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26 October 2021

Response to DraftKings Inc. no intention to bid statement

The Board of Entain plc ("Entain") notes the announcement made earlier today by DraftKings Inc. ("DraftKings") that it does not intend to make an offer for Entain. As a result of the announcement, DraftKings and its concert parties are bound by the restrictions contained in Rule 2.8 of the City Code on Takeovers and Mergers (subject to limited exceptions).

The Board strongly believes in the future prospects of Entain, underpinned by its leading market positions, world class management team and industry-leading proprietary technology. Entain has an outstanding track record of growth having delivered 23 consecutive quarters of double digit online NGR growth, representing a 3 year CAGR of 19% across 2021.

Entain's management remains focused on executing its growth and sustainability strategy and on delivering the opportunities laid out in Entain's capital markets event on 12 August to treble its total addressable market to c.\$160bn (materials available at www.entaingroup.com). These opportunities include:

- Further growth in existing markets;
- Leadership in the rapidly growing North American market through BetMGM;
- Expanding into new regulated markets;
- Extending into new interactive entertainment experiences such as in the emerging esports wagering market; and
- Leveraging powerful flywheel effects to grow customer acquisition rates, increase customer loyalty and reduce acquisition costs.

As a result the Board is confident in Entain's ability to continue to deliver material value for its shareholders going forward.

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About Entain plc

Entain plc (LSE: ENT) is a FTSE100 company and is one of the world's largest sports-betting and gaming groups, operating both online and in the retail sector. The Group owns a comprehensive portfolio of established brands; Sports Brands include bwin, Bet.pt, Coral, Crystalbet, Eurobet, Ladbrokes, Neds and Sportingbet; Gaming Brands include CasinoClub, Foxy Bingo, Gala, Gioco Digitale, Ninja Casino, Optibet, partypoker and PartyCasino. The Group owns proprietary technology across all its core product verticals and in addition to its B2C operations provides services to a number of third-party customers on a B2B basis.

The Group has a joint-venture with MGM Resorts International creating a leader, BetMGM, in sports betting and iGaming in the US. Entain provides the technology which powers BetMGM and exclusive games and products, specially developed at its in-house gaming studios. The Group is tax resident in the UK with licenses in a total of 27 regulated markets. Entain is a leader in ESG, a member of FTSE4Good, the DJSI and is AA rated by MSCI. The Group has set a science-based target, committing to be carbon net zero by 2035 and through the Entain Foundation supports a variety of initiatives, focusing on safer gambling, grassroots sport, diversity in technology and community projects.

For more information see the Group's website: www.entaingroup.com

Publication on a website

In accordance with Rule 26.1 of the Code, a copy of this announcement will be available at www.Entaingroup.com. The content of the website referred to in this announcement is not incorporated into and does not form part of this announcement.

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This announcement contains certain statements that are forward-looking statements. They appear in a number of places throughout this announcement and include statements regarding our intentions, beliefs or current expectations and those of our officers, directors and employees concerning, amongst other things, results of our operations, financial condition, liquidity, prospects, growth, strategies and the business we operate. These forward-looking statements include all matters that are not historical facts. By their nature, these statements involve risks and uncertainties since future events and circumstances can cause results and developments to differ materially from those anticipated. Any such forward-looking statements reflect knowledge and information available at the date of preparation of this announcement. Other than in accordance with its legal or regulatory obligations (including under the Market Abuse Regulation (596/2014) as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018, the Listing Rules, the Disclosure Guidance and Transparency Rules and the Prospectus Rules), Entain undertakes no obligation to update or revise any such forward-looking statements. Nothing in this announcement should be construed as a profit forecast or profit estimate. Entain and its directors accept no liability to third parties in respect of this announcement save as would arise under English law.