

Flutter™

THE WORLD'S LEADER IN ONLINE SPORTS BETTING AND GAMING



Flutter Entertainment is the parent company of the world's biggest and most popular online sports betting and iGaming brands.



sky betting & gaming



adjarabet.com



ABOUT US

Flutter Entertainment is the world's leading online sports betting and gaming company, operating some of the most innovative, diverse and distinctive brands in the sector.

CHANGING THE GAME

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.

OUR FLUTTER EDGE
SUPERCHARGES WORLD-CLASS BRANDS
SHARING

PRODUCT

TALENT

TECH

CAPITAL

TOGETHER WE'RE
CHANGING THE GAME

STRATEGY



INVEST

Build on our sustainable competitive advantage and extending our leadership position.



GROW

With a focus on delivering the best product proposition to our recreational customer base we aim to grow our leadership positions and leverage local scale to drive efficiency.



BUILD

Building and buying podium positions across our international markets, we will combine global scale with local presence to deliver sustainable growth.

Underpinned by:



CUSTOMERS

Helping customers to **Play Well**

Target:
>75% of customers using a Play Well tool by the end of 2030

COLLEAGUES

Empowering colleagues to **Work Better**

Target:
Our teams will be representative of where we live and work by the end of 2030

COMMUNITIES

Working with communities to **Do More**

Target:
Improve the lives of 10m people by the end of 2030

ENVIRONMENT

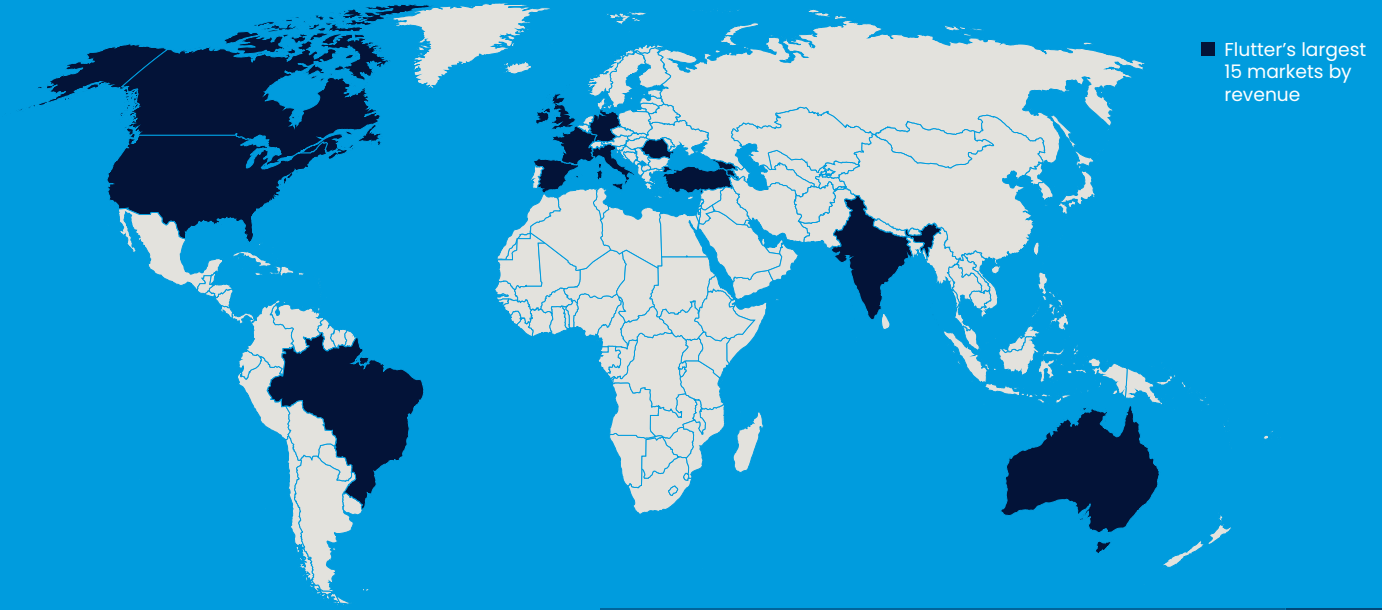
Reducing our impact through **Go Zero** strategy

Target:
Comprehensive strategy to reduce impact and reach Net Zero by end of 2035

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

Flutter is the global industry leader by size with 12.3 million Average Monthly Players worldwide across our brands. We are listed on the New York Stock Exchange (NYSE) and the London Stock Exchange with our operational headquarters in New York. We are organised across four divisions: US; UK & Ireland (UKI); International and Australia.

We have leading market positions in a growth sector. In the US, the value of the sports betting and iGaming market is estimated to reach US\$40bn by 2030. This can be combined with a further US\$188bn in markets across the rest of the world where sports betting and iGaming are regulated or regulating.



DELIVERING AGAINST OUR STRATEGY

US

Invest to win in the US

Group ex-US

Grow our gold medal positions in core markets

Build on our network and invest for leadership positions across international markets

Full year 2023 progress

- #1 online sportsbook with NGR share 53.4% and GGR share 43.2% in Q4 2023.
- Acquired 3.7m new sports betting and iGaming players in 2023, 19% more than the prior year.
- Increased iGaming GGR market share to 25.7% in Q4 2023, becoming the #1 iGaming brand in the US.
- Delivered a positive full year US Adjusted EBITDA for the first time in 2023.

- Strong performance in UKI added market share gain of 2 percentage points to 30%.
- In UKI continued expansion of our recreational customer base as we grew AMPs by 5.4% to 3.9m.
- In Australia, Sportsbet grew AMPs by 1.9% to 1.1 million, driven by high levels of retention.

- AMPs grew by 31% and revenue by 36.8%.
- Successful integration of Sisal business in Italy, since acquisition, delivering incremental growth.
- Acquisition of MaxBet in January 2024 adds a leadership position in the attractive Serbian market and footprint in the wider Balkan region.

FULL YEAR 2023 HIGHLIGHTS

12.3m

Average Monthly Players, +20.3% year on year.

\$11.8bn

Group revenue, +24.6% year on year.

+44.9%

of active online customers using Play Well tools – up from 40.8% in 2022.

+40.6%

US revenue and 3.7m new customers added.

FLUTTER IS CHANGING THE GAME.

Flutter