

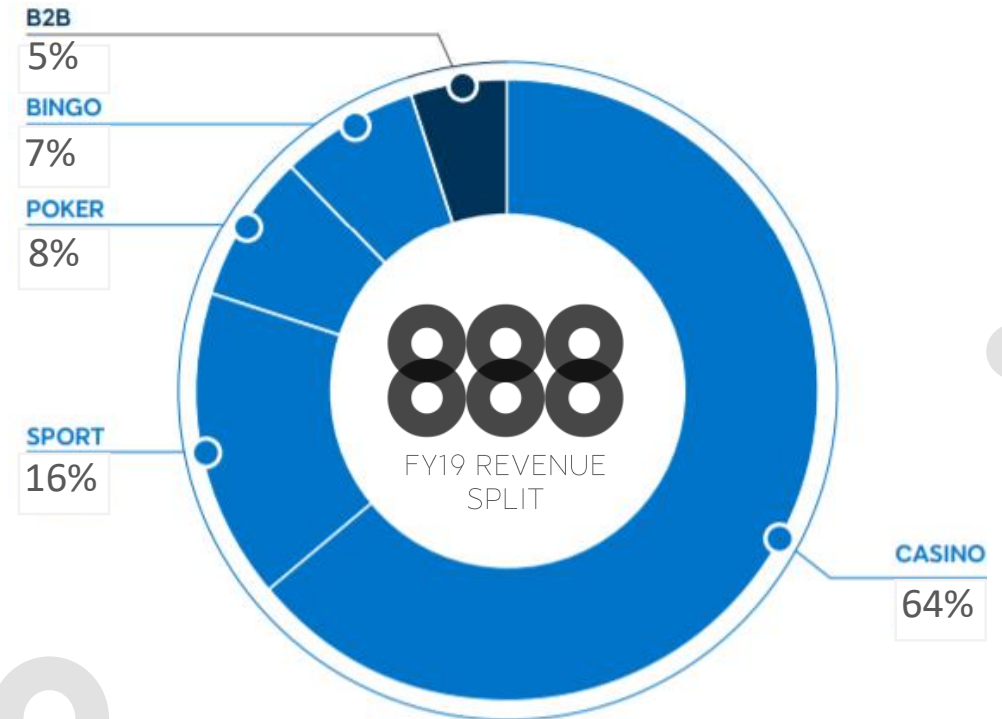


## **SPRING 2020 UPDATE**

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# INTRODUCTION

- Founded in 1997 and listed on the LSE since 2005. FTSE250 constituent (effective 22<sup>nd</sup> June 2020)
- Highly experienced management team
- End-to-end product technology ownership drives competitive advantage
- 13 licences, active in 11 regulated markets
- Seven offices and circa 1,500 people globally
- 74% of revenue generated from regulated and taxed markets in FY19
- Safe gaming is a business priority
- Healthy balance sheet
- Scale with flexibility



# STRATEGIC GROWTH PRIORITIES

- ◉ **Be the world's dominant online casino brand**
  - ◉ Uncaptured position in \$14bn online market - no clear vertical leader
  - ◉ Product leadership and recreational customer focus
- ◉ **Become a top-tier sports operator**
  - ◉ Rapidly developed vertical over recent years
  - ◉ Launch *Spectate* proprietary platform in Sweden Q1
- ◉ **Maintain top-3 position in global poker market**
  - ◉ Product development with recreational focus - *Poker8*
  - ◉ Shared liquidity opportunities
- ◉ **Offer best-in-class product experience across verticals**
  - ◉ Focus on product leadership and user experience
  - ◉ *Orbit* casino success demonstrates 888's edge
- ◉ **Expand across selected global markets**
  - ◉ Track record of growth
  - ◉ US presents major opportunity



# SAFER. BETTER. TOGETHER

888 is at the forefront of Safe Gaming – a critical part of our business with continuous investment in:

- ◉ **Knowing our customers**
  - ◉ Affordability
  - ◉ Early detection of customer behavior
  - ◉ Unique *Observer* behavior monitoring software
- ◉ **Our culture of care**
  - ◉ Embedded across all areas of 888
  - ◉ Investment in training
  - ◉ Safe gaming marketing – *'Too much is too much'* campaign
- ◉ **Empowering our customers**
  - ◉ Smarter and safer tools
  - ◉ Best practice shared across global regulated markets
  - ◉ UK customers' in FY19 - use of safe gaming tools +28%; safe gaming customer interactions +16%
- ◉ **Industry collaboration to raise overall standards**
  - ◉ Various research programs & workshops - knowledge sharing
  - ◉ Close relationships with regulators



