

Appendix 1  
Half-yearly Divisional Key Performance Indicators - H1 2020

£m	Pro forma basis <sup>1</sup>																					
	PPB			SBG			PokerStars				Australia				US				Group			
	H1 2020	H1 2019	% Change	H1 2020	H1 2019	% Change	H1 2020	H1 2019	% Change	CC <sup>2</sup> % Change	H1 2020	H1 2019	% Change	A\$ % Change	H1 2020	H1 2019	% Change	US\$ % Change	H1 2020	H1 2019	% Change	CC <sup>2</sup> % Change
Sportsbook stakes	2,222	3,594	-38%	1,639	2,339	-30%	308	389	-21%	-19%	3,723	3,312	+12%	+18%	1,090	862	+26%	+23%	8,982	10,497	-14%	-13%
Sportsbook net revenue margin	10.9%	8.9%	+200bps	14.8%	7.4%	+740bps	8.6%	7.6%	+100bps	+100bps	11.7%	9.5%	+220bps	+220bps	4.9%	4.0%	+90bps	+90bps	11.1%	8.3%	+280bps	+280bps
Sports revenue	320	448	-29%	253	185	+36%	27	30	-10%	-9%	435	314	+39%	+45%	164	140	+18%	+14%	1,199	1,117	+7%	+8%
Gaming revenue	220	210	+5%	186	146	+27%	671	479	+40%	+43%					113	23	+394%	+380%	1,190	858	+39%	+40%
<b>Total revenue</b>	<b>540</b>	<b>658</b>	<b>-18%</b>	<b>439</b>	<b>331</b>	<b>+32%</b>	<b>697</b>	<b>509</b>	<b>+37%</b>	<b>+40%</b>	<b>435</b>	<b>314</b>	<b>+39%</b>	<b>+45%</b>	<b>278</b>	<b>163</b>	<b>+71%</b>	<b>+66%</b>	<b>2,389</b>	<b>1,975</b>	<b>+21%</b>	<b>+22%</b>
Cost of sales	(157)	(175)	-11%	(119)	(91)	+30%	(147)	(114)	+29%	+29%	(200)	(140)	+43%	+50%	(116)	(46)	+153%	+145%	(738)	(566)	+30%	+32%
Cost of sales as % of net revenue	29.0%	26.7%	+230bps	27.0%	27.6%	-60bps	21.1%	22.3%	-120bps	-180bps	45.9%	44.5%	+140bps	+150bps	41.9%	28.3%	+1,360bps	+1,360bps	30.9%	28.7%	+230bps	+220bps
<b>Gross Profit</b>	<b>383</b>	<b>483</b>	<b>-21%</b>	<b>320</b>	<b>240</b>	<b>+33%</b>	<b>550</b>	<b>395</b>	<b>+39%</b>	<b>+43%</b>	<b>235</b>	<b>174</b>	<b>+35%</b>	<b>+41%</b>	<b>162</b>	<b>117</b>	<b>+38%</b>	<b>+34%</b>	<b>1,650</b>	<b>1,409</b>	<b>+17%</b>	<b>+18%</b>
Sales & marketing	(127)	(133)	-5%	(70)	(73)	-4%	(82)	(74)	+10%	+10%	(59)	(56)	+5%	+10%	(88)	(53)	+67%	+63%	(426)	(389)	+9%	+10%
<b>Contribution</b>	<b>256</b>	<b>350</b>	<b>-27%</b>	<b>250</b>	<b>167</b>	<b>+50%</b>	<b>469</b>	<b>321</b>	<b>+46%</b>	<b>+51%</b>	<b>176</b>	<b>118</b>	<b>+49%</b>	<b>+56%</b>	<b>73</b>	<b>64</b>	<b>+14%</b>	<b>+11%</b>	<b>1,224</b>	<b>1,020</b>	<b>+20%</b>	<b>+22%</b>
Other Operating Costs	(171)	(170)	+1%	(66)	(56)	+17%	(89)	(84)	+6%	+6%	(55)	(49)	+11%	+16%	(92)	(75)	+23%	+19%	(473)	(435)	+9%	+9%
Corporate costs																			(67)	(62)	+9%	+7%
<b>Adjusted EBITDA</b>	<b>85</b>	<b>179</b>	<b>-53%</b>	<b>184</b>	<b>111</b>	<b>+66%</b>	<b>380</b>	<b>237</b>	<b>+60%</b>	<b>+67%</b>	<b>121</b>	<b>69</b>	<b>+76%</b>	<b>+84%</b>	<b>(19)</b>	<b>(11)</b>	<b>+69%</b>	<b>+68%</b>	<b>684</b>	<b>523</b>	<b>+31%</b>	<b>+35%</b>
Adjusted EBITDA margin	15.7%	27.3%	-1,160bps	41.9%	33.4%	+860bps	54.5%	46.6%	+780bps	+900bps	27.9%	21.9%	+600bps	+600bps	-6.9%	-7.0%	+10bps	-10bps	28.6%	26.5%	+210bps	+260bps
Depreciation & amortisation	(47)	(45)	+6%	(12)	(11)	+5%	(23)	(18)	+29%	+29%	(14)	(15)	-3%	+1%	(18)	(11)	+61%	+57%	(117)	(103)	+14%	+14%
<b>Adjusted operating profit / (loss)</b>	<b>37</b>	<b>134</b>	<b>-72%</b>	<b>172</b>	<b>99</b>	<b>+73%</b>	<b>357</b>	<b>220</b>	<b>+63%</b>	<b>+70%</b>	<b>107</b>	<b>54</b>	<b>+98%</b>	<b>+108%</b>	<b>(38)</b>	<b>(23)</b>	<b>+65%</b>	<b>+62%</b>	<b>567</b>	<b>420</b>	<b>+35%</b>	<b>+40%</b>

