

FANDUEL AND PAT MCAFEE ANNOUNCE MULTI-YEAR EXCLUSIVE CONTENT PARTNERSHIP AGREEMENT

Industry's Fastest Growing Star Remains Exclusive Partner of FanDuel

Agreement Includes Significant Content Investment Expansion

LONDON, December 10 2021 – FanDuel, part of Flutter Entertainment plc, announced a multi-year exclusive content deal with Pat McAfee.

FanDuel Group got its talent, reaching a multi-year agreement with Pat McAfee Inc. (PMI), keeping the sports media industry's fastest growing star an exclusive partner of America's #1 Sportsbook. The agreement represents a significant expansion of its previous deal and includes a formalized content partnership.

Highlights of the new agreement:

- FanDuel will remain the official sportsbook of PMI and the Pat McAfee Show with the two companies continuing to deepen and evolve the integration of odds boosts and other promotions across PMI platforms.
- FanDuel and the entire team at PMI will attempt to create new shows/segments that are considered above average beyond the daily show content.
- Expanded co-branded big brain ideas, and customer promotions such as the first ever crowd sourced Spread the Love campaign.
- Pat McAfee and FanDuel will create a series of annual special edition shows supporting tentpole events (ex. FanDuel NFL Draft Spectacular).
- Development of "epic" live events tour including "on-the-road" shows throughout the year.
- McAfee and his team to support FanDuel during new state launches.

FanDuel will be investing in PMI's content development capabilities including a new campus/complex to support its production efforts. This includes the naming and branding rights for the soon to be redesigned live studio for the Pat McAfee Show. The

new complex will be known as “The FanDuel Igloo” and will house production studios, a lounge, basketball court and golf simulator.

“Simply put, Pat McAfee is the sports media industry’s fastest growing star and we’re thrilled to deepen our relationship with him as our exclusive partner,” said Mike Raffensperger Chief Marketing Officer, FanDuel Group. “Pat and his team champion the FanDuel brand and together we’ve developed ground breaking content experiences for his audience and our customers alike. Of course, Pat isn’t just our best marketing partner, he’s also one of our best customers so we expect he will give us some of the money back!”

“This new deal with FanDuel will afford us the opportunity to take things to a different level,” said McAfee. “We are incredibly lucky the exclusive Sportsbook of our show remains the #1 Sportsbook in America. I’m excited for the future. With that being said, we still plan on taking every dollar FanDuel has with our Super Boosts, Hammer DAHN picks, and AJ Hawk’s big brain.”

FanDuel and PMI have been working together for several years and the Pat McAfee Show has become the gold standard of how to effectively integrate and deliver live odds and sports betting insights and commentary. Whether its branded McAfee odds boosts, enhanced odds or other special promotions the partnership between PMI and FanDuel has fuelled a content genre that is now emulated but rarely duplicated across the sports media landscape.

For further information, please contact: 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.