



888 Game of Growth Analyst & Investor Day

4 June 2019


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Brian Mattingley
Chairman of the Board

Agenda

1. Opening, **Brian Mattingley, Chairman of the Board**
2. Strategic Overview, **Itai Pazner, CEO**
3. Business Trends, **Aviad Kobrine, CFO**
4. Built for Growth, **Guy Cohen (SVP B2C) & Ofer Siloni (VP Gaming)**
5. Break (20 min)
6. Scalable Operations, **Naama Kushnir, COO**
7. Safe Gaming, **Andrew Anthony, Director of Responsible Gaming**
8. 888 in the US, **Yaniv Sherman, SVP Commercial Development**
9. The future is 888 Sport, **Yuval Benyamini, VP Sport**
10. Closing and Q&A, **Itai Pazner, CEO**



Strategic Overview

Itai Pazner

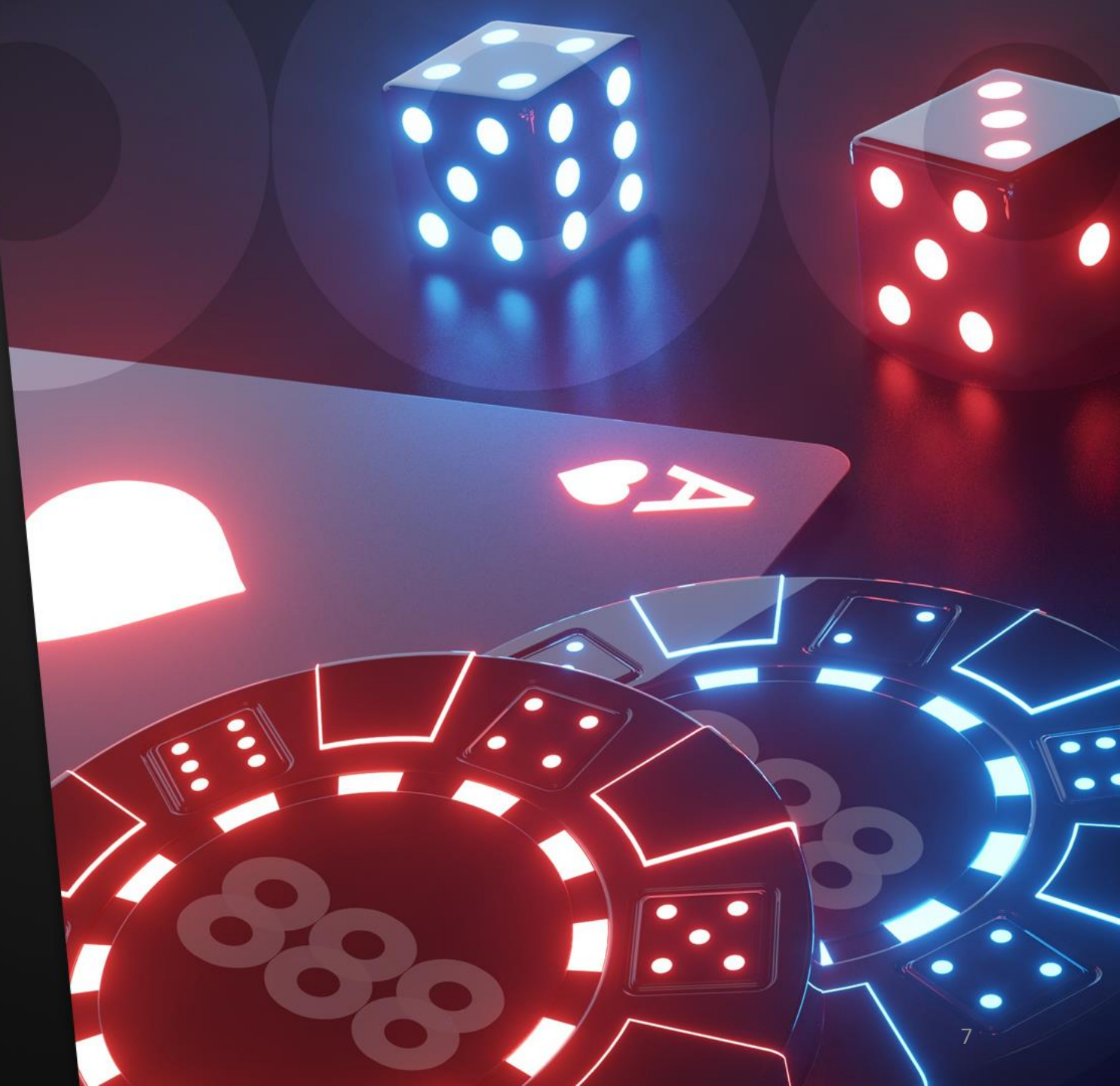
888's Unique Platform for Growth

- 888 has been at the forefront of the online gaming industry for more than 20 years, founded in 1997 and listed on the LSE since 2005
- Highly experienced management team
- End-to-end product technology ownership - B2C (now across all four product verticals) & B2B (Dragonfish)
- 13 licences, active in 11 regulated markets
- 70% of revenue generated from regulated and taxed markets in FY18
- Safe gaming is a business priority
- Healthy balance sheet
- Scale with flexibility

Strategy

Realising Potential

- Become the world's dominant online casino brand
- Become a top-tier sports operator
- Maintain our top 3 position globally in the poker market
- Offer a best-in-class product experience across verticals
- Expansion across selected global markets



Global Online Casino Leadership

- Uncaptured position, no clear category leader
- A \$14bn online market
- 888casino is a pure casino brand
- We have gaming DNA & unique heritage
- Mass-market focus
- Orbit platform



Top Tier Sports Operator

- Our fastest growing product vertical heading towards \$100m annual
- Opportunity to leverage 888's unique platform and marketing capabilities
- BetBright acquisition in March 2019 provides the missing pieces in the 888Sport puzzle



Poker Leader

- Maintain our established position as a top 3 international brand
- Maintain and enhance our recreational poker focus
- Continue to deliver product enhancement
- Shared liquidity opportunities



Best in Class Product Experience

- Consumers expect supreme product experiences
- Our product is at the core of everything we do
- Proprietary software and backend as an enabler
- Proven track record of delivering growth through product enhancements



Healthy Global Expansion in Chosen Markets

- Proven track record of growing market share in regulated markets, e.g. Spain & Italy
- Adaptable and scalable regulated platform
- Geographic diversification remains key in a dynamic global market
- Growth through gains in market share and expansion into new markets



Scaling by M&A

- Three successful acquisitions in the past six months: AAPN, Costa, BetBright
- Appraising both bolt-on and strategic opportunities that will drive scale and/or enhancing our strategic objectives



Today's Key Messages

- 888 has an ambitious vision and unique growth opportunities
 - Casino leadership
 - Taking sport to the next level
- We have solid trading momentum
- Our unique product & marketing ecosystem underpins our opportunities
- We prioritise safe play
- We have a clear strategy for addressing the US market

Introducing 888's Leadership



Brian Mattingley
Chairman of the Board



Itai Pazner
CEO



Aviad Kobrine
CFO



Ofer Siloni
VP Gaming



Guy Cohen
SVP, Head of B2C



Gili Brandshtein
SVP, Head of Product Technologies



Naama Kushnir
COO



Andrew Anthony
Responsible Gaming
Director



Yaniv Sherman
SVP, Head of Commercial Development



Yuval Benyamini
VP Sport

Business Trends

Aviad Kобрine

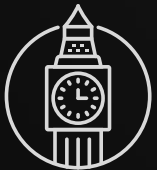
Key Themes



Positive revenue momentum 2019 year to date



Diversification into regulated markets continues



UK recovery and shift to mass market complete

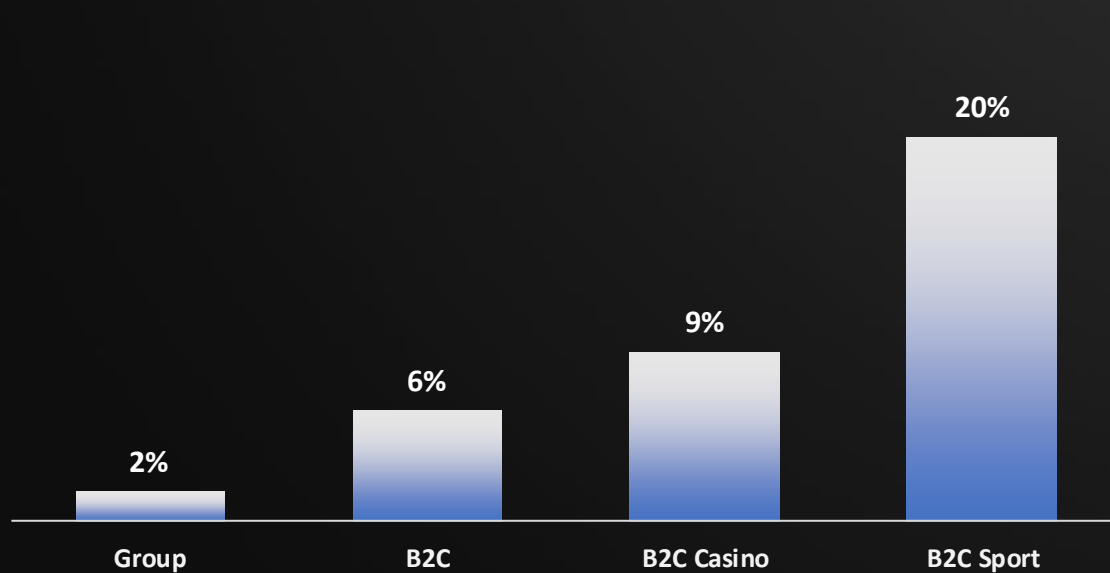


Resilient business model

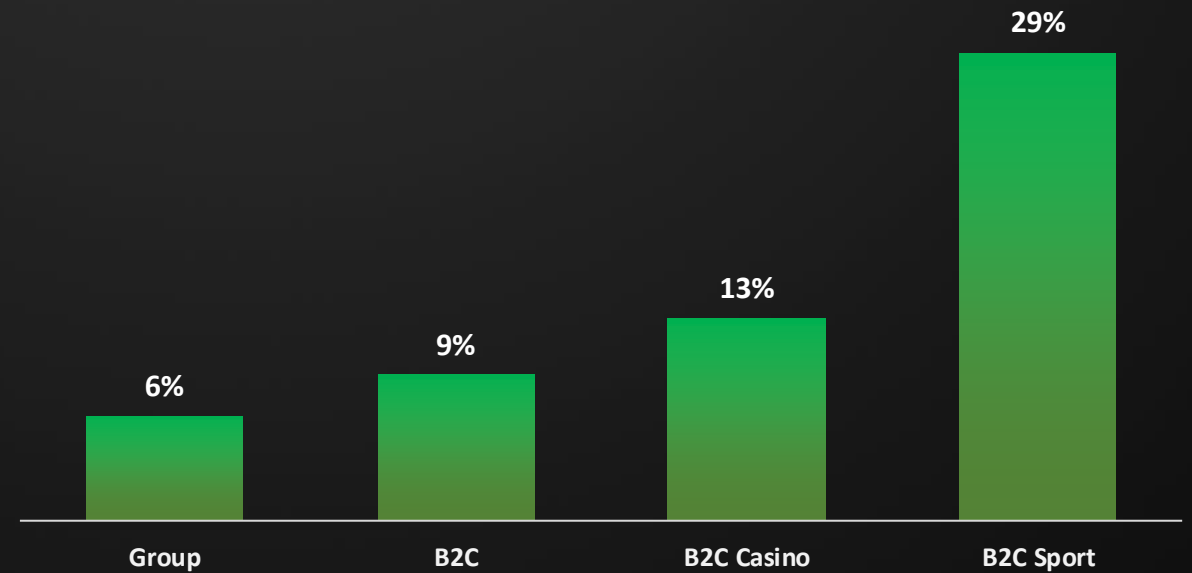
Group Revenue YTD May 2019

- Record B2C revenue in April & May 2019
- Driven by Casino, the group's largest vertical and Sport

Revenue Growth



Revenue Growth LFL*

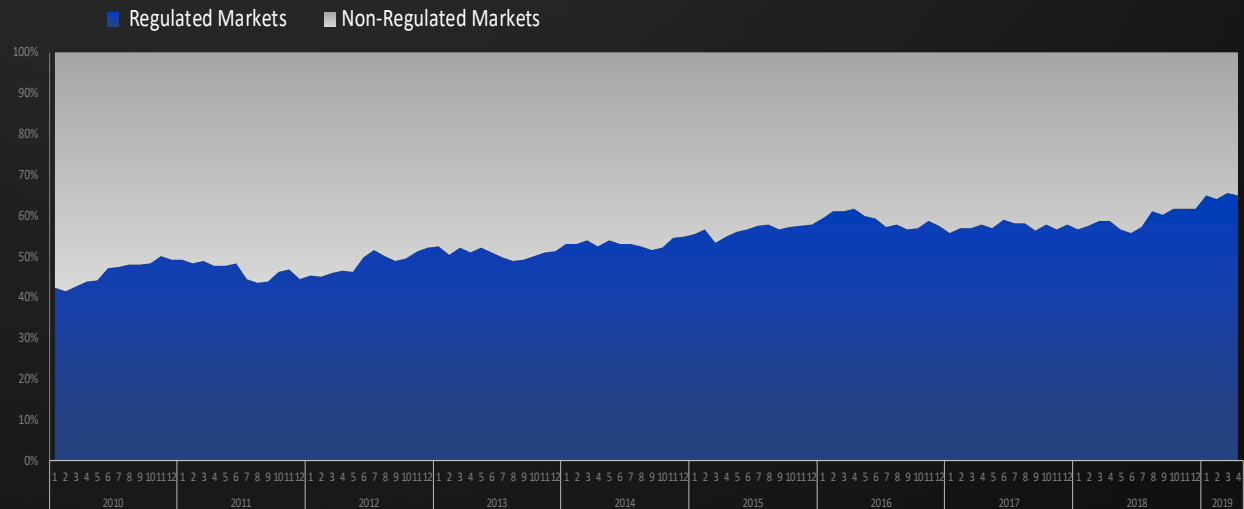
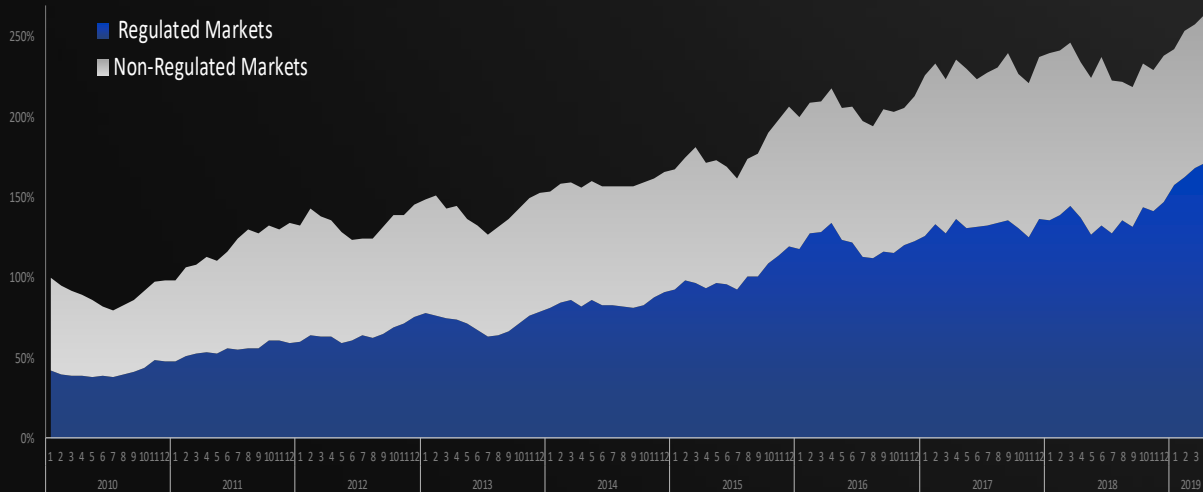


*LFL – at constant currency, adjusted for the migration of Cashcade bingo, Jet Management bingo and AAPN acquisitions

*May is based on 18 days into the month

B2C Deposit Trend

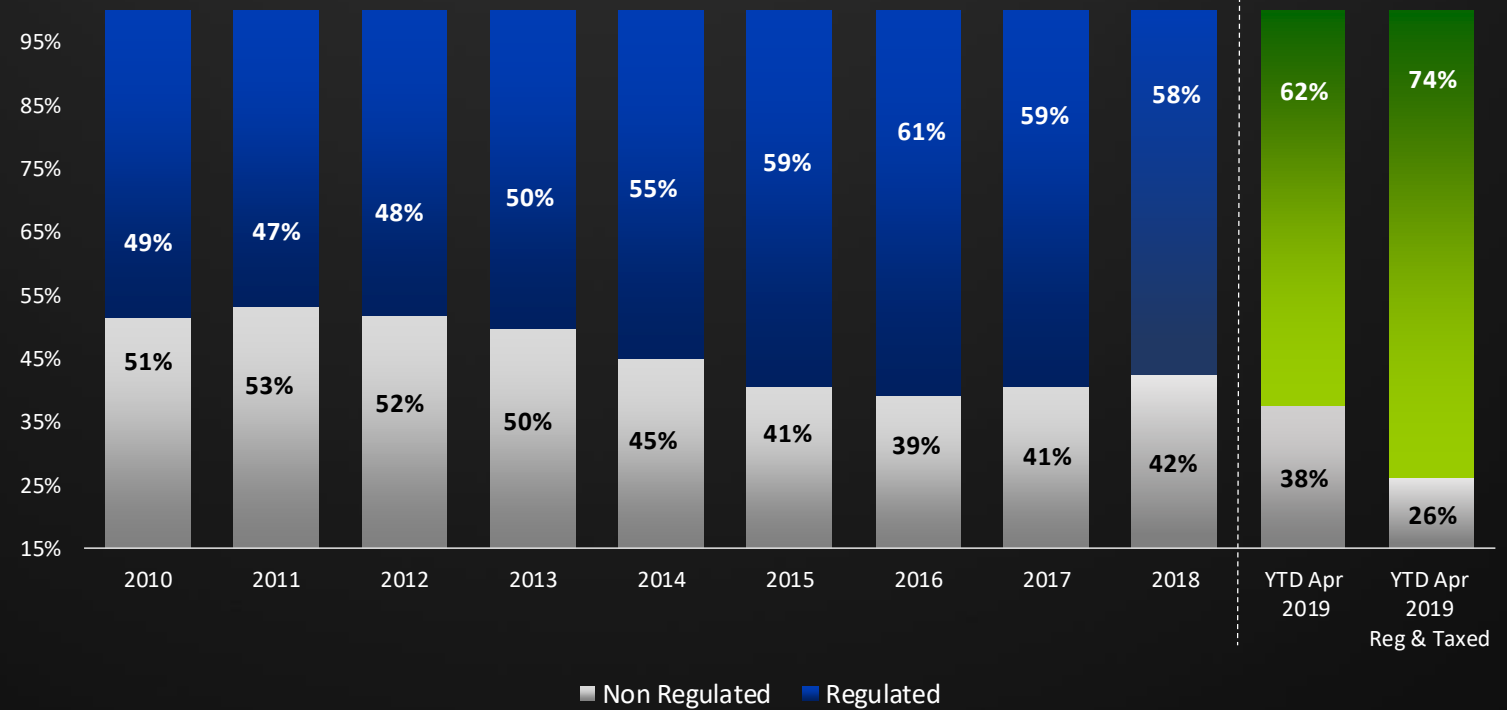
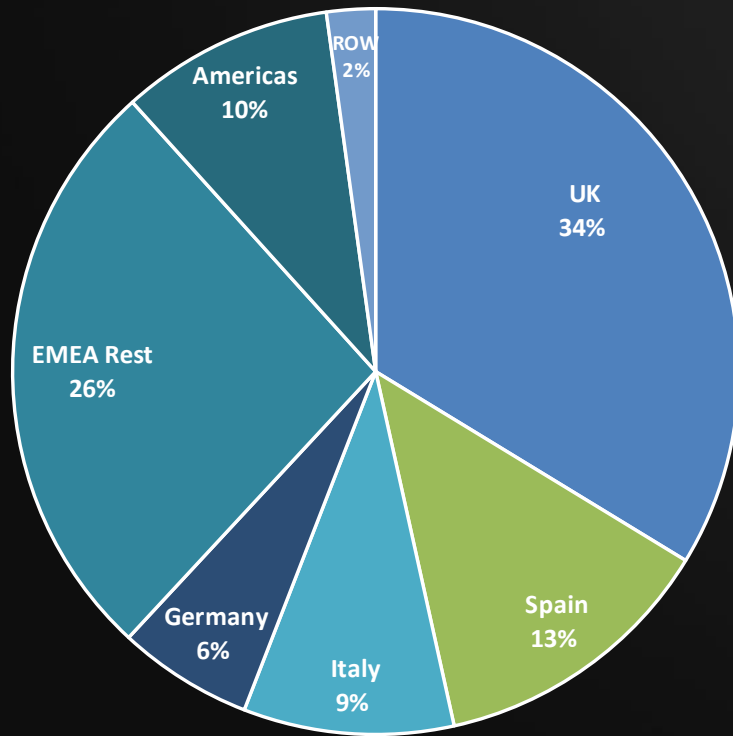
- B2C growth continued, driven by regulated markets
- Revenue from regulated markets increased 14% in 2019*
- 2019 led by Italy and UK



*Adjusted for the migration of Cashcade bingo, Jet Management bingo and AAPN acquisitions

Clear Path to Regulated Markets

- Diversification continues
- Revenue from regulated markets increased 14% in 2019*
- Revenue from Italy represents 9% of group, revenue increase of 19%, 28% at CC

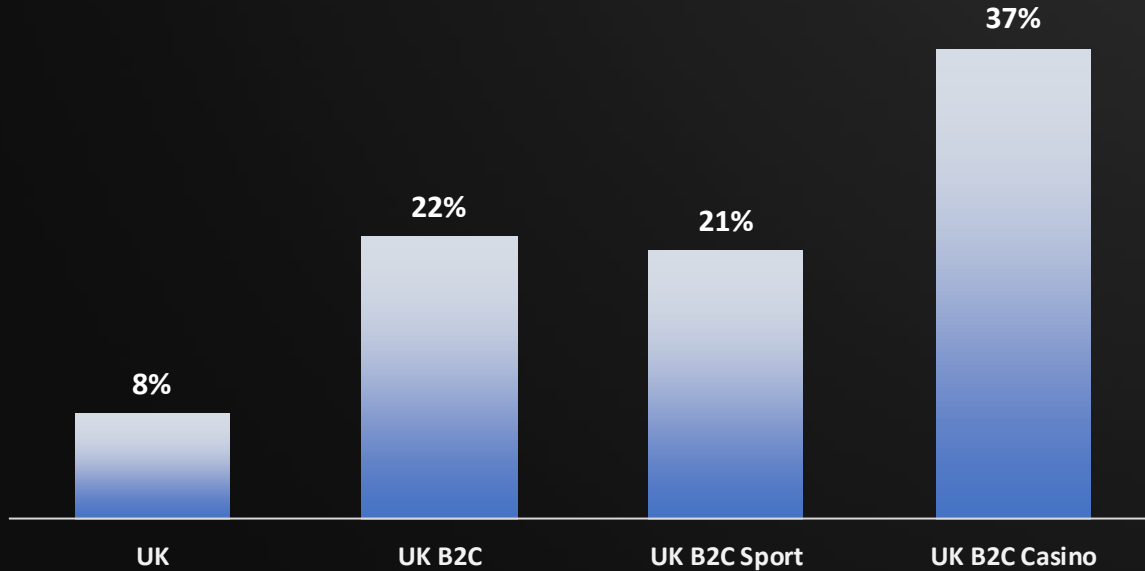


*Adjusted for the migration of Cashcade bingo, Jet Management bingo and AAPN acquisition

