

Entain

Well-me Well-being at Entain



At Entain, we want everyone to feel healthy and supported at work, and at home. We know that embedding well-being into every aspect of our employees' experience means that our people can thrive in a positive, encouraging and supportive environment.

Our Well-me strategy is championed at the top of the business, with our Chief People Officer acting as the board-level champion for well-being and mental health. It is designed to help employees (including contractors and contingent workers) make positive changes to improve their physical, mental, and emotional health, in turn creating a better performing, energised and productive workforce. To achieve this, we provide tools, training, and targeted support through our *Think-well*, *Live-well* and *Work-well* programmes.



We recognise the link between mental health and diversity, equity and inclusion and how a diverse and inclusive environment contributes to foster a supportive workplace for all employees. Entain remains fully committed to creating a workplace where colleagues from all backgrounds can thrive and do their best work. Protecting the well-being and mental health of our people is a business imperative, and this is why the 'Well-Me: Well-being at Entain' strategy is central to what we do."

Stella David, Interim CEO



Live-well

Objective:

Improving the physical health of our people through lifestyle changes, including diet, health, fitness, and work-life balance.

Mechanisms:

- We provide education and practical advice to raise awareness and build skills to help colleagues feel at their best.
- We tailor global and local well-being initiatives based on the needs and feedback from our people.



Think-well

Objective:

Supporting the emotional health and well-being of our colleagues.¹

Mechanisms:

- Mental and emotional health problems range from the worries we all experience as part of day-to-day life, to serious long-term conditions requiring treatment. Mental health issues can affect the way you think, feel and behave.
- We have structured our approach to provide support at three levels: For colleagues who are thriving, for colleagues who are struggling, and for colleagues who may be ill or off work.
- Recognising the growing demand for accessible and personalised mental health support, we have evolved beyond traditional Employee Assistance Programme (EAP) models and introduced Unmind Talk – a digital therapy platform that removes all limitations, giving every employee unrestricted access to professional mental health support, greater choice, and the flexibility to connect with the right therapist when they need it.
- To ensure continuous, round-the-clock support, Unmind Talk also features a 24/7 crisis helpline, providing immediate professional assistance whenever needed.
- Since launch, 2900+ therapy sessions have already been utilised by our colleagues – demonstrating 5x more usage than EAP. By shifting from a reactive support model to proactive, personalised, and easily accessible mental well-being solutions, we are redefining how we care for our people.
- We understand the impact of financial well-being on mental health, and we offer our colleagues a suite of support mechanisms. With well-being now part of our People Team, our financial support for employees is stronger than ever. Through our Rewards and Benefits programme, employees are supported throughout their career at Entain by having access to free mortgage and legal advice, life assurance, income protection and exclusive discounts. In addition, our workplace savings scheme starts at just £10, and employees can also access affordable loans with better acceptance rates, helping to reduce financial stress. Finally, our workplace pension, with matched employer contributions,² helps our colleagues plan for future retirement.



Work-well

Objective:

Improving the health and well-being aspects of our work environment.

Mechanisms:

- Workplace well-being relates to all aspects of our working life, from the quality and safety of where we work to how our people feel about their working environment and how their work is organised.
- Work-life balance is essential to our people's well-being, and this is why Entain offers part-time and flexible working options, in line with our **global approach to flexible working**.
- Our *Future of the Office* programme aims to redesign our offices to suit the new hybrid ways of work and offer more collaborative spaces.³
- Building on last year's progress, we're enhancing mental health support through a DEI lens, bridging gaps in mental health support across different populations. You can read about our approach to DEI in our 2023/2024 ESG Report [here](#).
- As part of our commitment to protecting the well-being and mental health of our employees, we have a zero-tolerance policy for any form of harassment or abusive behaviour, as outlined in our **Code of Conduct**.

