

Flutter UK&I Safer Gambling Strategy

Conor Grant, CEO of Flutter UK & Ireland

Already a month into 2022, it is set to be another busy and exciting year for Flutter UK & Ireland. Together with the wider industry we await the publication of the Government's review into gambling regulation and there is no doubt that it will inform and impact how we plan for the future. I've said before that we welcome these changes – they are long overdue – and we believe they are necessary for the benefit of customers and the long-term sustainability of our industry. At Flutter we have made real changes over the last twelve months to ensure that we are fit for the future. We have progressed our Affordability Triple Step, including the rolling out of financial vulnerability checks early in the customer journey, overlaid with enhanced monitoring and interaction of customer activity. We also became the first operator to announce enhanced measures to protect younger customers, with the rollout of £500 per month net deposit limits set to commence this month for customers under the age of 25.

Today I am pleased to announce that we have launched a refreshed and comprehensive safer gambling strategy for the UK & Ireland business. The strategy is the culmination of many months of hard work, bringing together the best from across our existing businesses, gathering insights from industry experts, customers and colleagues to identify priority issues to focus on, and challenging areas where we need to go further.

Quite simply, our mission is to make every moment safe for our customers. Our strategy is based on shifting our approach to focus much more on the best methods of prevention and not to focus purely on intervention. The five core pillars of the strategy are:

- **Discover** - Proactively advance the industry's understanding of gambling harm.
- **Educate** - Improve all customers' and colleagues' understanding of gambling harm.
- **Empower** - Give every customer the tools and understanding to use our products safely.
- **Understand** - Identify everyone exhibiting higher-risk behaviours early in their risk journey.
- **Support** - Interact with more customers and give the right level of support for each.

Safer gambling has always been a central part of our culture and colleagues from across the business are committed to the successful delivery of this ambitious strategy and making every moment safe for customers. Over the coming weeks I will be providing further information on each of the pillars and why each is so important for our business. We will also be updating regularly against our progress, so stay tuned.