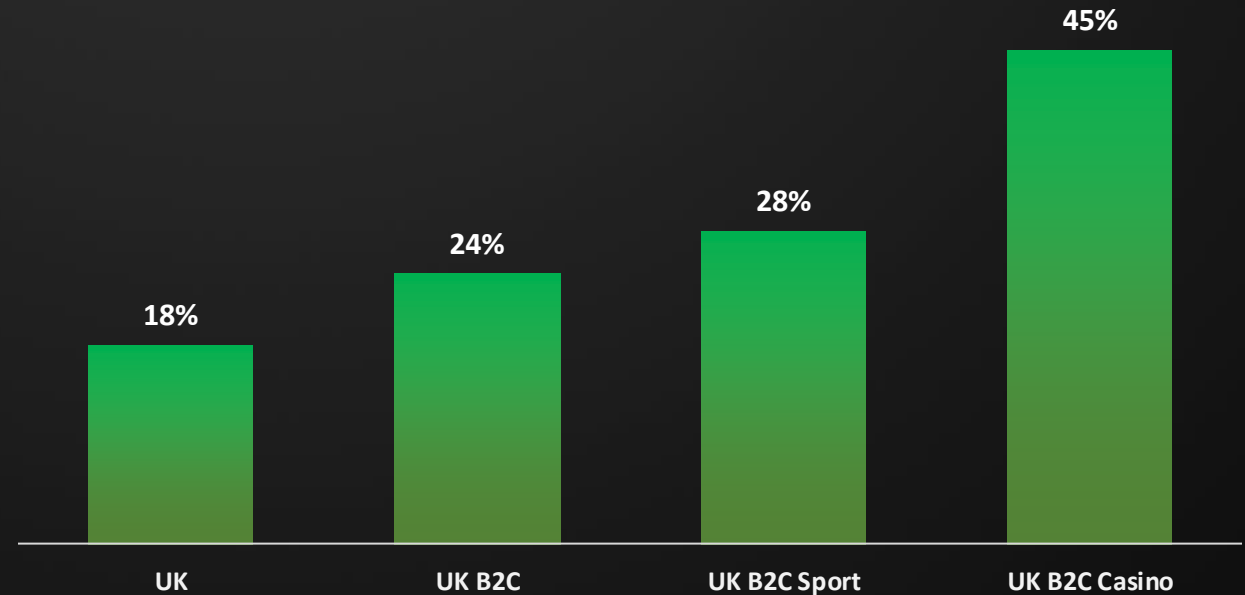
UK Revenue YTD May 2019

- UK progress continues to be led by Casino and Sport

UK Revenue Growth



UK Revenue Growth LFL*

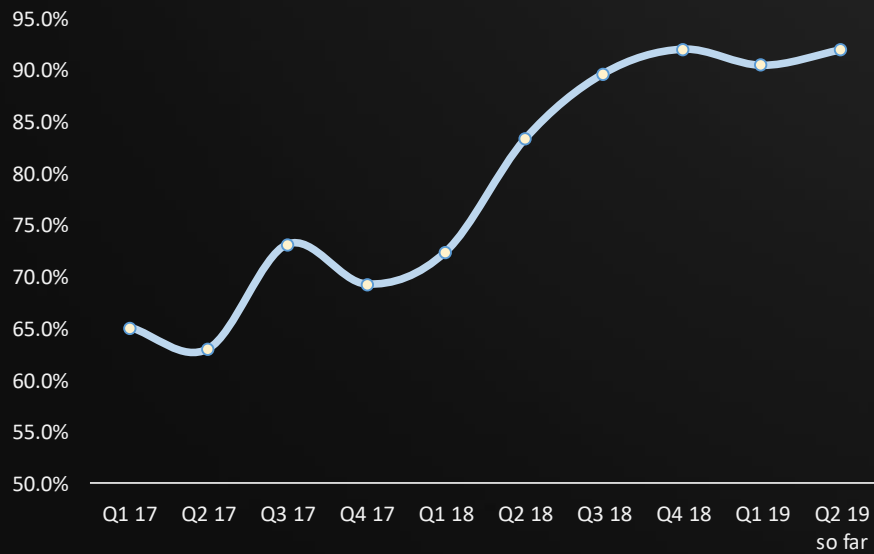


*LFL – at constant currency, adjusted for the migration of Cashcade bingo and Jet Management bingo acquisition

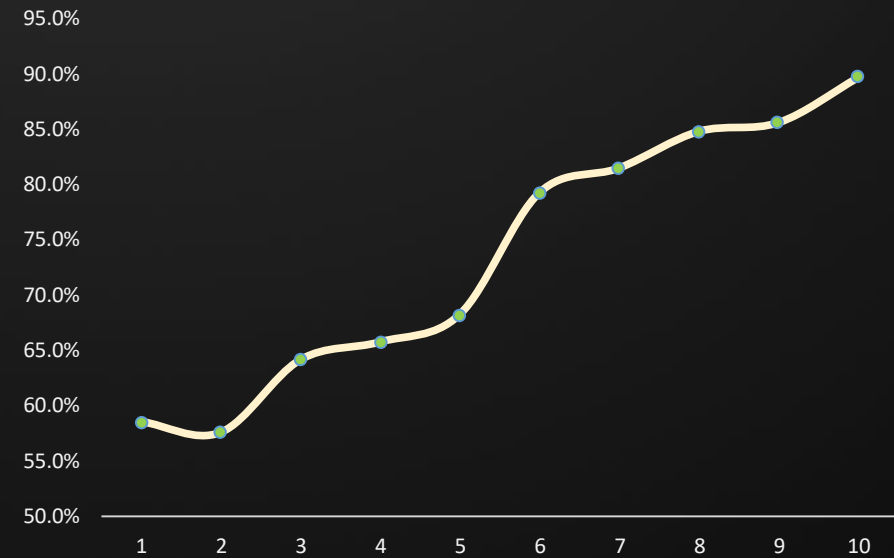
UK Shift to Mass Market

- Strategy implemented to shift player blend from high value to recreational
- No reliance on VIPs

% of Casino Revenues from Recreational players

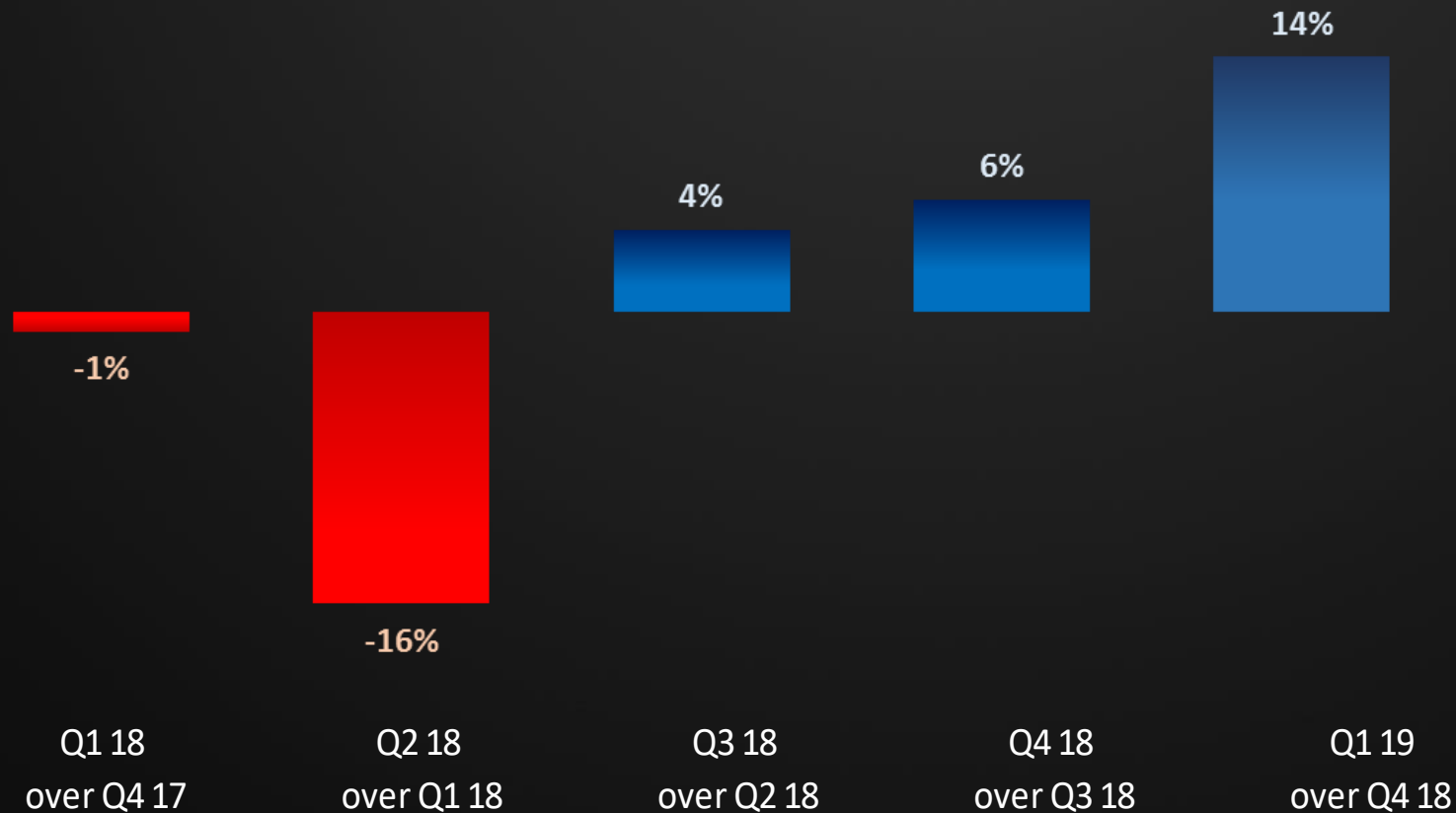


% of Casino Bets from Recreational players



B2C UK Positive Momentum

- UK turnaround continue Q119 revenue higher by 14%* than Q418
- Q219 revenue run rate so far** higher than Q119



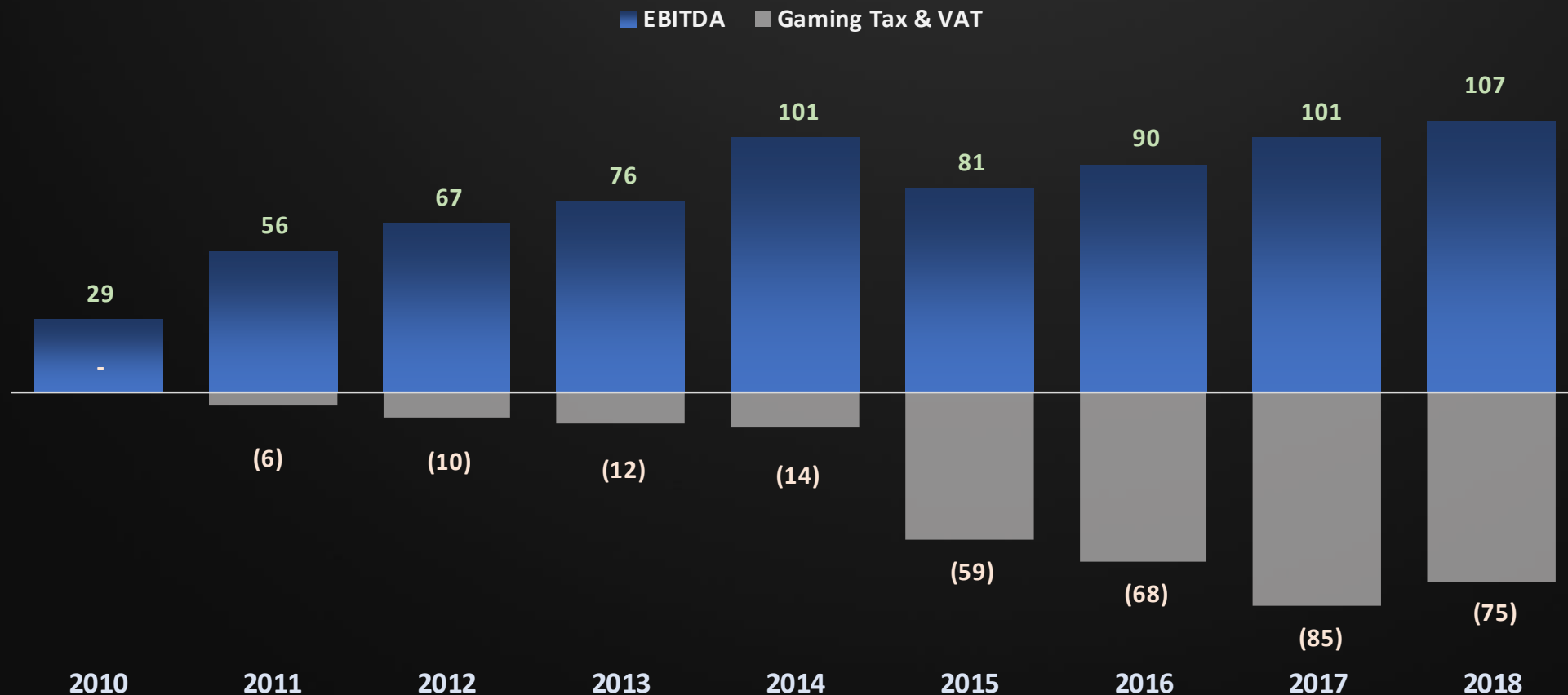
* Excl. Jet acquisition

** 18 days into May



Resilient EBITDA

- Operational gearing, cost control, flexible business model absorb increased duties
- Highly cash generative business, track record of healthy dividends
- Confident that the outcome for the full year will be in line with Board's expectations



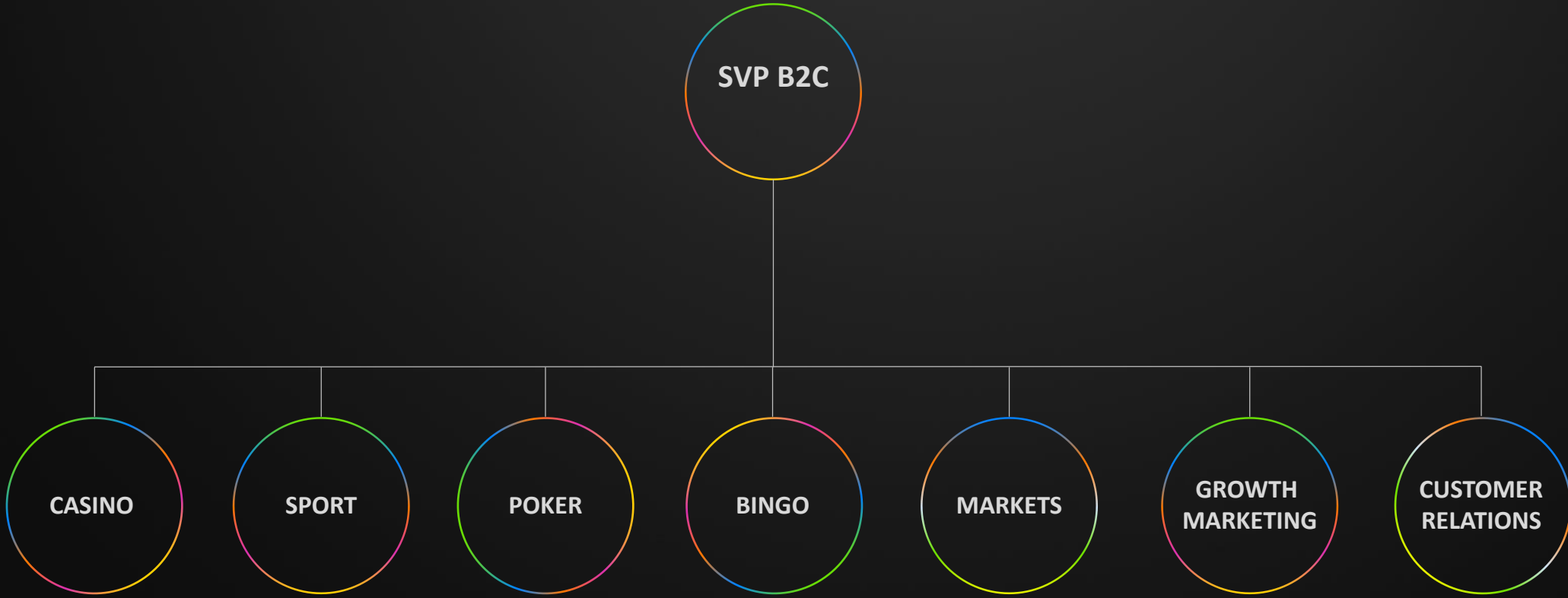


Built for Growth
Guy Cohen & Ofer Siloni

Get To Know B2C

- More than 500 employees globally
- 4 product verticals in 11 regulated markets
- Annual marketing budget of \$150m
- 360-degree marketing capabilities
- 90% of group revenue in 2018

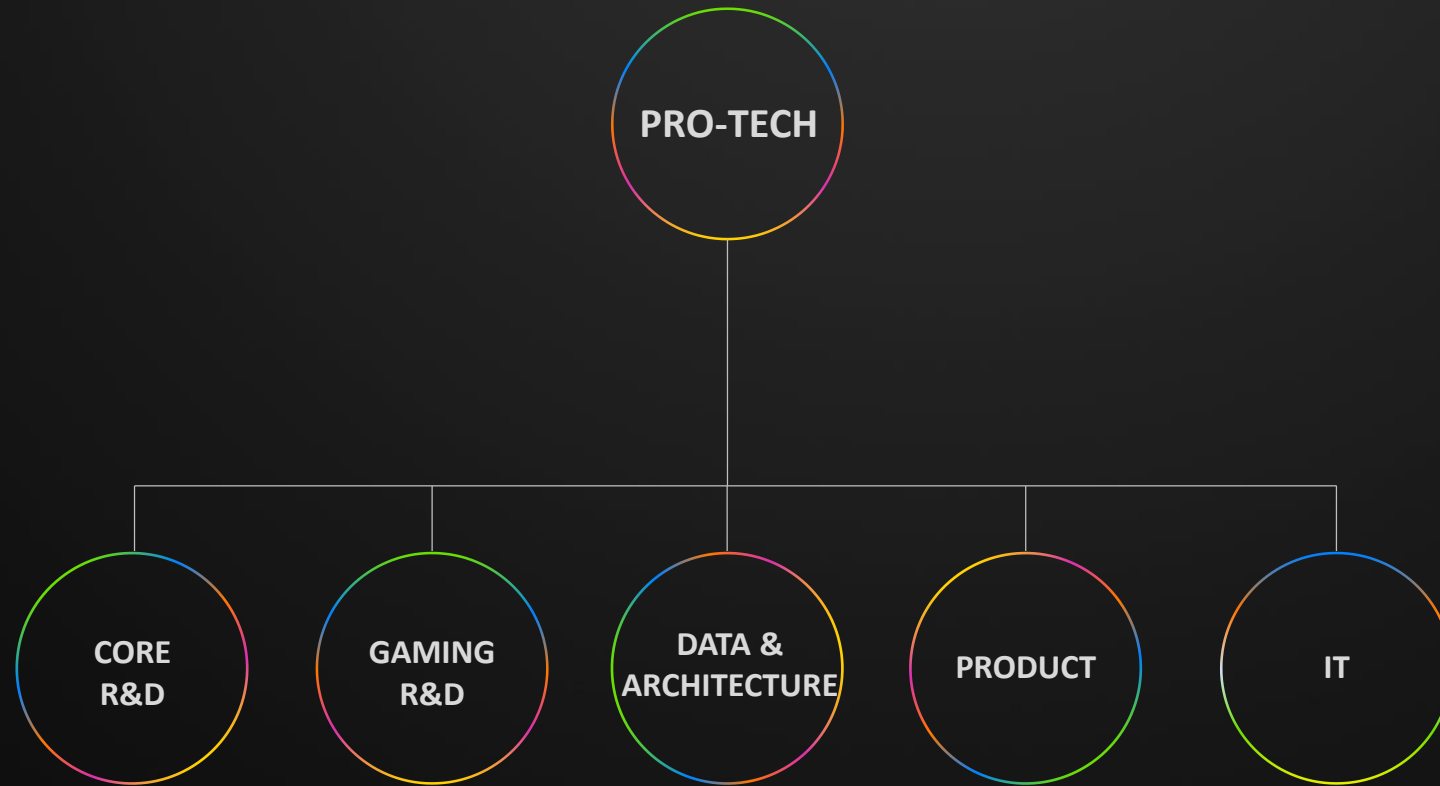
B2C Organisational Chart



Get to know Protech

- Responsible for end-to-end product delivery across all 4 verticals
- 500-person team across 6 global locations
- Responsible for delivering 1,000's of projects over the past 20 years
- Global pioneers in online gaming technology
- State of the art technology stack

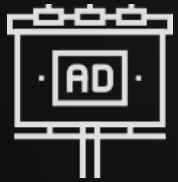
Protech Organisational Chart



Our Key Messages



Proven ability to deliver an excellent customer experience



Propriety technology and digital analytics drive effective marketing



Built and ready for further international expansion

Delivering an Excellent Customer Experience

888's New Front-end Platform

- Superior user experience (UX)
- High performance
- Improved customer personalisation
- Simple customisation
- Built for scale



Superior UX

- Latest design trends
- Intuitive navigation model
- Seamless experience between devices
- Effective exposure of marketing and gaming content
- Usability easily transferable to our other products



High Performance

- Over 25% increase in 888casino's customer activity since launch in May 2018
- User interface response time now 2-3 times faster



Personalisation

- Promote relevant content to customers
- Enable rich content delivery
- Various locations in the product
- Machine learning based
- Future deployment across products

TOP PICKS FOR YOU



BECAUSE YOU PICKED: MILLIONAIRE GENIE



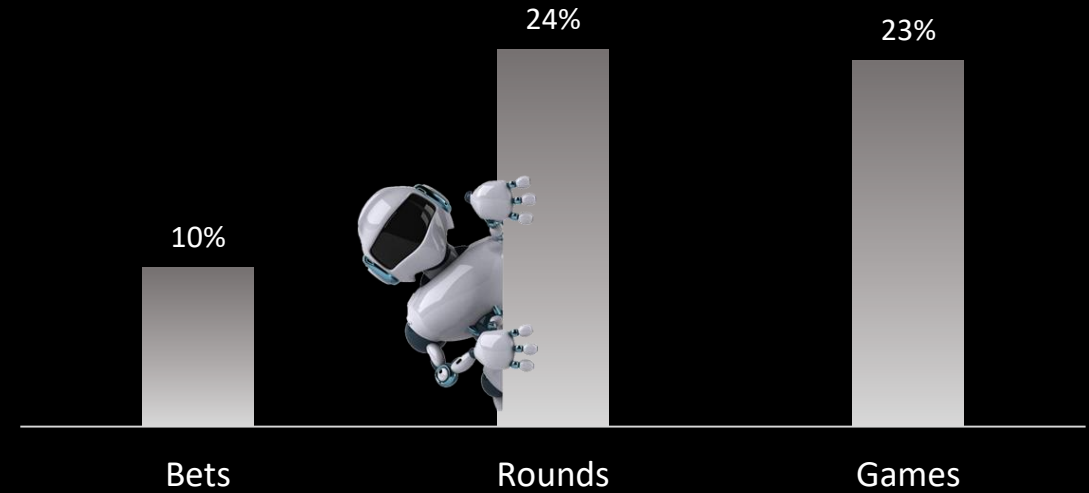
BECAUSE YOU PICKED: MILLIONAIRE GENIE



Personalisation Impact

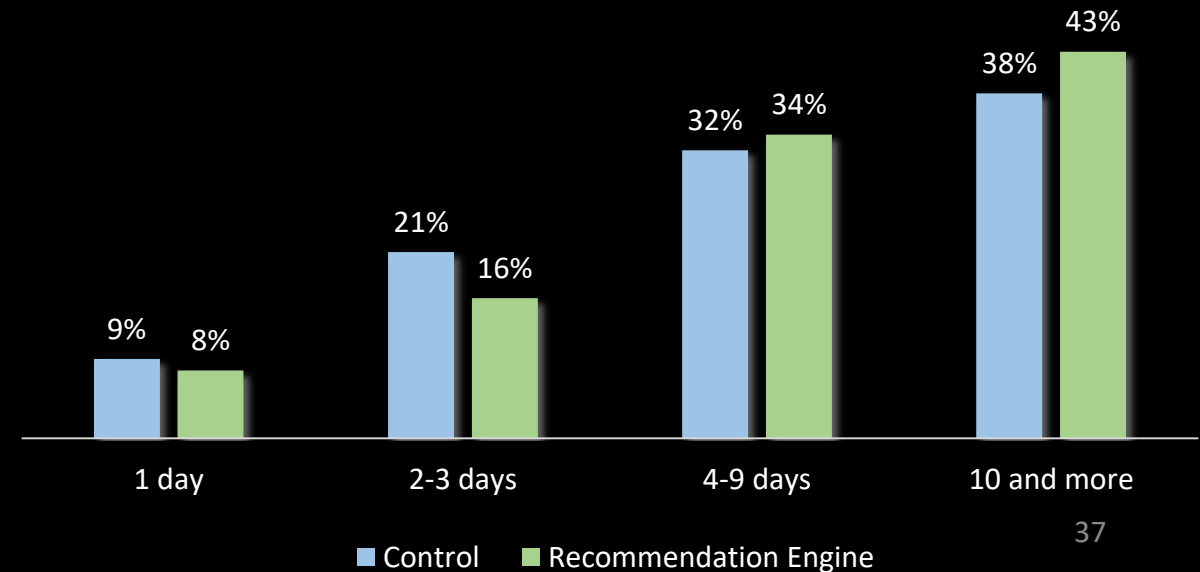
- Increased bets and rounds
- Customers playing an increased range of games
- Increased loyalty

Increase In Player Metrics*



* Recreational players

Distribution of players by Active Days



Simple Customisation

- Games layout
- Games categories
- Player segmentation
- Enhanced product testing capabilities
- Enhanced safety and compliance mechanism

Best Online Casino Experience!