¹ We also support the mental health of our customers by partnering with charities and other organisations across different markets to prevent vulnerable audiences from potential betting and gaming harm and to support those who find their gambling starts affecting their lives. You can read about this in our [2023 Social Impact Report](#) and the [2023/2024 ESG Report](#), which will have more up-to-date information on partnerships.

² Maximum matched employer limits in place.

³ This includes the provision of breastfeeding facilities across all our key locations. Our offices in Stratford (UK), Nottingham (UK), Bulgaria, the Philippines, and New York are already equipped. In locations where dedicated facilities are not available yet, colleagues have the option to book lockable private meeting rooms. All offices in the UK count with a well-being room available for our colleagues for well-being purposes, including prayers, meditation and relaxation.



Shaping our Well-Me Strategy with Data and Insights

At Entain, we continuously evolve our Well-Me strategy based on real data and feedback. By listening to our people and analysing key insights, we ensure our well-being initiatives remain relevant and impactful. We drive our Well-Me strategy forward in four ways:

1 Your Voice – We conduct an annual, company-wide survey to gather insights directly from our employees, shaping our future well-being initiatives. In our latest survey, 84% of colleagues said their line manager genuinely cares about their well-being, a 15-point uplift from previous year.

2 Well-being Network – We work closely with Well-being Leads and Well-being Champions across our global locations to ensure that local feedback directly informs our global well-being strategy. This structured network helps shape initiatives, maximise local impact, and drive continuous improvement.

3 Engagement – We collect feedback from well-being campaigns to enhance our programmes, ensuring they remain data-driven, impactful, and responsive to employee needs.

4 Unmind Insights – We leverage Unmind’s well-being data to understand how our people are feeling, what mental health resources they engage with, and how therapy trends evolve. These insights power our ability to fine-tune support, enhance engagement, and proactively shape the future of mental health at Entain. We have seen a 33% reduction in anxiety symptoms and a 24% reduction in low mood symptoms for Entain users. We believe that this impact not only in our colleagues well-being, but also in their professional performance, allowing them to thrive at their roles.

Mental and Physical Health Education

Informed by data and insights, our tailored well-being campaigns and support groups sustained engagement, ensuring a continued emphasis on mental and physical health.

✓ **The Energy Edge** – A global training equipping colleagues with practical techniques, actionable tips, and strategies to boost performance, mental strength, and physical vitality.

✓ **Winning Together Webinar** – A global event exploring the connection between well-being and performance, featuring expert insights and practical strategies for both physical and mental health.

✓ **Unmind Talk Launch** – Introduced a virtual therapy service, replacing our EAP and driving a 5x higher usage rate than before.

✓ **Engagement and Awareness** – With 300,000+ interactions across platforms and 1,500+ colleagues attending live events, we continue to drive engagement, awareness, and meaningful change in both physical and mental well-being.

Menopause Matters

A supportive space for women

Opening Up
share personal
mental health
stories



✓ **MENTain Global Expansion** – Our peer-to-peer support group for men expanded from a retail initiative to company-wide, fostering open conversations on men’s physical and mental health.

✓ **World Mental Health Day** – A live event featuring leadership insights and expert guidance, with colleagues actively contributing to discussions to help shape future mental health initiatives.

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Alongside our campaigns, we also run employee support groups, which regularly meet and communicate via dedicated online channels. Our employee support groups provide safe spaces for open conversations and shared experiences:

✓ **Opening Up for Mental Health** – A stigma-free environment for colleagues to share personal mental health stories.

✓ **Menopause Matters** – A supportive space for women to share experiences and access menopause-related support.

✓ **Well-being Group** – A resource hub for colleagues to access training, tools, and discussions on mental and physical health.



Workplace of Tomorrow 2: The Next Phase of Our Mental Health Training for People Managers

Workplace of Tomorrow⁴ is a mental health programme designed to give people managers the tools to support their teams and create a culture of trust and psychological safety. Developed by experts at Unmind, the training equips managers to have supportive conversations on well-being and mental health, covering key topics such as self-care, stress, anxiety, and active listening.

