

A deep dive into Flutter's UK&I Safer Gambling Strategy – 'Empower'

Conor Grant, CEO of Flutter UK & Ireland

Customers are at the heart of everything we do. This means **empowering** them with the tools and knowledge they need to use our products safely and enjoyably. **Empower**, another core pillar of our UK&I safer gambling strategy, means constantly testing the effectiveness of our 'Play Well' safer gambling tools and improving where we can, so that customers feel **empowered** to make informed decisions to manage their play safely.

Across our UK & Irish brands we offer a range of helpful 'Play Well' safer gambling tools including Deposit and Loss limits, Take A Break and options to Self-Exclude. As customer adoption of these 'Play Well' tools increases, data visualisation tools such as our Profit and Loss Calculator – which is increasingly recognised as an added product feature rather than a safer gambling tool - are helping to shift perceptions and normalise discourse around tool usage more broadly.

As part of Flutter's Group wide Play Well strategy, we've set ourselves a global goal that by 2030, 75% of our active online customers will be using one of these 'Play Well' tools, with over 50% using them by 2026. In line with our global principle of promoting positive play, our focus on reaching that goal isn't just about macro tool usage, but on a broader shift towards the education and **empowerment** of customers to use our products safely. This approach stems from our own data which shows that customers who proactively set their own deposit limits are lower risk of experiencing issues with their gambling and less likely to feel they need to self-exclude.

We know we have more work to do to reach our stated goals, but I strongly believe that helping customers become more aware of their own activity and **empowering** them to make informed decisions, will be imperative as we look to extend our leadership in safer gambling.

To read more about our strategy in full, visit: <https://www.flutter.com/news-and-insights/insights/flutter-uk-i-safer-gambling-strategy-conor-grant-ceo-of-flutter-uk-ireland/>