GET UP TO \$200

WELCOME BONUS

JOIN NOW



Promocode: Welcome777



SLOTS & JACKPOTS



CASINO GAMES



SCRATCH CARDS



Resolution



Rio Fever



Rainbow Riches Free Spins



Battleship Direct Hit



38 Xi You Ji

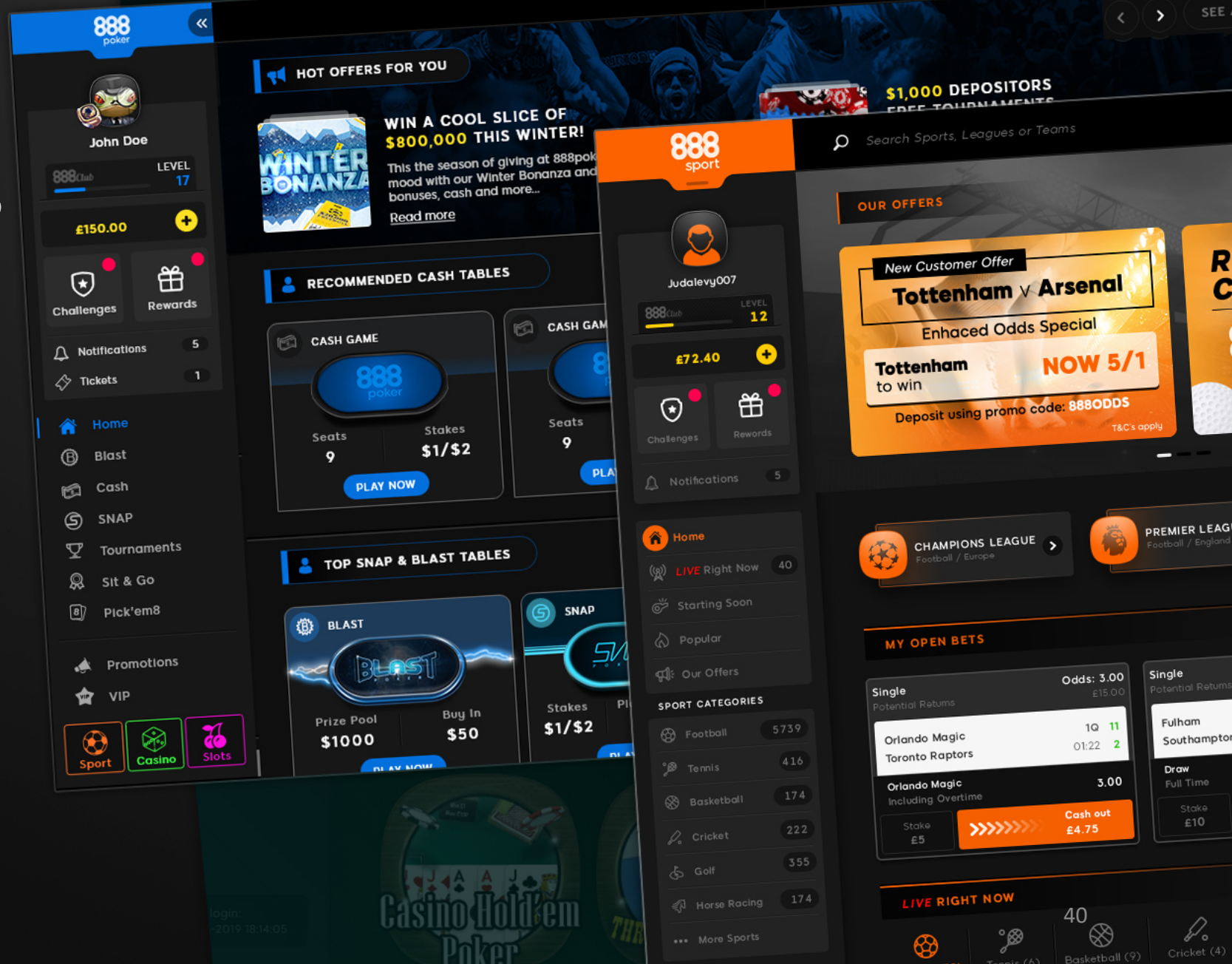
Built for Scale

- Scalability in multiple regulations
- Improved delivery and management of content
- Faster time to market (TTM) of new product features



Deployment Across Products

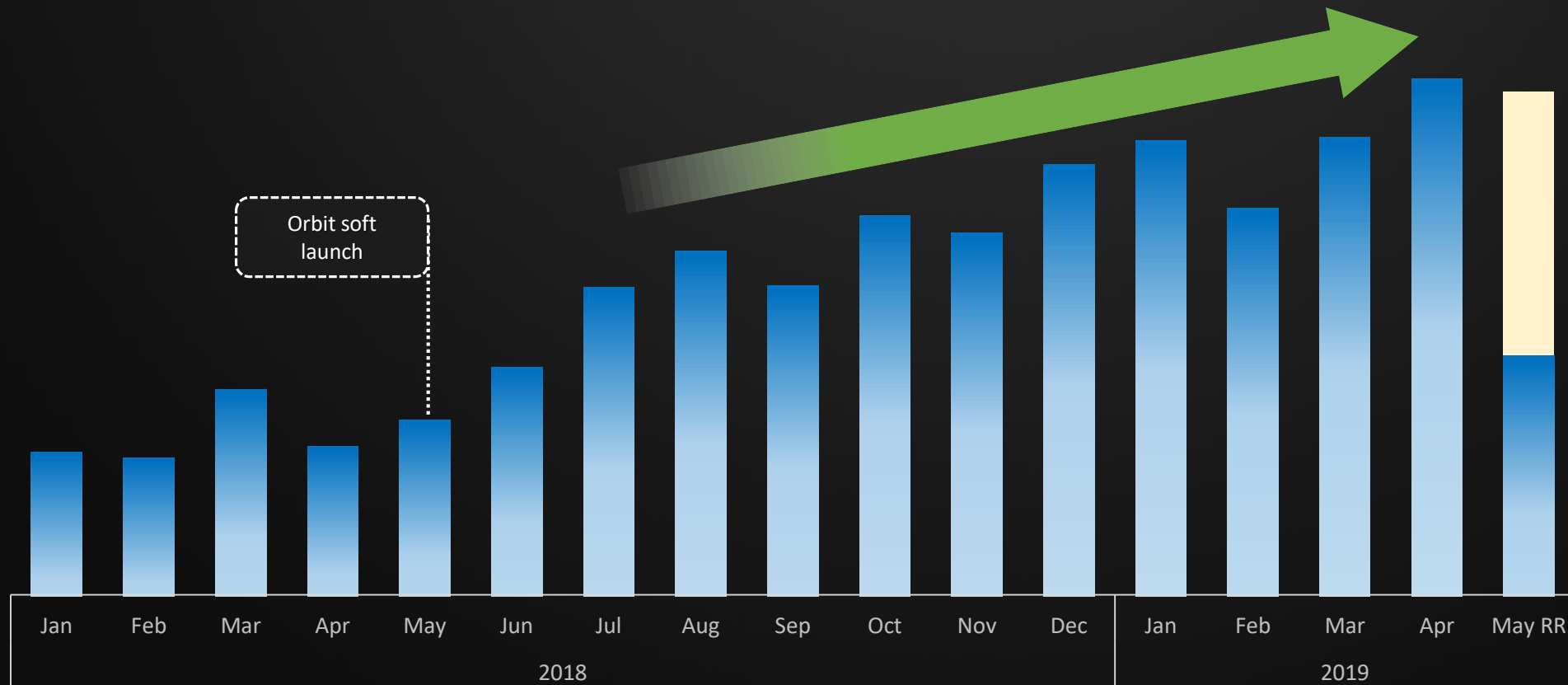
- Sport deployment in progress
- Poker planned for the coming months



Business Results Post Orbit

Higher FTD Conversion Rate

2019 YTD: Increase of 76% in casino FTDs in the UK



Higher SEO Ranking

- Customer experience is a major ranking factor
- Ranked 1-3 in major keyword searches
- Sharp increase in visibility and share of voice



Google

online casino

Volume: 368,000/mo | CPC: \$21.85 | Competition: 0.6 ★

All News Images Videos More

About 784,000,000 results (0.30 seconds)

888 Casino: Online Casino | £88 No Dep
<https://www.888casino.com/>

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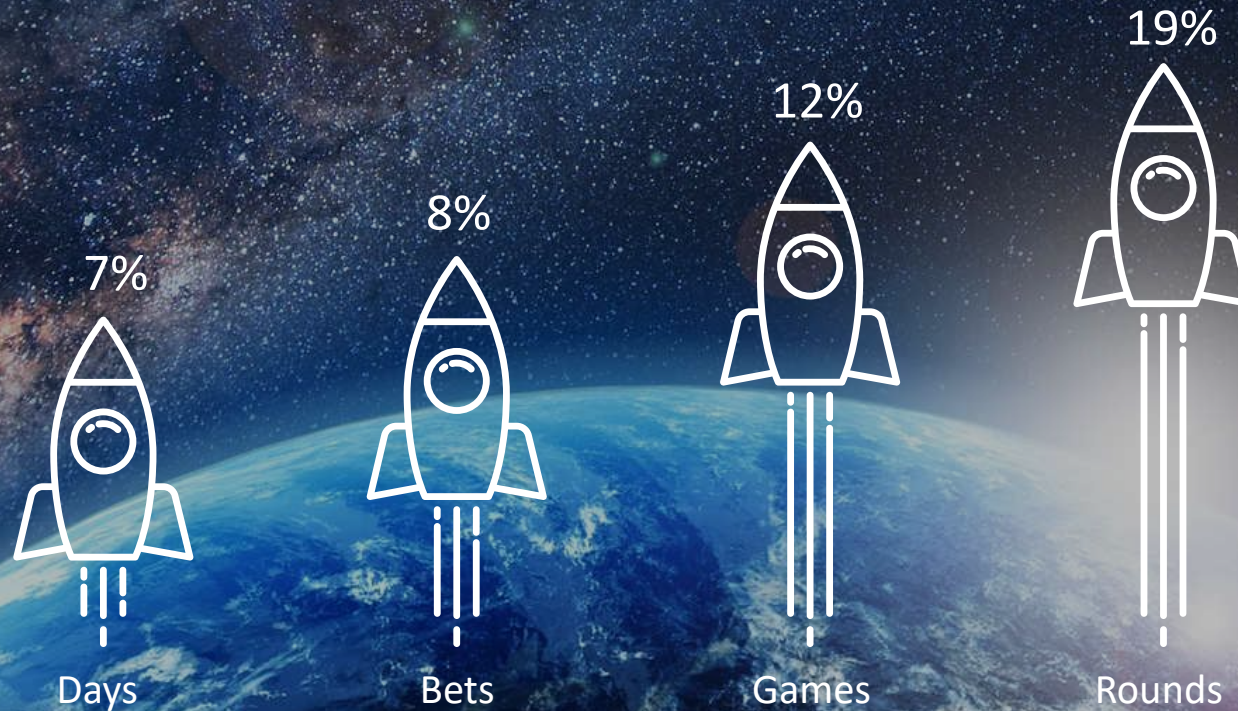
Online Casino Games | Casino Online UK
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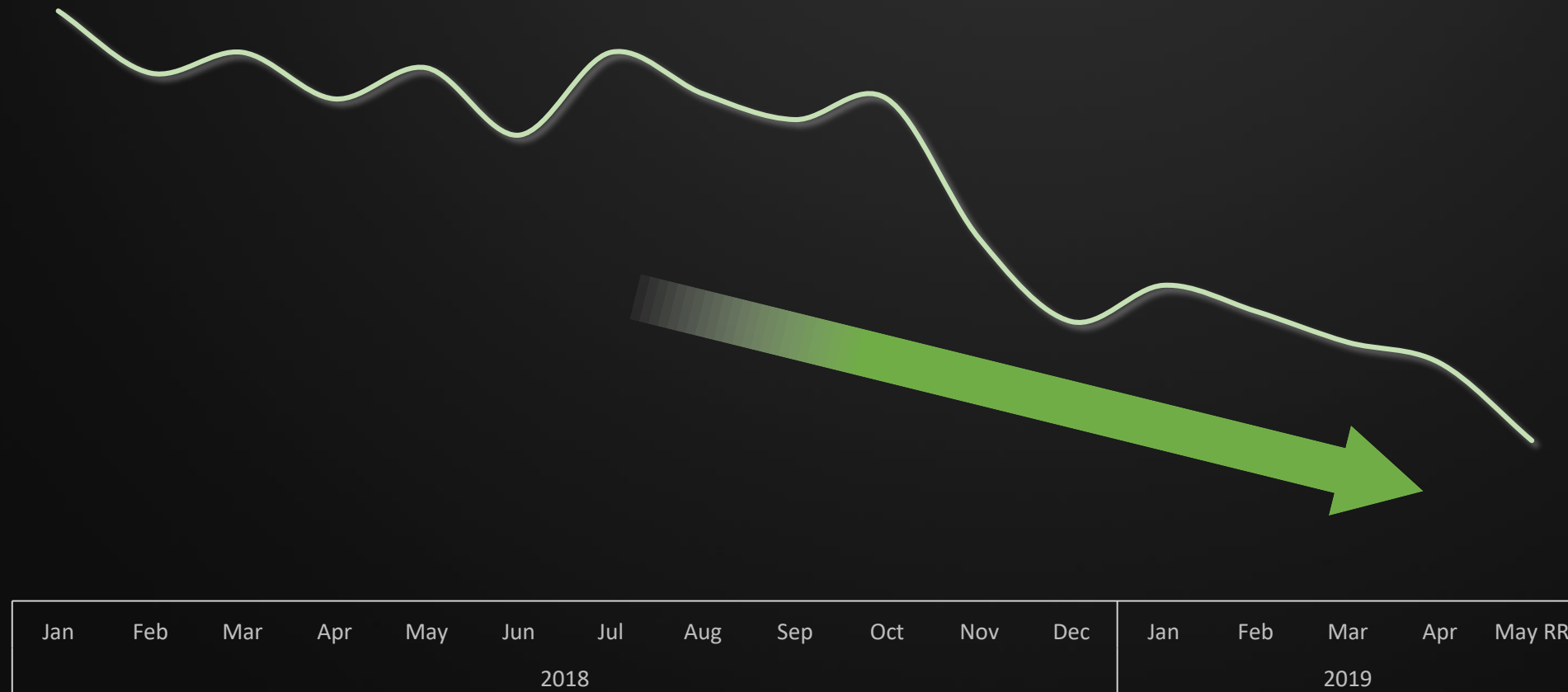
Greater User Engagement

