

GROUP POLICY STATEMENT

# ISO 26000 – Commitment to Social Responsibility

**evoke**

# 1. Introduction

## 1.1 Who We Are – Brands & Core Markets

Evoke plc is a global betting and gaming group with a portfolio of trusted brands and positions in regulated markets. Brands include William Hill, William Hill Vegas, 888casino, 888sport, 888poker, Mr Green and Winner.ro. We operate in core markets including the UK, Italy, Spain, Romania and Denmark.

Referred to as the ‘Group’ or ‘Parent Company’, evoke plc is underpinned by our Players, People, Planet ESG Framework and is embedded into organisational wide strategic initiatives as part of our wider Value Creation Plan (VCP). Our brands are recognised globally for their quality and customer focus.

## 1.2 Scope

The Group operates in over 100 countries, serving more than 5 million players annually with the support of 11,000 employees across 14 markets. Our operations also include 1,300 licensed betting shops in the United Kingdom. Our principles relevant to ISO 26000 are global in scope and applies to all business areas across the regulated markets where we operate.

## 1.3 Our Approach

Evoke plc’s commitment to social responsibility and sustainability, encompasses community engagement, responsible gaming, corporate accountability, employee well-being, and the protection of the environment. We recognise that long-term success is built on creating shared value for our stakeholders and society at large.

## 1.4 Applicability

This statement applies to all organisational activities and processes by parent group evoke plc. It is relevant to our employees and wider stakeholders. The social responsibility statements outlined here extend to all company entities and sub-entities, ensuring consistent implementation of our sustainability commitments.

### Message from the Director of ESG & Sustainability, evoke plc

*We continue to positively transform evoke plc with a clear purpose: to build a sustainable, responsible, and growth-oriented business that creates value for players, colleagues, communities, and investors alike. Guided by ISO 26000, we embed social responsibility into our governance, strategic initiatives, and day-to-day practices. Our focus is on ensuring safer gambling, supporting our people, protecting the planet, and maintaining robust governance. We are committed to listening to our stakeholders and reporting transparently on our progress.*

Benjamin Wright  
Director, and ESG SI Steerco Committee Lead

## 2. Commitment Statement

### 2.1 Our Commitment to ISO 26000 Guidance on Social Responsibility

We commit to the principles and core seven subjects of the International Organization for Standardization (ISO) 26000: Guidance on Social Responsibility and embed into our governance and operations across our online gaming platforms and retail gambling brands globally of evoke plc. We evidence our approach through policies, KPIs, governance, and statements aligned to TCFD and SECR included in the Group's Annual Report.

Entwined in evoke plc's commitment to best practice of social responsibility, we actively support the United Nations 17 Sustainable Development Goals (UN SDGs). Our Players, People, Planet pillars are mapped to priority UN SDGs where we can deliver evidenced, material contributions. This includes our emphasis on SDG 3 (Good Health & Well-Being), 5 (Gender Equality), 8 (Decent Work & Economic Growth), 10 (Reduced Inequalities), 13 (Climate Action), and 17 (Partnerships for the Goals). This commitment applies to all entities we control, including online platforms, retail betting shops, back-office operations of our global sites, and is supported by the employees as a Group.

### 2.2 ISO 26000 Communications

We create value by making life more interesting for players while acting responsibly and transparently. We use ISO 26000 as guidance to integrate social responsibility into strategy, governance, operations, employee culture, and reporting. ISO 26000 is a non-certifiable guidance standard; we therefore avoid any claim of certification or compliance. Instead, we align our program to the standard's principles.

### 2.3 Alignment Coverage

We map our disclosures to ISO 26000's seven core subjects: organizational governance; human rights; labour practices; the environment; fair operating practices; consumer issues; and community involvement and development.

### 2.4 How we have applied ISO 26000 and embedded principles into our activities

We use ISO 26000 to embed social responsibility across the Group's legal entities. Its seven core subjects shape how we govern, work with people and partners, safeguard the environment, and engage our communities. By aligning our daily decisions and supplier relationships with these principles, we strengthen trust through transparency and ongoing reporting to stakeholders. Our annual report & accounts further details the Group's protocols in our divisions. The principles of ISO 26000 will continually guide our decision-making processes and structures, risk management, policies and procedures, reporting, communication, innovation, and quality assurance. This includes complying with

applicable laws and international norms, and practice ethical behavior across the Group. Our ESG framework and wider group strategy, is able to use ISO 26000 as a guiding tool to assess our performance and identify areas for improvement.

