

## **£1.2m Sky Bet Racing Series to return in 2022**

### **Expanded format will deliver six racedays with £200k each presented by ITV Racing**

LONDON, December 8 2021 – Sky Bet, part of Flutter Entertainment plc, ITV, Racecourse Media Group and six of its racecourses are delighted to announce the return of the Sky Bet Sunday Series in 2022 in an expanded format.

The new racecourses involved for 2022 are Hamilton Park, York and Pontefract, who will join Musselburgh, Haydock Park and Sandown Park – who staged the three fixtures of the inaugural series in 2021.

Building on the success of this collaboration in 2021, the Series' objectives are to present compelling and competitive racing for excellent prize money to a new Sunday terrestrial audience.

The Sky Bet Sunday Series, which showcases the sport in a late afternoon slot on summer Sundays will offer total prizemoney of £1.2m. The Series will be open to all trainers who have horses eligible for the race conditions.

In 2021, the Series offered £200,000 worth of bonuses, and in addition, £10,000 of prizemoney for stable staff with Sky Bet also offering increased Best-Turned-Out prizes of £250 per race. Following consultation with stakeholders and horsemen, the additional details of the 2022 Sky Bet Sunday Series will be announced in the New Year.

The six seven-race Sunday cards will be showcased in their entirety on ITV4 and comprise:

- 8th May – Hamilton Park
- 22nd May – York
- 5th June – Musselburgh
- 19th June – Pontefract
- 7th August – Haydock Park
- 21st August – Sandown Park

The Series will endeavour to delve behind the scenes and uncover the less-told stories about what goes into preparing a horse for racing and what goes into staging a race day itself, as well as features on the grass roots, such as pony racing. It will also present a chance to showcase horses, trainers and jockeys who don't often get the limelight.

Steve Birch, Sky Bet CEO, said: “Sky Bet are excited to continue our partnership with the Sunday Series next year. We have seen great customer demand for good quality racing on a Sunday evening and are delighted to expand the series to six meetings in 2022. The

Series was a great collaborative industry effort in 2021, and we are really looking forward to working closely again with RMG, ITV, the racecourses, and Horsemen to put on another great show for racing.”

Leading trainer, Grant Tuer, said: “The Sky Bet Sunday Series was a most welcome, innovative introduction to the calendar in 2021, particularly as it was open to anyone who had a horse eligible to run in a variety of races on offer. “I’m delighted to see it return for 2022. The prizemoney is exceptional, as well as the bonuses on offer, and we were thrilled to win £10,000 for the stable last year by saddling the most winners and placed horses. The sport also gets a Sunday slot on ITV, which can only be good news in terms of getting more people interested in racing.”

Mark Trinder, Director of Commercial Sales and Partnerships at ITV said: "After a successful first year we at ITV are very pleased to again collaborate with RMG and Sky Bet on this innovative race day format for 2022. Adding to our already exclusive and extensive coverage, ITV is truly the ‘Home of Racing’."

Ed Gretton, Director of Racing at Racecourse Media Group, said: “The Sky Bet Sunday Series is a strategic collaboration between various stakeholders with a view to growing the value of the sport by maximising the Sunday opportunity for the industry and fans alike. The inaugural series featured highly competitive, good-quality racing, with excellent field sizes, and a fresh injection of significant prizemoney and bonuses. The feedback we received from racegoers, racecourses, bookmakers and the media has been highly encouraging and valuable in developing the Series for 2022.”

For further information, please contact: [communications@flutter.com](mailto:communications@flutter.com)

About Flutter Entertainment plc:

Flutter Entertainment plc (LSE: FLTR; EURONEXT: FLTR) is a global sports-betting and gaming company and a constituent of the FTSE 100 and Euro Stoxx 50. Flutter Entertainment plc reports as four divisions:

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Paddy Power, Betfair and Sky Betting & Gaming make up our combined UK & Ireland business. Creating an even more customer-centric organisation focused on user experience, with a culture that encourages people to be collaborative and entrepreneurial in both spirit and action.

Although the brands mostly operate online, this division also includes 620+ Paddy Power betting shops in the UK and Ireland.

## **Flutter International**

Flutter International operates in a number of territories around the world and is probably best known for its flagship brand PokerStars, the world’s largest online poker site. Other notable brands include Betfair

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## **FanDuel Group**

Our US division consists of FanDuel, FOX Bet, TVG, PokerStars and Betfair brands. The division has a diverse product offering of online and retail sportsbooks, online gaming, poker, advanced deposit wagering on horse racing and TV broadcasting. It is the market leading online sportsbook and casino operator in the rapidly expanding US market and the group is well positioned to continue to take advantage of this opportunity.

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Sportsbet brand is the market leader in online sports betting across Australia. Sportsbet combines innovative, easy to use products and high levels of targeted promotional generosity to form a leading customer proposition. We are well known for our dynamic marketing campaigns around national sports events.