888casino UK, recreational players



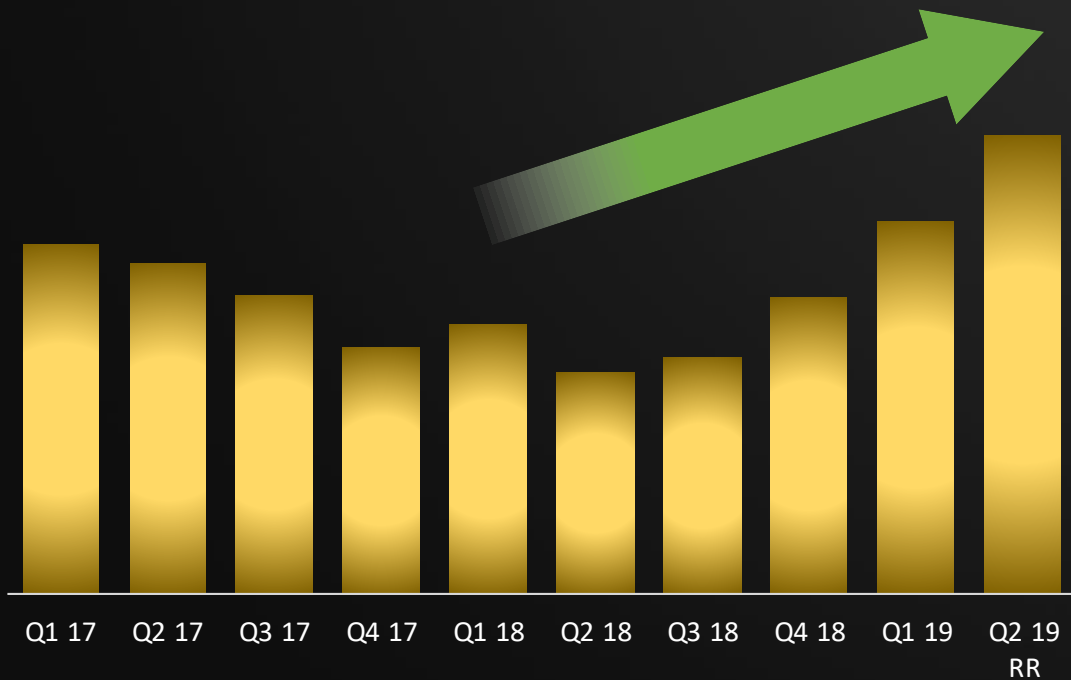
Lower Bonus to Deposit Ratio

Marketing based on content rather than rewards

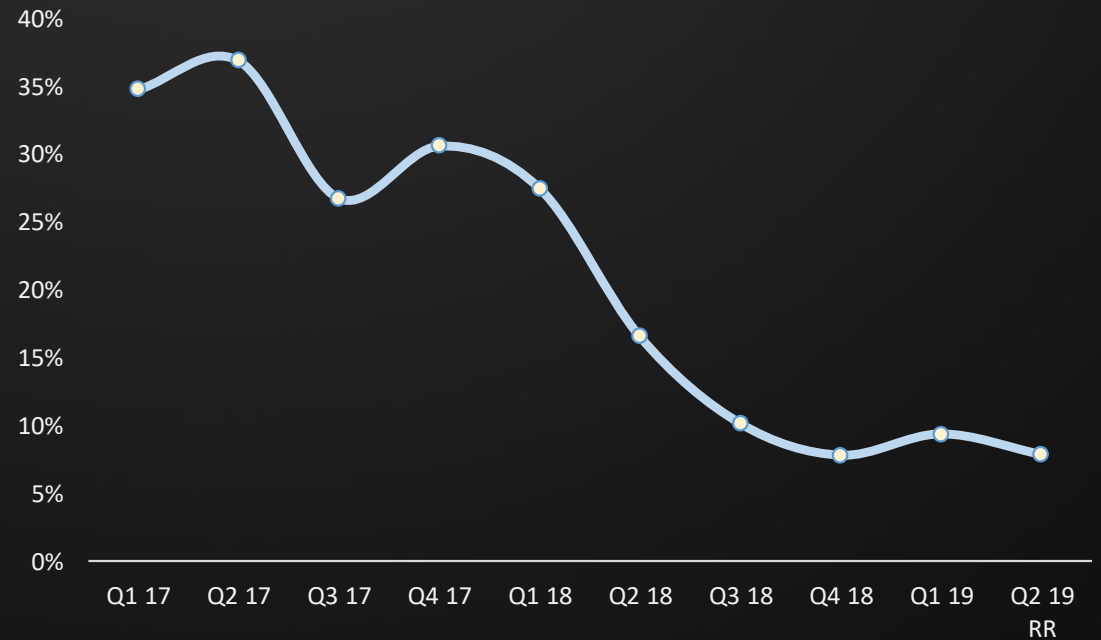


New Ecosystem in the UK

Increase in UK Casino revenue

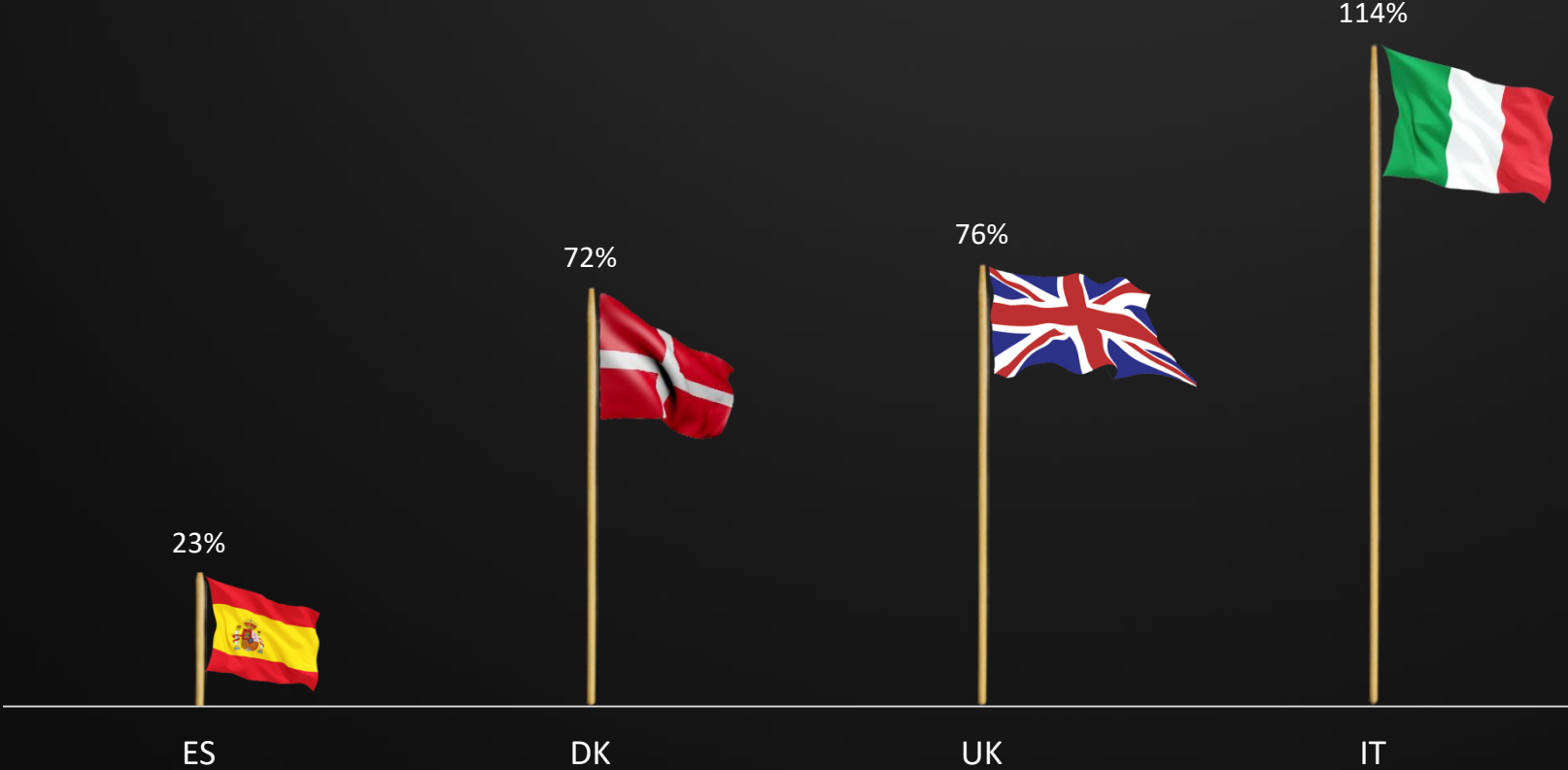


Decrease in share of UK Casino revenue from VIPs



Positive Trends Across Markets

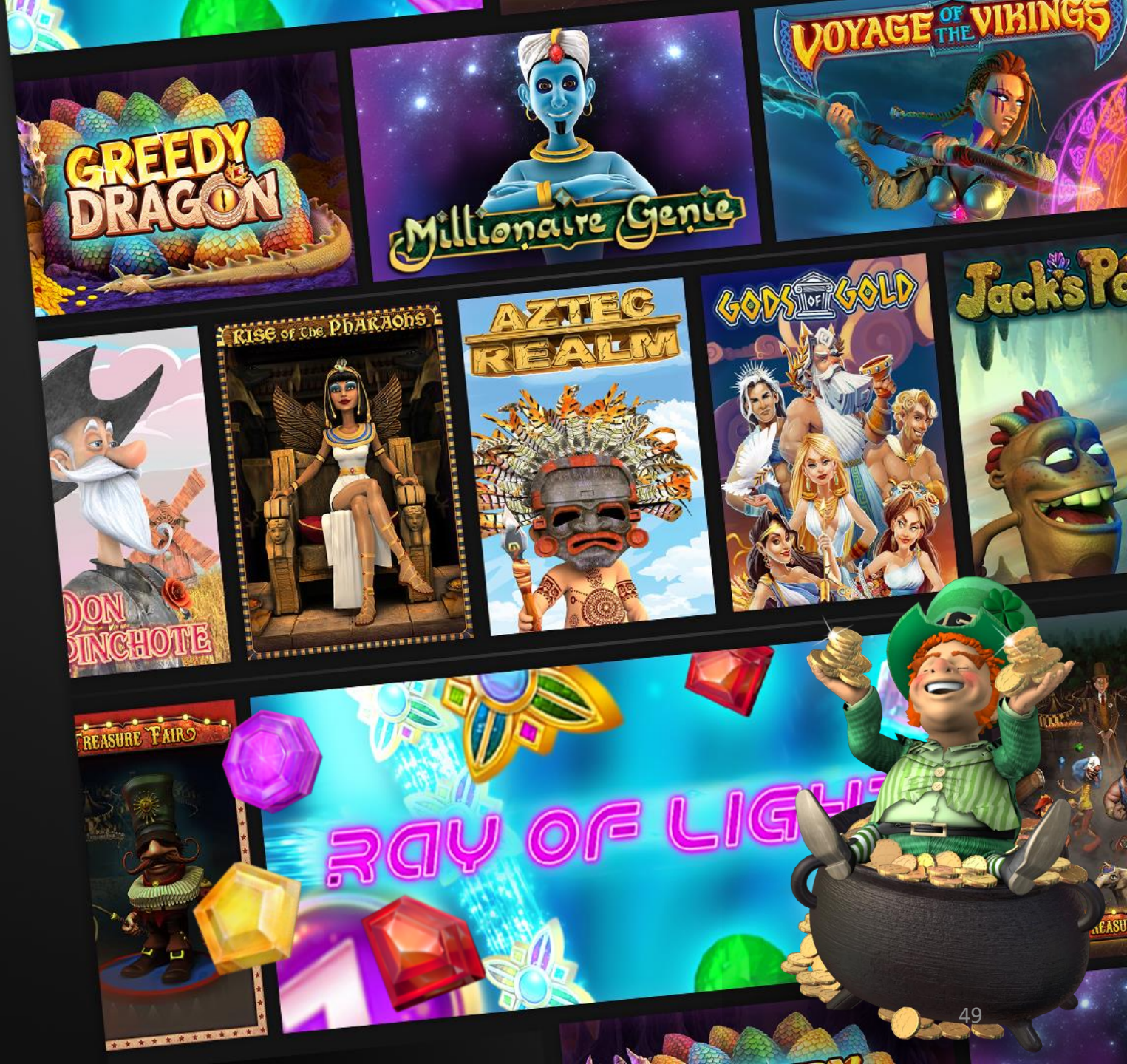
2019 YTD: Increase in Casino FTDs



Gaming Content

Content Portfolio

- Over 500 games
- Partnerships with leading vendors
- Cherry-picking high-quality games
- Exclusive in-house gaming content





section8 studio

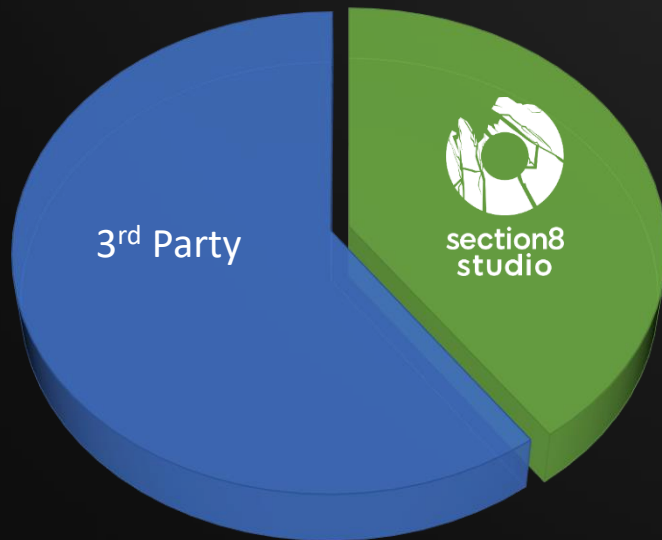
- In-house studio (since 1997)
- Boutique games
- Differentiation
- Royalty free
- Driven by business needs



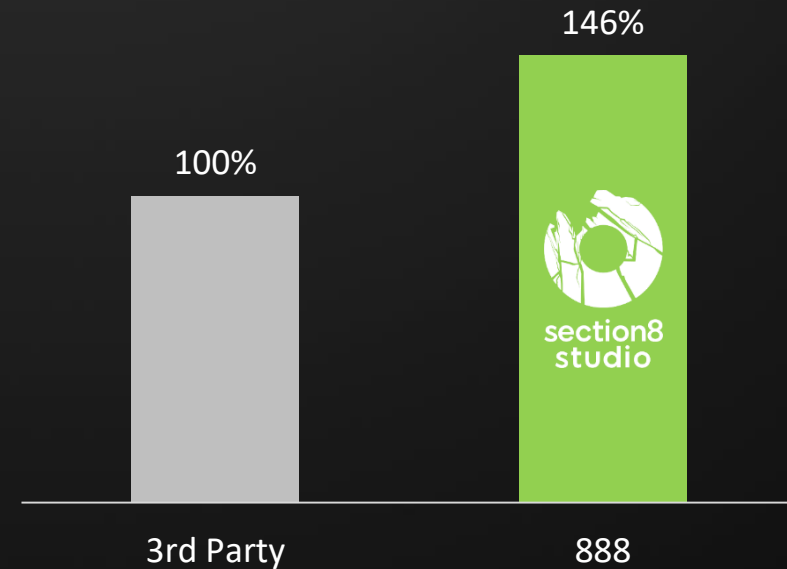
NIGHTMARE ON
ELM STREET

Maintaining In-house Games Advantage

YTD 2019, Four out of 10 most-played games developed in-house



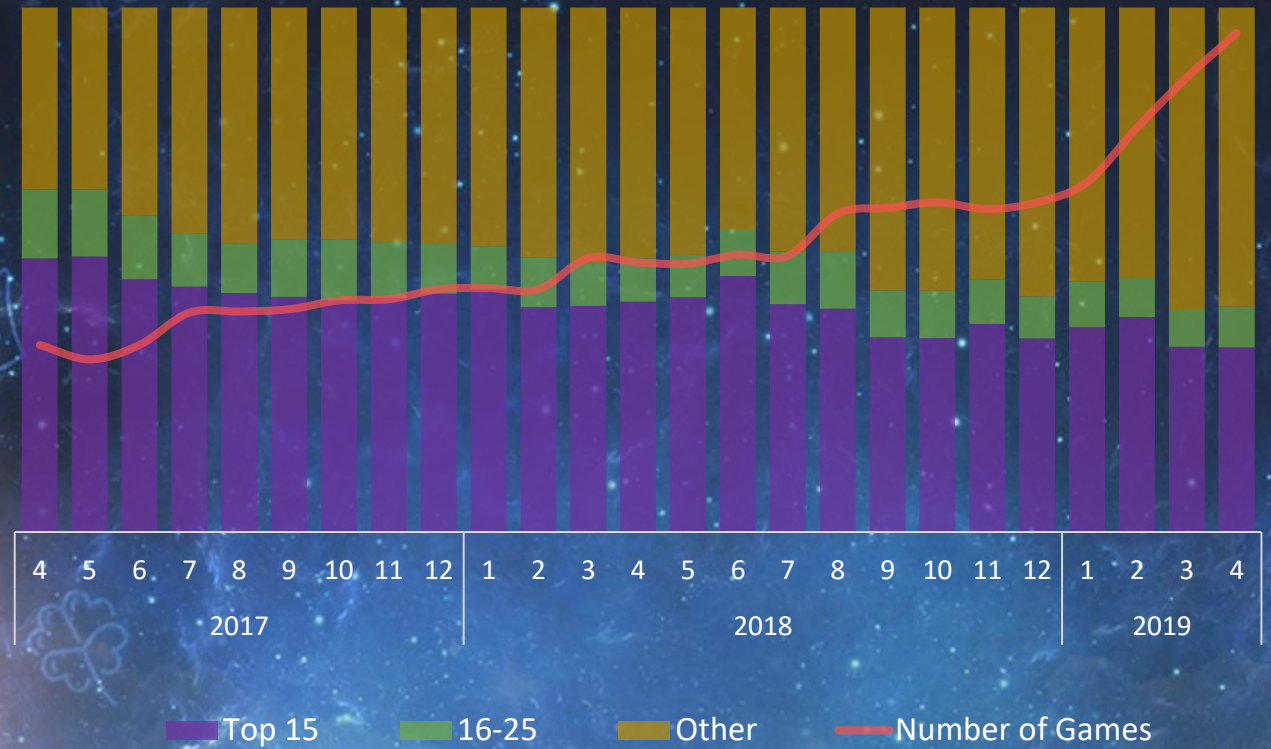
Monthly Avg Bet Per Game Jan-April 2019



Games Long Tail

- Significant number of games added since launch of Orbit
- Increased average number of games per player
- Better utilisation of games long tail

Bets and Number of Games*



* excluding table games

Proprietary Platform

- Self-sufficient end to end delivery
- Caters for all products
- Scalable
- 11 Regulated markets
- 19 Languages
- 15 Currencies
- >40 Payment methods



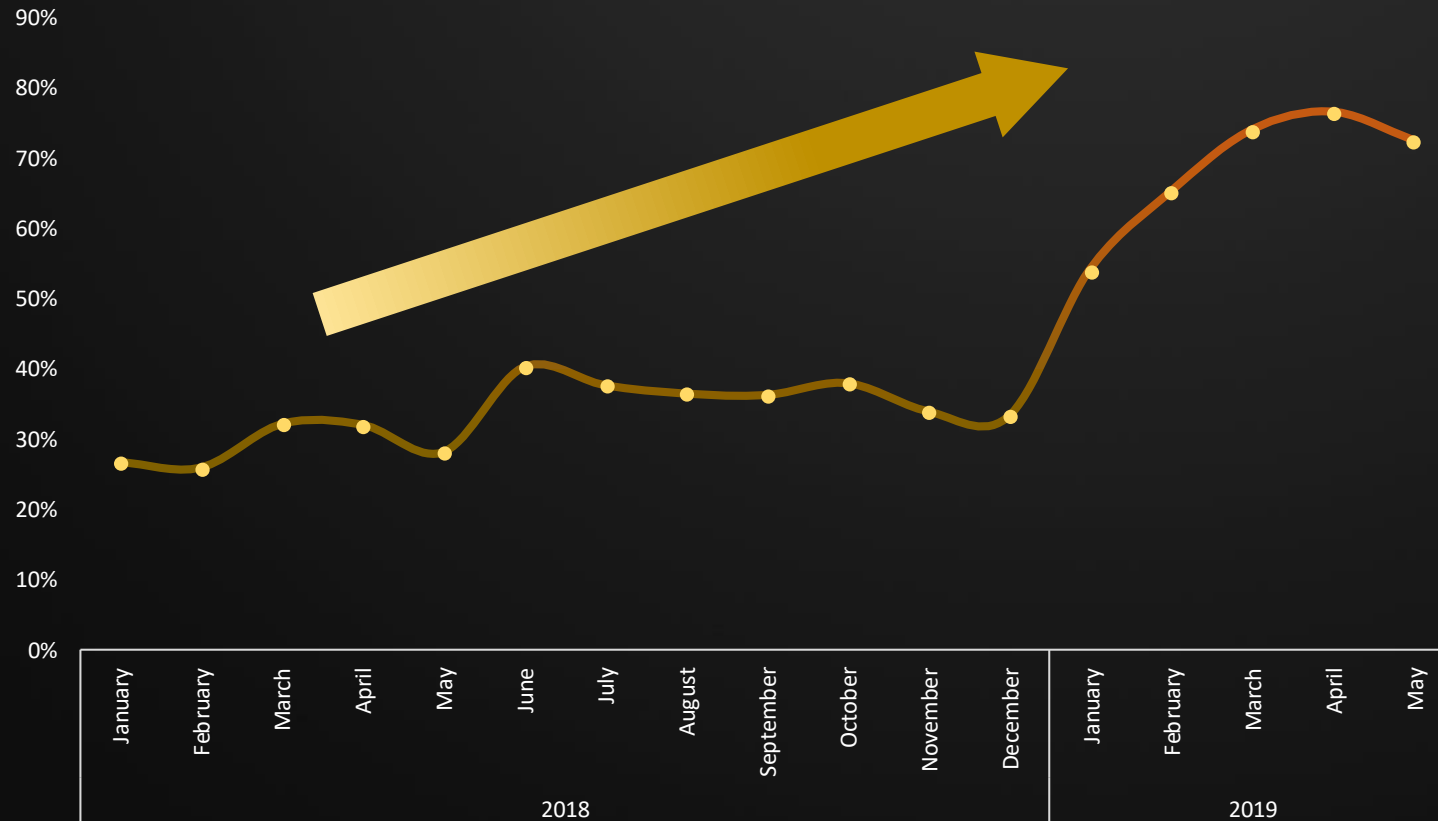
Sweden Case Study

- Successfully launched in January 2019
- Simplified the user journey of new players
- Tailored product & content to Swedish players
- Launch supported by an effective online marketing plan



Sweden Initial Indications

- Conversion rate increased from 35% to over 70%
- YTD 2019 ~22K FTDs higher YoY (6K→28K)



User Engagement

Personalised User Engagement

Who

- Segmentation
- Real Time

What

- Content
- Rewards



888
USER
ENGAGEMENT

How

- Channels

Optimise

- Measure
- Analyse
- Modify

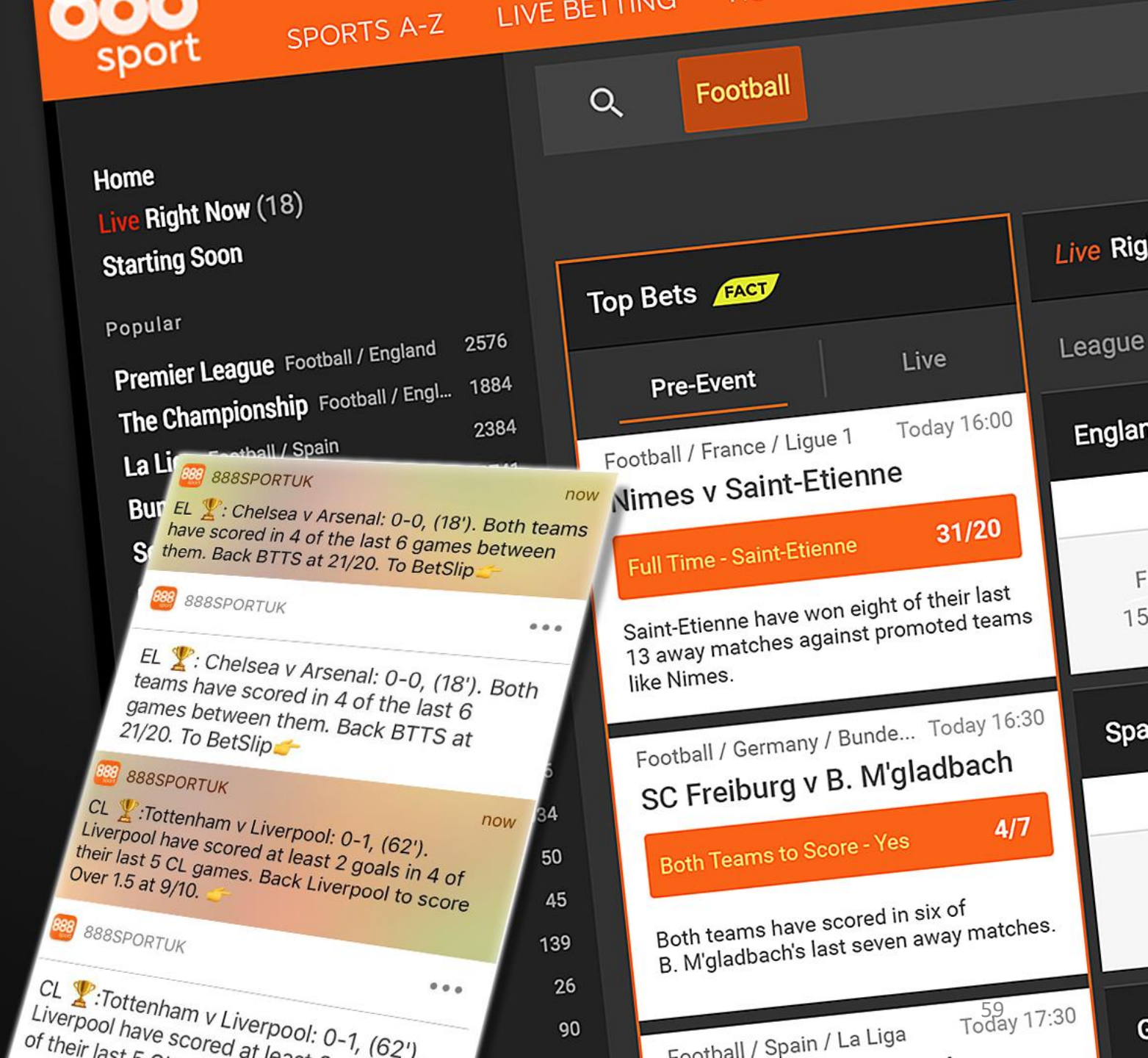
Case Study: First Day Churn Prevention

- Real time customer churn prediction
- Personal offers on the spot
- Increase of 8% in second day retention



Case Study: Content Driven Marketing

- Based on real-time stats
- Engaging call for action
- No bonuses offered
- 5% increase in bets



Case Study: World Cup 2018

- A gamified loyalty plan
- Utilising web technology and real time capabilities
- Double the engagement when compared to other campaigns

888sport LOGIN/REGISTER

Search Sports, Leagues or Teams

Check out our World Cup betting challenge

Russian Rewards PLAY NOW < 888sport 15 Pt.

Cricket / International One Day

Sri Lanka
South Africa
SL: 193 - 10. SA require 157 to win from 44.0 overs

Sri Lanka 6.10 South Africa

Football / Australia / NPL Western Australia

Perth Glory U21
Stirling Lions SC
0 0 2 2 4 2

Perth Gl 1.11 Draw 7.50 Stirling

How To Play

Price

4 Points	8 Points	16 Points	

points
Every \$20 bet placed during the World Cup market earns points:

Correct Score	4 Points
Number of goals or at least 3 legs.	3 Points
Total goals, Throw-in and Set Pieces	2 Points
World Cup market	1 Point

[Learn More >](#)

1/4 Done!
the Portugal doll and have a Winning Boost - click a gift to reveal a random max. amount for your boost!

Back

Russian Rewards

Group B

Marocco 1/4	Portugal 0/4
Spain Completed!	Iran 3/4

T&C's Apply

Growth Marketing







Apuesta 5€ por la victoria y gana:

¡HALA MADRID!

75€

¡FORÇA BARÇA!