At Entain, we recognise that continuous development is essential for fostering a culture of psychological safety, resilience, and high performance.

In 2024/2025, we furthered our commitment to mental health training for managers, equipping them with even more tools to support their teams' well-being.

- 96% of Entain managers completed Workplace of Tomorrow Part 2, reflecting a 2% increase from 2023, with 2,090 out of 2,170 invited managers successfully completing the training.
- Following the training, 95% of managers took action, applying their newly gained skills in their roles.

We have seen a positive impact from our Workplace of Tomorrow, reflected in our annual employee survey. 84% of colleagues reported that their line manager genuinely cares about their well-being, marking a 15-point increase from the previous year. This demonstrates how our investment in leadership well-being training is translating into real cultural change.

Building on this momentum, we have expanded and strengthened our Mental Health First Aid (MHFA) programme, with a greater focus on frontline colleagues who support employees and customers at higher risk of experiencing mental health challenges.

Looking ahead to 2025, we will continue this journey by rolling out Made for Managers – a dedicated resource hub providing targeted well-being content and tools specifically designed to support our managers in embedding well-being into leadership practices.



I truly value Entain's dedication to employee well-being and leadership training. The training emphasised that effective leadership fosters a more engaged, motivated, and productive team. By investing in leadership development, Entain not only encourages individual growth but also enhances the overall strength of the business – it's inspiring to see Entain setting the standard.

Retail People Manager



⁴ Currently carrying out phase two of our Workplace of Tomorrow Programme. After the training is delivered, a dedicated online platform to host all resources for people's managers will be launched.

Creating a Resilient Workforce

Informed by continuous employee feedback and insights, we understand that personal resilience is essential to sustaining mental well-being, fostering productive workdays, championing advocacy, and performance.

This understanding guided us to take action and continue to focus on resilience and develop Entain's first in-house resilience programme, crafted with a human-centred design that puts our people first. Our Energy Edge programme equips colleagues with practical techniques, actionable tips, and strategies to boost performance and thrive in all areas of life. To date, over 7,000 colleagues have completed our e-learning module globally, and more than 100 have joined live training sessions for a deeper dive into resilience.



The Energy Edge is a brilliant training, I had never thought of the difference between resilience and endurance before.

Entain colleague based in the UK

Local Well-being Initiatives

Alongside our global campaigns, we continue to use local insights and feedback to shape well-being initiatives tailored to each location. Our Well-being Network of over 18 leads ensures these initiatives align with specific country needs.



UK Offices – Established a Well-being Champions Network, introduced a Well-being Library, and launched "Meet the Team" bios to connect employees with well-being resources.



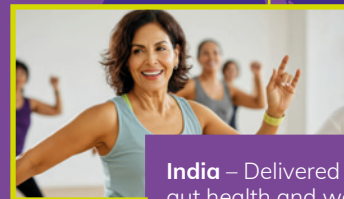
Vienna – Introduced onsite flu vaccinations, screen glasses support, and free psychologist consultations to promote workplace well-being.



Gibraltar – Hosted a Mental Health Awareness event with boxing and yoga classes and raised £400 for GibSams through the Entain Olympics.



Italy – Launched The New Me counselling programme for new parents, alongside resilience and breathing technique webinars, outdoor workouts, and sporting events.



India – Delivered webinars on gut health and women's health, hosted Yoga Day and Zumba sessions, and provided onsite dermatology consultations.



I wanted to express my sincere appreciation for the well-being initiative launched by our company. This thoughtful program has not only boosted my overall performance but also created a positive atmosphere in the workplace. The initiative's focus on mental health and physical wellness through different webinar and health camps that were organized has been a game-changer for me. It's wonderful to see our company prioritizing our well-being and recognizing its impact on our productivity and job satisfaction. Thank you for investing in our well-being and creating a supportive work environment. I'm confident that this initiative will have a lasting, positive impact on our team's overall well-being and performance.

Entain Colleague based in India