# WHY 888

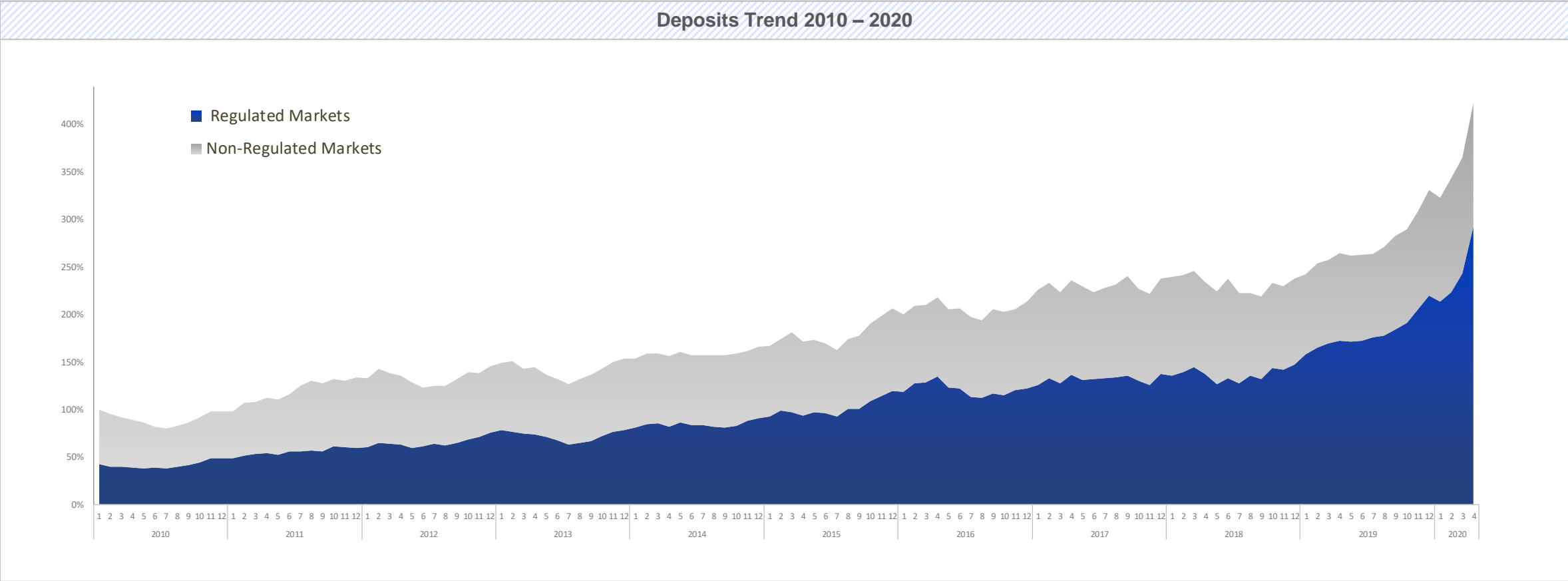
- ◉ **Strong financial position**
  - ◉ Balance sheet strength
  - ◉ Cash generation & dividend
- ◉ **Proven track record**
  - ◉ 15% Group revenue CAGR (2003 to 2019)
  - ◉ 12% B2C Casino CAGR (2009 to 2019); 46% B2C Sport CAGR (2013 to 2019)
- ◉ **Diversification across products and markets**
  - ◉ Not reliant on any one product vertical or geographic market
  - ◉ Able to benefit from multiple growth opportunities
  - ◉ Regulated revenue profile
- ◉ **Clear growth opportunities**
  - ◉ Marketing and product expertise
  - ◉ Casino and Sport growth engines – significant further headroom
  - ◉ New regulated markets
  - ◉ Strong platform in the US to capture significant opportunities
- ◉ **M&A potential**
  - ◉ Continue to appraise opportunities – 888 is a highly desirable partner



