

SPORTSBET LAUNCHES NEW SAFER GAMBLING CAMPAIGN IN AUSTRALIA

Regardless Of Who You Bet With, 'Take A Sec Before You Bet' encourages customers to set deposit limits

LONDON, July 30, 2021 – Sportsbet, part of Flutter Entertainment plc and the market leader in online sports betting across Australia, has launched its latest safer gambling campaign “take a sec before you bet’, which aims to encourage customers to set deposit limits across all of their online betting accounts.

The campaign aims to drive behavioural change by raising awareness around setting deposit limits and normalising the use of safer gambling tools. It will be brought to life across TV, Radio, Press, Outdoor Billboards, Broadcast integrations, Digital Video & Display, and will be the primary focus of Sportsbet’s media investment.

Sportsbet recognises the industry plays an integral role in the promotion of safer betting and is committed to raising awareness around safer betting practices and the tools available to customers.

“We have a vital role in the promotion of safer gambling and a responsibility to use our profile to send the message; no matter who you bet with, we want you to do so in a way that is safe and responsible. And setting a deposit limit is a proactive way to help keep your betting in check,” said Sportsbet’s CEO, Barni Evans.

For further information, please contact: 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 Jungle 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-toplay sports betting, online gaming, daily fantasy sports and online racing wagering products to customers across various states in the US.