

# Leading the market

Playtech is the leading technology provider to the global Gambling industry, with high operating margins and high cash generation. This 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 and returns for shareholders through dividends and buying back shares

Playtech provides its technology on a B2B basis to the industry's leading retail and online operators, land-based casino groups and government monopolies. Playtech often partners with multiple operators in the same market to fulfil their technology requirements such as in the UK where all the top operators use its software. Playtech's B2B contracts are typically long term. In select markets Playtech deploys its technology directly as a B2C operator such as with Snaitech in Italy.

As a premium segment listed company on the London Stock Exchange's main market with 100% free float, Playtech is a constituent of the FTSE250 index.

## Our strengths

### Unparalleled scale in the gambling industry

Playtech was established at the outset of the online gambling industry and its 20 years of experience and investment in technology has resulted in unparalleled knowledge and expertise. Playtech's global scale and distribution capabilities with over 150 licensees, operating in over 30 regulated markets and offices in 21 countries mean it is ideally positioned to provide its technology to operators in new regulated and regulating markets (including in Central & Eastern Europe, Scandinavia, LatAm and the US).

#### Regulated markets

>30

▶ Read more about Playtech's business model on pages 16 and 17

### 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 data-driven campaign manager and intelligent bonus engines.

▶ Read more about Technology Expertise on pages 28 to 31

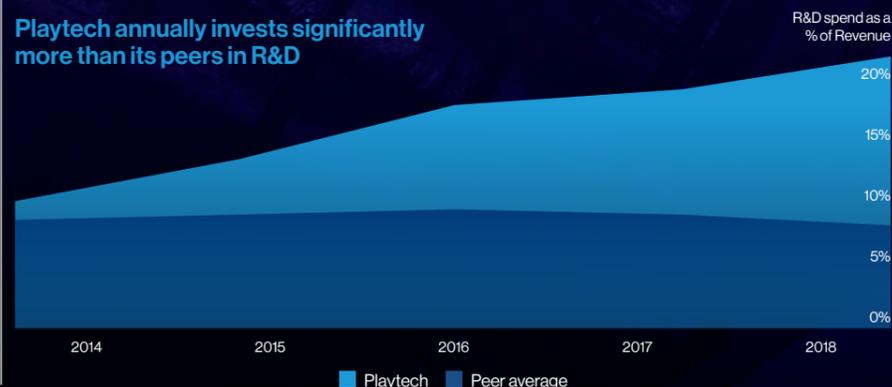
### Leveraging scale to drive Innovation

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 in excess of 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 peers, and ensures all Playtech customers will benefit from cutting edge technology indefinitely.

▶ Read more about Innovation on page 32

### Playtech annually invests significantly more than its peers in R&D



## 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 online 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.

▶ Read more about our markets on pages 14 and 15

## Our business model

### Playtech's technology offering can support operators 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 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.

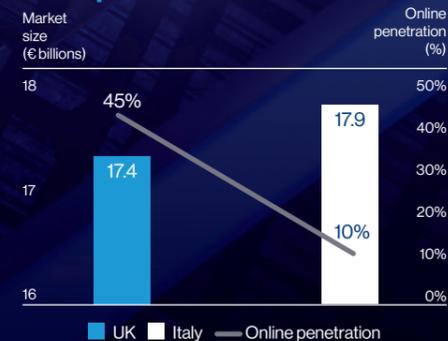
▶ Read more about our business model on pages 16 and 17

### Snaitech is the market 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 total GGR of €18 billion in 2019. However, the online segment in Italy remains less developed with online penetration at only 10% in 2019 (versus 45% 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 36 and 37

### 2019 market size versus online penetration



### Safer Gambling is central to our design and development process

Playtech is focused on promoting Safer Gambling and the healthy sustainability of customers' end users. Playtech makes significant investment into Safer Gambling and has recently launched Playtech Protect, its suite of Safer Gambling tools. We have been leading industry efforts on developing a Code of Conduct for game design to help raise consumer protection standards across the industry.

▶ Read more about Safer Gambling on pages 10 to 13



Further, as part of our Sustainable Success initiative, Playtech will be committing to investing £5 million in five key areas with charity and social enterprise partners that provide research and insights into digital resilience and healthy online living.

### Our impressive financial track record

Playtech has an impressive financial track record having grown revenue and Adjusted EBITDA at a CAGR of 30% and 20% respectively since 2007. In the last five years Playtech has generated over €1.4 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

>€1.4bn

### Total Shareholder Returns in last ten years

>€1bn