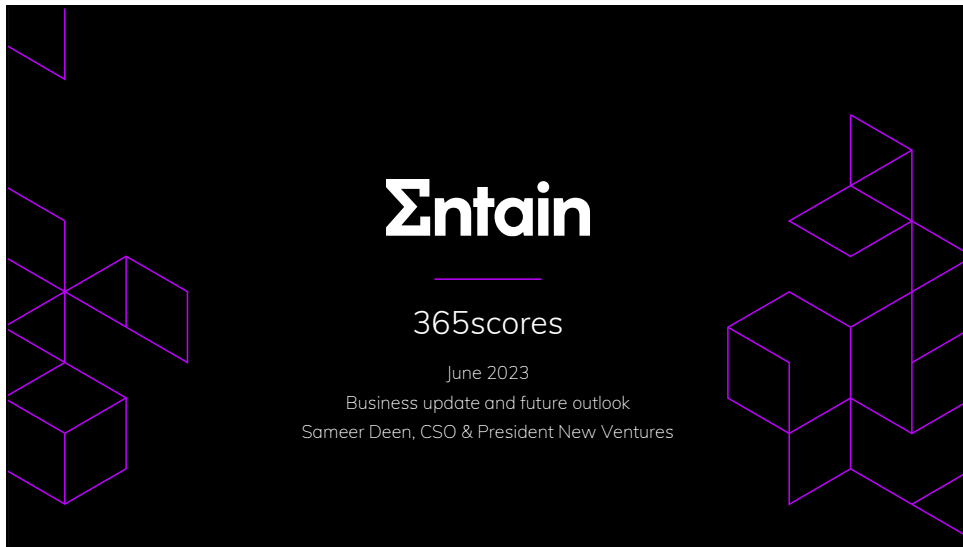


Slide 1



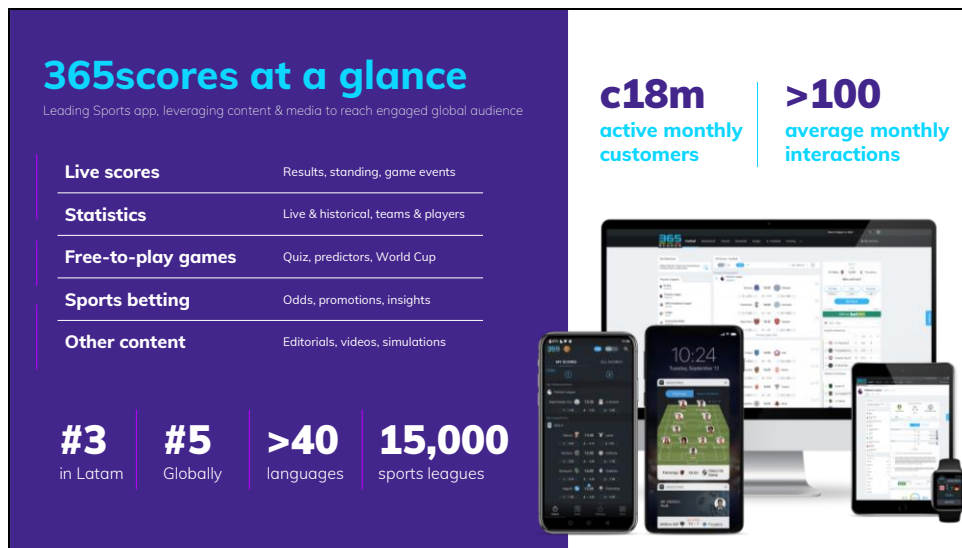
Good morning. My name is Sameer Deen. I joined Entain in 2021 as Chief Strategy Officer & President of New Ventures, after spending most of my career as a Digital Media Executive working globally, and with a particular focus on North and South America.

Having seen the shifting landscape in the sports betting and gaming sector, it is clear to me the important role that sports content and data will play in our industry going forward.

Entain's recent acquisition of 365scores is a transaction that I have personally led, and I will also be responsible for the business going forward.

Having completed the transaction in March, I wanted to give you some more details about the exciting opportunities that 365scores brings to Entain – both strategically and financially.

Slide 2



365scores is a leading Sports app which engages avid sports fans all around the world. They have around 18m Monthly Active Users globally, of which roughly half sit in already regulated or regulating betting & gaming markets. In terms of audience, 365scores enjoys a top-5 position globally across the universe of all Sports apps, not just Live scores. And an even stronger position in the important LATAM region, where the app is ranked in the top 3.