## **BUSINESS MOMENTUM**

# BUSINESS MOMENTUM

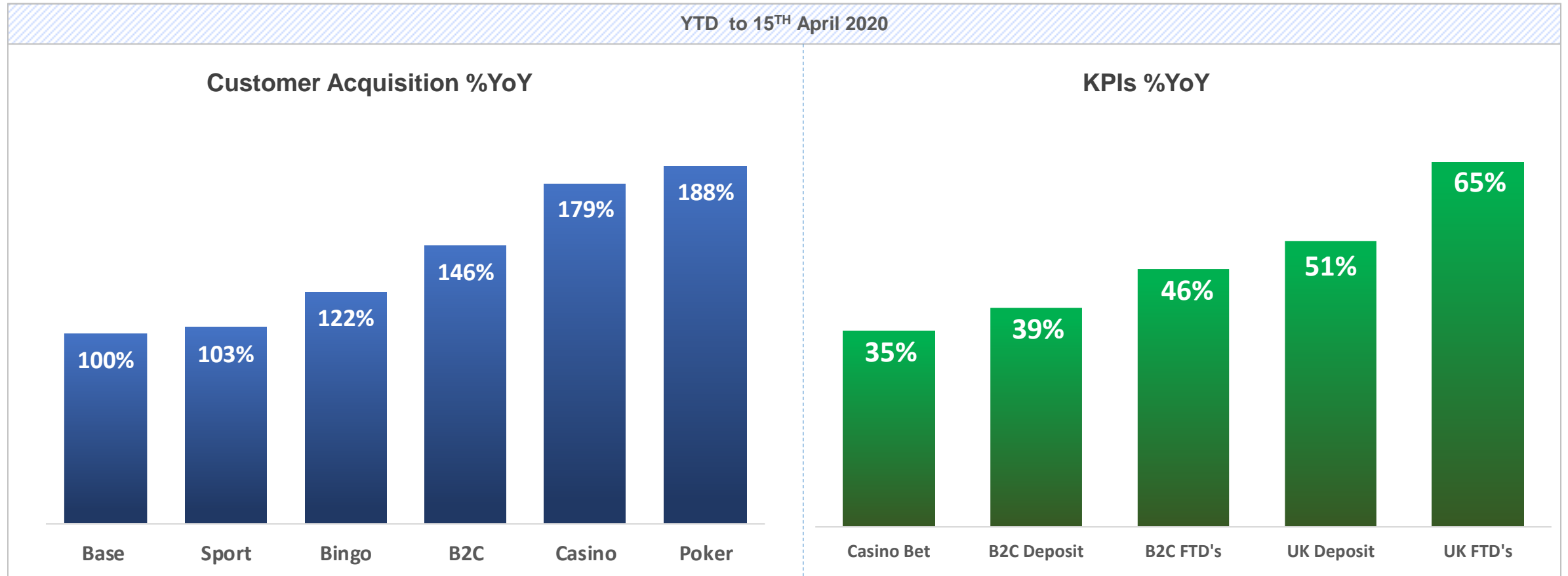
- Deposits are the engine behind the Group's growth prospects
- Healthy growth driven by regulated markets has continued during 2020\*
- The positive trend from 2019 has continued into the first quarter of 2020 so far\*