## 2.5 Transparent Use Statement

As per ISO 26000 communication protocol, we reiterate that we use ISO 26000 as guidance, avoid any claim of certification, and provide specific evidence for each claim. This aligns with ISO's principles of accountability, transparency, ethical behavior, respect for stakeholder interests, the rule of law, international norms and human rights.

# 3. ESG Framework - Players, People, Planet

## Players – Positive Play & Customer Trust

We apply advanced data-driven risk analytics, live monitoring, and risk-based interventions. We utilize best in class data science modelling to identify gambling, we interact with customers to ensure their play is sustainable, we embed safer gambling in product design and commit to ethical marketing practices. Customers have access to clear safer gambling tools, customer support and resources, both online and in retail venues. Our employees undergo mandatory training in safer gambling, with dedicated teams, ensuring additional support is readily available.

## People – Culture, Capability & Inclusion

We foster a culture built on learning, leadership, and inclusion. Employee well-being is supported through dedicated manager training, our employee assistance programme (EAP), flexible workplace policies, and employee-led committees that drive engagement across the organisation. We are committed to increasing diverse representation in leadership and openly report on our DE&I progress through our annual disclosures.

Every global employee is granted a paid volunteering day to contribute to community programmes of their choice or to support our annual charity partnership. Many teams choose to use these days collaboratively, strengthening cross-department connections while making a meaningful contribution to society.

As part of our volunteering commitment, we set annual participation targets and run positive engagement campaigns that encourage employees worldwide to support charitable and community initiatives. By embedding volunteering into our culture, we ensure our impact is felt both within our organisation and across the jurisdictions in which we operate.

**Planet – Climate, Resources & Resilience**

We have committed to become net zero, targeting scope 1 & 2 emissions by 2030, and scope 3 emissions by 2035. We use renewable electricity in a number of our locations where we are able to source it, implement energy efficiency projects at our sites, and are progressing our engagement with suppliers to address value-chain emissions. The group has completed core climate-risk analysis and a double materiality assessment (DMA) in support of the Group’s transition planning and for compliance towards the EU CSRD. Our existing carbon reports, environmental policies, and supplementary ESG data found in the Group’s annual report transparently provides our progress. This is complimented by our Supplier Code of Conduct to build stronger collaboration and due diligence as part of our procurement activities, alongside our governance around human rights and the modern slavery act.

**4. Addressing the Seven Core Subjects of ISO 26000**

Social responsibility: **7** core subjects



Source: ISO official publication (2010). The figures denote the corresponding clause numbers in ISO 26000.\*



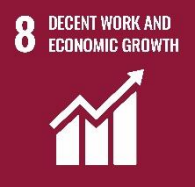

Our approach aligns to the seven core subjects of ISO 26000 through notably the following:

- 1) **Organisational Governance**  
Board-level ESG oversight; quarterly ESG Committee; monthly ESG reporting against strategic initiative; KPI-linked executive remuneration; public policies and frameworks. Embedment into Group Enterprise Risk Model (ERM); business continuity, and engagement and disclosure with external ESG rating frameworks.
- 2) **Human Rights**  
Freedom of Association; worker protection; Supplier Code of Conduct; risk-based due diligence; confidential speak-up channels through Whistleblowing Policy; remediation processes.
- 3) **Labour Practices**  
Labour Law and Modern Slavery Policy; mandatory training; diversity and inclusion goals; safe workplaces; staff conduct; engagement action plans; transparent pay reporting.
- 4) **The Environment**  
Net zero targets and climate-risk scenario pathways; commitment to reducing greenhouse gas emissions in scope 1, 2, and 3 each year; renewable electricity; energy efficiency technologies; supplier engagement for Scope 3 data; double materiality assessment (DMA) - impacts, risks and opportunities. TCFD alignment, carbon accounting and annual reporting alongside our financial statements.
- 5) **Fair Operating Practices**  
Anti-Bribery & Corruption (ABC); Political Engagement & Lobbying; Anti-Money Laundering (AML); Cybersecurity, Data Protection, employee mandatory training; responsible marketing; ethical use of AI; supplier onboarding due diligence.
- 6) **Consumer Issues**  
Comprehensive safer gambling program: risk analytics, alternative dispute resolution, live monitoring, in-session tools, self-exclusion options, ethical marketing, third-party training initiatives and partnerships, clear signposting to helplines, political engagement and industry trade associations.
- 7) **Community Involvement & Development**  
Charity partnerships; employee volunteering days to society; fundraising for evoke plc's chosen charity; match funding; community engagement programs; promoting international initiatives across entities through open communication channels.