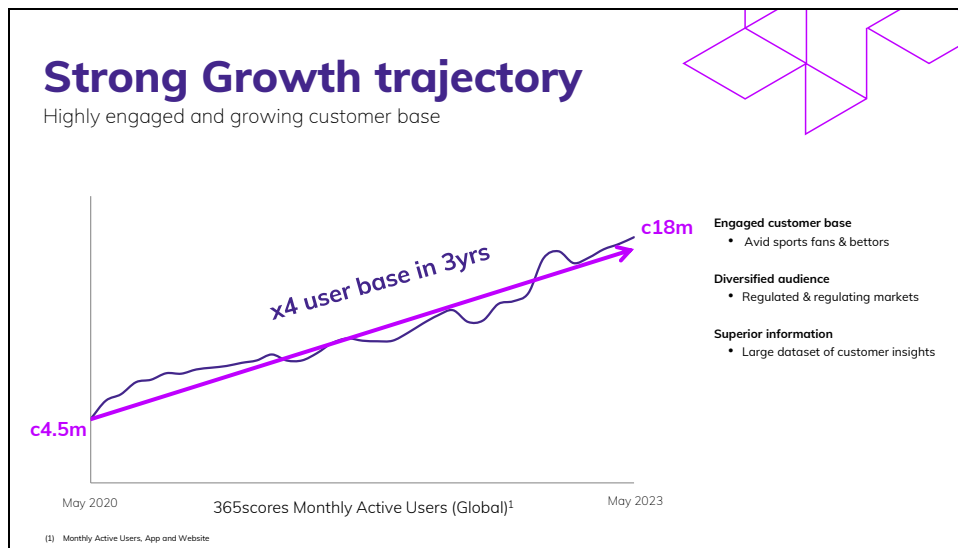
This global audience is not only very large, but also highly engaged. They are keen sports fans, so their frequency of visit is extremely high, with returning app users on average using the 365scores app around 100 times per month. This is well above industry standards and compares to traditional betting app averages of around 5 times a month.

So, what is driving such a large audience, and such high level of engagement? In short, 365scores provides a best-in-class sports information product, where users can consume the most accurate and most engaging sports data, with the broadest coverage across 15,000 leagues and over 40 different languages.

To illustrate that, let me show you a video summarizing 365scores' product and some of their extraordinary statistics.

----- VIDEO -----

Slide 3



I mentioned earlier that 365scores has just under 20m monthly active users worldwide, and now you have seen some of their product features and why sport fans love them. But what is perhaps even more impressive, is how quickly 365scores has been able to build such audience.

365scores has quadrupled their user base over the last 3 years, moving from c.4.5m MAU back in May 2020, to around 18m today – and growing. This extraordinary growth trajectory is a combination of exceptional product, the word-of-mouth that comes from it, and profitable user acquisition based on a sophisticated understanding of user behaviours and economics.

I also mentioned earlier that roughly half of this audience is in already regulated markets, such as Mexico or Colombia, or in markets with a clear path to regulation, such as Brazil. 365scores audience in these three markets, as well as in other attractive ones, is growing equally fast.

Slide 4



So, let's now step back to Entain's strategy: deepening our presence, broadening our offer, and expanding across recreational audiences. 365scores is fully aligned to all those three strategic ambitions, and further enhances the powerful flywheel benefits we can derive.

Sports content is critical for betting and gaming operators for two main reasons. Firstly, it improves customer acquisition – by reaching new and more recreational audiences. And secondly, it improves customer experience and ultimately engagement over time, by providing fresh and evolved offerings that complement ours.

