

# Entain

It's your game

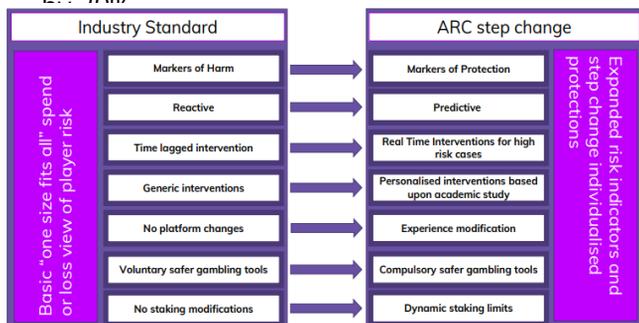
**We believe the most sustainable business will be the most successful. Sustainability is at the heart of our strategy.**

## OUR SUSTAINABILITY CHARTER IS BUILT AROUND FOUR CORNERSTONES

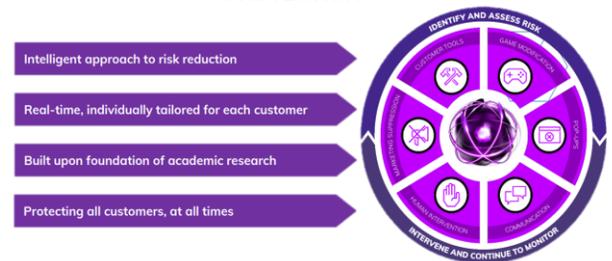
REGULATION	RESPONSIBILITY	CORPORATE GOVERNANCE	PEOPLE & COMMUNITIES
Only operate in regulated markets	Scientific approach to safer betting and gaming	Best in class corporate governance	Best place to work
100% regulated markets by end of 2023	Leverage technology for player safety	Strengthened Board	Reduce environmental impact
Pro-active regulator engagement	New responsibility algorithms Remuneration tied to responsibility	Strengthened process	£100m to Entain Foundation over five years

### ARCTM: Advanced Responsibility & CareTM

- The overwhelming majority of the adult gaming population enjoy betting and gaming as part of their entertainment. However, there is a small minority who run into problems.
- During 2021, ARC was trialed across Entain’s UK brands. ARC was developed based on research conducted in partnership with Harvard Medical School and has been independently assessed and verified by EPIC Risk Management. We expect to develop ARC further, and introduce it in selected international markets, during 2022.
- Using behavioral indicators, data science and analytics to assess risk in betting and gaming, ARC works behind the scenes using advanced artificial intelligence to learn and identify risks in player behavior.
- ARC employs triple the previous number of markers of protection, using algorithms which can pinpoint customers at potential risk in over 80% of cases. UK trials showed ARC increased the number of high risk customer using tools to control their play by 120%, and cut the numbers showing high risk behaviour by 20%.



### FUNDAMENTAL SHIFT IN OUR APPROACH TO PLAYER PROTECTION



## ...LEADING THE INDUSTRY ON SAFER BETTING AND GAMING

### PROTECTOR MODEL

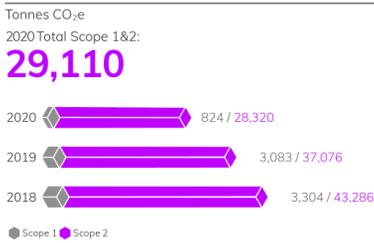
We have developed a number of new risk-assessment models (Protector Models) to better identify potential risk of harm – these have been independently verified by EPIC Risk Management who assigned them a very high correlation level of identifying potential issues. Further planned developments will improve this further.

### SUPPORT FOR HIGHER RISK PLAYERS

We have redesigned the user experience and customer communications along with deploying new gambling controls allowing us to help our customers and recommend a gambling control for each customer. More than 90% of our highest risk players (defined by the UKGC) are showing a reduction in risky play.

# TECHNOLOGY DRIVING EXPANSION ACROSS INTERACTIVE ENTERTAINMENT

## Scope 1 and 2 GHG emissions



## GHG emissions intensity (2021 target: 1.55)

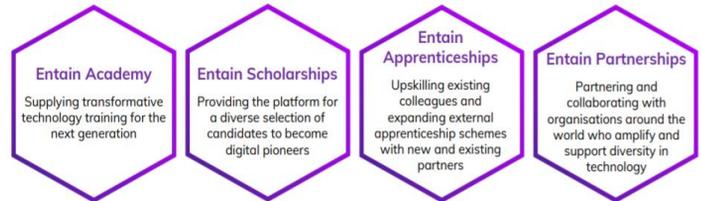


At Entain, we are determined to reduce our environmental impact. We have set the ambitious target to be carbon net zero by 2035 and have already reduced emissions by 15% over three years. As part of this, we're planting a 1 million tree Entain Forest to help capture carbon emissions.



A key component of our ESG strategy is EnTrain, our multi-million-pound global initiative to increase access to technology and improve diversity. Our goal is to positively impact the lives of over 1,000,000 people around the world, directly or through families or dependents, by 2030.

## ENTRAIN KEY PRINCIPLES



## LEADING BY EXAMPLE

### Gender Diversity at Entain



### ENTRAIN WILL PROVIDE GLOBAL OPPORTUNITIES FOR THE DISADVANTAGED:

- UK – We're supporting apprentices through coaching, leadership and project management
- Europe – In Germany, we're developing an international executive training programme to enhance diversity in research and development.
- US – Scholarship partnership with UNLV to support applicants looking for careers in online sports betting or gaming
- Colombia – We're launching educational support programmes and community-led football teams for girls in Tiempo de Juego
- Australia – Finalising a multi-faceted strategy to deliver improved outcomes for under-represented groups in technology

## THROUGH THE ENTAIN FOUNDATION, WE STRIVE TO IMPROVE THE WELLBEING OF OUR COMMUNITIES AND COLLEAGUES



## OUR ENTAIN FOUNDATION WORKS WITH NON-PROFIT ORGANIZATIONS ACROSS THE WORLD

### SPORTS AID

This year, we extended our partnership with SportsAid through to the Paris 2024 Olympic and Paralympic Games, doubling the financial backing made so far and increasing our total commitment to around £500,000 by 2024, thereby ensuring more young athletes benefit from the programme.

### GIRLS WHO CODE

Girls Who Code is an international non-profit organisation working to close the gender gap in technology. In March 2021, we announced that we are providing \$250,000 of funding to the organisation to expand its pipeline of schemes to spark girls' interest in technology.

### CHANCE FOR CHILDHOOD

Chance for Childhood is an award-winning charity working in Africa to support the vulnerable children. Through support from the Entain Foundation, Chance for Children supported 714 marginalised women, children and families.