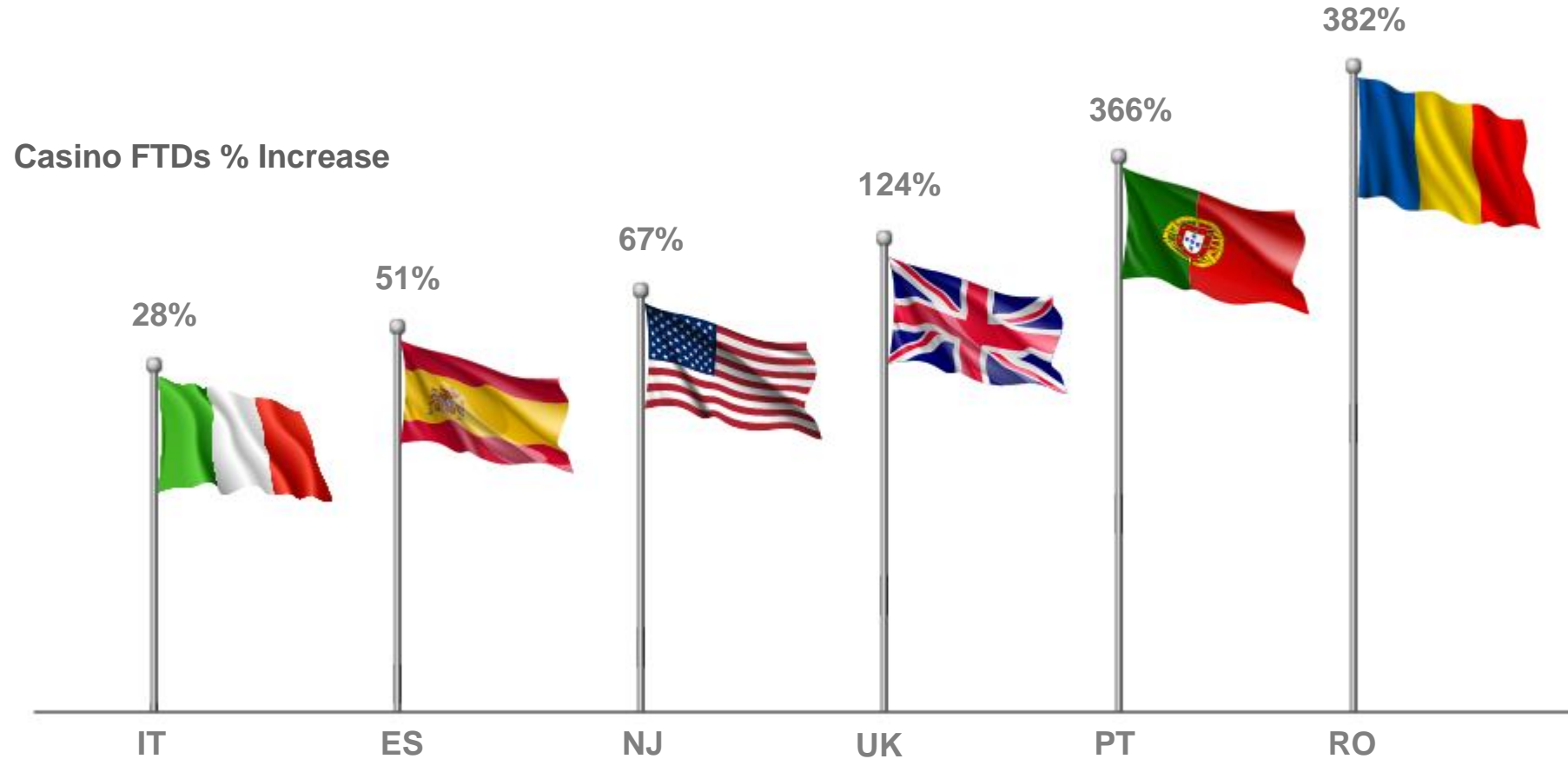
# CURRENT TRADING

- Strong trading in our growth verticals and main KPIs
- FTDs up **46%**, Casino bets up **35%** and B2C deposits up **39%**



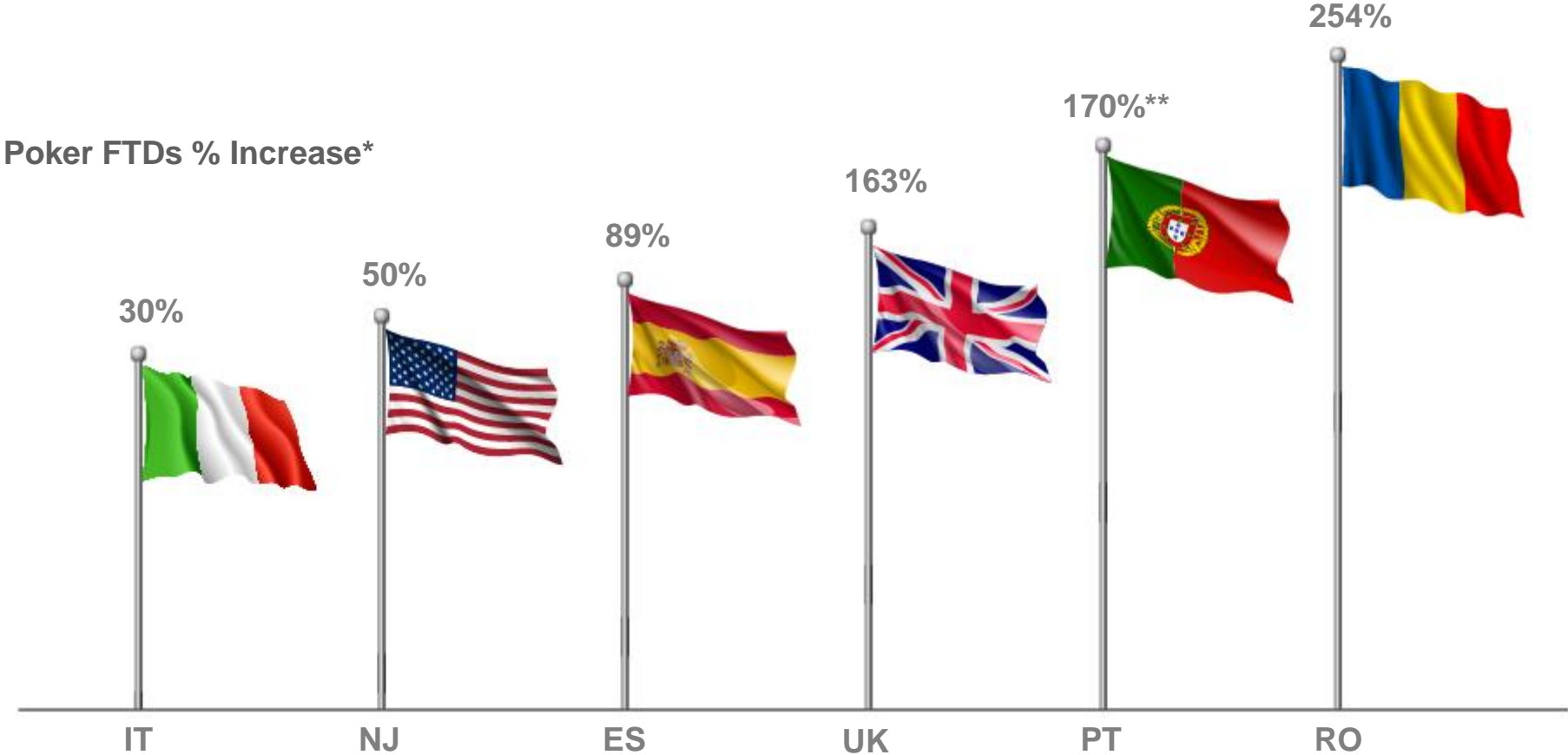
# CASINO REGULATED MARKETS ENGINE

- Regulated markets lead growth with strong acquisition trends across verticals
- NJ increase benefited from Orbit platform and Live Casino offering



