



THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION

FOR IMMEDIATE RELEASE

23 June 2022

888 Holdings Plc
(the “Company” and, together with its subsidiaries, “888” or “the Group”)

Trading update

888 (LSE: 888), one of the world’s leading online betting and gaming companies, today announces a current trading update and provides further detail on its financial performance for the twelve months ended February 2022.

Financial performance for the twelve months to February 2022

In connection with its proposed intention to market senior secured indebtedness through 888 Acquisitions Limited, a wholly-owned subsidiary of the Company, announced separately today, the Group has issued updated pro forma financial information for the twelve months to February 2022 as part of the offering memorandum.

888 generated revenue of £690 million and Adjusted EBITDA of £109 million for the twelve months ending 28 February 2022. The international (non-US) business of William Hill (“William Hill”) generated revenue of £1,366¹ million and Adjusted EBITDA of £238¹ million for the 52 weeks ending 22 February 2022.

The performance of both businesses largely reflects a continuation of the trends outlined in the Prospectus dated 29 April 2022, with the positive impact of retail reopening and strong performances across a number of regulated countries being offset by the closure of the Netherlands and the impact of additional safer gambling measures within the UK Online segments of both businesses.

Current trading and outlook

888 currently expects to report revenue of between £330-335 million for the six months ended 30 June 2022. This result is broadly in line with board expectations, with growth in certain European markets offset by the impact of additional safer gambling measures as well as the temporary exit from the Netherlands.

William Hill revenue for the 26 weeks ended 28 June 2022 is currently expected to be between £620-630 million. This performance reflects the re-opening of retail operations, offset by the impact of increased safer gambling measures in UK Online, and certain market adjustments or exits within International Online such as the Netherlands.

Capex for the year 2022 is expected to be slightly higher than 2021 for both 888 and William Hill.

The board has set a goal of achieving a pro forma net leverage ratio of at or below 3.0x in the medium term.

The Group currently expects to close the transaction on 1 July 2022.

A copy of this announcement and an investor presentation related to the marketing of the proposed senior secured facilities will shortly be available at <https://corporate.888.com>.

The content of the website referred to in this announcement is not incorporated into and does not form part of this announcement.

Note:

¹ Adjusted based on the performance of the business in July 2021 – February 2022; actual Retail Revenue and Adjusted EBITDA figures were £415m and £46m respectively.

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About 888 Holdings Plc:

888 Holdings plc (and together with its subsidiaries, "888" or the "Group") is one of the world's leading online betting and gaming companies. 888's mission is to lead the gambling world in creating the best betting and gaming experiences, bringing unrivalled moments of excitement to people's day-to-day lives by developing state-of-the-art technology and products that provide fun, fair and safe online betting and gaming entertainment to customers around the world.

888 has been at the forefront of the online gaming industry since its foundation in 1997, leveraging its proprietary technology to create an innovative and world-class online betting and gaming experience. The Group is structured into two lines of business: B2C, under the 888 brands, and B2B, conducted through Dragonfish, which provides partners a leading platform through which to establish an online gaming presence and monetise their own brands in a safe and responsible manner.

In recent years, 888's continued focus on innovation has been recognised through industry awards. In 2021, the Group was named Casino Operator of the Year and its in-house sportsbook was recognised as the In-House Product of the Year at eGaming Review's (EGR) prestigious Operator of the Year Awards. In the same year, the Group also won the Poker Marketing Campaign at EGR's Marketing & Innovation Awards for its Made to Play campaign.

888's consumer facing websites offer more than just online betting and gaming. They are entertainment destinations: places where people can enjoy a truly interactive experience and be part of an online community that shares common interests. 888's strong and trusted brands are all accessible through www.888.com.

Find out more about 888 at <https://corporate.888.com/>

Important Notices

Forward-looking statements appear in this announcement and include, but are not limited to, express or implied statements relating 888s' and the William Hill Business' business strategy and outlook, future results of operations, margins, profitability, plans with respect to capital expenditure, borrowings, and prospects. By their nature forward-looking statements are based upon a number of estimates and assumptions that, whilst considered reasonable by 888 are inherently subject to significant business, economic and competitive uncertainties and contingencies. Known and unknown factors could cause actual results to differ materially from those indicated, expressed or implied in such forward-looking statements. Forward-looking statements are not guarantees of future performance. Any forward-looking statements in this announcement reflect 888's current view with respect to future events and are subject to certain risks relating to future events and other risks, uncertainties and assumptions. You should not place undue reliance on these forward-looking statements.

The forward-looking statements contained in this announcement reflect knowledge and information available as of the date of publication. 888 and its directors expressly disclaim any obligation or undertaking to update or revise publicly any forward-looking statements, whether because of new information, future events or otherwise, unless required to do so by applicable law or regulation.