

# Positioned to capture every opportunity

**Our core strengths**

**Unparalleled scale**

Playtech's global scale, extensive experience and expertise in regulated markets, and leading technology is unparalleled in the industry today.

**Leading technology**

Our full-service solution, which includes every product vertical integrated into our leading proprietary IMS platform, sets us apart from our competitors across the gambling value chain.

**At the forefront of industry innovation**

Our long history of investing in R&D to drive innovation has seen us pioneer omni-channel technology and the integration of our industry-leading content. The wealth of data we capture daily will enable further intelligence-driven investment.

**Commitment to sustainability and safer gambling**

We are focused on building a safe, sustainable industry for the benefit of all our stakeholders. This includes furthering Playtech's position as a global leader in safer products, data analytics and player engagement solutions.

**Strong financial track record**

Our proven track record of revenue growth, Adjusted EBITDA growth and cash generation provides us with a strong base from which to reinvest and grow the business.

**R&D investment**

Playtech annually invests around 20% of B2B revenue in R&D, significantly more than its peers, to ensure all Playtech customers will benefit from cutting edge technology which promotes entertainment in a safe gambling environment indefinitely.

● Read more about our leading technology on pages 32 to 36

**What we do**

Our core strengths position us to capture any market opportunity in our industry, through:

**B2B**

Providing technology to gambling operators globally through a revenue share model. Comprehensive offering covers the end-to-end gambling value chain, including the design, development and distribution across every gambling vertical integrated with Playtech's leading IMS platform.

**Structured agreements**

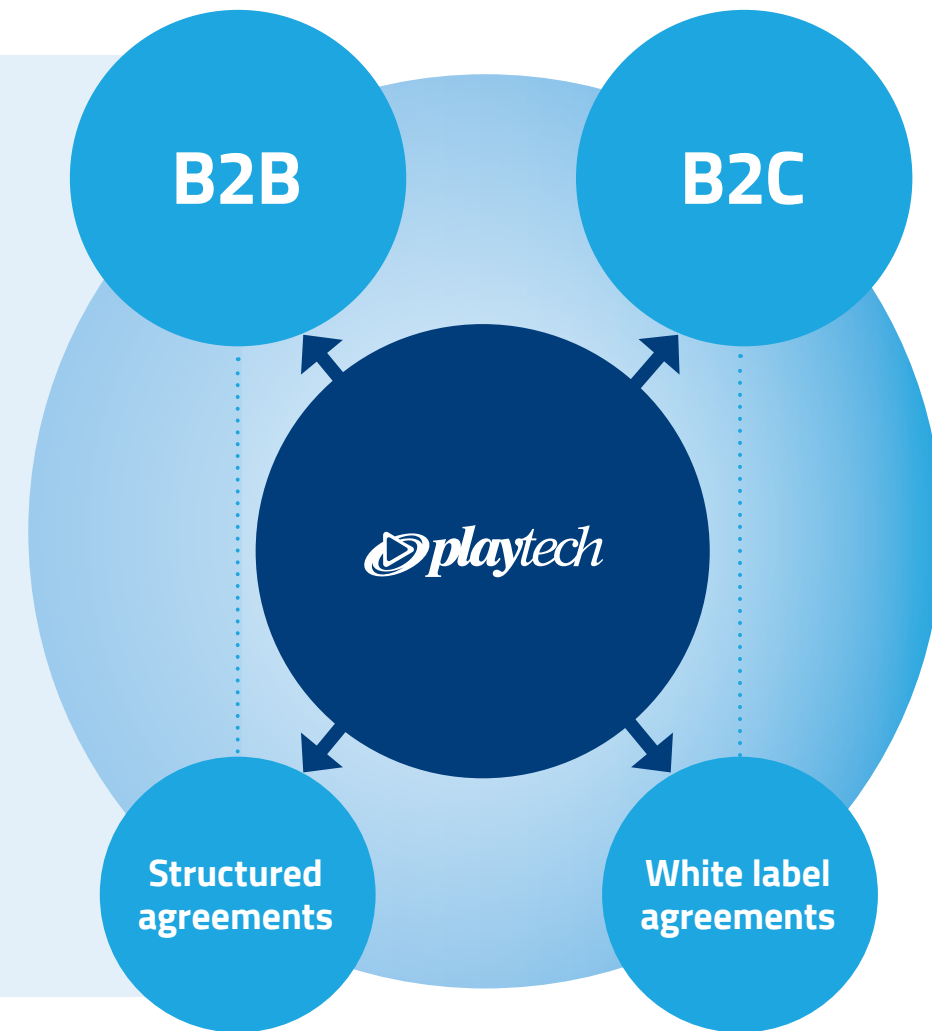
An extension of Playtech's B2B technology offering in which it partners with local heroes with a strong retail brand and presence to drive sales but without the technological expertise to succeed online.

**B2C**

Leveraging Playtech's proprietary technology while operating directly as an operator in select markets and generating revenues from online gambling, gaming machines and retail betting.

**White label agreements**

Utilising Playtech's proprietary technology and capabilities to create value by running a B2C operation on behalf of a notable media or operator brand.



**Value created**

**For customers**

Total number of sports bets  
c.400m

Amount invested in cash R&D including safer gambling initiatives  
c.€150m

Number of poker tournaments on our networks  
c.45m

**For society and employees**

Jobs (i.e. number of employees)  
c.6,400

Number of charities and community organisations we supported  
>100

**For shareholders**

Operating cash flow  
c.€367m