

FLUTTER AND MISSING PEOPLE JOIN FORCES IN #TOGETHERFORMISSING PARTNERSHIP

Nearly 100,000 adults were reported missing in the UK last year. Missing People will harness the power of Flutter's UK facing brands to help reunite families with their missing loved ones.

LONDON, June 10, 2021 – Flutter Entertainment plc has teamed up with Missing People to help support their important work with missing adults and their families. The partnership will involve utilising the collective reach of the Group's UK brands, including Paddy Power, Betfair, Sky Bet and PokerStars UK to raise awareness and to boost the charity's campaigns. It launches today with a message from Paddy Power ambassador, Peter Crouch, which can be viewed <https://youtu.be/GTsJlfWkjUo>, followed by a Father's Day activation from PokerStars later this month.

The #TogetherforMissing partnership will be seeded by a £150,000 donation from Flutter to support Missing People over the next 12 months, as well as opportunities for Flutter colleagues to get involved and support the charity's work themselves.

This partnership follows a successful activation by Paddy Power in August 2020. The Brand partnered with Motherwell FC, filling the south stand at Fir Park with more than 1000 cardboard silhouettes to represent fans that were missing from football but also missing in real life, as well as placing missing people posters in Paddy Power shop windows across the UK near the location of where they were last seen to raise further awareness.

Every ninety seconds someone is reported missing in the UK with men accounting for over 63% of missing adults. The scale and demographic of Flutter's brands and audiences provides an opportunity for Missing People to reach and help more people than ever before. This comes at a crucial moment as the charity reports that the number of vulnerable adults contacting their Helpline has risen by almost 20% over the last year.

Peter Jackson, Flutter Entertainment CEO said: "We are delighted to build on our partnership with Missing People and come #TogetherforMissing following a year that has seen such extraordinary challenges. The statistics around missing people in the UK are stark with 1 in 500 adults going missing every year and over one million people affected by a disappearance. The issue of people going missing is one which will sadly affect some of Flutter's customers and colleagues at some point, so we hope our partnership can help continue the brilliant efforts of Missing People."

Jo Youle, CEO of Missing People said: "After our successful campaign with Paddy Power last year we are really looking forward to working with Flutter over the next year to build awareness of our services

for people in crisis. Flutter's target audience means they are in a unique position to ensure that together we can engage with a large group of men aged 18-39 who are at the highest risk of going missing. Through our partnership we want to raise awareness of the issue, let more people know where to turn, and ask for the public's help in the search for missing adults - something families we support have told us is especially important right now."

Missing People is the only charity lifeline for those affected by a disappearance. Thanks to their support more than 700 adults reported missing in 2020 were found safe and well.

For further information, please contact: communications@flutter.com

About Flutter Entertainment plc:

Flutter Entertainment plc is a global sports-betting and gaming company reporting as four divisions:

UK&I

Includes Sky Betting & Gaming, Paddy Power and Betfair brands offering a diverse range of sportsbook, exchange and gaming services across the UK and Ireland, along with over 600 Paddy Power betting shops in the UK and Ireland.

Australia

the Sportsbet brand offers online sport betting and is the Australian market leader.

International

includes PokerStars, Adjarabet, Betfair and Junglee operating in multiple jurisdictions around the world offering a diverse range of sportsbook, exchange and gaming services.

US

includes FanDuel, TVG, Stardust, FOX Bet and PokerStars brands, offering regulated real money and free-to-play sports betting, online gaming, daily fantasy sports and online racing wagering products to customers across various states in the US.

About Missing People

A person is reported missing every 90 seconds in the UK. Missing People is the only charity in the UK which is dedicated to bringing the 176,000 children and adults that go missing every year back together with their families. Some missing people you will have heard of, but many more you won't. For their families, life without them can be a desperate and unbearable struggle. We are there for them every day of the year, at the end of a phone, text or email, ready to use every means possible to search for and find their missing loved ones and to provide vital on-going support to families where the agonising wait turns into years, not just days.

You can call or text 116 000 for advice, support and options if you, or someone you love, goes missing or runs away - it's free and confidential. You can find further guidance and ways to access help and support on our website www.missingpeople.org.uk