## 5. UN Sustainable Development Goals (SDGs)

**Our commitment**

We support the UN 17 Sustainable Development Goals and under our group ESG Framework map our actions to the goals where we can make the most impact, reporting our positive initiatives taken annually:

Strategic area	UN SDG Goal	Aim	Evidence & Goals
<p><b>Players</b></p>		<p><b>Ensure we create safe and sustainable gambling experiences for our customers, globally</b></p>	<p>Positive play education and safer-gambling tools for protection; in-session messaging; live monitoring; links to advice and support. Our safer-gambling program combines analytics, live monitoring, supported by employee training and awareness campaigns. Compliance to existing organisational policies</p>
<p><b>People - Colleagues</b></p>	  	<p><b>Make evoke a brilliant place to work, for all colleagues, everywhere</b></p>	<p>We maintain safe workplaces and fair labour practices across our operations. Promoting diversity and inclusion, health &amp; safety, along with employee focused policies and support channels. Targeted programs such as through employee seminars targeting positive wellbeing, stress management, neurodiversity, disability awareness, inclusion and access to a variety of a regularly reviewed benefits scheme as part of remuneration.</p>

**People –  
Communities**



**Give back to the communities where we are based across the world**

We collaborate with charities, industry bodies and suppliers to deliver social and environmental outcomes, including volunteering and charitable fundraising. Long-term charity partnerships have been built including those that support safer gambling across the industry. Continued colleague fundraising events and paid volunteering time-off. . We continue to scale volunteering participation through manager-led planning, recognition and tracking of outcomes. We maintain speak-up channels for employees and third parties and embed modern slavery due diligence in the supply chain.

**Planet**



**Reduce our impact on our planet and become a net-zero business**

We operate a Net Zero Pathway (Scope 1 & 2 commitment by 2030; Scope 3 by 2035) with renewable electricity, efficiency projects and supplier engagement for Scope 3 reductions. We maintain in-house metrics and an externally supported carbon accounting platform which covers data for all our brands, transparently provided in our annual report against previous years. The Group and our associated global sites,

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strive to continually strengthen and act on environmental and energy management.

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## 6. Appendix

### Official ISO 26000 Technical Guidance Standards

- [ISO 26000:2010 Social Responsibility](#)
- [ISO 26000 and OECD Guidelines](#)
- [Social Responsibility – Discovering ISO 26000](#)
- [Schematic overview of ISO 26000](#)
- [ISO 26000 and SDGs](#)
- [Social responsibility - 7 core subjects of ISO 26000\\*](#)

### Governance Resources & ESG Framework

- Governance hub: [evokeplc.com/who-we-are/governance/](https://www.evokeplc.com/who-we-are/governance/)
- Annual Reports & Accounts: <https://www.evokeplc.com/investors/results-reports-and-presentations/>
- Board Committees and Terms of Reference: [Board Committees](#)
- Policies & Documents hub: [Policies and documents](#)
- ESG Strategic Initiative (VCP): [Our investment case](#)
- Players (Positive Play & safer gambling): [Players page](#)
- People (Culture & inclusion): [People page](#)
- Planet (Net Zero & resource efficiency): [Planet page](#)
- Sustainability approach overview: [Our approach](#)

Approved by:



Benjamin Wright  
Director of ESG & Sustainability

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Next review: Annually or upon material change.