

First steps in US expansion

A significant long-term opportunity across Playtech's full product suite.

"This is a highly strategic market for Playtech. We see significant demand for the full breadth of our product offering, demonstrated by our agreements with bet365, Entain and the landmark deal with Parx Casino. This is just the beginning for Playtech in the US."



Mor Weizer
Chief Executive Officer

Since the repeal of PASPA in 2018, numerous states including New Jersey, Colorado, Michigan, Pennsylvania, Iowa and most recently Virginia have approved legislation to legalise sports betting. Many of these markets have already launched, with others expected to launch soon.

More than 22 states now offer or have introduced legislation to allow sports betting with further states expected to pass legislation in the coming years. While fewer states currently allow iGaming, which was not subject to PASPA and is allowed at the discretion of individual states, it appears to be gaining momentum with additional states allowing or considering regulating.

\$19bn

Estimated US sports betting market size (GGR) by 2023

Jefferies estimates that the US sports betting (retail and online combined) market will reach \$19 billion in gross gaming revenue (GGR) by 2023, with the iGaming market estimated to reach \$5.4 billion.

"We have launched our iGaming product in New Jersey and over time will extend this to include Sports, platform, and Live Casino and we will continue to expand into further states as they regulate. We are very excited about the long-term opportunity."

New Jersey

Having been granted regulatory approval by the New Jersey Division of Gaming Enforcement (DGE) to provide its online casino product to the New Jersey market, Playtech entered the US market and went live with bet365 and Entain in 2020. Over time, Playtech will increase its products on offer to include Sports, platform and Live Casino in line with state-by-state regulations.

Michigan and beyond

Playtech has also received a provisional iGaming license in Michigan and is underway with the licensing process in several additional US states. The Company has a strong pipeline of opportunities with potential new customers as well as existing customers in various states and will continue to increase its strategic investment in the US market.

\$5.4bn

Estimated US iGaming market size (GGR) by 2023

Parx Casino

Playtech has signed strategic agreements with various subsidiaries of Greenwood Racing Inc., referred to as the "Greenwood companies", which own and operate the Parx Casino in Bensalem, Pennsylvania. The agreements include the licensing of Playtech products to the Greenwood companies in the states of Michigan, Indiana, New Jersey and Pennsylvania, commencing with the launch of online casino in Michigan on Playtech's IMS Platform and Player Account Management (PAM).

Parx Casino is the leading casino and racetrack operator in Pennsylvania. The Greenwood companies also operate online sports betting and casino in Pennsylvania, online casino and retail sports betting in New Jersey and retail sports betting in Michigan.

To read more about the US market dynamics and regulatory backdrop, please refer to pages 13 and 44 respectively.



"This strategic partnership with the Greenwood companies represents a major milestone for Playtech and we are excited to work with them to help achieve their growth plans in the coming years, starting in Michigan. The US is a highly strategic market and this multi-state, multi-product agreement highlights the demand for the full breadth of our product offering."



Shimon Akad
Chief Operating Officer