



Paddy Power launches electronic self-exclusion process for all UK shops

London, 26th March 2018 – Paddy Power has launched an electronic self-exclusion process via an in-shop app for all UK-based shops. The new electronic self-exclusion system, which will make the self-exclusion status of the customer instant, will replace the current paper-based process.

The new system which is hosted via an Android or IOS tablet will store the customer's image and contact information and automatically distributes their profile to up to 10 Paddy Power shops in their area. The system simplifies the photo identification process and has a responsive interface for shop staff.

Commenting on the introduction of the new process, David Newton Managing Director of Retail at Paddy Power said "Providing quick support for customers who want to self-exclude is a key element of our responsible gambling agenda. We believe that this new process will make self-exclusion easier and quicker for our customers and hope that other retail betting-operators join us in providing this service."

Following a successful trial of the product in Kent with all betting operators in the area taking part, the electronic system has been developed by Responsible Gambling Consultancy Ltd so that any betting operator can sign up to use the system. The new process, which is GDPR compliant, will be available in all UK Paddy Power shops by June 2018 and will also be launched across all Paddy Power shops in Ireland later in the year.

Notes to Editor:

About Paddy Power Betfair

Paddy Power Betfair plc is one of the leading sports betting and gaming groups in the world. The business was formed from the February 2016 merger of Paddy Power plc and Betfair Group plc and has four divisions:

Online, which runs two of Europe's leading online sports betting and gaming brands, Paddy Power and Betfair, as well as a telephone based sportsbook and a number of B2B partnerships,

Australia, consisting of Sportsbet, the market leader in the fast-growing Australian online betting market, ***US***, which combines TVG, America's leading horseracing TV and wagering network, Betfair Casino, an online casino in New Jersey, the Betfair New Jersey Exchange and DRAFT, an early-stage operator in daily fantasy sports,

Retail, which operates 623 Paddy Power betting shops across the UK and Ireland.

About Responsible Gambling Consultancy Ltd

<http://www.responsiblegamblingconsultancy.com/>