



# The world's leading online sports betting and gaming operator

## 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. A constituent of both the London FTSE 100 and Euronext stock exchanges, Flutter is setting the agenda for positive change in its industry.

## 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. Together, we are Changing the Game.

## DELIVERING AGAINST OUR STRATEGY

US	UK&I and Australia	International
Invest to win in the US	Grow our gold medal positions in our core markets	Build on our network and invest for leadership positions across International markets
Build on our sustainable competitive advantages and extend our leadership position, continuing to win as new states regulate	Focusing on growing recreational customer base efficiently, using local scale to unlock benefits across core markets	Combine global scale and local presence to deliver sustainable growth across our International markets
H1 progress		
<ul style="list-style-type: none"><li>#1 online sportsbook share of 47%</li><li>Growing iGaming share to 23% in Q2</li><li>Profitable with adjusted EBITDA of £49m in H1</li></ul>	<ul style="list-style-type: none"><li>Growing UK &amp; Ireland gold medal position</li><li>Strong recreational customer growth with Average Monthly Players up 9% to over 5m (UK&amp;I and Australia combined)</li></ul>	<ul style="list-style-type: none"><li>Consolidate and Invest markets up 5 ppt to 77% of total divisional revenue</li><li>Growth of 19% in those key markets</li><li>Sustainable position built to capitalise on future growth opportunities</li></ul>

## HALF YEAR 2023 HIGHLIGHTS

38%

Group revenue growth

47%

Q2 online sportsbook market share in US

12.3m

Average Monthly Players, up 28% year-on-year

42%

Global AMPs using Play Well safer gambling tools

## GLOBAL BRANDS INCLUDE



# MAKING PROGRESS THROUGH OUR PLAY WELL STRATEGY

Our customers are at the heart of everything we do. Our brands are the trusted choice in all our markets, and we promote a fun and enjoyable playing experience. Through our Play Well strategy, we offer the latest tech across a huge range of products and tools designed to support positive play, and our dedicated teams help flag up patterns of play requiring guidance or support.



**£45m**  
invested in safer gambling initiatives across the Group in H1 2023



**+51%**  
in safer gambling marketing year-on-year

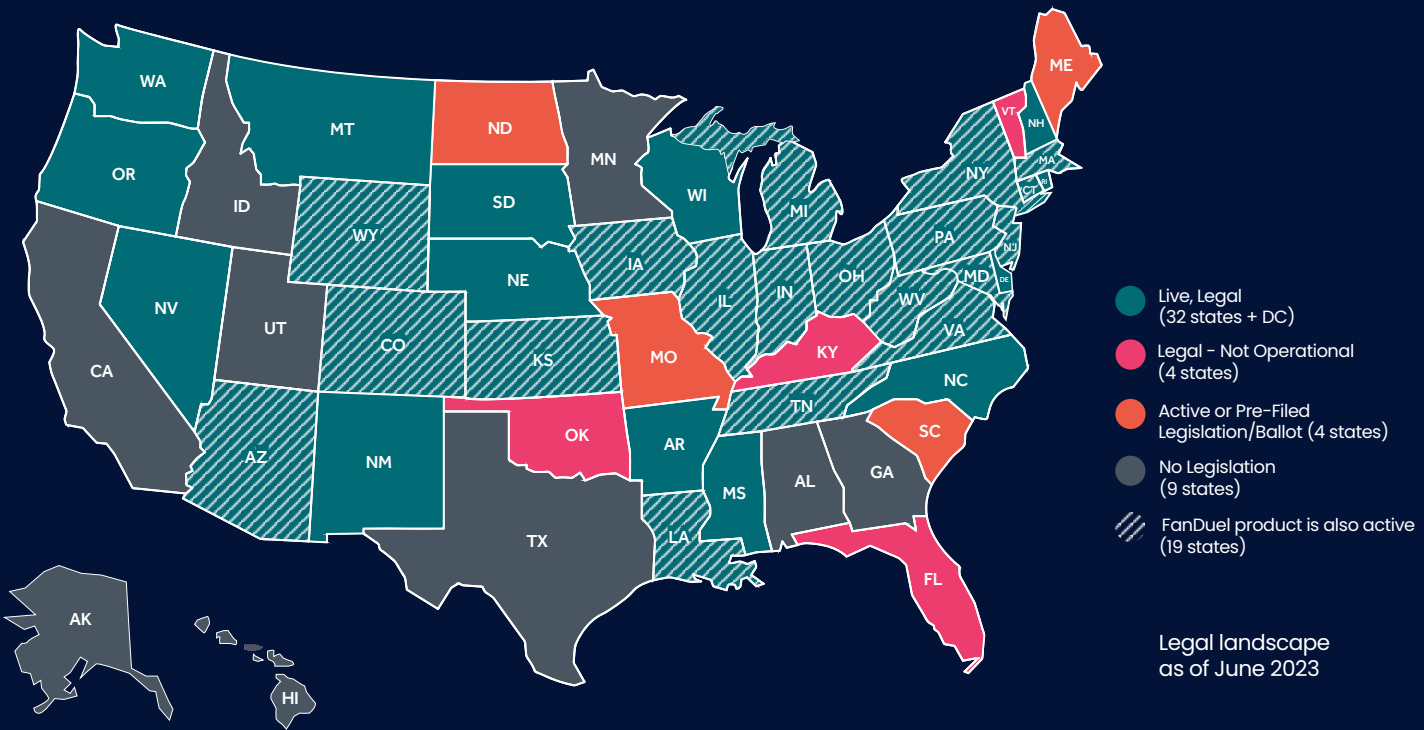


**42%**  
players using Play Well tools in June 2023

## THE LEADING PLAYER IN A GROWING MARKET

### The growth in US sports betting

FanDuel is America’s #1 online sportsbook, outpacing our competition – through continued product innovation and structural margin benefit. FanDuel is now profitable, generating \$100m EBITDA in H1 and securing 47% online sportsbook market share in Q2.



## OUR FLUTTER EDGE IS CHANGING THE GAME - EMPOWERING OUR BRANDS AND DRIVING GROWTH

The Flutter Edge encapsulates our Group’s distinctive, global competitive advantage. Talent, technology, product and capital are at the heart of it. From this, our brands can avail of unparalleled expertise, as and when they need it – enabling them to win in their local markets.



**TALENT**



**TECHNOLOGY**



**PRODUCT**



**CAPITAL**