

## Betfair gains license and launches in Colombia

LONDON, February 5, 2020 – Betfair, part of Flutter Entertainment plc, has launched its online sports betting and gaming products in Colombia. The launch follows receipt of a license to operate from Colombia’s gambling regulator Coljuegos in December last year.

The new framework gives players based in Colombia full access to sports betting, casino and virtual gaming products at Betfair.com.co. The products will be available across desktop and mobile devices.

The Colombian market has grown significantly in the past five years. As the first regulated online gaming market in Latin America, Colombia is paving the way for gambling regulation on the continent and holds a huge amount of growth potential for licensed operators. Betfair already benefits from a significant presence in South American football as an official sponsor of the two main CONMEBOL annual tournaments, Copa Sudamericana and Copa Libertadores.

Commenting on the announcement, Dan Taylor, CEO of Flutter International, a division of Flutter Entertainment, said: “We’re proud to have been awarded a license by Coljuegos and to offer our range of Betfair gaming and sportsbook products to customers in Colombia. The launch is in line with our strategy to grow in international markets and our commitment to bring the best products and safest gambling experience to life for Colombian customers.”

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 five divisions:

- PPB: includes Paddy Power, Betfair and Adjarabet brands offering a diverse range of sportsbook, exchange and gaming services across the UK, Ireland and International territories. This division also includes 620+ Paddy Power betting shops in the UK and Ireland.
- SBG: refers to the Sky Betting & Gaming business and encompasses both the SkyBet sportsbook and Sky Vegas gaming products offering a leading proposition to a recreationally led customer base.
- Australia: the Group operates the Sportsbet brand and is the market leader in online sportsbetting.
- PokerStars: operates in multiple jurisdictions around the world and is the world’s largest poker site and the home of live and online poker, PokerStars Casino and PokerStars Sports.

- US: incorporates FanDuel, Fox Bet, TVG, PokerStars and Betfair brands. The division has a diverse product offering of online and retail sportsbooks, daily fantasy sports, online gaming, poker, advanced deposit wagering on horse racing and TV broadcasting.