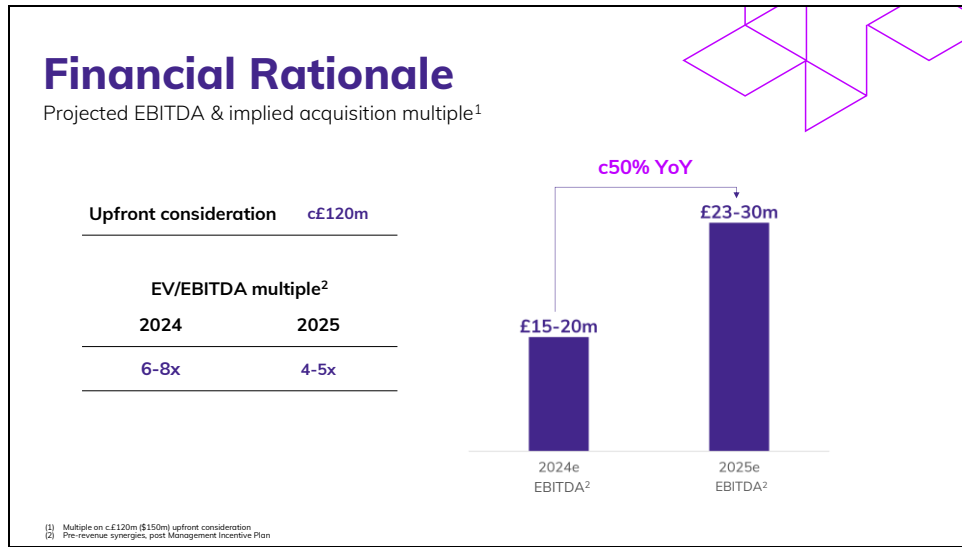
Within Sports content, Live scores is one of the most attractive verticals. As I have outlined, Scores apps have highly engaged audiences of avid sports fans and bettors, and their offering is mostly built on data, making it highly scalable.

But what specific opportunities does 365scores in particular unlock for Entain?

Firstly, 365scores' leading position in LATAM will be highly complementary to our current operation in Brazil, supporting our growth ambitions in a priority market for us with a clear path to regulation, as well as in other already regulated markets in the LATAM region.

Lastly, you often hear Entain reiterate the power of data and it being a key differentiator of our business. 365scores is first and foremost a data-driven content company, which will enhance our insight on customer interests and behaviours.

Slide 5



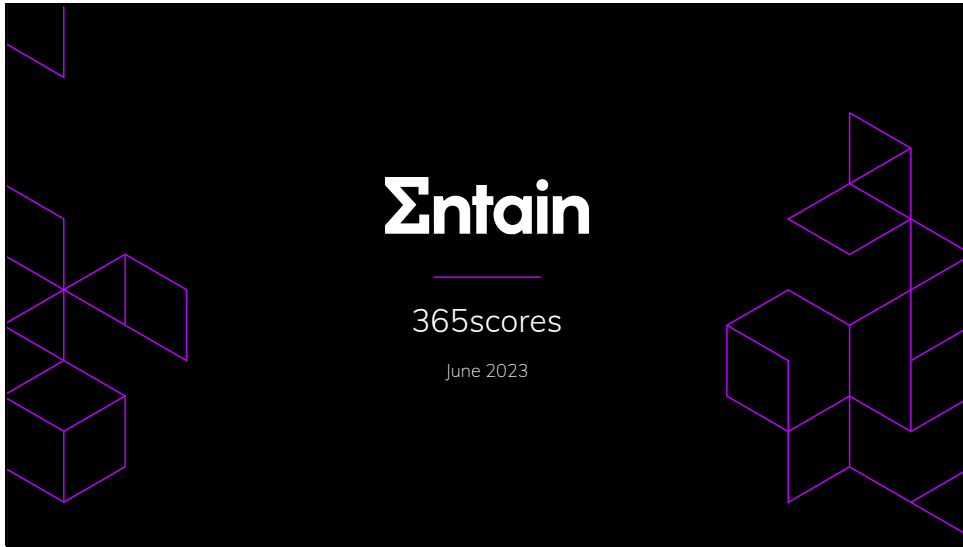
Moving on to the financial rationale. 365scores is highly profitable on a stand-alone basis, while also being synergetic with our Entain business.

The deal has an attractive financial profile before including any revenue synergies. We completed the acquisition at c.£120m upfront consideration, and we expect the business to deliver between £15-20m of EBITDA in 2024, implying an acquisition multiple of 6 to 8 times.

Furthermore, the business is on a strong growth trajectory, and we expect their EBITDA to grow by around 50% in 2025, bringing such acquisition multiple down to 4 to 5 times. And this is after including all management incentive payments based on performance, which have been designed to incentivize and retain 365scores' exceptional management who have been working together for more than 10 years.

Lastly, we expect some incremental upside from 365scores ability to collaborate and partner with Entain brands across our portfolio. We will update the market on such synergies in due course.

Slide 6



To wrap things up, 365scores is Entain's first acquisition into the Sports content space – following through on the Interactive Entertainment strategy we laid out for the group.

I am absolutely delighted to welcome them into the Entain family, and extremely optimistic about the value and capabilities that they will bring to our business. We are already working closely with them, and I look forward to updating you on future progress and developments in the coming months. Thank you for listening and speak soon.