

17 July 2023

## **Entain plc**

### **Acquisition of Angstrom Sports, a specialist provider of US sports forecasting and data analytics**

Entain plc (LSE: ENT), the global sports betting, gaming and interactive entertainment group (“Entain” or the “Group”), is pleased to announce the acquisition of Angstrom Sports for a total consideration of £81 million plus contingent payments totalling a maximum of £122 million, payable over three years.

Angstrom Sports is a specialist provider of next generation sports modelling, forecasting and data analytics. Its simulation-based predictive modelling creates highly sophisticated pricing and forecasting capabilities. Angstrom’s proprietary offering is differentiated by its accuracy, richness, speed and breadth across US sports betting products and markets.

The acquisition secures Entain as the only global operator with a full in-house suite of end-to-end analytics, risk and pricing capabilities for US Sports betting products. The combination of Angstrom’s innovative data-driven capabilities alongside Entain’s global scale and market leading platform will offer our customers an unrivalled US sports betting experience. Enriched in-house capabilities will provide a significantly greater number of betting opportunities, optimised parlay and in-play products as well as accelerating pricing expertise and risk management, delivering margin enhancement over the long term.

The acquisition is expected to complete during Q3 2023.

#### **Jette Nygaard-Andersen, CEO of Entain, comments:**

“We are delighted that Angstrom will be joining Entain, enabling us to accelerate the development of the Entain Platform. Their next generation forecasting, pricing and risk management capabilities will unlock significant opportunities across BetMGM’s US sports betting offering, particularly in the fast-growing markets of parlay and in-play wagering. This acquisition will provide our customers with an unrivalled sports betting experience underpinned by enhanced in-house data-analytics, a global platform and market leading brand.”

#### **Sion Colley, CEO of Angstrom Sports, comments:**

“We’re excited to join forces with Entain to continue delivering unique and exciting betting opportunities across US sports. Entain shares Angstrom’s passion for innovation and our partnership will enable us to realise our ambitions in bringing best in class products and experiences to sports betting customers through Entain’s market leading global brands.”

## **Enquiries:**

### **Investor-Relations - Entain plc**

[investors@entaingroup.com](mailto:investors@entaingroup.com)

David Lloyd-Seed, Chief IR & Communications Officer

Davina Hobbs, Head of Investor Relations

Aimee Remey, VP US Investor Relations

Callum Sims, IR Manager

### **Media - Entain plc**

[media@entaingroup.com](mailto:media@entaingroup.com)

Lisa Attenborough, Head of Corporate Communications

Jay Dossetter, Head of Corporate PR

Jodie Hitch, PR Manager

### **Powerscourt**

Tel: +44 (0) 20 7250 1446

Rob Greening/Nick Hayns/Sam Austrums

[entain@powerscourt-group.com](mailto:entain@powerscourt-group.com)

## **About Entain plc**

Entain plc (LSE: ENT) is a FTSE100 company and is one of the world's largest sports betting and gaming groups, operating both online and in the retail sector. The Group owns a comprehensive portfolio of established brands; Sports brands include BetCity, bwin, Coral, Crystalbet, Eurobet, Ladbrokes, Neds, Sportingbet, Sports Interaction and SuperSport; Gaming brands include Foxy Bingo, Gala, GiocoDigitale, Ninja Casino, Optibet, Partypoker and PartyCasino. The Group owns proprietary technology across all its core product verticals and in addition to its B2C operations provides services to a number of third-party customers on a B2B basis.

The Group has a 50/50 joint venture, BetMGM, a leader in sports betting and iGaming in the US. Entain provides the technology and capabilities which power BetMGM as well as exclusive games and products, specially developed at its in-house gaming studios. The Group is tax resident in the UK and is the only global operator to exclusively operate in domestically regulated or regulating markets operating in over 40 territories.

Entain is a leader in ESG, a member of FTSE4Good, the DJSI and is AA rated by MSCI. The Group has set a science-based target, committing to be carbon net zero by 2035 and through the Entain Foundation supports a variety of initiatives, focusing on safer gambling, grassroots sport, diversity in technology and community projects. For more information see the Group's website: [www.entaingroup.com](http://www.entaingroup.com)

**LEI:** 213800GNI3K45LQR8L28

## **About Angstrom Sports**

Angstrom offers a complete US sports pricing solution, with coverage across MLB, NBA, NFL, NHL, NCAAAB and NCAAF. Angstrom specialises in building player-level, play-by-play simulators that produce the most accurate lines in the industry and facilitate zero latency in-play pricing. This enables market leading levels of granularity with the simulation-based nature of its forecasting technology enabling virtually unlimited markets and products

The management team at Angstrom have over 50 years' experience across all areas of the sports betting industry including bookmaking, modelling, proprietary trading, risk management, infrastructure and service delivery. <https://angstromsports.com>

## Important notices

Certain statements in this announcement are forward-looking statements, including with respect to Entain's expectations, intentions and projections regarding its future performance, strategic initiatives, anticipated events or trends and other matters that are not historical facts and which are, by their nature, inherently predictive, speculative and involve risks and uncertainty because they relate to events and depend on circumstances that may or may not occur in the future. All statements that address expectations or projections about the future, including statements about operating performance, strategic initiatives, objectives, market position, industry trends, general economic conditions, expected expenditures, expected cost savings and financial results are forward-looking statements. Any statements contained in this announcement that are not statements of historical fact are, or may be deemed to be, forward-looking statements. These forward-looking statements, which may use words such as "aim", "anticipate", "believe", "could", "intend", "estimate", "expect", "may", "plan", "project" or words or terms of similar meaning or the negative thereof, are not guarantees of future performance and are subject to known and unknown risks and uncertainties. There are a number of factors including, but not limited to, commercial, operational, economic and financial factors, that could cause actual results, financial condition, performance or achievements to differ materially from those expressed or implied by these forward-looking statements. Many of these risks and uncertainties relate to factors that are beyond Entain's ability to control or estimate precisely, such as changes in taxation or fiscal policy, future market conditions, currency fluctuations, the behaviour of other market participants, the actions of governments or governmental regulators, or other risk factors, such as changes in the political, social and regulatory framework in which Entain operates or in economic or technological trends or conditions, including inflation, recession and consumer confidence, on a global, regional or national basis. Given those risks and uncertainties, readers are cautioned not to place undue reliance on forward-looking statements. Forward-looking statements speak only as of the date of this announcement. Entain and its affiliates, and any of its or their respective directors, officers, partners, employees, advisers or agents (collectively, "Representatives") expressly disclaim any obligation or undertaking to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise unless required to do so by applicable law or regulation.

In particular, no statement in this announcement is intended to be a profit forecast or profit estimate and no statement of a financial metric (including estimates of EBITDA, profit before tax, free cash flow or net debt) should be interpreted to mean that any financial metric for the current or future financial years would necessarily match or exceed the historical published position of Entain and its subsidiaries. Certain statements in this announcement may contain estimates. The estimates set out in this announcement have been prepared based on numerous assumptions and forecasts, some of which are outside of Entain's influence and/or control, and is therefore inherently uncertain and there can be no guarantee or assurance that it will be correct. The estimates have not been audited, reviewed, verified or subject to any procedures by Entain's auditors. Undue reliance should not be placed on them and there can be no guarantee or assurance that they will be correct.

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