



THE WORLD LEADER IN ONLINE SPORTS BETTING AND iGAMING



Flutter Entertainment is the parent company of the world's biggest and most popular online sports betting and iGaming brands.



ABOUT US

Flutter Entertainment is the world leader in online sports betting and iGaming, operating some of the most innovative, diverse and distinctive brands in the sector.

CHANGING THE GAME

Flutter has an unparalleled portfolio of world-class brands, global scale and challenger mindset, through which we excite and entertain our customers, in a safe and sustainable way. Using our collective power, the Flutter Edge, we aim to disrupt our sector, learning from the past to create a better future for our customers, colleagues and communities.

Flutter | EDGE

SUPERCHARGES OUR WORLD-CLASS BRANDS SHARING

Product

Technology

Expertise

Scale

TOGETHER WE'RE
CHANGING THE GAME

OPTIMAL STRATEGY TO DELIVER SUCCESS

Harnessing the Flutter Edge to:

WIN IN THE US

- Sustain FanDuel as the primary sportsbook in North America
- Solidify position as #1 iGaming brand
- Transform earnings profile through operating leverage



WIN IN THE REST OF WORLD

- Consolidate gold medal positions
- Grow local hero brands through organic investment and M&A
- Enhanced earnings through diversification and efficiencies



Underpinned by sustainability, our Positive Impact Plan

Q3 2024 HIGHLIGHTS

12.9m

Average Monthly Players*. +16% year on year

\$3.2bn

Group revenue. +27% year on year

\$1.25bn

US revenue +51% and Average Monthly Player growth of +28%

43%

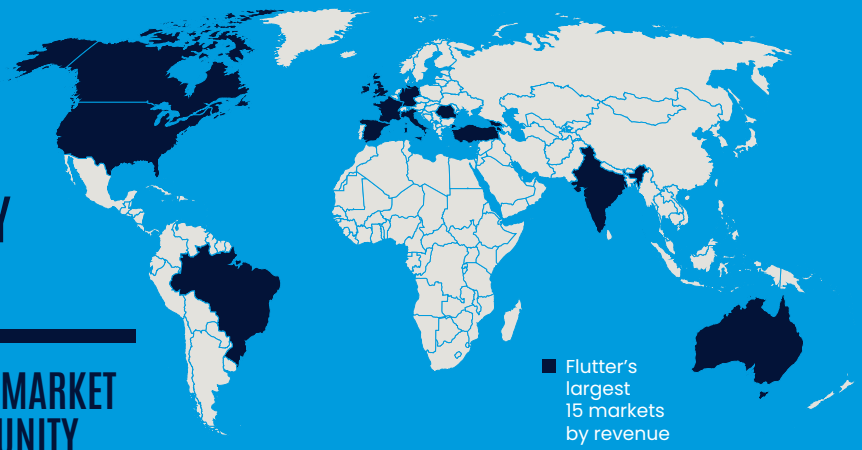
US Net Gaming Revenue (NGR) share

25%

iGaming Gross Gaming Revenue (GGR) share

*Average Monthly Players ("AMPs") is defined as the average over the applicable reporting period of the total number of players who have placed and/or wagered a stake and/or contributed to rake or tournament fees during the month. See Flutter's 2023 Annual Report on Form 10-K for additional information regarding how we calculate AMPs data, including a discussion regarding duplication of players that exists in such data.

OUR BRANDS ARE LEADERS
ACROSS THE GLOBE, WITH A
SIZEABLE MARKET OPPORTUNITY



~\$368bn GLOBAL MARKET OPPORTUNITY BY 2030

The global sports betting and iGaming market opportunity is estimated to be approx. **\$368bn*** by 2030.

The global online sports betting and iGaming market looks set for continued growth through: continued expansion into additional US states; opportunities in our existing core leadership markets; and a diverse and growing range of new regulated and regulating markets across the world.

\$70bn US MARKET OPPORTUNITY

The North American market opportunity expected to be **\$70bn.**

Winning in the US through FanDuel is a key part of Flutter's global strategy and to do so, we will: Sustain our position as the #1 Sportsbook; Solidify our position as the #1 iGaming brand; and Transform earnings through operating leverage.

* Combined \$368bn regulated sports betting and gaming market opportunity for 2030. The global market opportunity expressed here in was made as of September 25, 2024, at Flutter's Investor Day. Materials available [here](#).



OUR INVESTOR DAY

On September 25 2024, Flutter's senior leadership team presented our strategic priorities and our pathway for significant value creation.

At the Investor Day, we showcased the size of the global opportunity, the runway for further growth, and how Flutter's sustainable competitive advantages – the Flutter Edge – underpin our leadership position. Find out more [here](#).



THE US MARKET LEADER

FanDuel, Flutter's largest brand, leads the US online sports betting and iGaming market, holding a **35%** gross gaming revenue (GGR) share of the total US market. It currently provides its online sportsbook in 23 states. FanDuel's success has been bolstered by a **\$10bn+** total investment in sportsbook generosity and marketing since 2018 and the Flutter Edge, unlocking access to the Group's strong heritage in product innovation, and its well-invested, scalable technology platforms. This puts us in an excellent position to continue to win in the US.



From Betfair's 'Cash Out' option to Sisal's 'Duo' player markets, Flutter brands have a rich history of changing the sports betting landscape through a mixture of innovation and technology.

Nowhere is this more evident than the creation of 'Same Game Parlay' (SGP) betting products, which allow customers to predict multiple, diverse outcomes within a single game.

This game changing innovation – one of earliest examples of the Flutter Edge – was first introduced in 2014 when close collaboration between a Sportsbet product team in Australia and specialist data modellers within Paddy Power in Ireland solved a longstanding industry challenge. This has paved the way for further innovation in this space, such as SGP Plus, which allow customers to combine SGP bets across multiple games, to Live SGP, which provide the ability to make these bets after the game has already kicked off.



In 2023, Flutter invested

\$101M

in responsible gaming initiatives globally as reported in our 2023 Sustainability Report, available [here](#).

WE ARE CHANGING THE GAME FOR GOOD

In 2022, we launched our Positive Impact Plan, setting a clear sustainability agenda for change and addressing the issues and opportunities that are specific to our business and our sector. Our plan sets targets to be achieved by 2030, and 2035, under four pillars:



Customers

Helping customers to Play Well



Colleagues

Empowering colleagues to Work Better



Communities

Working with communities to Do More



Environment

Reducing our impact through Go Zero strategy

Targets

>75% of customers using a Play Well tool by end of 2030

Our teams will be representative of where we live and work by end of 2030

Improve the lives of 10m people by end of 2030

Comprehensive strategy to reduce impact and reach Net Zero by end of 2035



FLUTTER IS CHANGING THE GAME.

Flutter

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