

## **FANDUEL AND NBA EXPAND PARTNERSHIP, DESIGNATING COMPANY AN OFFICIAL SPORTS BETTING PARTNER OF THE NBA**

*Company Announces Landmark Partnership with National Basketball Players Association.*

*FanDuel Named Presenting Partner of Weekly NBABet Show on NBA TV, Co-Produced by Turner Sports.*

*Agreement Provides Highlights Rights Across Content Platforms.*

LONDON, November 4, 2021 – FanDuel Group, part of Flutter Entertainment plc, and The National Basketball Association (NBA) today announced a multi-year expanded partnership, designating FanDuel as an official sports betting partner of the NBA and giving the company expanded marketing, content, and digital rights to integrate NBA assets within its sports betting, daily fantasy sports, and online casino platforms.

In addition, FanDuel also announced a landmark, multi-year partnership with the National Basketball Players Association (NBPA), giving the company rights to feature active NBA player imagery in its creative and within highlights distributed across FanDuel’s branded platforms, apps, social media, and broadcast channels.

“FanDuel’s partnership with the NBA has been a cornerstone of our success for many years, and together we have revolutionized what is possible in a partnership between a professional sports league and a sports gaming operator,” said Amy Howe, President & CEO, FanDuel Group. “As we move into the next phase of our relationship to include the NBPA, we are excited to once again reimagine how we engage basketball fans.”

As part of the expanded partnership, beginning with the NBA’s 75th Anniversary season, the company will create and feature content that includes game highlights across its various platforms. This expanded agreement will have FanDuel and the NBA working continuously for more than a decade, as FanDuel was previously the official DFS partner and an authorized gaming operator of the NBA.

“Throughout our seven-year partnership, we have consistently worked with FanDuel to innovate together around the fan experience,” said Scott Kaufman-Ross, Senior Vice President, Head of Gaming & New Business Ventures, NBA. “This expanded relationship marks the latest chapter of our story, and

we look forward to leveraging these new initiatives to continue to engage fans in new ways.”

"We are excited to partner with FanDuel to bring more opportunities for our players to engage with new communities of fans and to create unmissable moments and collaborations in basketball culture," said Que Gaskins, interim President of THINK450, the partnership and innovation engine of the NBPA.

This new agreement makes FanDuel the exclusive presenting partner of the weekly NBABet Show co-produced by Turner Sports each Monday night on NBA TV. In addition, fans will now be able to choose to see FanDuel odds displayed on the Games page of NBA.com.

As part of the expanded agreement, FanDuel will also now have the ability to create and promote its online casino games featuring NBA marks and logos. FanDuel will continue to utilize official NBA betting data and league marks and logos across its sports betting and free-to-play game offerings while collaborating with the league on best-in-class practices to protect the integrity of NBA games.

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

#### **About Flutter Entertainment plc:**

Flutter Entertainment plc (the "Group") is a global sports-betting and gaming company reporting as four divisions:

UK & Ireland: includes Sky Betting and 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.