

PADDY POWER

**A RETAIL
OVERVIEW**

PADDYPOWER.

CONTENTS

FLUTTER GROUP OVERVIEW	3
PADDY POWER RETAIL	8
MYTH BUSTERS	9
PADDY POWER SPECIFICS	10
PARTNER QUOTES	11



£20.6bn

Market Cap*

+£6bn

Revenue**

+£1.2bn

Underlying EBITDA**

c17,000

Employees

Listed in UK (FTSE100) and Ireland (Euronext Dublin)

Largest listed sports betting and gaming business in the world

18 million active customers globally

Currently hold licences in 20+ countries

Our presence in the UK

Over 5,000 UK roles (1,700 in retail)

We paid £639.5m in taxes to the UK Treasury in 2021

Over 100 colleagues in graduate, apprentice or early career roles

11th on Glassdoor's 2021 best places to work

5 main UK brands:

sky betting
& gaming

PADDYPOWER

betfair

POKERSTARS
POKER | CASINO | SPORTS

tombola



Contribution to Sport

We love sport as much as our customers, so we're committed to supporting sport from the grassroots level to the professional leagues

£100m

Invested over £100m into racing via levy, media rights, sponsorship, marketing and hospitality – representing over 40% of our net racing revenues

£4.79m

donated to Made by Sport, being the amount we received in business rates relief in England. This charity supports grassroots sports clubs in crisis, helping them look to the post-pandemic recovery

£1m

invested into EFL's safer gambling education programme for all 72 clubs and dedicated safer gambling messaging on in-stadia advertising and shirt sleeves of all clubs

£800k

donated grass-roots sports clubs since 2008 through Cash 4 Clubs – our fund that provides grants for training, equipment, coaching or qualifications for UK sports clubs

Some of the key **Safer Gambling Ambitions** which have informed our response to the Review

1

We are determined to offer a **safe, enjoyable and easy-to-use** experience for all of our customers

2

We are committed to identifying customers at risk of gambling related harm and deploy a '**risk based**' **approach** to doing so

3

We support using **comprehensive, data-driven inputs and the latest technology** to flag early indications of problem gambling

4

Since all customers are different, **assessing risk holistically at the individual account level** has far more impact than blanket restrictions

5

We believe **product-specific interventions have less impact**, but are always looking at our data to see where improvements can be made

6

We support efforts to ensure **operators advertise responsibly** in a way that limits exposure to the young or vulnerable

Our Commitment to Retail



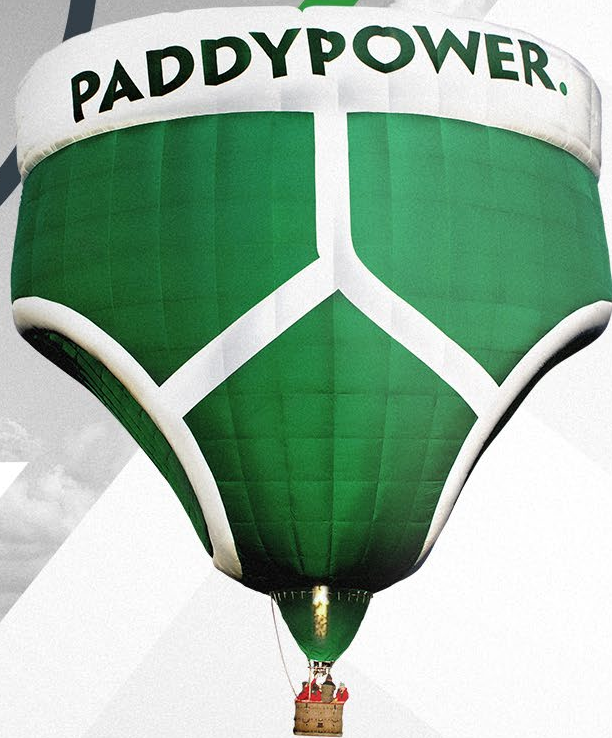
2020 was particularly tough for our 357 (at the time) UK retail stores due to the Covid-19 crisis, with shops shut for 36% of the year and revenues down by 28%

Despite these challenges, we did not take advantage of the furlough scheme, and donated to charity the £4.79m received from business rates relief from our shops in England

Over the course of the year we safely re-opened our shops across the UK & Ireland in line with respective Government guidance for the retail sector

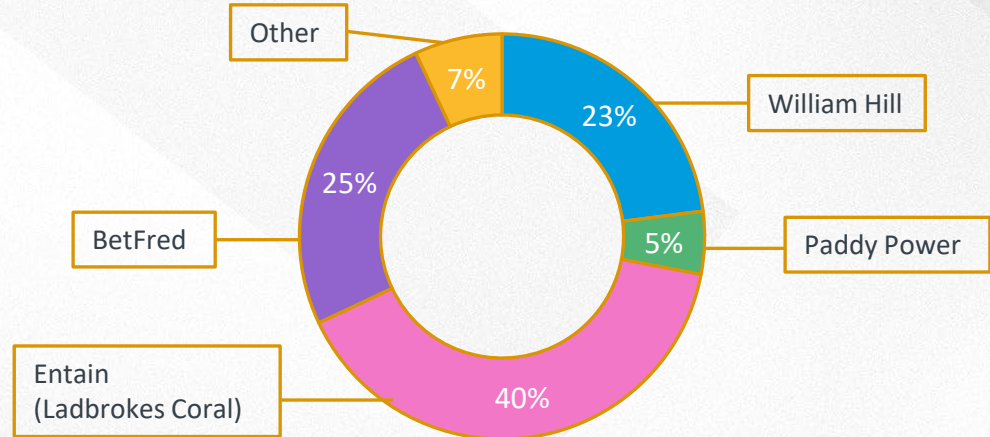
We have opened five brand new retail stores in the past nine months, bringing our total number of shops to 362

Given the recent contraction in Retail LBO's, Paddy Power plan to continue its investment in to retail high streets and has ambitious growth plans.