# POKER REGULATED MARKETS ENGINE

- Regulated markets lead growth with high acquisition trend across verticals



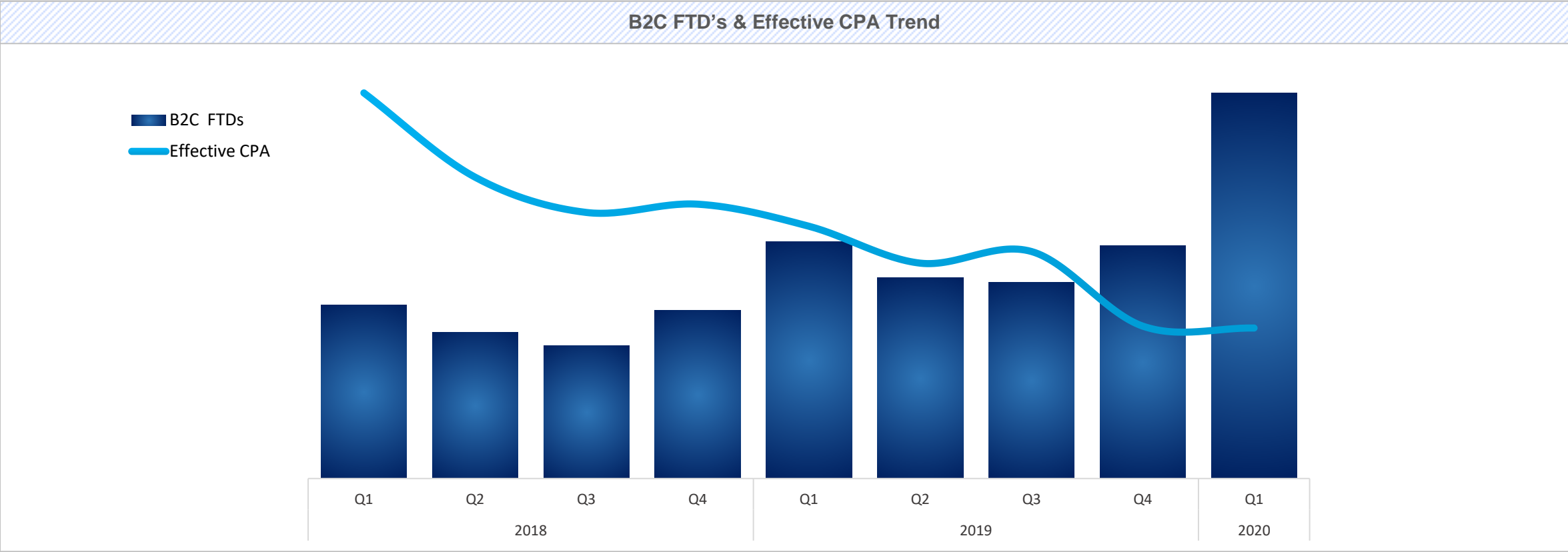
\* to 15<sup>th</sup> April 2020

\*\* Poker was launched in Portugal mid-2019: therefore comparison represents current year to Apr 15<sup>th</sup> 2020 vs. Q4 2019



