

# Our timeline of transformation

Growth through transformative acquisitions → Business alignment to 100% regulated markets

July 2018 – Created BetMGM, 50/50 Joint Venture with MGM Resort



## BETMGM



February 2016 – GVC acquisition of bwin.party



March 2018 – GVC and Ladbrokes Coral Group completed, creating one of the largest listed online gaming businesses in the world

December 2020 – GVC Holdings renamed Entain plc

# Σntain



**GVC** Holdings

2016

**Corporate activity**

– February – GVC admitted to LSE Main Market

2017

2018

2019

2020

**Leadership changes**

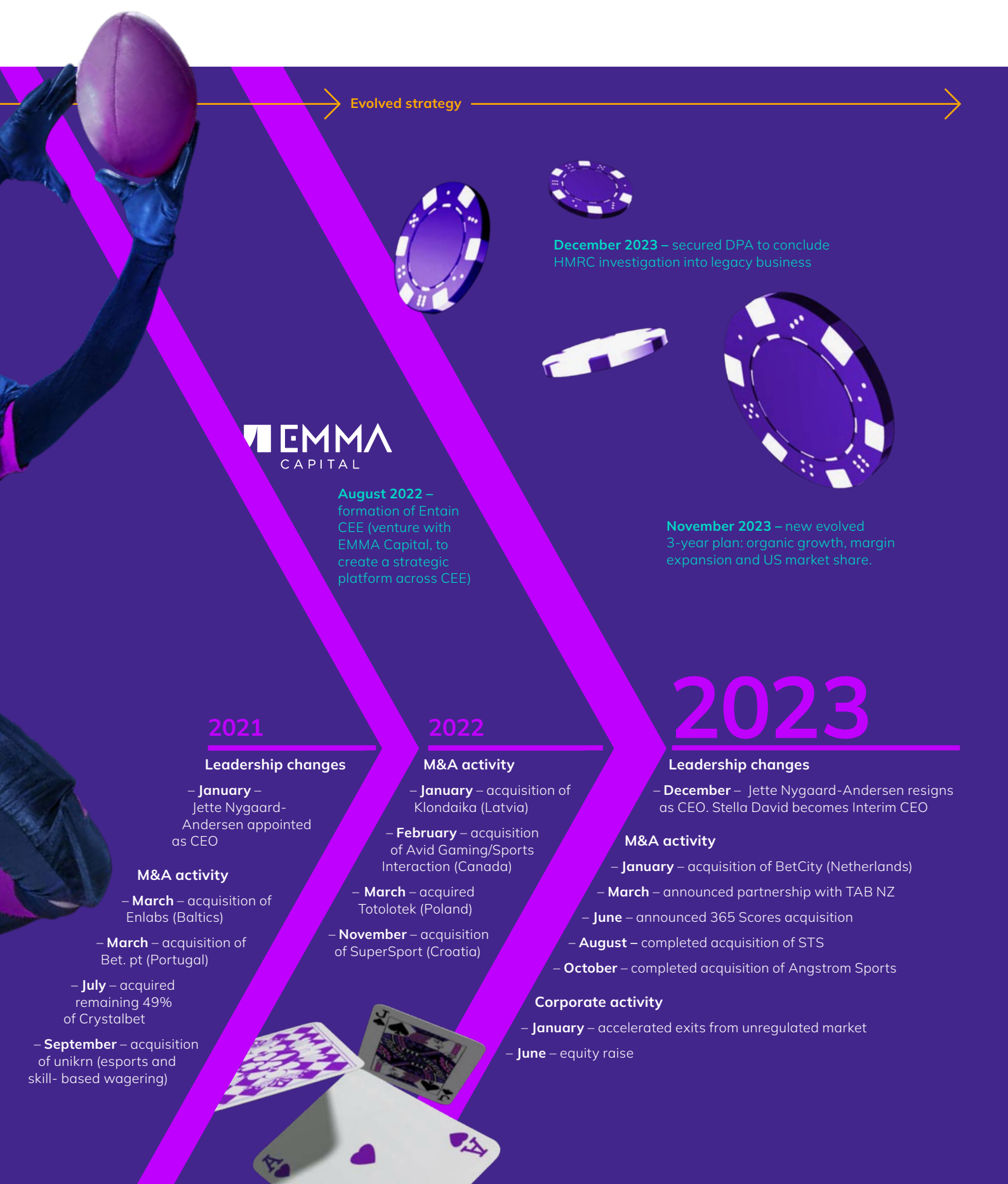
– February – Barry Gibson appointed Group's Non-executive Chairman.

– July – Shay Segev appointed as CEO, succeeding Kenneth Alexander.

**Corporate activity**

– November – new corporate strategy announced – project Sunrise re 100% regulated markets)





→ Evolved strategy →

**EMMA**  
CAPITAL

**August 2022** – formation of Entain CEE (venture with EMMA Capital, to create a strategic platform across CEE)

**December 2023** – secured DPA to conclude HMRC investigation into legacy business

**November 2023** – new evolved 3-year plan: organic growth, margin expansion and US market share.

# 2023

## 2021

### Leadership changes

– **January** – Jette Nygaard-Andersen appointed as CEO

### M&A activity

– **March** – acquisition of Enlabs (Baltics)

– **March** – acquisition of Bet. pt (Portugal)

– **July** – acquired remaining 49% of Crystalbet

– **September** – acquisition of unikrn (esports and skill- based wagering)

## 2022

### M&A activity

– **January** – acquisition of Klondaika (Latvia)

– **February** – acquisition of Avid Gaming/Sports Interaction (Canada)

– **March** – acquired Totolotek (Poland)

– **November** – acquisition of SuperSport (Croatia)

### Leadership changes

– **December** – Jette Nygaard-Andersen resigns as CEO. Stella David becomes Interim CEO

### M&A activity

– **January** – acquisition of BetCity (Netherlands)

– **March** – announced partnership with TAB NZ

– **June** – announced 365 Scores acquisition

– **August** – completed acquisition of STS

– **October** – completed acquisition of Angstrom Sports

### Corporate activity

– **January** – accelerated exits from unregulated market

– **June** – equity raise