75€



Aplican términos y condiciones





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HIPPODROME CASINO

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LEICESTER SQUARE STATION



Online Media

- Advertising in the biggest platforms: Google, YouTube, Facebook, Apple
- Buying media using an automated technology
- Maximising exposure and conversion through remarketing
- Measuring and testing the effect of different creative designs

facebook

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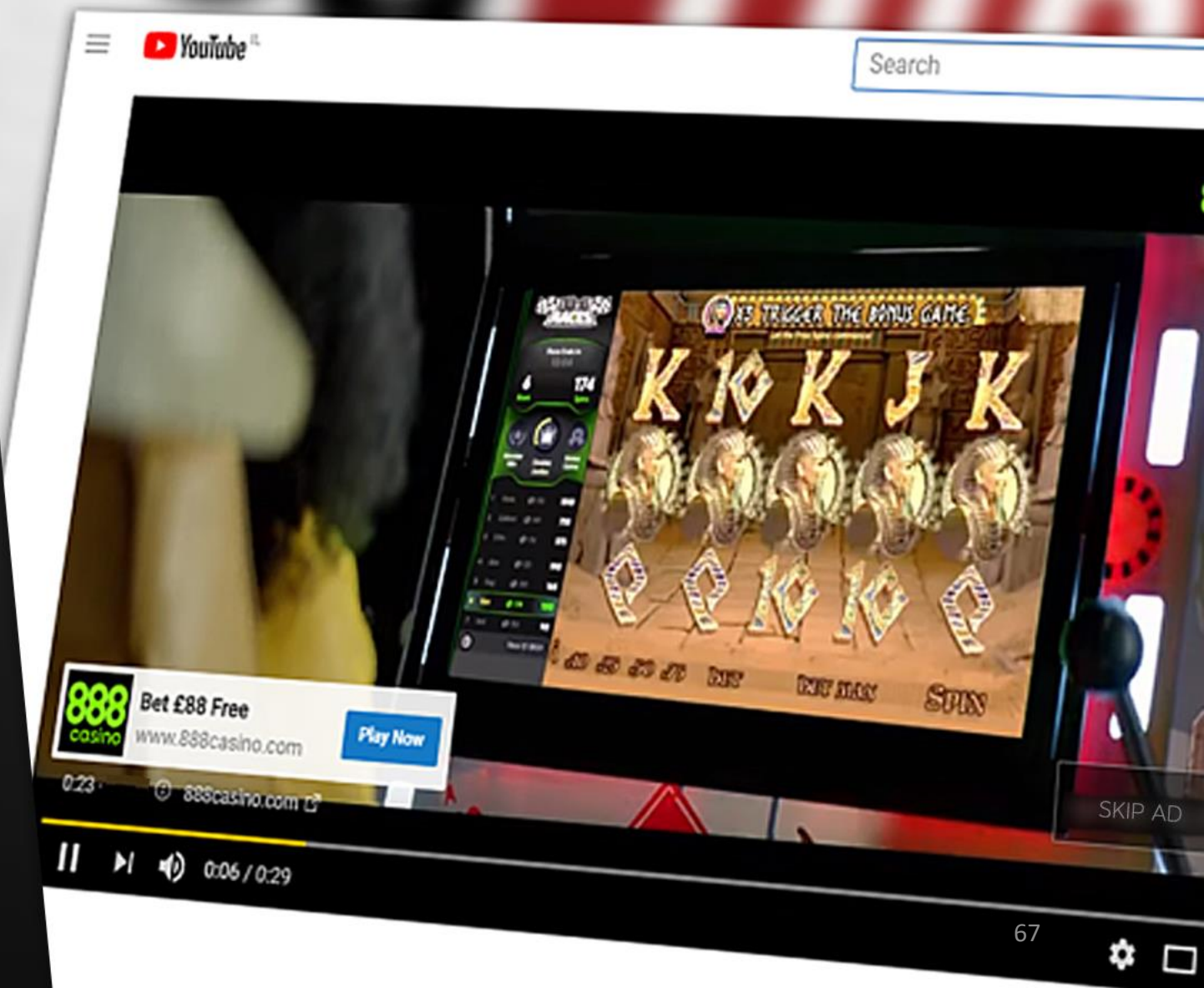
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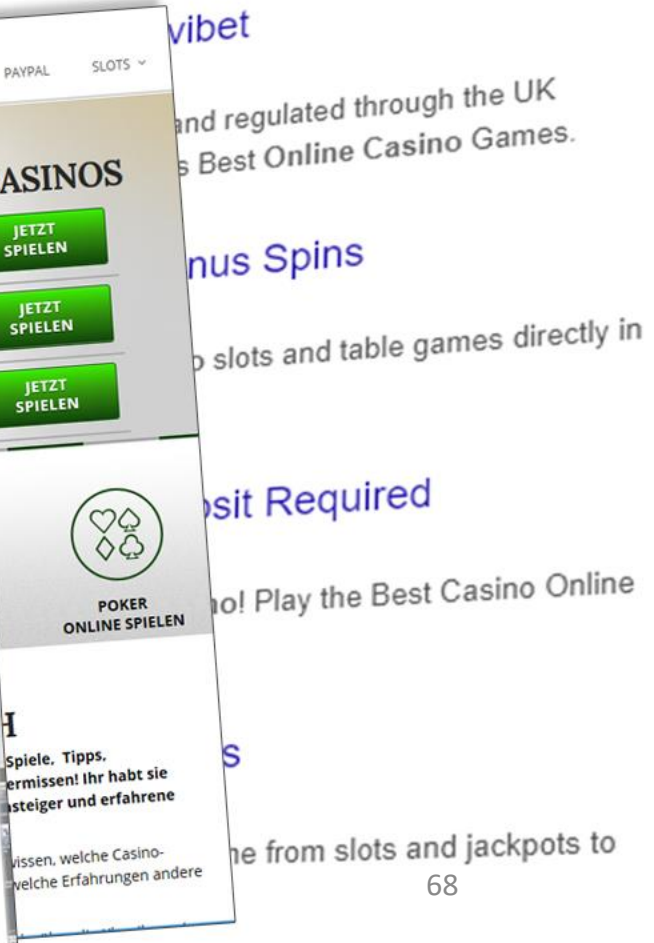
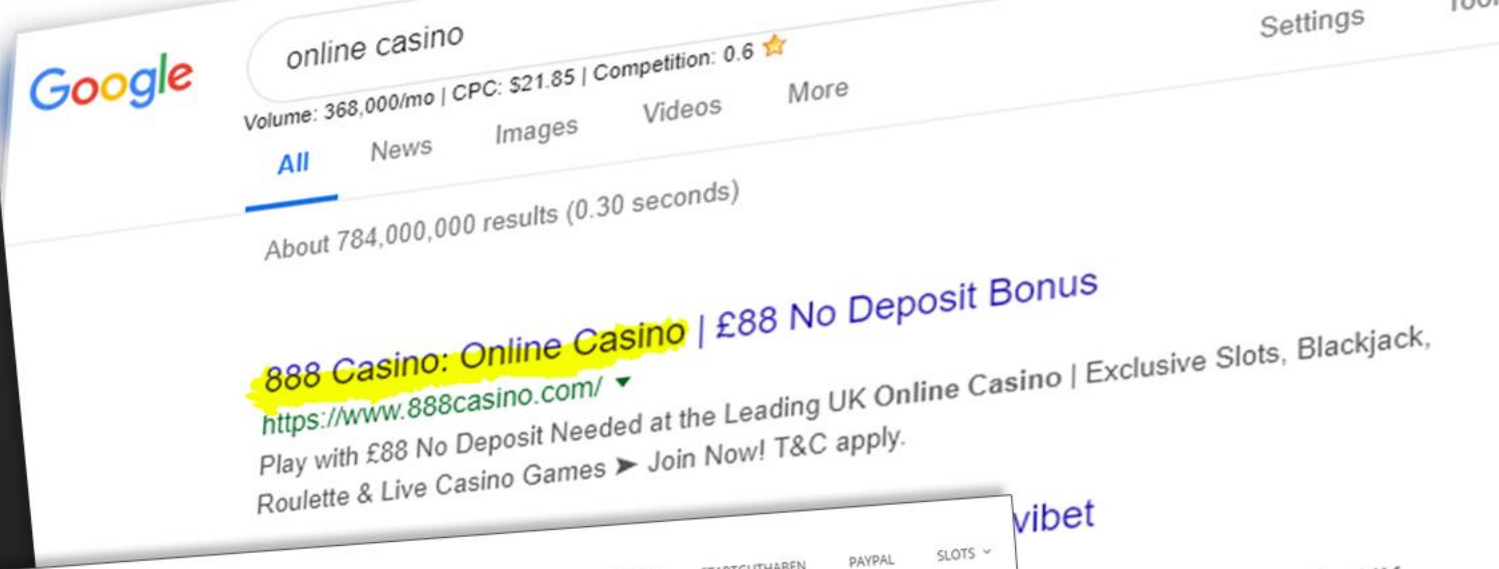
Online Media

- Advertising on the biggest platforms: Google, YouTube, Facebook, Apple
- Buying media using an automated technology
- Maximising exposure and conversion through remarketing
- Measuring and testing the effect of different creative designs



Online Search

- Branding activities drive users to search online
- Maximising exposure while maintaining profitability
- Digital acquisition done in-house

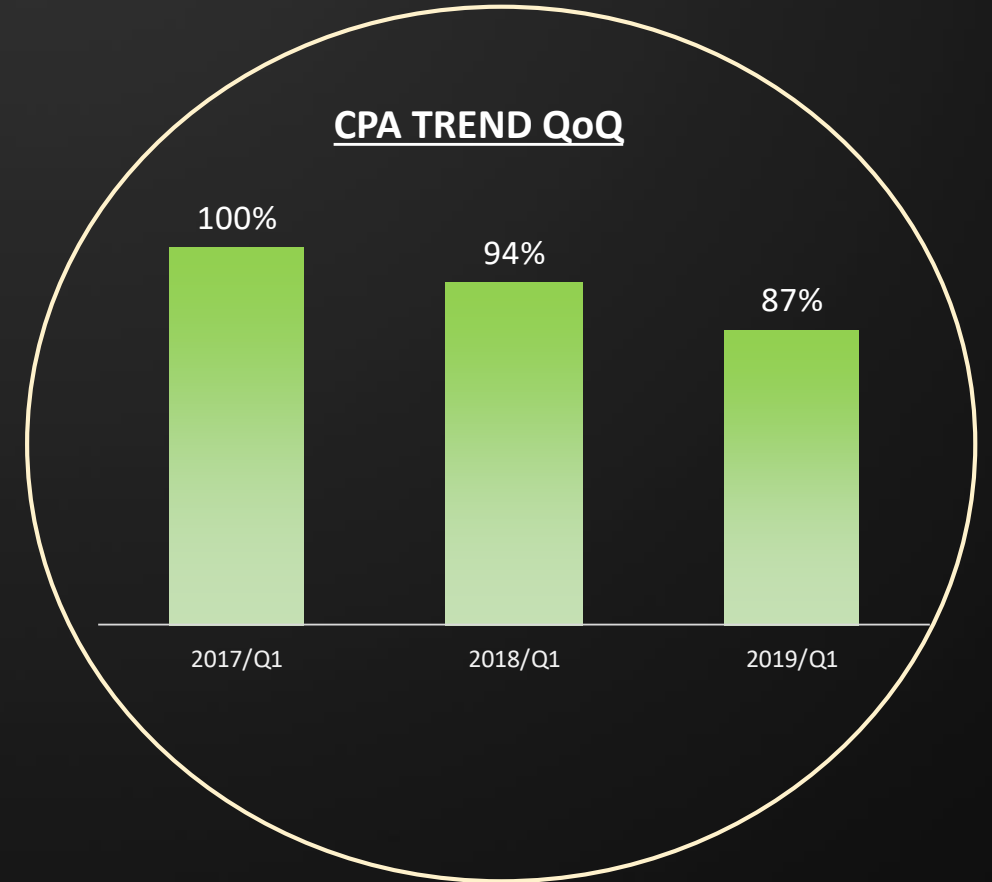
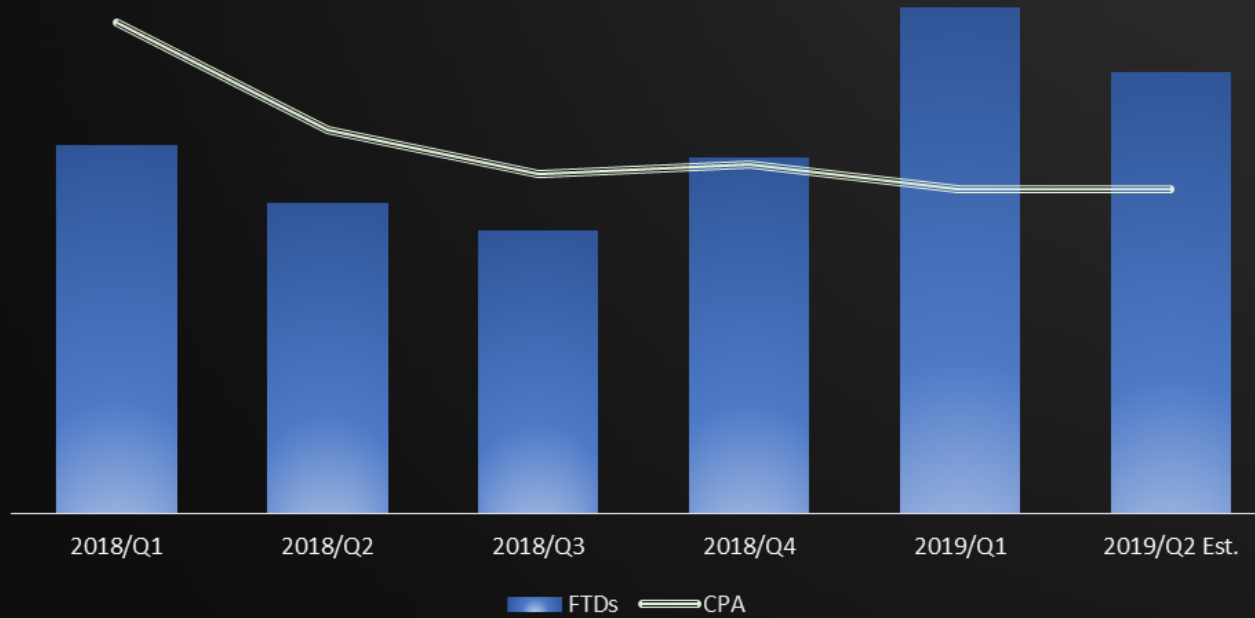


Data Driven Approach

- Predicting LTV as early and accurately as possible
- Attribution models based on Big Data algorithms
- Achieving scale and positive ROI



Marketing Efficiency



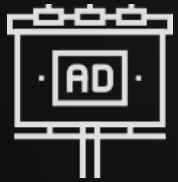
* B2C total CPA and FTD's



Our Key Messages



Proven ability to deliver an excellent customer experience



Propriety technology and digital analytics drive effective marketing



Built and ready for further international expansion

Scalable Operations

Naama Kushnir

Key Internal Enablers



Global scalable infrastructure



Operational excellence



Unique talent pool & culture

888 Global Footprint

Total 1457

20



90



7



300



230



160



650



Israel

650 Employees

- Marketeers
- Technology & marketing leadership
- Product Managers
- Developers
- Compliance
- Corporate functions



Romania

300 Employees

- Developers
- Engineers
- Marketing operations
- Corporate functions

and growing...



Gibraltar

230 Employees

- Customer Support
- Fraud and Risk
- Safe Gaming & Compliance
- Corporate functions



Antigua

160 Employees

- Customer Support
- Fraud & Risk



Ireland

90 Employees

- Engineers
- Traders
- Product



USA

20 Employees

- Risk & Fraud
- Customer support
- Head of US



UK

7 Employees

- Competitive Intelligence
- Marketing
- Product



Operational Excellence

- Leadership
- Ongoing optimisations
- Operational effectiveness
- Product, technology & marketing teams built for scale

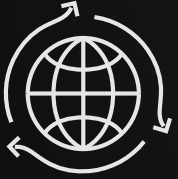


The 888 People & Culture

- The 888 career ladder
- 'Managing up, managing down'
- The benefits of a global talent pool
- Unique culture
- Nurturing innovation



Key Internal Enablers



Global scalable infrastructure



Operational excellence



Unique talent pool & culture

Safe Gaming

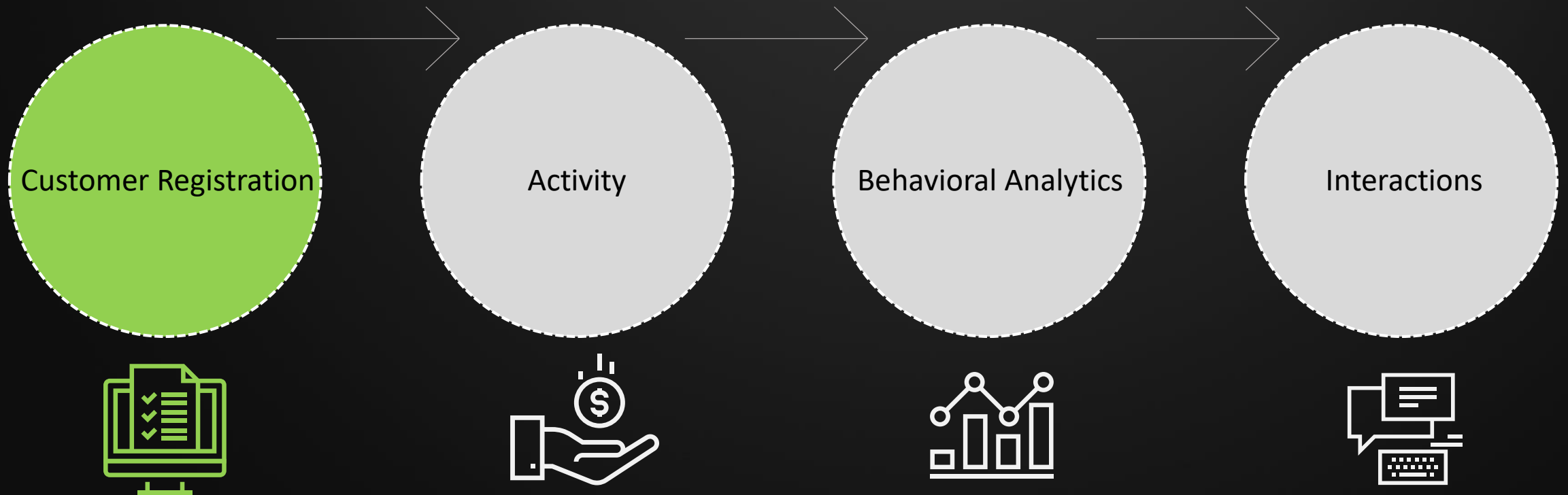
Andrew Anthony

Main Takeaways

- Using 888 technology to keep customers safe
- Continued investment in resources and development
- Importance of building trust with customers
- How 888 is driving 'Safe Gaming Culture'
- Importance of collaboration in establishing best practices



Customer Journey



Customer Registration

Age
Address
Occupation

1 2 3 *All fields are required.

Hello, nice to meet you

Welcome aboard! We're thrilled you've joined 888casino. Just fill in your correct details to get playing today.

First Name
Please enter a minimum of 2 characters.

Last Name

Country
United Kingdom

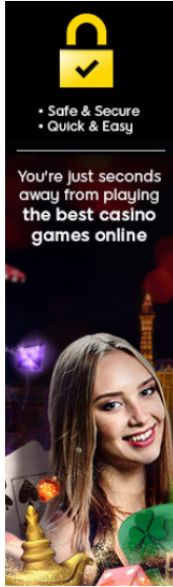
Email

Date of Birth
Day Month Year

Gender
 Male Female

I'm over 18 years of age and I accept these [Terms and Conditions](#) and [Privacy Policy](#)

Next >



Safe & Secure
Quick & Easy

You're just seconds away from playing the best casino games online

1 2 3 *All fields are required.

A few last details

Address Enter manually

In order for us to activate your account, please provide your mailing address for verification.

Mobile Number

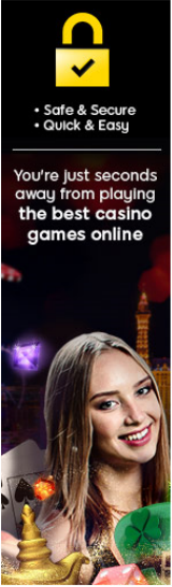
Bankroll Currency
\$ € £ C\$

Enter promotion code (optional)

Occupation

Let me know about offers & promotions via email, text or post.

Back



Safe & Secure
Quick & Easy

You're just seconds away from playing the best casino games online

Affordability
Segmentation
Behavioural Analysis

Customer Footprint



Activity

Capturing the data:

- Registration
- Deposits & withdrawals
- Bets
- Interactions
- Time
- Hours

Formulate the risk level

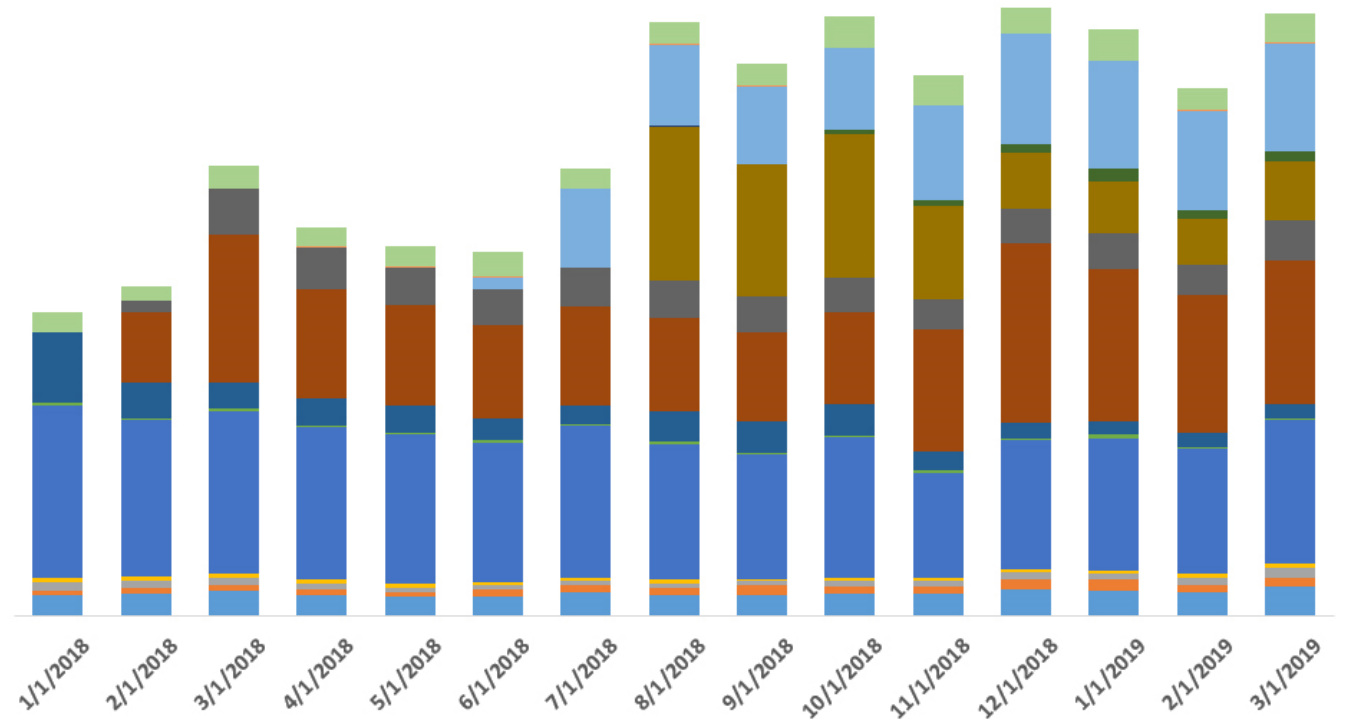


Raising the Flags

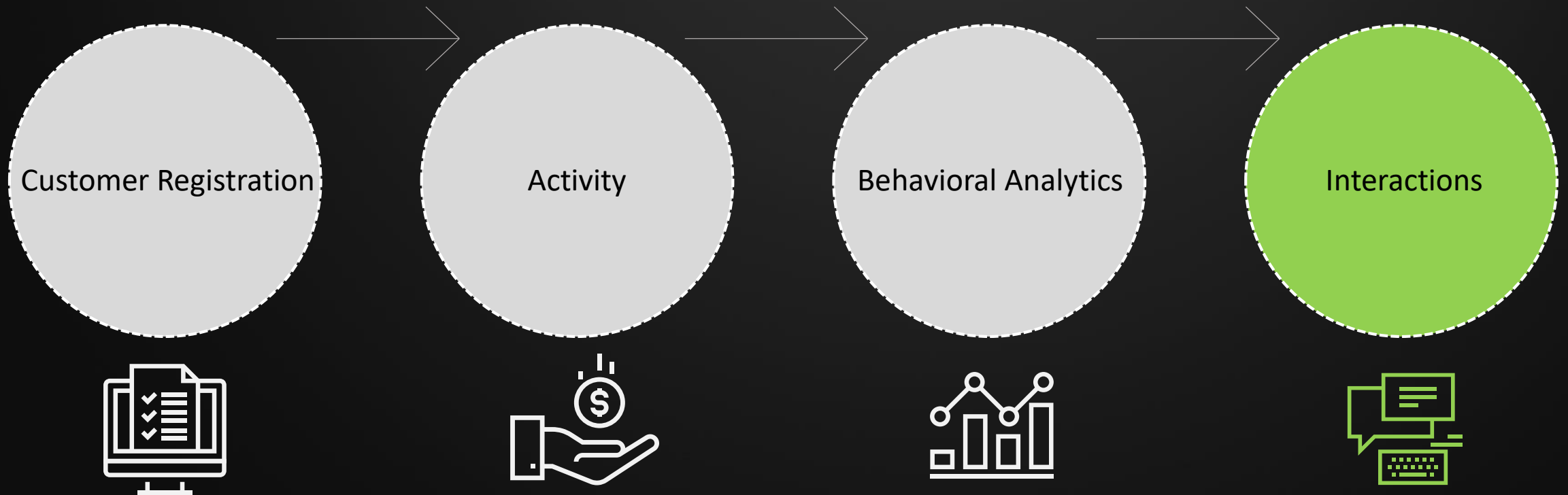


Behavioral Analytics

- Alert types: Identifying potential problematic gambling
- In-house observer
- Developed +10 years
- Customer profile/risk
- Alerts: 2017/18 up 140%



