

# Leading the market

Playtech is the leading technology provider to the global gambling industry, with high operating margins and high cash generation. Its flexible business model and comprehensive technology offering can serve any operator in any market. The Company's strong financial profile creates the ability to further extend our leading market position by investing in R&D, targeted strategic M&A, and generating value for shareholders.

## Our strengths

### Unparalleled scale in the gambling industry

Playtech was established at the outset of the online gambling industry and its more than 20 years of experience and investment in technology have resulted in unparalleled knowledge and expertise. Playtech's global scale and distribution capabilities, with over 170 licensees, operating in over 30 regulated markets and with offices in 24 countries, mean it is ideally positioned to provide its technology to operators in new regulated and regulating markets (including the US, Latin America, Central and Eastern Europe and Scandinavia).

#### Regulated markets

>30

Read more about Playtech's Business Model on pages 18 and 19

### Leading B2B technology

Playtech's comprehensive B2B technology offering covers the entire gambling value chain, with all products available to be integrated into our leading proprietary IMS platform. In recent years Playtech has broken down the IMS into components, allowing it to be a one-stop shop for complete technology solutions to the gambling industry or to address the bespoke needs of specific operators. This evolution of our B2B offering has allowed the Company to significantly increase its addressable market.

Given its scale, the data that Playtech leverages enables it to improve product design, develop cutting edge safer gambling tools and support regulatory requirements of operators in various jurisdictions. Together this intelligence and insight leads to a safer gambling environment, an improved customer experience, as well as improved value for end users through its data-driven Campaign Managers and intelligent bonus engines.

Read more about Technology Expertise on pages 32 to 36

### Driving innovation

Playtech's leading B2B technology offering has been driven by a history of innovation. Playtech has consistently invested in R&D to deliver its technological innovation and industry-leading products to the gambling industry. Innovations from Playtech include being the pioneer of omni-channel technology and content integration in the gambling industry. The flexibility and agility of our products give licensees the ability to continue to enjoy the benefits of our investments in the future, on a bundled or customised basis according to client preferences and segment, creating significant long-term growth value.

Playtech's scale allows it to consistently invest in R&D and product-related investment at higher levels than its peers. In the last five years Playtech has made over €500 million of R&D and product-related investments, which is significantly more than its peers, and ensures all Playtech customers will benefit from cutting edge technology indefinitely.

Read more about Innovation on pages 37 and 38

## Our sector/position

### Demand for technology in the gambling sector is accelerating as regulation opens new markets

New jurisdictions globally are introducing regulation to allow gambling, which drives the need for technology in order for operators to capture the market opportunity. Playtech is ideally positioned to work with operators to develop new markets with its leading technology offering including safer gambling tools, its experience operating in over 30 regulated markets globally and its flexible business model. Playtech expects to work with the established local players to enable their businesses to expand as their markets regulate and to support established international operators to enter new markets such as the US and Latin America.

Read more about our markets on pages 12 and 13

## Our business model

### Comprehensive and flexible offering to support any operator in any market

Regulation can differ significantly between jurisdictions, whereby in certain markets any local or international operator can apply for a licence while other markets are restrictive, and licences may be limited to existing land-based operators or government monopolies. Playtech's flexible B2B technology offering positions it well to partner with operators under any regulatory scenario.

In the majority of markets, Playtech's preferred business model will be to operate on a B2B basis (including structured agreements in some markets) providing its technology to local and/or international operators. In a few select markets Playtech may operate directly as a B2C provider, or under a white label agreement with a local brand.

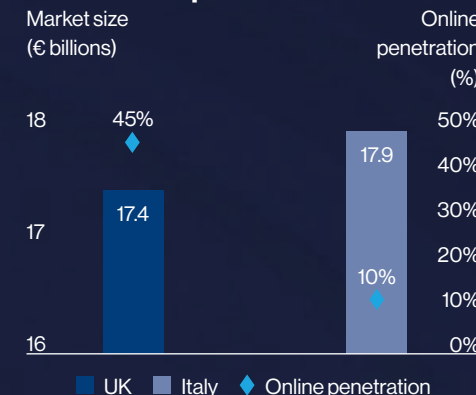
Read more about our business model on pages 18 and 19

### Leader in the highly attractive Italian market

Playtech's Italian B2C business, Snaitech, is the market leader in the highly attractive Italian online market. Italy is the largest gambling market in Europe, with a total GGR of €13 billion in 2020 and €18 billion in 2019, before the impact of the pandemic. However, the online segment in Italy remains less developed, with online penetration at only 21% in 2020 (versus 59% in UK). Snaitech's leading brand and retail presence in Italy, combined with Playtech's technology expertise, make it ideally positioned to capture this market opportunity.

Read more about Snaitech on pages 41 to 43

#### Pre-pandemic market size versus online penetration



### Our impressive financial track record

Playtech has an impressive financial track record, having grown revenue and adjusted EBITDA at a compound annual growth rate (CAGR) of 25% and 16% respectively since 2007. In the last five years Playtech has generated over €1.6 billion in operating cash flows and in the last ten years has returned over €1 billion to shareholders through dividends and share repurchases.

Playtech's growth historically has been driven by continued development and expansion of its product offering to address the needs of new markets. As markets continue to regulate and the global market therefore continues to expand, Playtech is confident its leading technology and pipeline of opportunities will support continued growth in the future.

#### Operating cash flow in last five years

>€1.6bn

#### Total shareholder returns in last ten years

>€1bn

### Focus on sustainability

Playtech is committed to helping build a safer, more sustainable entertainment industry for the benefit of all stakeholders and in 2020 launched Sustainable Success, its five-year sustainable and responsible business strategy.

A key focus for Playtech is to cement its position as an industry leader in safer products, data analytics and player engagement solutions. Playtech is investing into initiatives that boost digital resilience and safer gambling behaviours.

Read more about sustainability on pages 46 to 69