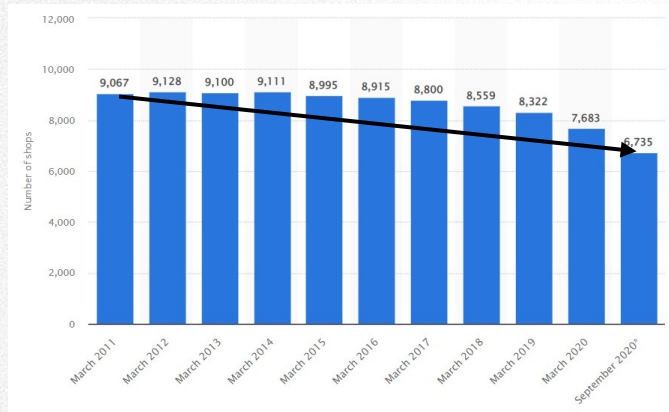


PADDY POWER IS PART OF AN INTERNATIONAL BETTING AND GAMING GROUP WHICH WAS FOUNDED IN IRELAND IN 1998 WITH THE AIM OF MAKING BETTING AN ENTERTAINING, FUN AND FAIR EXPERIENCE. IN 2016 IT MERGED WITH BETFAIR TO MAKE PADDY POWER BETFAIR. A FURTHER MERGER TOOK PLACE IN 2018 WITH SKYBET TO CREATE FLUTTER ENTERTAINMENT

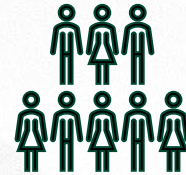
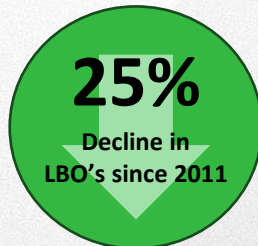
DESPITE ITS HIGH PROFILE THROUGH ADVERTISING, PADDY POWER HAS A VERY SMALL PRESENCE ON THE UK HIGH STREET. LIKE ANY BUSINESS, THEY ARE KEEN TO INCREASE THEIR MARKET SHARE



MYTH BUSTERS



- The number of LBO's have declined over the years



46,000

Total number of colleagues
employed in Retail LBO's



There is NO minimum spend in a betting shop so many elderly people enjoy the pastime with the ability to set their own level of spend, with many bets of low stakes. A betting shop becomes a place to socialise for many elderly people

The average LBO pays over

£10,000

annually in Business Rates

£1 BILLION

The amount paid in Tax by the
regulated Betting Industry in 2020

PADDYPOWER.

PADDY POWER SPECIFICS



£250,000

investment in each new shop, making a significant contribution to the activity levels in, and appearance of the High Street.



ALL

New shop colleagues employed by Paddy Power undergo dedicated training on Safer Gambling and Social Responsibility.



90p

The average amount returned to customers in winnings for every £1 spent during 2020.



6

The number of new jobs created for every new Paddy Power shop that opens on the High Street.



£12.13

The overall average stake per betting slip in a Paddy Power shop in 2021.



3,003

The number of colleagues employed by Paddy Power in retail shops.



30%

The percentage of total colleagues employed in Retail shops aged between 18 and 24 years old.



60% +

Of Paddy Power customers usually visit other shops and services as part of the same trip



£15

Is the amount spent by Paddy Power customers when undertaking linked trips to other shops/services

PADDYPOWER.

RESPONSIBLE AND SUPPORTING NEIGHBOURS

"Paddy Power units are professionally run and well maintained, making high streets more attractive and sustainable. I have 30 years' experience as a retailer and have found Paddy Power to be helpful and cooperative neighbours, as well as being responsible operators. When we wanted to expand our Specsavers in Wickford to increase our consultation area, Paddy Power were instrumental in enabling us to take more space. It's encouraging to find an organisations that is so supportive. We are more than happy to have Paddy Power as a neighbour.

Allan McLean
Specsavers Joint Venture Partner and Company Director

HELPING TRANSFORM NEIGHBOURHOODS

"Paddy Power are good tenants, who have never caused any trouble at all. Since obtaining permission to occupy one of my properties in Leytonstone, their presence has triggered a transformation in the area. Closed shutters in a parade of shops is always unsightly. This unit had sat empty for some time before Paddy Power came along. The change of use application was welcomed and supported by local shopkeepers who knew it would be good for the area. Paddy Power's new shop front inspired the occupier next door to invest in his own premises too.

Robert Goodes
Commercial & Residential Property Landlord