Customer Care



Building a Relationship

- Challenging to achieve
- Creating awareness
- Stopping the problem before it happens

"I just like to say thank you for your concern and I appreciate you emailing me, my gambling is under control, I enjoying using the 888 sports site , and if I think I spending too much time on 888 sports site , then I will take a break" A.H 6th May '19 888Sport

"Thank you and fully agree and I would like to take an indefinite break from gambling right now. Therefore please deactivate my account" A.R 7th May '19 888Casino

"I'm fine regarding my deposit levels, I am happy about the level of spending in he casino. I will look at the tools however to curb my enthusiasm in the future". N.W 12th May '19 888Casino

"I'm quite happy with the level of play on my account thank you I have an affordable deposit limit in place thanks for your concern" E.O 8th May '19 888Casino

Meaningful Interactions

- Specially delivered
- Multiple channels
- Building relationship & trust

888 poker My Account
Welcome, Alexandru CRISTESCU

\$0 bankroll **DEPOSIT**

Personal Details
My Rewards
Responsible Gaming

Responsible gaming

At WSOP.com-NJ, we give you the tools to control the amount of money you use to play. You can set your own playing time limits, wager limits, net loss limits and deposit limits and request to adjust them at any time.

Deposit limits

You can set your own deposit limits. Once you reach the limit you set for yourself, a notification will appear and any further deposits will be blocked.

SET DEPOSIT LIMITS

Bet Limits

Hello you have 1 new message(s)

Hi, @##FirstName@##

DID YOU KNOW?

In order to keep track of the time spent actively playing a casino game, you are provided with the opportunity to activate a game time reminder through the Settings tab.

For more details on how this works, you can visit the Responsible Gaming section of our site.

Thanks
Responsible Gaming Team
ResponsibleGaming@cassava.net

888 casino **Close**

YOUR GAMING ACTIVITY

Are you comfortable with your level of play?

Hi UsrMPqNXB,
Just checking that you're comfortable with your level of play with us:

Yes, I'm in control of my level of play.

I would like to review my transaction history and deposit limits, before continuing.

To learn more about our responsible gaming tools such as alerts, take a break and self-exclusion options, [click here](#).

If you do not feel in control, or need our help please e-mail us at: ResponsibleGaming@cassava.net

Thank you for your time.

Continue

Especialmente Para España

Test of responsible gaming and prevention of addictive gaming behaviors

Please answer the following 10 questions in order to ensure that you have **No** addictive gambling tendencies.

1	Do you often find yourself reliving past gambling experiences, planning the next venture, or thinking of ways to get money with which to gamble?	<input type="radio"/> Yes	<input type="radio"/> No
2	Did you ever gamble more money than you had planned?	<input type="radio"/> Yes	<input type="radio"/> No
3	Do you attempt to control, cut back, or stop gambling?	<input type="radio"/> Yes	<input type="radio"/> No
4	Do you feel restless or irritable when trying to cut back or stop gambling?	<input type="radio"/> Yes	<input type="radio"/> No
5	Do you gamble as a way of escaping from problems?	<input type="radio"/> Yes	<input type="radio"/> No
6	When you gamble money, do you return to gambling to try to recover losses?	<input type="radio"/> Yes	<input type="radio"/> No
7	Do you consider you suffer from a gambling problem?	<input type="radio"/> Yes	<input type="radio"/> No
8	Do you finance your gambling with money that came from your family, loans, forgery, fraud, or embezzlement?	<input type="radio"/> Yes	<input type="radio"/> No
9	Have you ever lost time from work or school due to gambling?	<input type="radio"/> Yes	<input type="radio"/> No
10	Have you relied on someone to provide money to relieve financial difficulties caused by gambling?	<input type="radio"/> Yes	<input type="radio"/> No

Submit

Establishing Best Practice

- Collaborating with other operators
- Close Relationship with Regulators
- Sharing safe gaming tools across markets
- Gambling charities
- Working with problematic gamblers



888 Safe Gaming Culture

- Driving engine of Safe Gaming
- Safe Gaming Team, up 60% since 2016
- Annual staff training:
 - 28 sessions conducted per year
 - Online refresher test +300 employees
 - 2018, top tier GamCare training
- Heart of operations & decision making



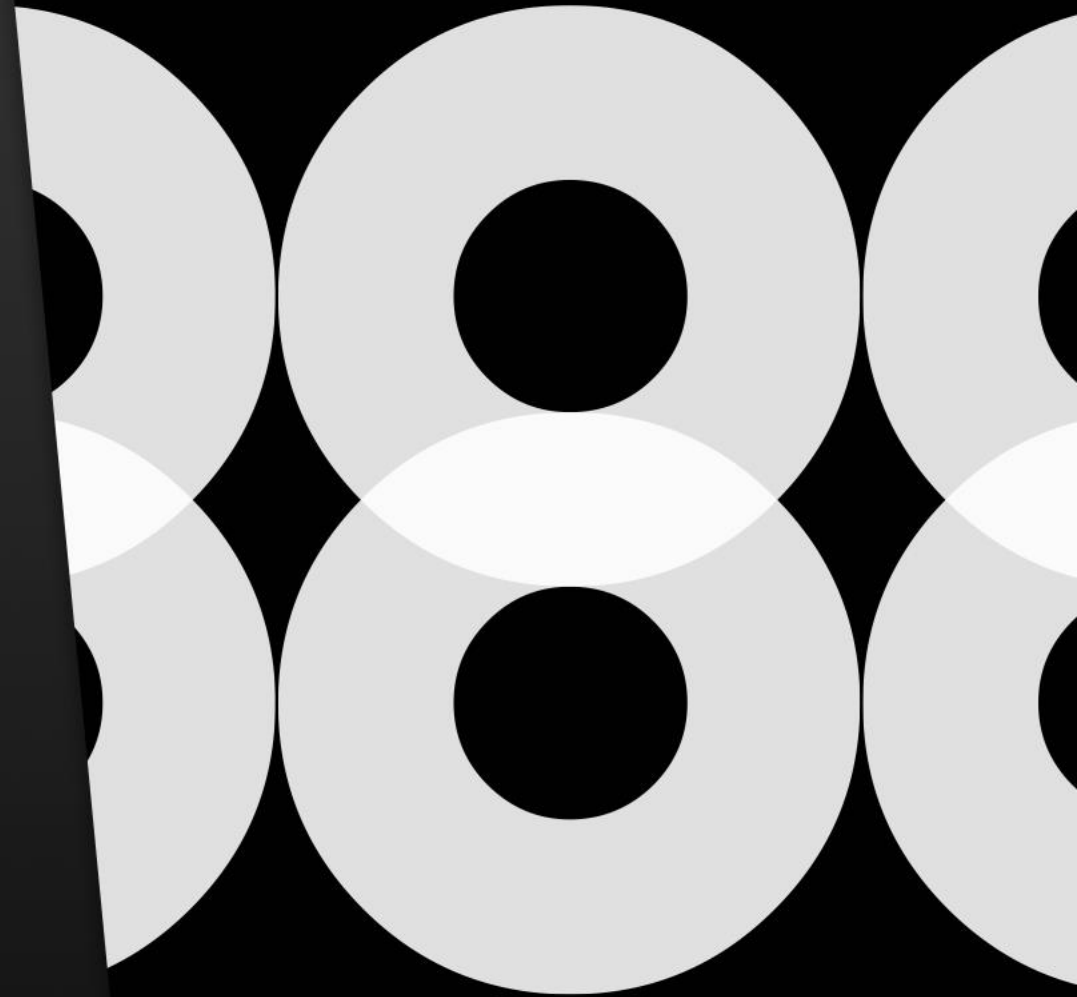
Let's Play it Safe

Using a combination of 888 technology and specially trained professionals, driven by a strong safe gaming culture - 888 is at the forefront of Safe Gaming.

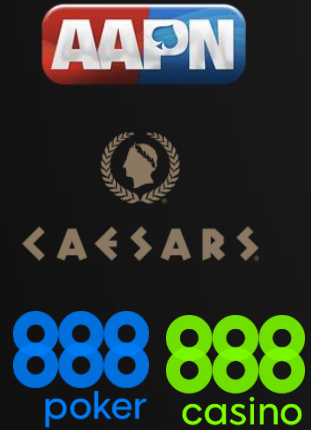


888 in The US

Yaniv Sherman



The 888 Journey in The US



2013



NV



DE



NJ



2017



BUYOUT



2018





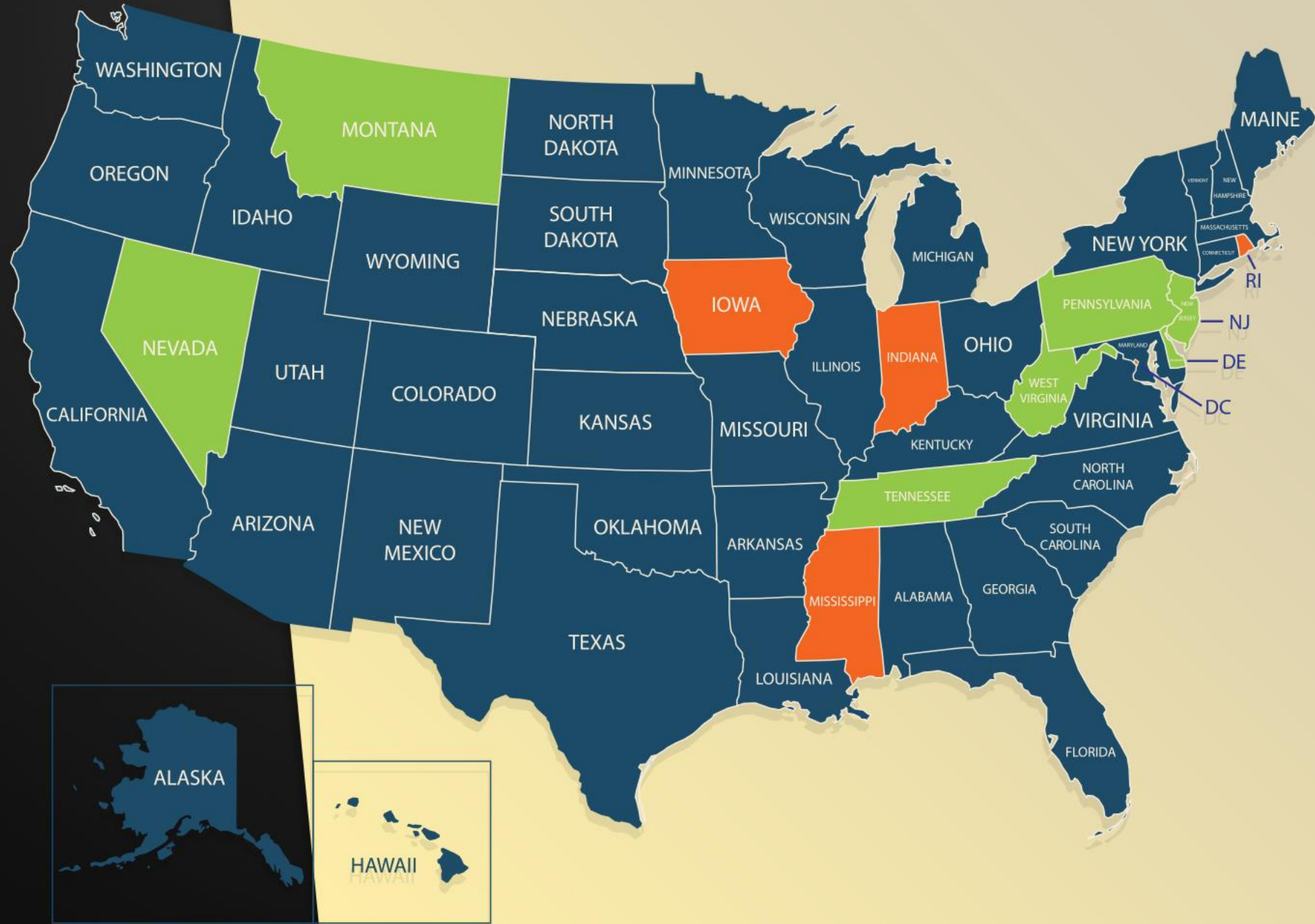
ORBIT
888 casino

2019

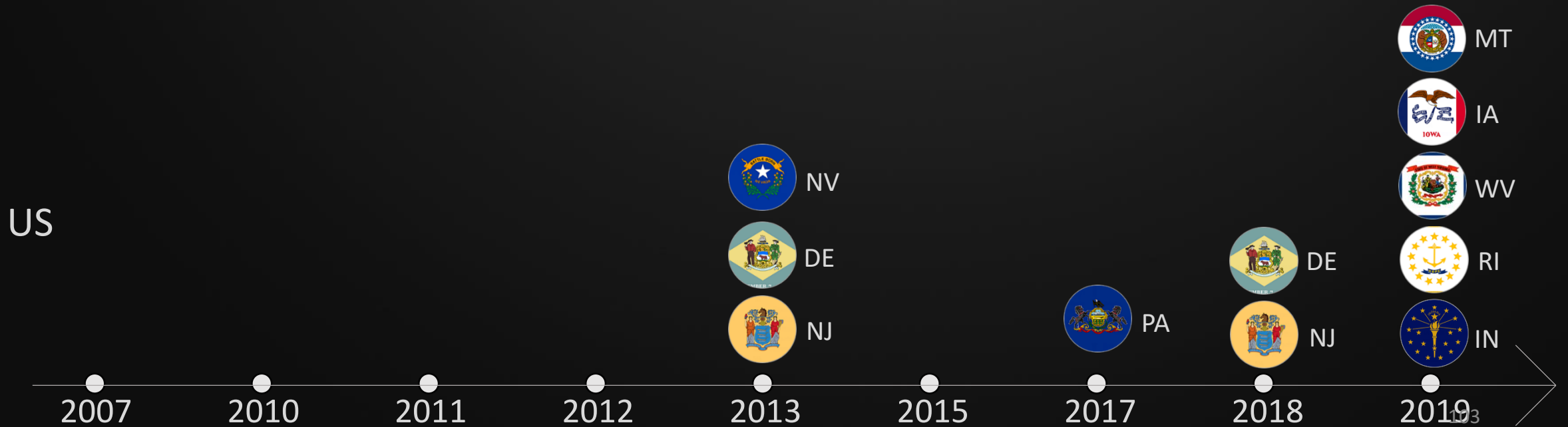


State of the Union

-  Sport+ iGaming
-  Sport Only

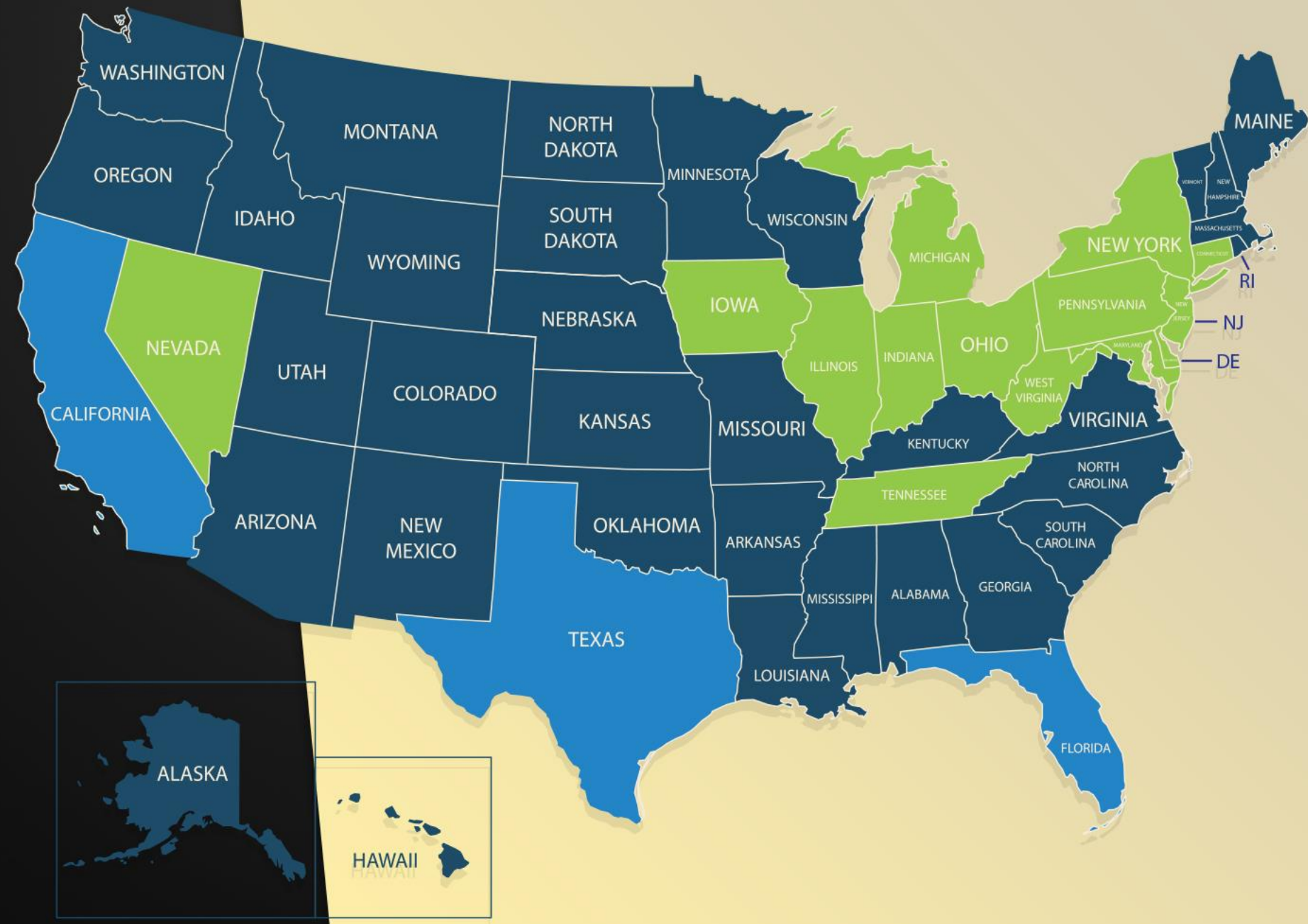


Some Historical Perspective



US 2025

COUNTRY	US\$ MILLIONS
UK	9,078
US	6,087
Germany	2,681
Australia	2,677
Italy	2,606
France	1,719
Sweden	1,712
Canada	1,303
Spain	1,174
Belgium	1,051
Netherlands	864
Ireland	814
Denmark	740
Brazil	596
Switzerland	592
Mexico	361
Portugal	287
Bulgaria	217
Romania	183
Estonia	71



UNITED STATES OF AMERICA



The US Puzzle

- **Product**
- **Technology**
- **Marketing**
- **Data**
- Brand
- Distribution
- Market Access



Sports Content Landscape

League Content



Multi-League Networks



Regional Sports Networks



League-Centric Networks



News Platforms



College & HS Sports



Fantasy Content



Video Content



Specialty Content



Social Media



Industry Trade Publications

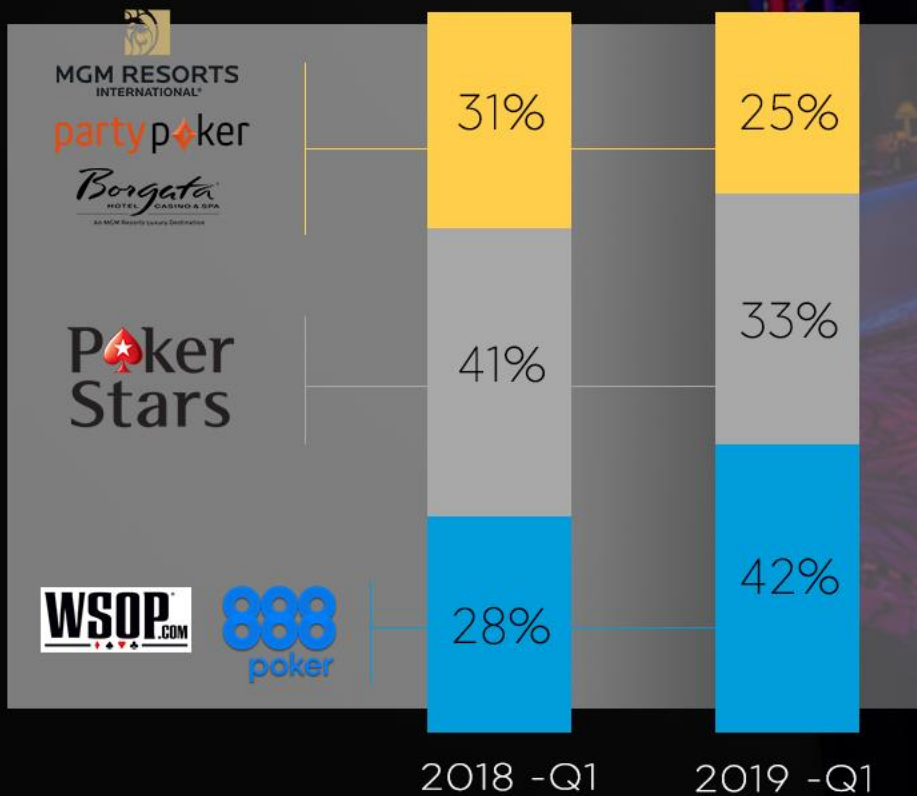


--- Denotes company acquired / subsidiary.

