *Have a Game Plan*, the AGA and its partners provide consumers a state-by-state guide on where to find legal operators, spotlight the basics of responsible sports betting, and raise awareness on signs of problem gambling.

“As the mobile gaming industry leader in the U.S. we believe promoting responsible gaming behaviours is a core tenet of growing our business and the industry as a whole,” said Matt King CEO of FanDuel Group. “We are not only going to commit substantial FanDuel resources to

promote *Have a Game Plan*, but we intend to build a consortium of partners throughout the sports and gaming business to scale this initiative and we encourage other operators to join us.”

“FanDuel’s commitment to support and grow *Have a Game Plan* couldn’t come at a better time,” said AGA President and CEO Bill Miller. “Responsibility to our customers has always been a pillar of AGA member operations. Extending this to meet the new realities of an expanded sports betting ecosystem is going to require full collaboration with everyone involved in it –gaming operators, media companies, and leagues and teams. We’re excited to have a partner like FanDuel to help extend this important initiative.”

Fan and consumer education are critical as the legal sports betting market continues to expand throughout the United States. Today, sports betting is legal in 25 states and the District of Columbia. There are 17 active bills in state legislatures aiming to legalize sports betting in their jurisdiction.

The AGA launched *Have a Game Plan* in late 2019 to educate sports fans on the importance of responsible sports betting. As the first sportsbook partner involved in the campaign, FanDuel joins NASCAR, the NHL, the PGA TOUR, Monumental Sports and Entertainment and the Vegas Golden Knights as official campaign partners.

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, Jungle Games 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.