£m	Pro forma basis <sup>1</sup>					
	PPB Online			PPB Retail		
	H1 2020	H1 2019	% Change	H1 2020	H1 2019	% Change
Sportsbook stakes	1,839	2,688	-32%	383	907	-58%
Sportsbook net revenue margin	10.2%	7.7%	+250bps	14.6%	12.5%	+210bps
Sports revenue	264	335	-21%	56	113	-51%
Gaming revenue	197	167	+18%	23	43	-46%
<b>Total revenue</b>	<b>461</b>	<b>502</b>	<b>-8%</b>	<b>79</b>	<b>156</b>	<b>-50%</b>
Cost of sales	(140)	(140)	+0%	(17)	(36)	-53%
Cost of sales as % of net revenue	30.3%	27.8%	+250bps	21.6%	23.0%	-140bps
<b>Gross Profit</b>	<b>321</b>	<b>362</b>	<b>-11%</b>	<b>62</b>	<b>120</b>	<b>-49%</b>
Sales & marketing	(124)	(129)	-4%	(3)	(3)	-17%
<b>Contribution</b>	<b>198</b>	<b>233</b>	<b>-15%</b>	<b>59</b>	<b>117</b>	<b>-50%</b>
Other Operating Costs	(103)	(91)	+13%	(69)	(80)	-14%
<b>Adjusted EBITDA</b>	<b>95</b>	<b>142</b>	<b>-33%</b>	<b>(10)</b>	<b>37</b>	<b>-126%</b>
Adjusted EBITDA margin	20.5%	28.4%	-780bps	-12.4%	23.7%	-3,610bps
Depreciation & amortisation	(26)	(24)	+9%	(21)	(21)	+2%
<b>Adjusted operating profit / (loss)</b>	<b>69</b>	<b>119</b>	<b>-42%</b>	<b>(31)</b>	<b>16</b>	<b>-295%</b>

<sup>1</sup> Prepared on the basis as if TSG and Adjarabet have always been part of the Group.

<sup>2</sup> Constant currency ("cc") growth is calculated by retranslating non-sterling denominated component of 2019 at 2020 exchange rates.

Appendix 2

Quarterly Divisional Key Performance Indicators - Q1 2020

£m	Pro forma basis <sup>1</sup>																						
	PPB			SBG			PokerStars				Australia				US				Group				
	Q1 2020	Q1 2019	% Change	Q1 2020	Q1 2019	% Change	Q1 2020	Q1 2019	% Change	CC <sup>2</sup> % Change	Q1 2020	Q1 2019	% Change	A\$ % Change	Q1 2020	Q1 2019	% Change	US\$ % Change	Q1 2020	Q1 2019	% Change	CC <sup>2</sup> % Change	
Sportsbook stakes	1,433	1,777	-19%	960	1,168	-18%	158	202	-22%	-20%	1,545	1,641	-6%	+0%	864	469	+84%	+81%	4,959	5,258	-6%	-4%	
Sportsbook net revenue margin	11.3%	7.7%	+360bps	15.0%	5.0%	+1,000bps	10.4%	7.6%	+280bps	+280bps	10.4%	9.0%	+140bps	+140bps	4.6%	3.9%	+70bps	+70bps	10.5%	7.2%	+330bps	+330bps	
Sports revenue	211	201	+5%	151	65	+131%	16	15	+7%	+9%	161	148	+9%	+16%	88	69	+28%	+25%	627	499	+26%	+28%	
Gaming revenue	107	108	-1%	80	72	+11%	268	245	+10%	+11%					43	11	+313%	+304%	498	435	+14%	+16%	
<b>Total revenue</b>	<b>318</b>	<b>310</b>	<b>+3%</b>	<b>231</b>	<b>137</b>	<b>+68%</b>	<b>284</b>	<b>260</b>	<b>+9%</b>	<b>+11%</b>	<b>161</b>	<b>148</b>	<b>+9%</b>	<b>+16%</b>	<b>132</b>	<b>79</b>	<b>+66%</b>	<b>+62%</b>	<b>1,126</b>	<b>934</b>	<b>+21%</b>	<b>+22%</b>	