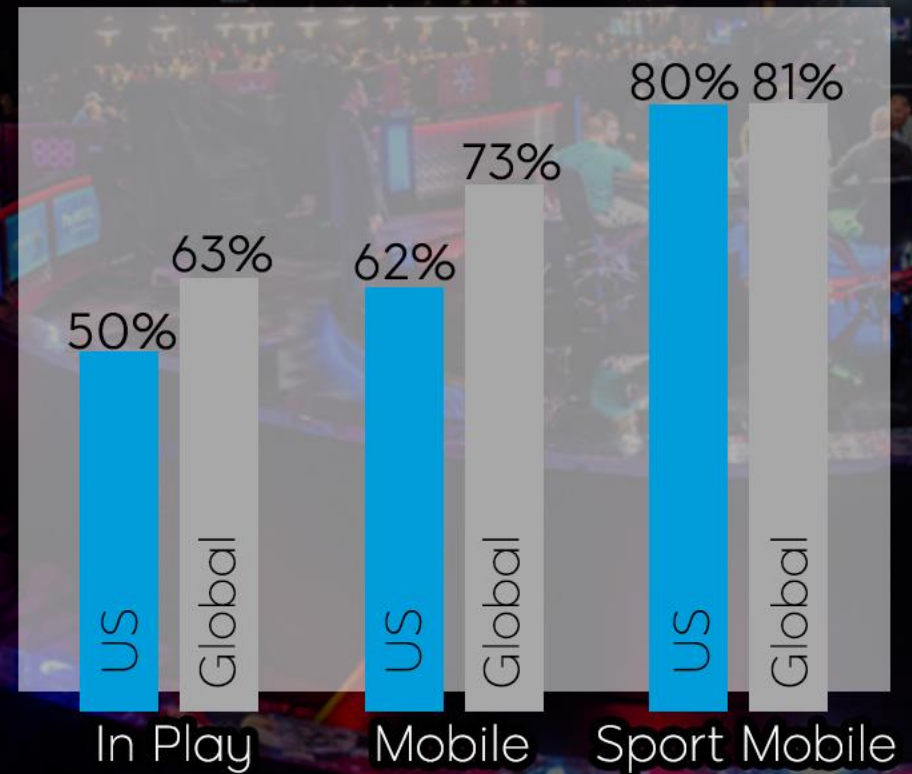
Data Marks the Runway



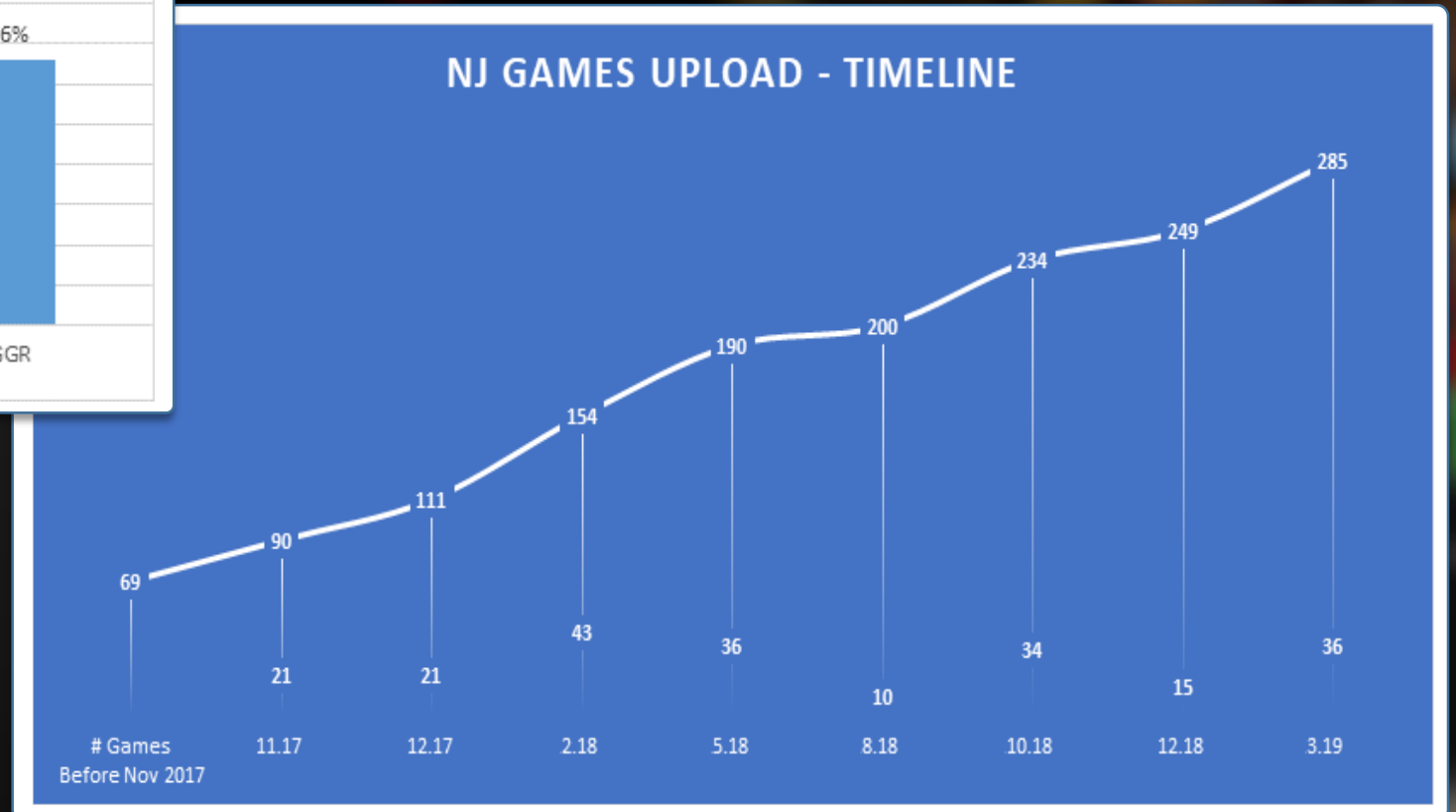
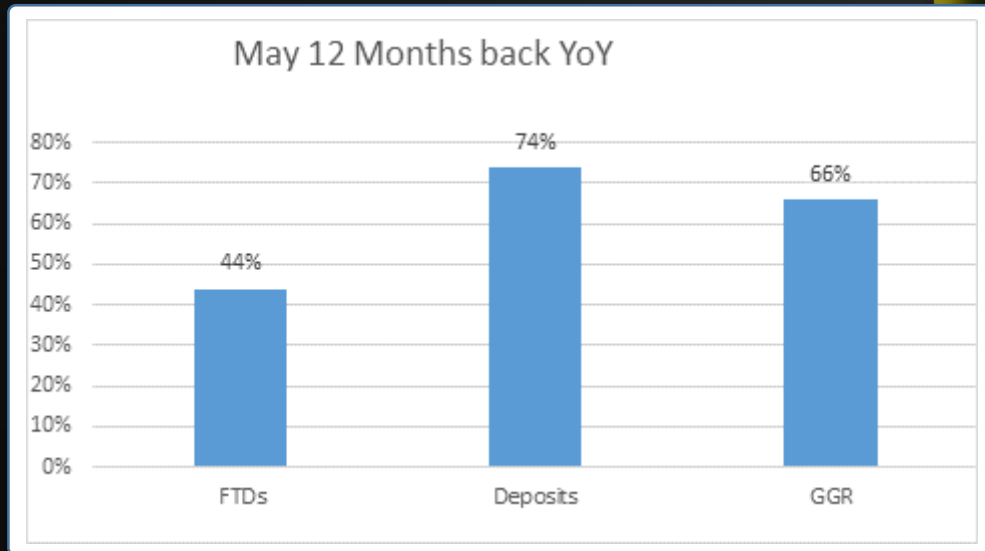
US Poker



888Sport US

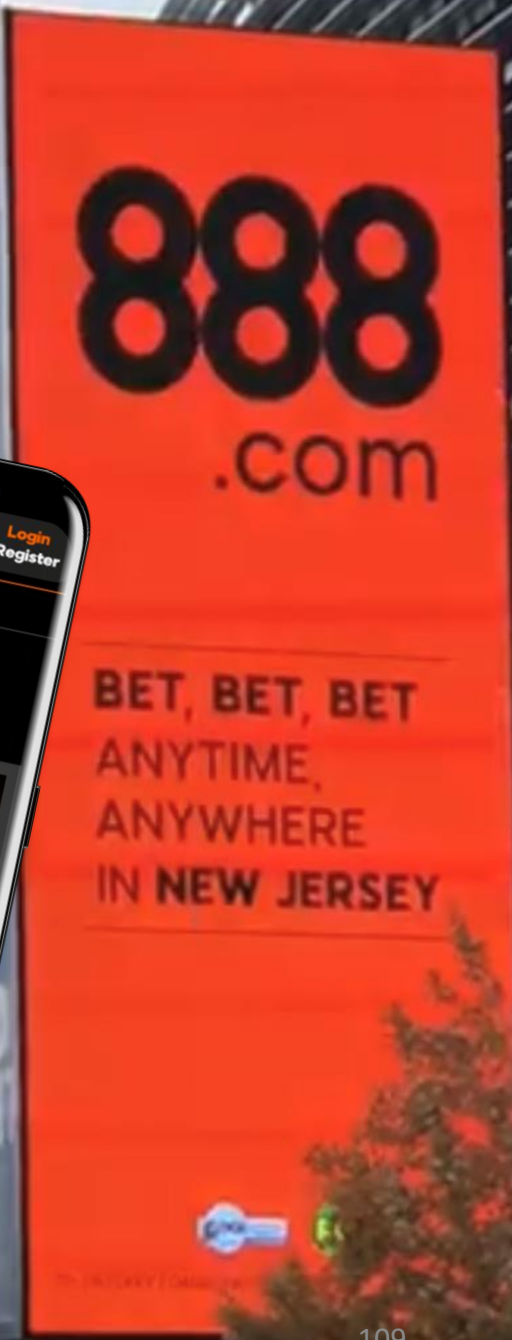
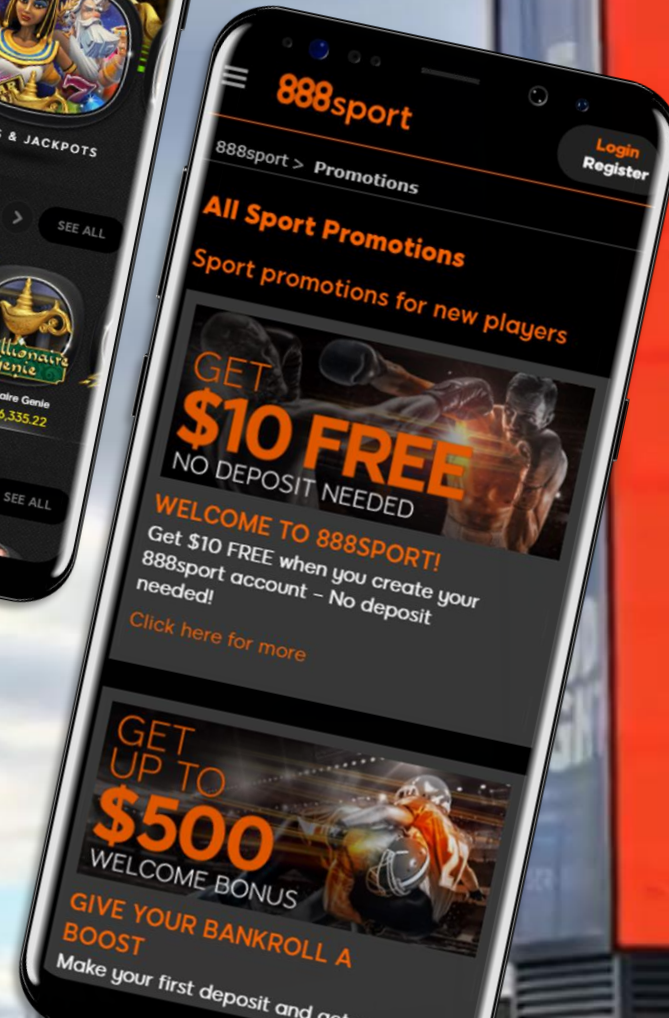
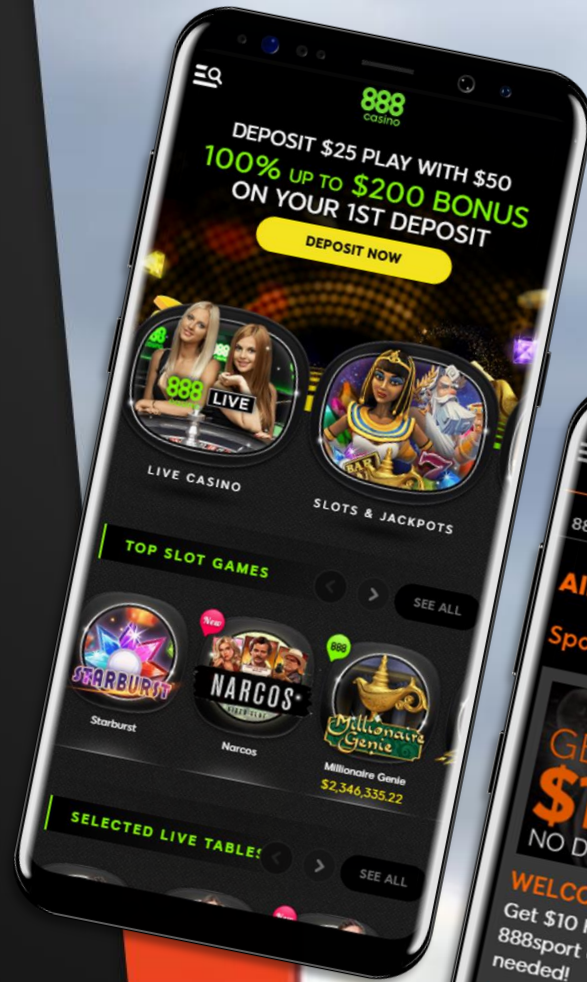


Casino Focus

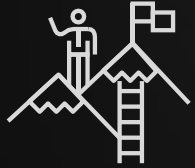


What's Next?

- Product:
 - Orbit
 - Poker8
 - 888sport
- Focused Marketing
- Additional States



Summary



Long and exciting road ahead



Technology and product led



Smart and selective



The right partner

The Future is 888sport
Yuval Benyamini

888Sport - A Proven Success



Transformed sub-\$10m revenue to \$100m revenue in just six years



Proven ability to deliver growth at highly competitive arena



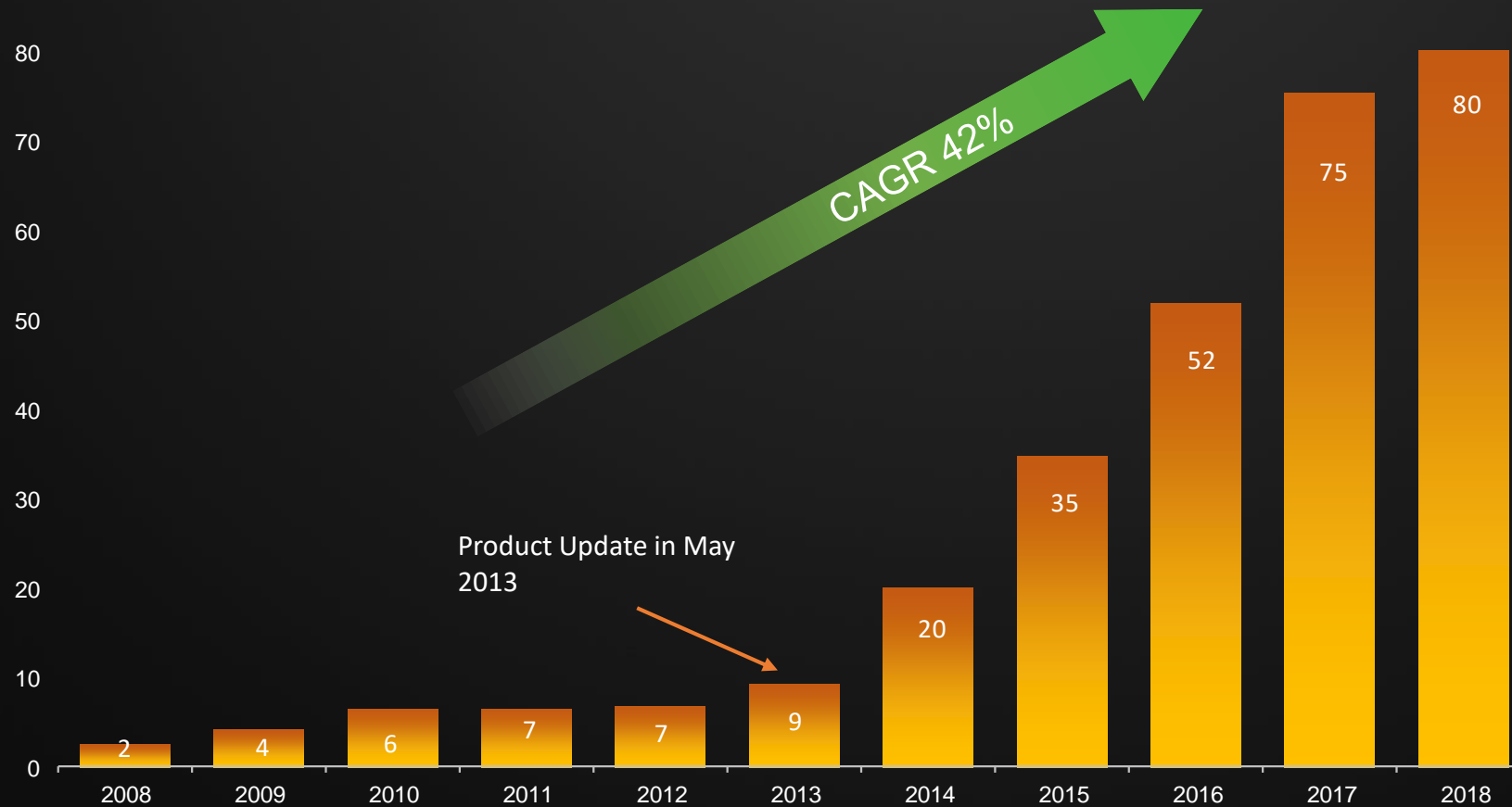
Developed a successful international presence



Kambi partnership and effective marketing have been the key drivers to date

Sport Revenue

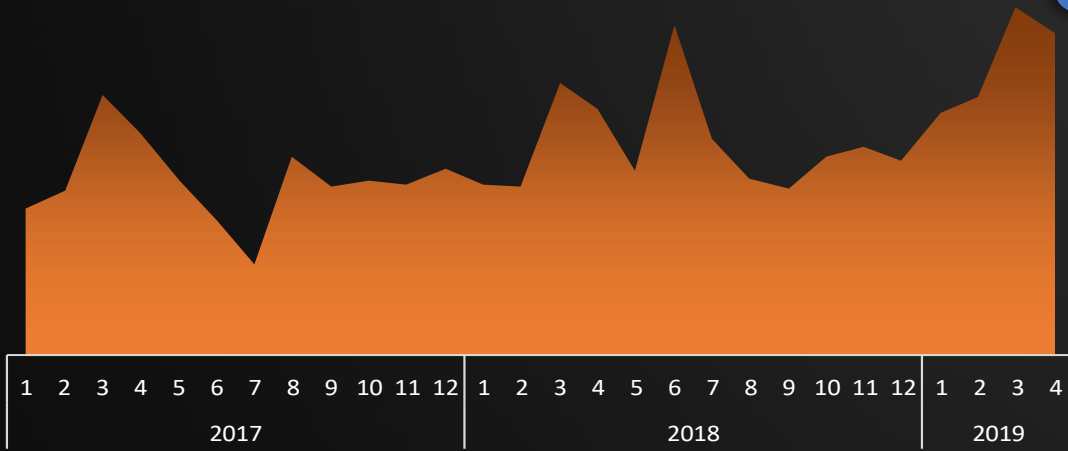
Transformational growth following move to new platform integrated to 888 back-office



Sport Growth Engine

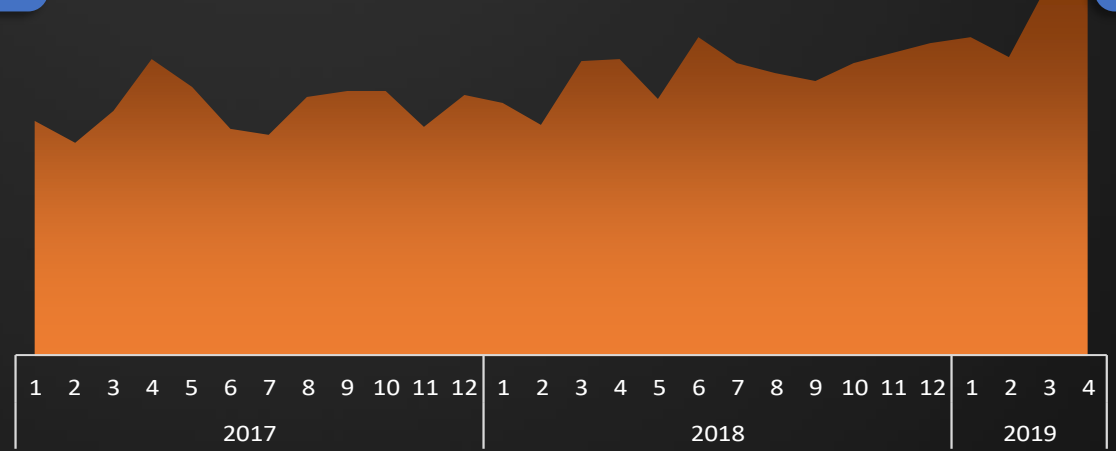
Sport FTD's

36%
YoY



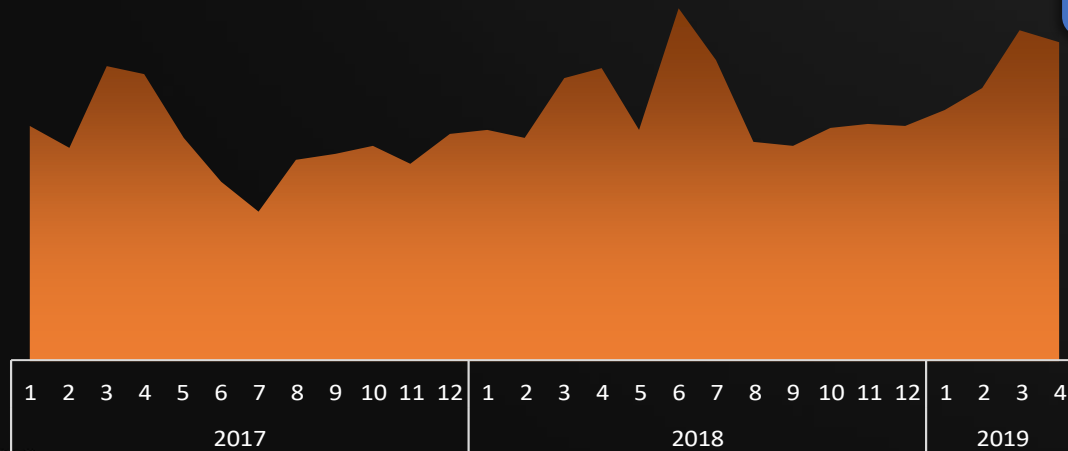
Sport Deposit

18%
YoY



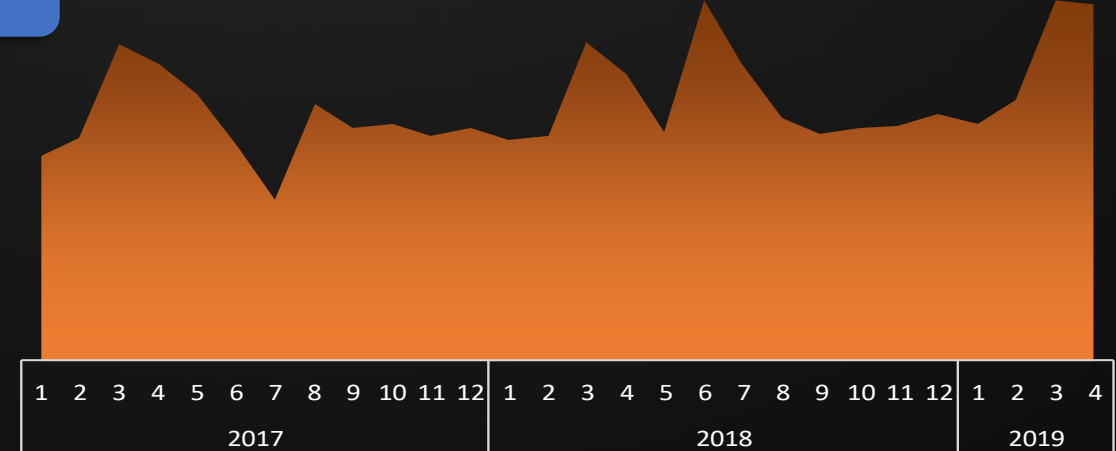
Active Players Sport

20%
YoY



Sport Unique Depositors

23%
YoY



Effective Marketing

Mass market expertise

- ‘Gamified’ CRM
- Successful content strategy

“Global-Local” Marketing

- Global presence
- Scalable and Cost efficient

888 sport.es

Exclusivo para nuevos jugadores

PORRA8

**¡5.000€ PARA LOS GANADORES!
8 PRONÓSTICOS A 1X2**

Apuesta 10€ hasta el sábado por la noche y recibirás gratis una invitación para participar en la Porra8.

