



THE WORLD LEADER IN ONLINE SPORTS BETTING AND iGAMING



ABOUT US

Flutter Entertainment is the world leader in online sports betting and iGaming, operating some of the most innovative, diverse and distinctive brands in the sector.

FLUTTER EDGE

Flutter has an unparalleled portfolio of world-class brands, global scale and challenger mindset, through which we excite and entertain our customers, in a safe and sustainable way. Using our collective power, the Flutter Edge, we aim to disrupt our sector, learning from the past to create a better future for our customers, colleagues and communities.

Flutter | EDGE

SUPERCHARGES OUR WORLD-CLASS BRANDS SHARING

Product

Technology

Expertise

Scale

TOGETHER WE'RE
CHANGING THE GAME

OPTIMAL STRATEGY TO DELIVER SUCCESS

Harnessing the Flutter Edge to:

WIN IN THE US

- Sustain FanDuel as the primary sportsbook in North America
- Solidify position as #1 iGaming brand
- Transform earnings profile through operating leverage

WIN IN THE REST OF WORLD

- Consolidate gold medal positions
- Grow local hero brands through organic investment and M&A
- Enhanced earnings through diversification and efficiencies

Underpinned by sustainability, our Positive Impact Plan

Q4 2024 HIGHLIGHTS

14.6m AMPs¹

+7% year on year (yoy)

\$1.6bn

US revenue +14% (yoy)

49%

US OSB NGR share²

\$3.8bn

Group revenue +14% (yoy)

14.5%

US Sportsbook gross revenue margin

26%

US iGaming GGR share²

¹ Average Monthly Players ("AMPs") is defined as the average over the applicable reporting period of the total number of players who have placed and/or wagered a stake and/or contributed to rake or tournament fees during the month. ² Online sportsbook (OSB) market share is the net gaming revenue (NGR) market share of our FanDuel brand for the three months to December 31, 2024 in the states in which FanDuel was live (excluding Tennessee as they no longer report this data), based on published gaming regulator reports in those states. iGaming market share is the gross gaming revenue (GGR) market share of FanDuel for the three months to December 31, 2024 in the states in which FanDuel was live, based on published gaming regulator reports in those states.

FY 2024 HIGHLIGHTS

\$14bn

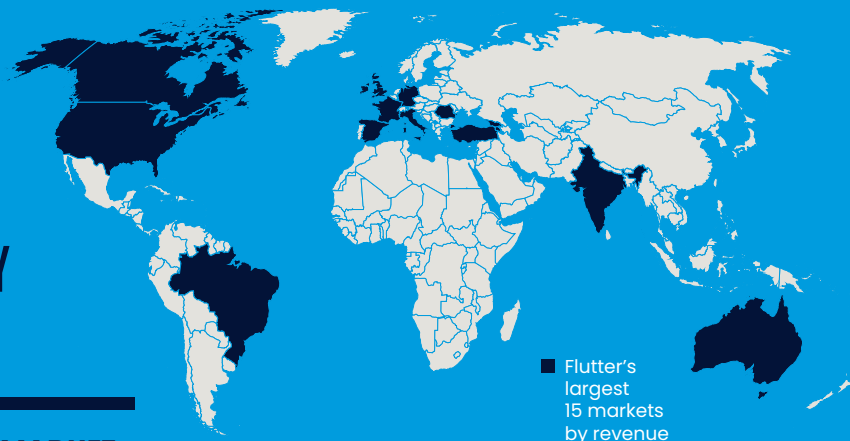
Group revenue +19% year on year

\$2.36bn

Group adjusted EBITDA +26%

See Flutter's Q4 and 2024 FY earnings release here for a reconciliation of this non-GAAP measure to its most directly comparable GAAP measure.

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



~\$368bn GLOBAL MARKET OPPORTUNITY BY 2030

The global sports betting and iGaming market opportunity is estimated to be approx. **\$368bn*** by 2030.

The global online sports betting and iGaming market looks set for continued growth through continued expansion into additional US states; opportunities in our existing core leadership markets; and a diverse and growing range of new regulated and regulating markets across the world.

\$70bn US MARKET OPPORTUNITY

The North American market opportunity expected to be **\$70bn.**

Winning in the US through FanDuel is a key part of Flutter's global strategy and to do so, we will: Sustain our position as the #1 Sportsbook; Solidify our position as the #1 iGaming brand; and Transform earnings through operating leverage.

* The global market opportunity expressed herein was made as of September 25, 2024, at Flutter's Investor Day. Materials available [here](#).



THE US MARKET LEADER

FanDuel, Flutter's largest brand, leads the US online sports betting and iGaming market, holding a **43%** share of the US sportsbook gross gaming revenue (GGR) market and a **49%** share of net gaming revenue (NGR). It currently provides its online sportsbook in 24 states. FanDuel's success – which has been driven by its best in class pricing and superior product offering, such as its Same Game Parlay product – has been bolstered by a **\$10bn+** total investment in sportsbook generosity and marketing since 2018 and the Flutter Egde, unlocking access to the Group's strong heritage in product innovation, and its well-invested, scalable technology platforms. This puts us in an excellent position to continue to win in the US.



SUPER BOWL LIX

FanDuel's Sportsbook had a fantastic SuperBowl with over 17.7 million bets placed on by nearly three million active users. FanDuel's product offering continues to evolve, featuring over 600 markets for the game and \$10 million in bonus bets awarded following Eli Manning's victory in the iconic 'Kick of Destiny 3.'

Additionally, during the 2024-25 NFL season, approximately 50% of FanDuel customers—around 3.5 million—engaged with My Spend, a new personalized dashboard tool designed to help users track their spending patterns and manage their budgets effectively.

Over
17.7M
bets made, up 28%
year on year

Close to
70K
bets per minute
at peak

c.3M
active users
placed a bet

c.2M
fans made a pick
on Kick of Destiny 3



Flutter | FANDEUEL

WE ARE CHANGING THE GAME FOR GOOD

In 2022, we launched our Positive Impact Plan, setting a clear sustainability agenda for change and addressing the issues and opportunities that are specific to our business and our sector. Our plan sets targets to be achieved by 2030, and 2035, under four pillars:

In 2024, Flutter invested

\$134M

in responsible gaming
initiatives globally



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



OUR INVESTOR DAY

On September 25 2024, Flutter's senior leadership team presented our strategic priorities and our pathway for significant value creation.

At the Investor Day, we showcased the size of the global opportunity, the runway for further growth, and how Flutter's sustainable competitive advantages - the Flutter Edge - underpin our leadership position.

Find out more [here](#).

FLUTTER IS CHANGING THE GAME.

Flutter

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