£m	Pro forma basis <sup>1</sup>					
	PPB Online			PPB Retail		
	Q1 2020	Q1 2019	% Change	Q1 2020	Q1 2019	% Change
Sportsbook stakes	1,076	1,344	-20%	356	434	-18%
Sportsbook net revenue margin	10.2%	6.6%	+360bps	14.6%	11.4%	+320bps
Sports revenue	159	152	+5%	52	50	+5%
Gaming revenue	88	81	+9%	19	27	-31%
<b>Total revenue</b>	<b>247</b>	<b>233</b>	<b>+6%</b>	<b>71</b>	<b>77</b>	<b>-8%</b>

Quarterly Divisional Key Performance Indicators - Q2 2020

£m	Pro forma basis <sup>1</sup>																						
	PPB			SBG			PokerStars				Australia				US				Group				
	Q2 2020	Q2 2019	% Change	Q2 2020	Q2 2019	% Change	Q2 2020	Q2 2019	% Change	CC <sup>2</sup> % Change	Q2 2020	Q2 2019	% Change	A\$ % Change	Q2 2020	Q2 2019	% Change	US\$ % Change	Q2 2020	Q2 2019	% Change	CC <sup>2</sup> % Change	
Sportsbook stakes	789	1,817	-57%	680	1,171	-42%	151	187	-20%	-18%	2,177	1,671	+30%	+34%	226	393	-42%	-44%	4,023	5,239	-23%	-23%	
Sportsbook net revenue margin	10.4%	10.0%	+40bps	14.5%	9.8%	+470bps	6.8%	7.7%	-90bps	-90bps	12.6%	9.9%	+270bps	+270bps	6.2%	4.2%	+200bps	+200bps	11.9%	9.4%	+250bps	+250bps	
Sports revenue	109	247	-56%	102	120	-15%	10	14	-29%	-29%	273	166	+65%	+70%	76	71	+7%	+4%	571	618	-8%	-7%	
Gaming revenue	113	102	+11%	106	74	+43%	403	235	+72%	+75%					70	12	+464%	+444%	692	423	+63%	+66%	
<b>Total revenue</b>	<b>222</b>	<b>348</b>	<b>-36%</b>	<b>208</b>	<b>194</b>	<b>+7%</b>	<b>413</b>	<b>249</b>	<b>+66%</b>	<b>+69%</b>	<b>273</b>	<b>166</b>	<b>+65%</b>	<b>+70%</b>	<b>146</b>	<b>84</b>	<b>+75%</b>	<b>+69%</b>	<b>1,263</b>	<b>1,041</b>	<b>+21%</b>	<b>+22%</b>	

£m	Pro forma basis <sup>1</sup>					
	PPB Online			PPB Retail		
	Q2 2020	Q2 2019	% Change	Q2 2020	Q2 2019	% Change
Sportsbook stakes	762	1,344	-43%	27	473	-94%
Sportsbook net revenue margin	10.2%	8.8%	+140bps	14.6%	13.5%	+110bps
Sports revenue	105	183	-43%	4	64	-94%
Gaming revenue	109	86	+26%	4	15	-73%
<b>Total revenue</b>	<b>214</b>	<b>269</b>	<b>-21%</b>	<b>8</b>	<b>79</b>	<b>-90%</b>

<sup>1</sup> Prepared on the basis as if TSG and Adjarabet have always been part of the Group.

<sup>2</sup> Constant currency ("cc") growth is calculated by retranslating non-sterling denominated component of 2019 at 2020 exchange rates.