Si eres el único ganador **¡TE LLEVAS LOS 5.000€ PARA TI SOLO!**

¡APUESTA AHORA!
www.888sport.es

Y ADEMAS 150€
REGÍSTRATE | APUESTA

888 casino.es 888 poker.es

Reservados a usuarios que realicen apuestas de 10€ o más. 1 única participación por usuario. 7 días hábiles los martes de los 8 pronosticos. 8 pronosticos. Premios otorgados en su momento.

TITLE RACE

TAKE 'EM ON AND EARN AN £888 FREE BET EVERY WEEKEND

Get your share of over £10,000 in our weekly Title Races

We're making football winners mean more this season by giving you the chance to land an £888 Free Bet every weekend!

A Tenner Says...
888 sport

Have a winning winner, the more it freebies!

888 sport

888 sport

RAPPER TΦ REPΦRTER

#NARSTIERUSSIA

The Future of 888sport

- Enhanced mass market focus
- Leading product with superior user experience
- International expansion



TO POSITION 888SPORT AS A TOP TIER OPERATOR AND
DOUBLE ITS REVENUES

The Acquisition of BetBright Takes 888Sport into a New Era

The Value of BetBright to 888

- Adds genuine sport 'DNA'
- Modern infrastructure
- Fit with 888's product vision
- Linked trading and marketing strategy
- Economy of scale



BetBright Integration

- Post merger integration already in process
- Phased roll-out plan
- First launch planned for Q1 2020
- Further markets to be migrated during 2020



Delivering Sport Vision

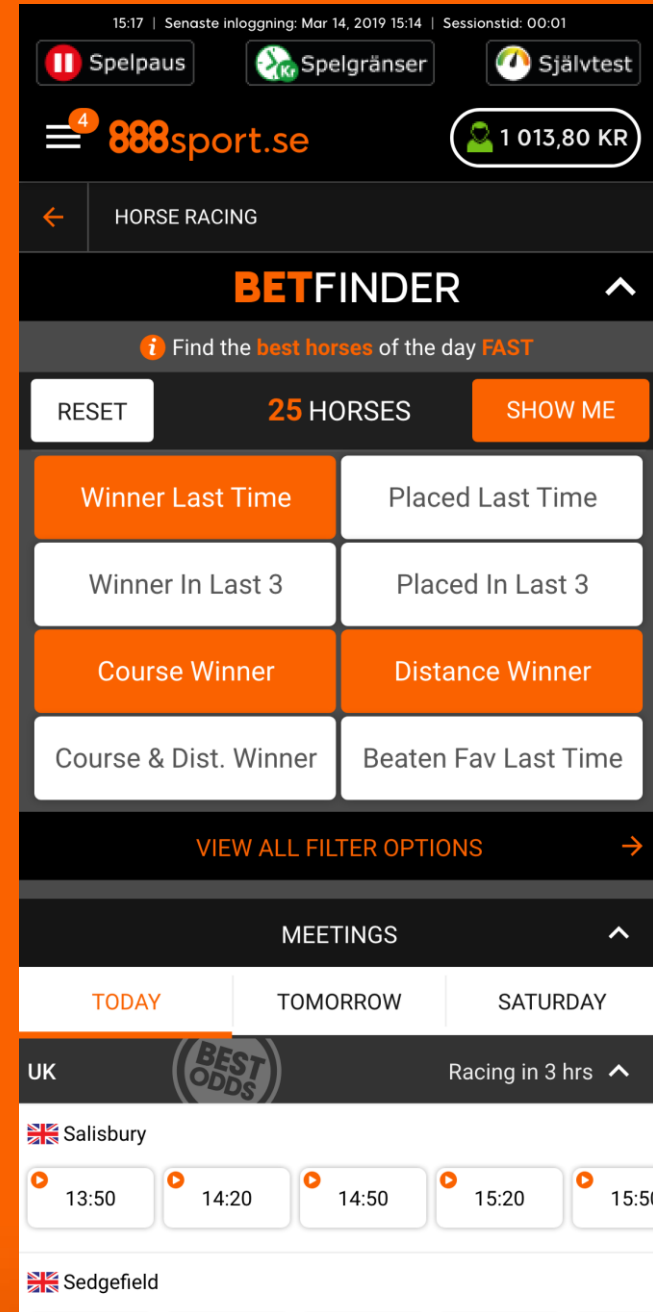
- Ever richer content
- Personalised experience
- Discovery tools
- Real-time
- Seamless 888 experience

NETFLIX



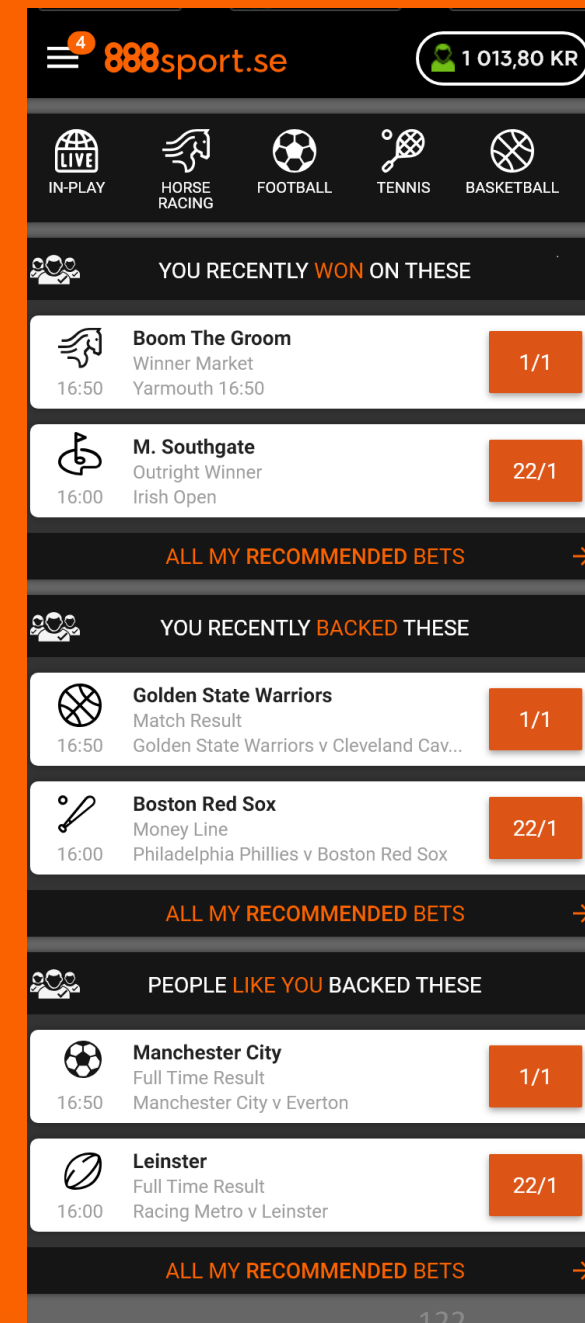
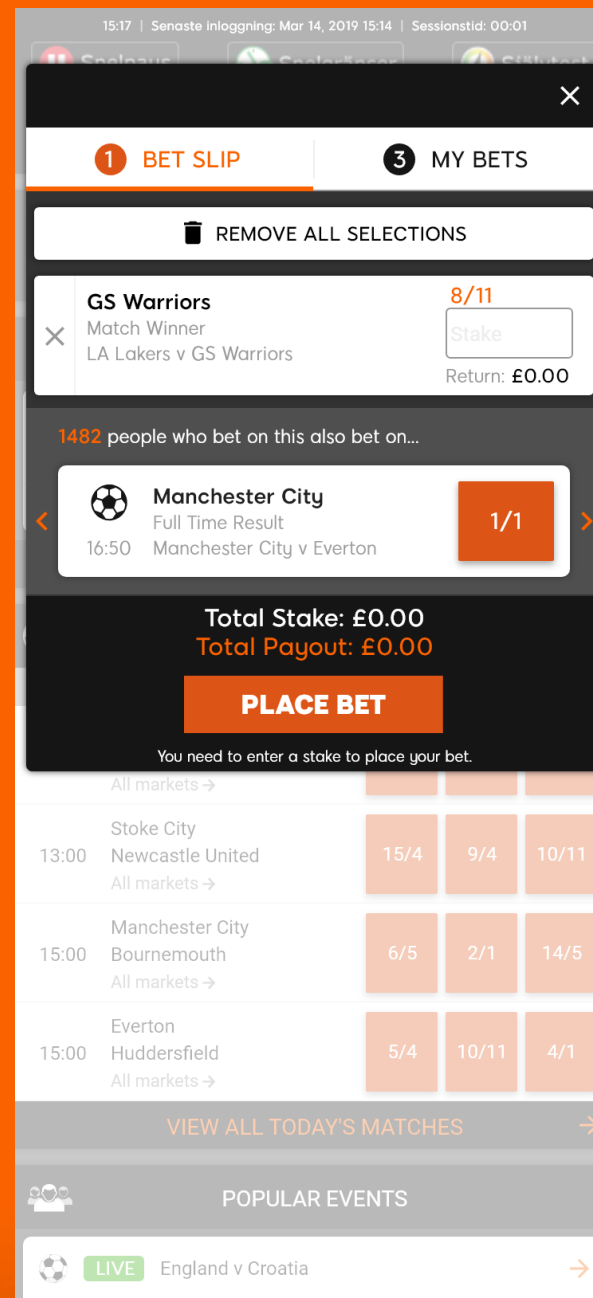
Betfinder

A simple and intuitive way for racing bet discovery



Recommendation

Recommendation tools predicting and suggesting the next bets customers are most likely to want



* Will be part of the new 888-BetBright offering

Betfeed

‘User-Generated Content’ to support the ‘dynamic’ sport experience

15:17 | Senaste inloggning: Mar 14, 2019 15:14 | Sessionstid: 00:01

Spelpaus Spelgränser Självtest

4 888sport.se 1 013,80 KR

BETFEEED

Sports Bet Type Sort By: Most Popular

	Leinster Full Time Result Leinster v Ospreys	1/2
	185 People bet on this	
	SEA Storm Full Time Result SEA Strom @ NY Liberty	5/2
	153 People bet on this	
	Brazil Full Time Result Brazil v Spain	1/10
	129 People bet on this	
	Sexton, J First Try Scorer Leinster v Munster	1/1
	112 People bet on this	



* Will be part of the new 888-BetBright offering

Linked Trading & Marketing

- Utilising trading tools to boost sport marketing
- Real-time client promotion & communication
- Using 888 data models for customer profiling
- AI based trading and risk management

15:17 | Senaste inloggning: Mar 14, 2019 15:14 | Sessionstid: 00:01

Spelpaus Spelgränser Självtest

888sport.se 1 013,80 KR

FOOTBALL / TODAY'S MATCHES

MATCH RESULT BOTH TEAMS TO SCORE UNDER/OVER 1.5 GOALS UNDER 2.5 GOALS

Make 5 or more selections & get 1 risk free leg

TODAY	HOME	DRAW	AWAY
12:00 Liverpool Crystal Palace	10/1	3/1	7/6
13:00 Stoke City Newcastle United	7/5	21/10	7/1
15:00 Manchester City Bournemouth	15/4	14/5	2/1
15:00 Everton Huddersfield	7/5	10/11	7/1
15:00 Fulham	6/5	14/5	11/10

3 Single Stake: £5.00 Odds: 19.04 Return: £95.22 PLACE BET

SPORTS IN-PLAY MY BETS CASINO MORE

15:17 | Senaste inloggning: Mar 14, 2019 15:14 | Sessionstid: 00:01

Spelpaus Spelgränser Självtest

888sport.se 1 013,80 KR

ACCA +1

You've unlocked your Free Leg!

CHOOSE YOUR FREE LEG

Arsenal v Southampton 5/6

Arsenal v Southampton 5/6

Arsenal v Southampton 5/6

ADD TO BETSLIP

NO, THANKS

HOW IT WORKS TERMS & CONDITIONS

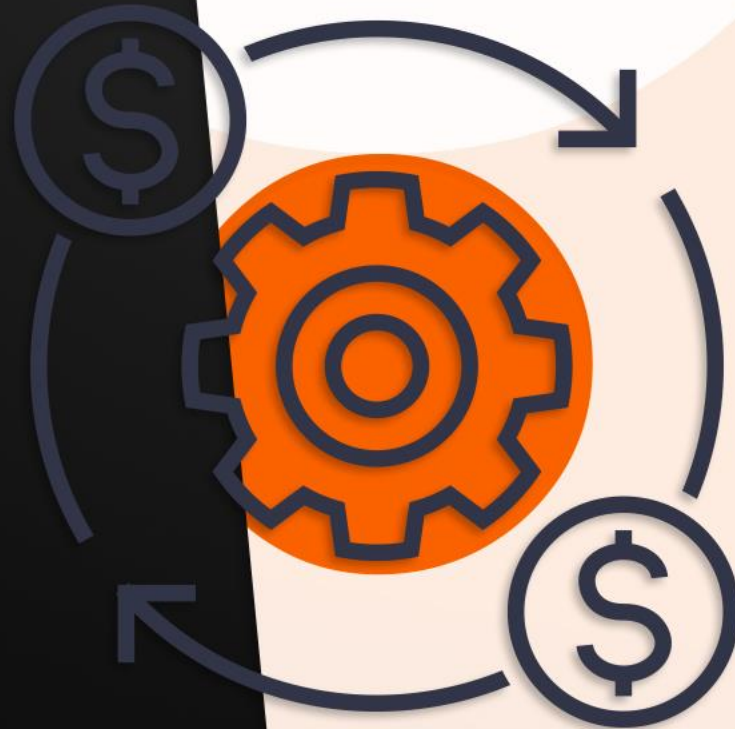
SPORTS IN-PLAY MY BETS CASINO MORE



* Will be part of the new 888-BetBright offering

Cost Effectiveness

- Economy of scale
- Technological synergies
- Trading operation cost reductions



Summary



Proven growth strategy led by product and marketing



BetBright platform will empower 888sport strategic goals



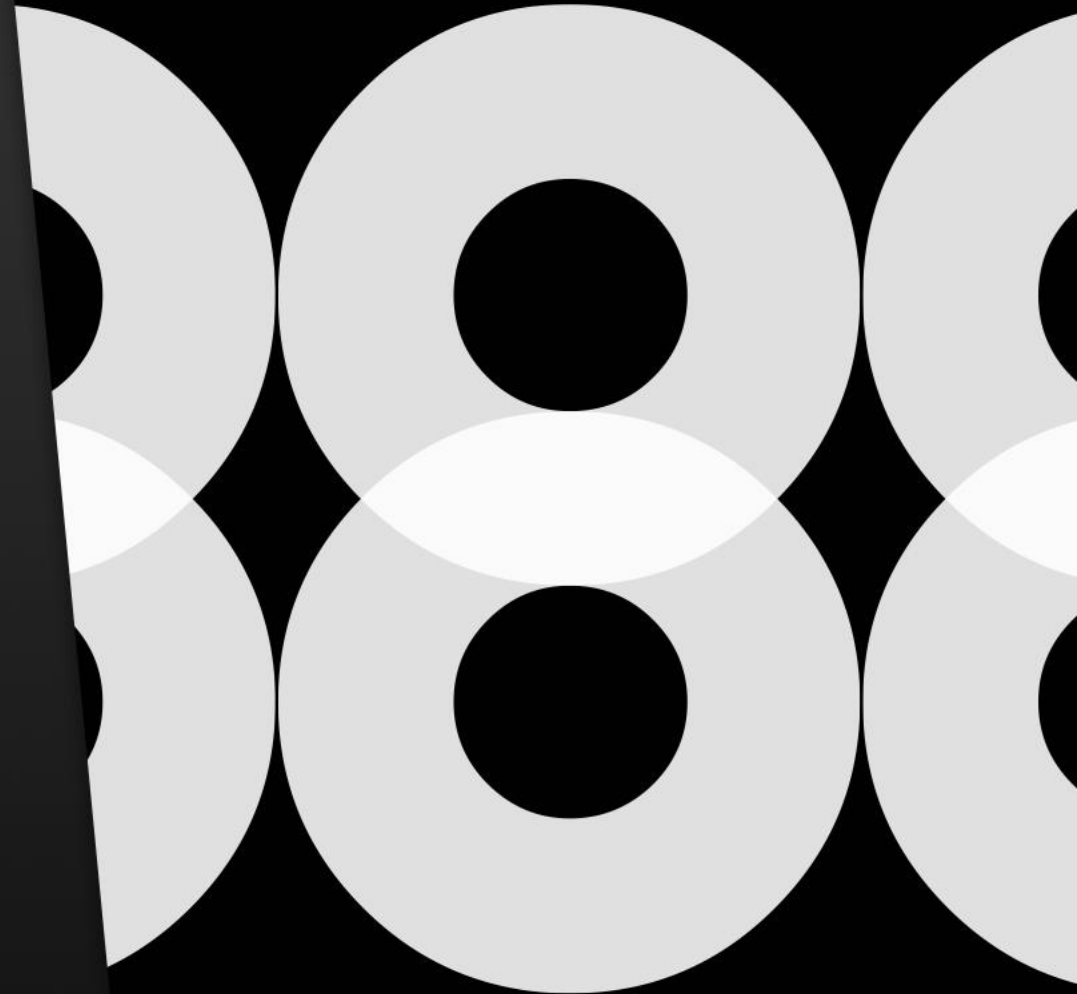
Integration in process with first launch in Q1 2020



Ambitious plans and well positioned to achieve significant further growth

Closing

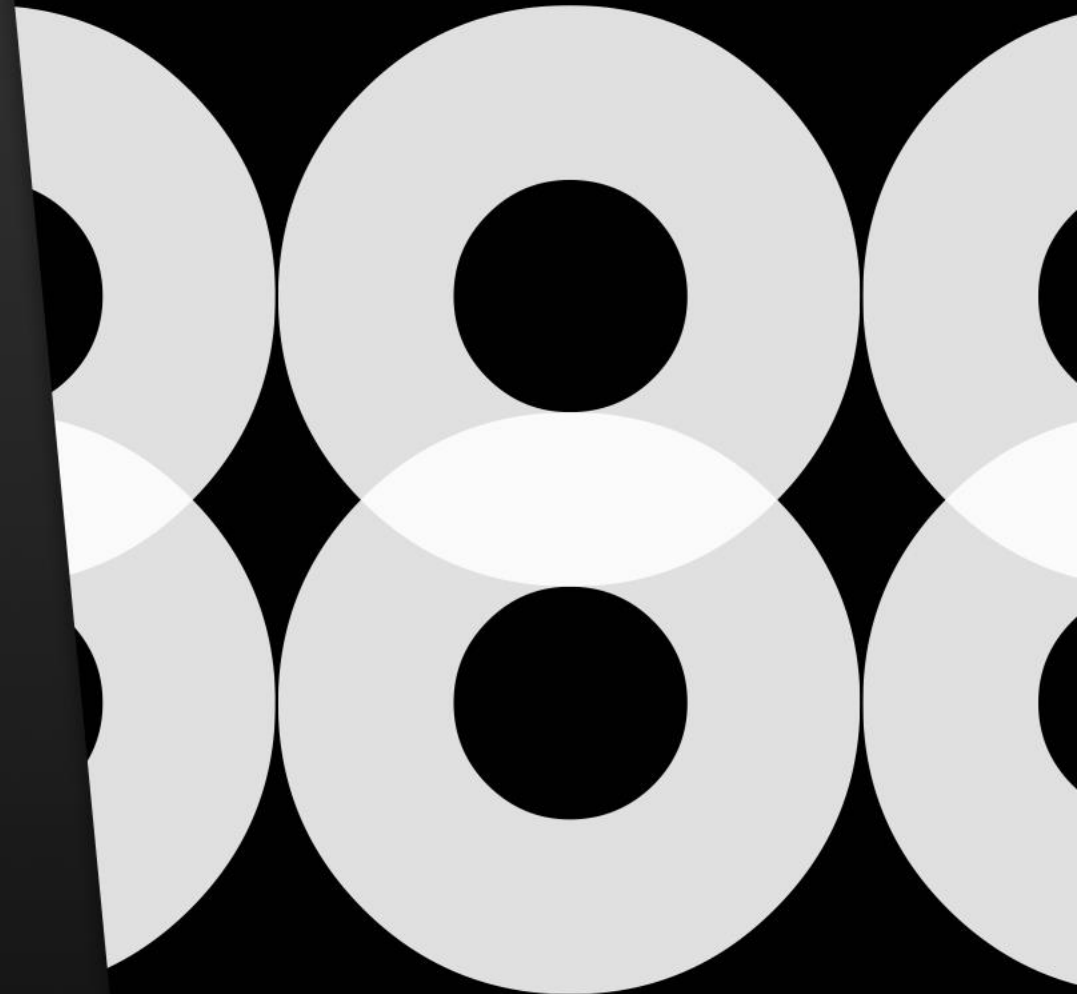
Itai Pazner



Today's Key Messages

- 888 has an ambitious vision and unique growth opportunities
 - Casino leadership
 - Taking sport to the next level
- We have solid trading momentum
- Our unique product & marketing ecosystem underpins our opportunities
- We prioritise safe play
- We have a clear strategy for addressing the US market

Q&A



Thank You