# EFFECTIVE MARKETING

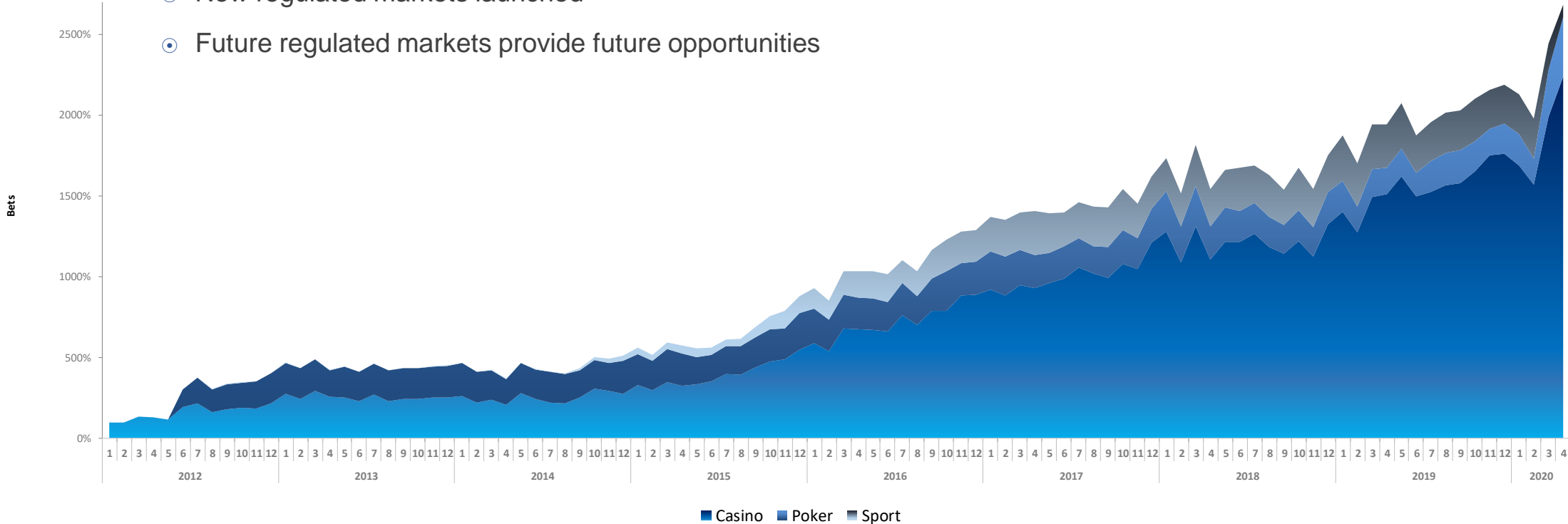
- Influx of new customers recruited accompanied by higher efficiencies
- Record-breaking FTDs in 2019 – surpassing the 1m threshold, driven by regulated markets
- Constant improvements in CPA by focusing on optimal channel blend by product and market



# REGULATED CONTINENTAL EUROPE

Continental Regulated Progress (Bets EUR)

- Continued expansion in established regulated markets
- New regulated markets launched
- Future regulated markets provide future opportunities



# US – POISED FOR GROWTH

- Consistent three-pronged strategic approach:

- Organic growth in New Jersey and additional states
- Strategic initiatives, including developing US partnerships
- Continue to push WSOP and Harrah's with Caesars in NJ, NV and additional states

- Organic:

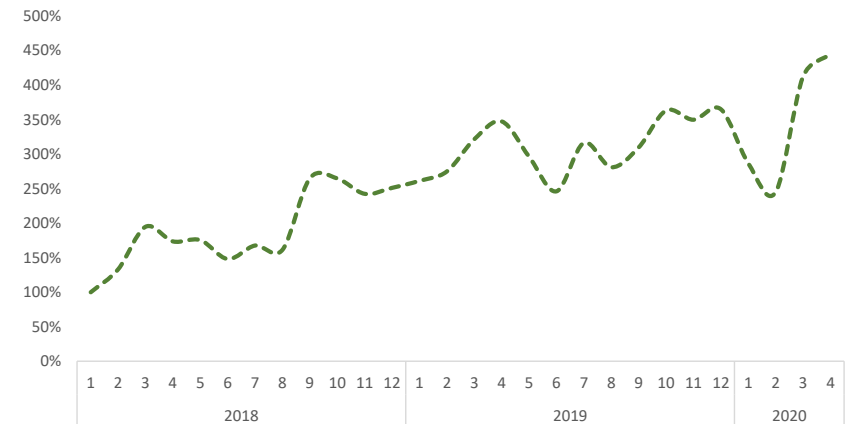
- Focused on product enhancements, aiming to improve current customer experience
- Healthy market access pipeline
- Local team and footprint expansion

- Inorganic:

- Ongoing discussions with potential media, brand and gaming partners

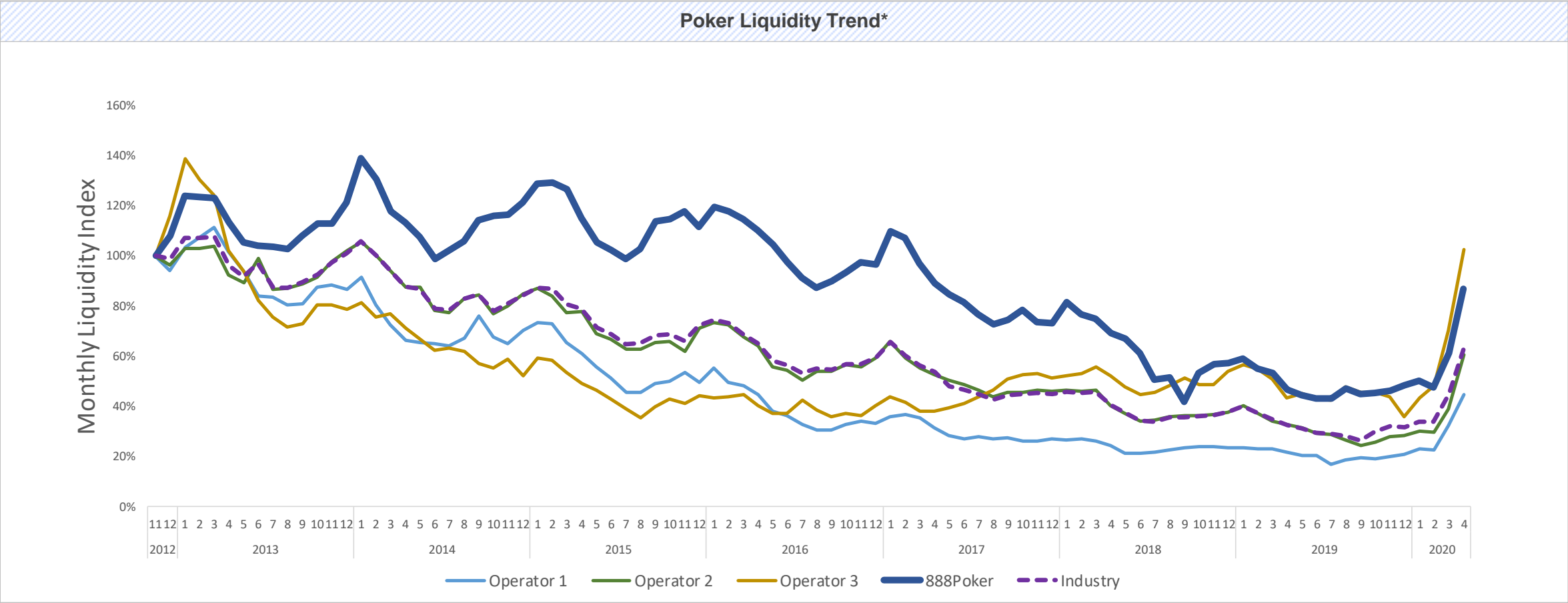


888Casino.NJ Deposit Trend



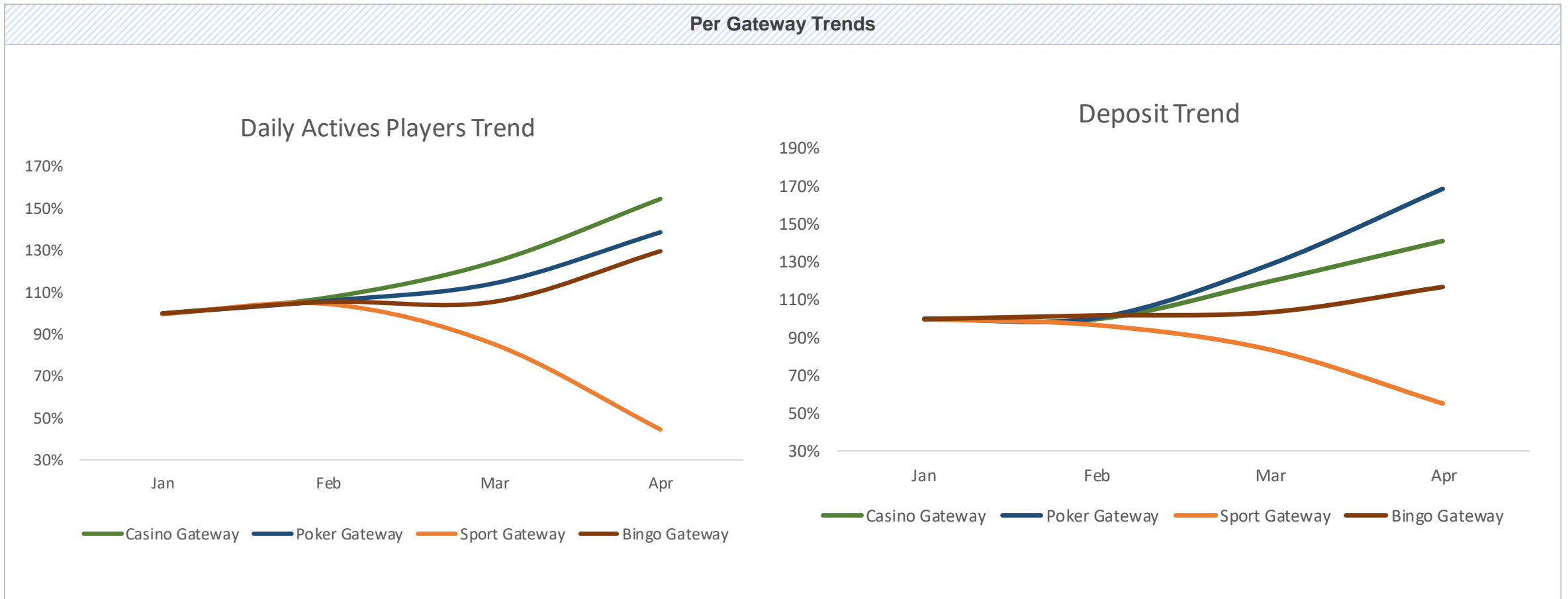
# POKER LIQUIDITY

- Exceptional turnaround in Poker liquidity trend in recent months



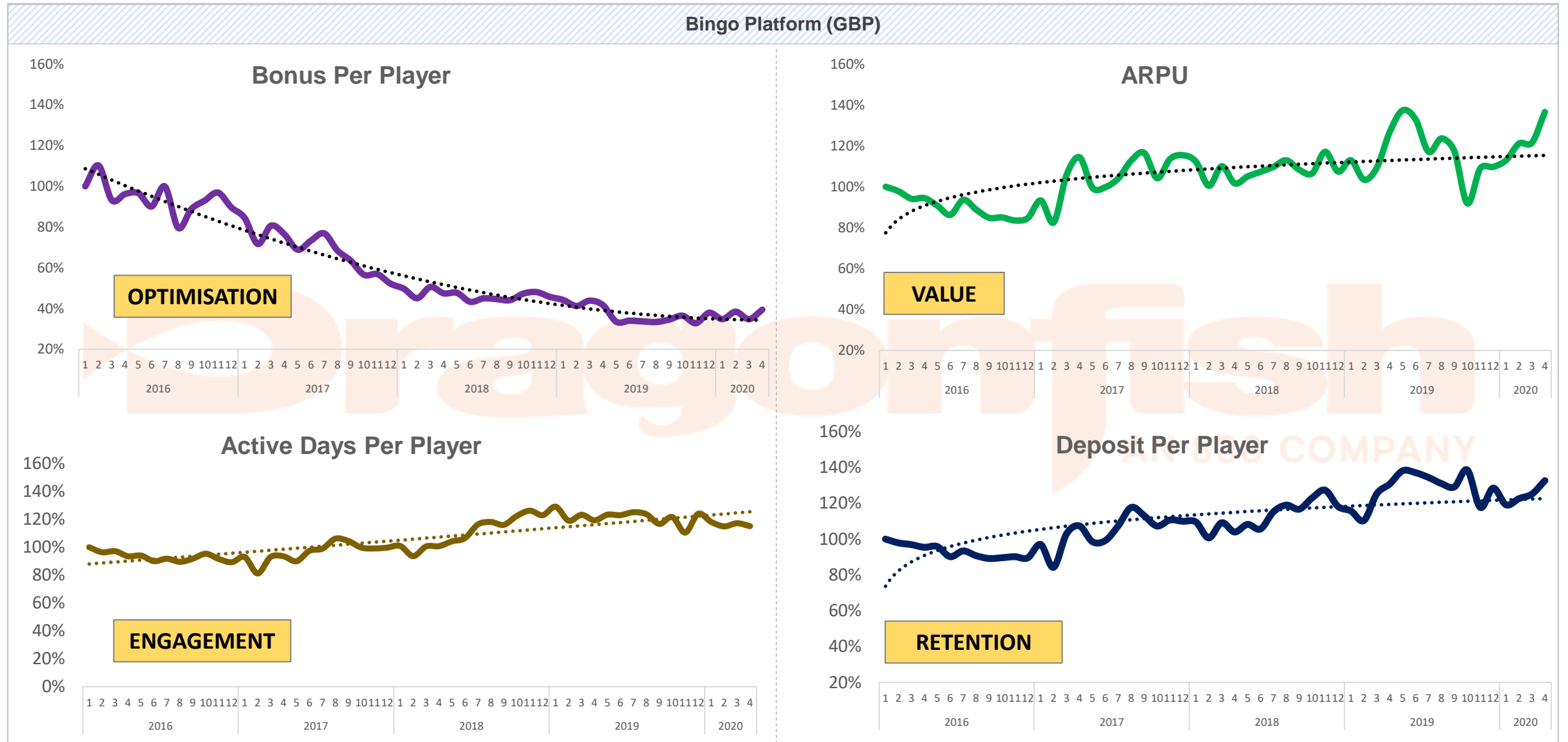
# MAIN KPIs TREND

- High acquisition trend for Casino and Poker offset completely Sport decline





# DRAGONFISH BINGO PLATFORM KPIs



# SUMMARY & LOOKING AHEAD

- ◉ Ambitious vision and unique growth opportunities
  - ◉ Casino leadership
  - ◉ Taking Sport to the next level
- ◉ Unique product & marketing ecosystem underpins opportunities
- ◉ Continue to prioritise and invest in safe play
- ◉ Clear strategy for addressing the US market
- ◉ Cash generative, strong balance sheet and dividend
- ◉ Continue to appraise M&A opportunities
- ◉ We have good trading momentum



## QUESTIONS