

# Flutter™

## THE WORLD'S LEADER IN ONLINE SPORTS BETTING AND GAMING



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

FANDUEL

sky betting & gaming

sportsbet

POKERSTARS

PADDYPOWER.

betfair

adjarabet.com

tombola

Sisal

JUNGLE  
GAMES

MAXBET

### WORLD CLASS BRANDS, GLOBAL SCALE AND A CHALLENGER MINDSET

Leveraging this portfolio of distinct and market leading brands, Flutter brings best in class sports betting and gaming products to our customers around the world. At its core, this customer centric approach is enabled by proprietary technology platforms which ensure we can innovate at pace as well as meet our customers' product demands.

Our local businesses are connected across borders through the Flutter Edge which combines our global scale with world-class talent, technology, product and capital to empower our brands to win in their local markets. This is really how Flutter differentiates itself, ensuring our brands have access to global scale while focusing on local execution.

Our unparalleled portfolio of world-class brands, global scale and a challenger mindset presents a powerful combination. With the optimal strategy for success in place, a proven track record of delivering growth and our ability to leverage the power of our unique Flutter Edge, we are excited about the future.

Using the power of the  
**FLUTTER EDGE**  
SO OUR BRANDS CAN SHARE...

PRODUCT

TALENT

TECH

CAPITAL

TOGETHER WE'RE  
**CHANGING THE GAME**

### STRATEGY



INVEST

Build on our sustainable competitive advantage and extending our leadership position.



GROW

With a focus on delivering the best product proposition to our recreational customer base we aim to grow our leadership positions and leverage local scale to drive efficiency.



BUILD

Building and buying podium positions across our international markets, we will combine global scale with local presence to deliver sustainable growth.

Underpinned by:



POSITIVE  
IMPACT  
PLAN

### Q2 2024 HIGHLIGHTS

**14.3m**

Average Monthly Players, +17% year on year.

**\$3.6bn**

Group revenue, +20% year on year.

**+39%**

US revenue and largest player base of 3.5m Average Monthly Players.

### CONTINUED POSITIVE IMPACT PLAN PROGRESS

Play Well tool usage over 400bps higher year-over-year.

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



**\$40BN**

US Market by 2030

We estimate the addressable sports betting and iGaming market in the US will reach over US\$40bn by 2030, with 80% of the US population having access to sports betting and 25% to iGaming.



■ Flutter's largest 15 markets by revenue



**\$188BN\***

estimated ex-US regulated TAM

We estimated the total addressable market (in regulated and regulating markets) outside of the US to be worth US\$188bn in 2022 (H2 Gambling Capital).



## FANDUEL IS FLUTTER'S LARGEST BRAND AND THE US MARKET LEADER

Since being acquired by Flutter in 2018, FanDuel has leveraged its daily fantasy sports business to consolidate a clear #1 position in the US online sportsbook market, where it is now live in 26 states. In Q2 2024 FanDuel's Net Gaming Revenue market share in sportsbook was 51%. The business also extended its #1 position with a gross gaming revenue (GGR) of 47% and iGaming GGR of 25%.



The FanDuel Advantage drives our flywheel, creating a larger and more profitable business

### US



### INTERNATIONAL



adjarabet.com



### UK & IRELAND



### AUSTRALIA



## OUR US LISTING

On May 31 2024 Flutter moved its primary listing to the New York Stock Exchange, following the approval of shareholders at the Company's Annual General Meeting held on May 1 2024.

With a greater proportion of our future profits expected to be generated in the US, and given FanDuel's #1 position in that market, we believe a US primary listing is the natural home for the Group and we look forward to this next step in our journey.



Flutter changed the sports betting landscape with the Same Game Parlay, and we continue to disrupt the sector through superior customer experience and gameplay.

With technology at our core, Flutter is uniquely positioned to bring innovations to market. Through our in-house capabilities and global resources, we can quickly respond to customers' needs and provide them with the most enjoyable experience with superior flexibility and choice.

That's why in 2014, when a customer on a popular Australian betting forum asked why you can't place a multi on the same event, the message reached John Maguire, Head of Trading Solutions at Sportsbet, who decided to do something about this increasingly popular request. The Paddy Power Quants team – industry leaders in sports model simulations – got to work, and together with Sportsbet, a solution was found – an early example of the 'Flutter Edge' in action.



In 2023, Flutter invested

**\$100M**

in responsible gaming initiatives globally

## 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

\* Ex-US TAM value based on internal estimates of 2022 gross gaming revenue for all countries excluding the United States. These figures include estimates of total market GGR from H2 Gambling Capital presented in GBP for Flutter's 2023 interim results available at <https://www.flutter.com/media/sx3herzm/flutter-interims-presentation-2023.pdf>. These estimates include land-based sports betting and gaming in addition to online. The addressable ex-US TAM excludes countries which, based on Flutter's judgement, are not addressable by Flutter due to the regulatory regime and/or licensing structure in place.



FLUTTER IS CHANGING THE GAME.

Flutter

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