

## **New member: Flutter joins EGBA**

***EGBA is pleased to announce Flutter has joined our association, strengthening the representation and cooperation of Europe's leading online gambling operators.***

BRUSSELS, TODAY – Leading European betting operator Flutter, with popular brands such as Paddy Power, Betfair, PokerStars and Sky Betting & Gaming, has joined the European Gaming and Betting Association (EGBA), the Brussels-based trade association representing the leading online gambling operators established, licensed, and regulated within the EU.

Flutter is one of the largest online operators in the world with net gaming revenue of over €5.9bn in 2020. Flutter joins EGBA in its commitment to and promotion of greater industry responsibility in Europe's online gambling sector, with the CEOs of EGBA's member companies recently issuing a [joint commitment](#) to taking the lead in fostering a stronger culture of safer gambling in Europe.

*"We are very pleased that Flutter has joined the EGBA family and welcome its commitment towards our ideals of sustainability and fostering a stronger culture of safer gambling in Europe. Flutter is a leading player in our sector, and its membership will enable us to strengthen our existing efforts to encourage and deepen industry cooperation and participation at European level. It's the collective ambition of our members to be top of the class in terms of industry responsibility and Flutter's membership strengthens our commitment and position. We are determined to ensure Europe's online gambling sector is more united and coordinated in its objectives and responsibilities, and we continue to invite Europe's other reputable online gambling companies to join us in this mission,"* said **Maarten Haijer, Secretary General, EGBA.**

*"Safer Gambling and sustainability are paramount to everything we do at Flutter, so joining the EGBA was a natural fit for us. We look forward to working with other members to ensure the online gambling sector within Europe is more united on our role and responsibilities,"* said **Pádraig Ó Ríordáin, Chief Legal Officer & Group Commercial Director, Flutter.**

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About Flutter Entertainment plc: Flutter Entertainment plc (the "Group") is a global sports-betting and gaming company reporting as four divisions:

UK & Ireland: includes Sky Betting and Gaming, Paddy Power and Betfair brands offering a diverse range of sportsbook, exchange and gaming services across the UK and Ireland, along with over 600 Paddy Power betting shops in the UK and Ireland.

Australia: the Sportsbet brand offers online sport betting and is the Australian market leader.

International: includes PokerStars, Adjarabet, Betfair and Jungle operating in multiple jurisdictions around the world offering a diverse range of sportsbook, exchange and gaming services.

US: includes FanDuel, TVG, Stardust, FOX Bet and PokerStars brands, offering regulated real money and free-to-play sports betting, online gaming, daily fantasy sports and online racing wagering products to customers across various states in the US.

**About EGBA**

The European Gaming and Betting Association (EGBA) is the Brussels-based trade association representing the leading online gaming and betting operators established, licensed, and regulated within the EU, including bet365, Betsson Group, Entain, Flutter, Kindred Group, and William Hill. The Swedish Trade Association for Online Gambling (BOS) is also an affiliate member. EGBA works together with national and EU regulatory authorities and other stakeholders towards a well-regulated and well-channelled online gambling market which provides a high level of consumer protection and takes into account the realities of the internet and online consumer demand. EGBA member companies meet the highest regulatory standards and, in 2019, had 145 online gambling licenses to provide their services to 16 million customers in 17 different European countries. Currently, EGBA members account for over 25% of Europe's online gambling gross gaming revenue (GGR).

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