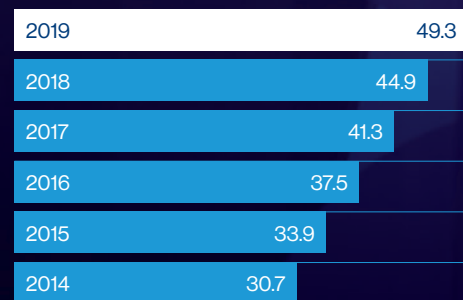


Significant growth opportunities

Global online market

The global online gambling market is estimated to be worth €49 billion in 2019. The market grew 10% between 2018 and 2019 and has seen growth at a CAGR of 10% over the past five years. A key driver was the growth in mobile, which represented 46% of online gambling in 2019, up from 42% in 2018. Playtech's global presence, particularly in regulated markets, has allowed it to capitalise on this growth and the Company's scale and online expertise leave it well positioned to continue doing so in the future.

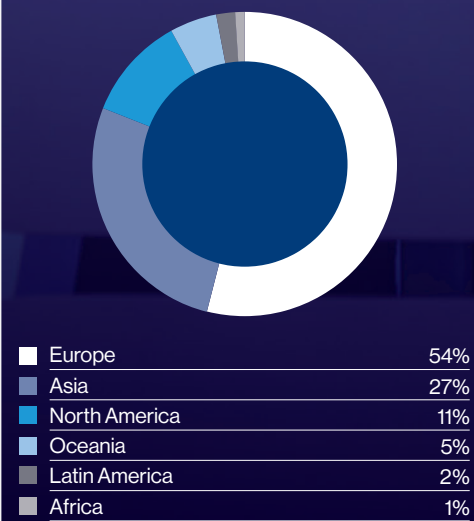
Global online market (€ billions)



Online market by region

The European online gambling market is the largest globally, making up 54% of the global online market. The European market represented almost 70% of Playtech's total 2019 B2B gambling revenues.

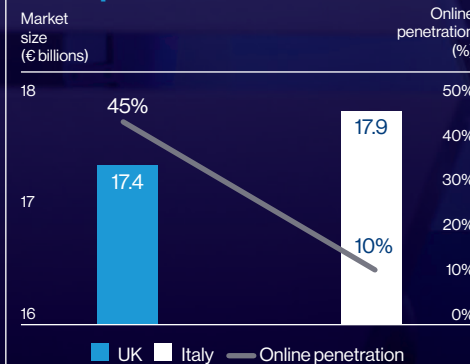
Online gambling market



The largest online market globally is the UK, which grew at a CAGR of 10% in the last five years and is now 45% online. Playtech's UK presence is second to none, as it serves the largest operators in the market.

The largest overall gambling market in Europe is Italy, which is 90% land-based and only 10% online with potential to grow significantly online. The online market in Italy grew at a CAGR of 12% in the last five years and the Playtech Group is, through Snaitech, perfectly positioned to capitalise on the shift towards online.

2019 market size versus online penetration



Playtech's Snai brand became the number one in Italy for Online Betting and Gaming for the first time in H2 2019.

The Asia market is the second largest online market, making up 27% of the global online market, followed by North America (11%), Oceania (5%), Latin America (2%) and Africa (1%).

However, the Latin American online market saw growth at a CAGR of 17% over the past five years and is expected to grow at a CAGR of 16% in the next three years to 2022, albeit from a lower base, compared to the European market which has a forecast CAGR of 6.4% to 2022.

Latin America's online gambling market grew 8% (excluding Lotteries) between 2018 and 2019, largely driven by 24% growth in the Colombian online market.

24%

growth in the Colombian online market in 2019

Read more about Playtech's entry into Colombia on [page 19](#)

Following the success of its business in Mexico in recent years and the recent entry into Colombia, Playtech is well positioned to capitalise on the high growth potential in Latin America in the coming years.

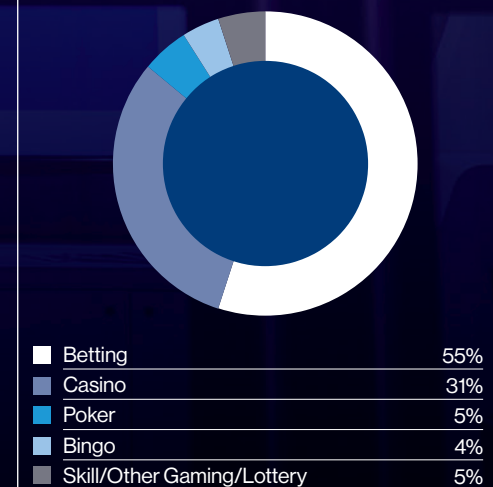
Online by product

The growth in the online market has been driven by continued product development across all product verticals. Playtech Group offers products across online betting, casino, bingo and poker which collectively represent 86% of total online gambling revenue.

Online betting represents 50% of the global online market and online casino represents 28% – they are expected to grow at CAGRs of 8% and 6% respectively between 2019 and 2022 and Playtech Group is well positioned to capitalise on that growth.

Read more about Playtech's product offerings on [pages 29 and 30](#)

2019 online gambling market by product



Future projections

Driven by product innovation, the growth of mobile gambling and US regulation of sports betting, the global online gambling market is projected to grow at a CAGR of 7.5% between 2019 and 2022 boosted by growth predicted in Latin America (16%), North America (14%) and Europe (6%).

Mobile as a % of online gambling is forecasted to grow from 46% to 53% by 2022.

The US online betting market is expected to grow at a CAGR of 31% between 2019 and 2022.

7.5%

forecast CAGR of global online gambling market between 2019 and 2022

H2GC data (January 2020)