2019 Quarterly Pro forma Divisional Key Performance Indicators

Pro forma basis <sup>1</sup>																								
£m	PPB				SBG				PokerStars				Australia				US				Group			
	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2019	Q2 2019	Q3 2019	Q4 2019
Sportsbook stakes	1,777	1,817	1,707	1,681	1,168	1,171	1,102	1,137	202	187	175	191	1,641	1,671	1,661	1,778	469	393	513	1,021	5,258	5,239	5,158	5,808
<i>Sportsbook net revenue margin</i>	7.7%	10.0%	9.4%	10.1%	5.0%	9.8%	9.6%	12.1%	7.6%	7.7%	8.5%	6.5%	9.0%	9.9%	11.0%	10.4%	3.9%	4.2%	5.2%	4.0%	7.2%	9.4%	9.5%	9.4%
Sports revenue	201	247	221	227	65	120	112	144	15	14	15	12	148	166	182	185	69	71	76	109	499	618	606	678
Gaming revenue	108	102	101	116	72	74	71	77	245	235	248	234	0	0	0	0	11	12	16	22	435	423	436	449
<b>Total revenue</b>	<b>310</b>	<b>348</b>	<b>322</b>	<b>343</b>	<b>137</b>	<b>194</b>	<b>183</b>	<b>222</b>	<b>260</b>	<b>249</b>	<b>263</b>	<b>247</b>	<b>148</b>	<b>166</b>	<b>182</b>	<b>185</b>	<b>79</b>	<b>84</b>	<b>93</b>	<b>130</b>	<b>934</b>	<b>1,041</b>	<b>1,042</b>	<b>1,126</b>

Pro forma basis <sup>1</sup>								
£m	PPB Online				PPB Retail			
	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2019	Q2 2019	Q3 2019	Q4 2019
Sportsbook stakes	1,344	1,344	1,256	1,246	434	473	451	435
<i>Sportsbook net revenue margin</i>	6.6%	8.8%	8.2%	8.9%	11.4%	13.5%	12.8%	13.4%
Sports revenue	152	183	163	169	50	64	58	58
Gaming revenue	81	86	84	93	27	15	17	22
<b>Total revenue</b>	<b>233</b>	<b>269</b>	<b>247</b>	<b>262</b>	<b>77</b>	<b>79</b>	<b>75</b>	<b>81</b>

<sup>1</sup> Prepared on the basis as if TSG and Adjarabet have always been part of the Group.

2019 Half-yearly Pro forma Divisional Key Performance Indicators

£m	Pro forma basis <sup>1</sup>																	
	PPB			SBG			PokerStars			Australia			US			Group		
	H1 2019	H2 2019	FY 2019	H1 2019	H2 2019	FY 2019	H1 2019	H2 2019	FY 2019	H1 2019	H2 2019	FY 2019	H1 2019	H2 2019	FY 2019	H1 2019	H2 2019	FY 2019
Sportsbook stakes	3,594	3,388	6,983	2,339	2,239	4,578	389	366	755	3,312	3,438	6,751	862	1,534	2,396	10,497	10,965	21,463
<i>Sportsbook net revenue margin</i>	8.9%	9.7%	9.3%	7.4%	10.9%	9.1%	7.6%	7.5%	7.5%	9.5%	10.7%	10.1%	4.0%	4.4%	4.3%	8.3%	9.4%	8.9%
Sports revenue	448	448	896	185	256	442	30	27	57	314	367	681	140	185	325	1,117	1,284	2,400
Gaming revenue	210	216	427	146	149	295	479	482	961	0	0	0	23	38	61	858	885	1,743
<b>Total revenue</b>	<b>658</b>	<b>665</b>	<b>1,323</b>	<b>331</b>	<b>405</b>	<b>736</b>	<b>509</b>	<b>509</b>	<b>1,018</b>	<b>314</b>	<b>367</b>	<b>681</b>	<b>163</b>	<b>223</b>	<b>386</b>	<b>1,975</b>	<b>2,169</b>	<b>4,144</b>

£m	Pro forma basis <sup>1</sup>					
	PPB Online			PPB Retail		
	H1 2019	H2 2019	FY 2019	H1 2019	H2 2019	FY 2019
Sportsbook stakes	2,688	2,502	5,189	907	886	1,793
<i>Sportsbook net revenue margin</i>	7.7%	8.5%	8.1%	12.5%	13.1%	12.8%
Sports revenue	335	332	667	113	116	230
Gaming revenue	167	177	344	43	39	82
<b>Total revenue</b>	<b>502</b>	<b>509</b>	<b>1,011</b>	<b>156</b>	<b>155</b>	<b>312</b>

<sup>1</sup> Prepared on the basis as if TSG and Adjarabet have always been part of the Group.