### **H2 Gambling Capital**

H2 provides the most comprehensive data coverage on the global gambling market

Over 150 global jurisdictions covered

Detailed datasets and regulatory summaries on every market, with forecasts extending out 5-years

Aggregated global summary datasets and regulatory mapping – constantly updated to provide the most up to date view of the market available

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Online market share of selected markets, including monthly state by state market share of US Sports / iGaming



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# **H2 Core Markets**



### **H2 Core Subscription**

H2

All-markets subscription covers over 150 national/state gambling markets from a data and regulatory perspective

Gambling market data and intelligence subscription

Over 150 global jurisdictions covered

Detailed datasets and regulatory summaries on every market, with forecasts extending out 5-years

Aggregated global summary datasets and regulatory mapping – constantly updated to provide the most up to date view of the market available



### National **Datasets**

**Presented in Microsoft Excel** 



150 detailed national and provide state datasets comprehensive breakdown of the white and grey gambling market activity taking place in each jurisdiction

constantly datasets are updated to take account of most recent data, changes in regulation market developments to provide the most up to date view of the market available

Data is sourced from regulators, governments, monopolies and commercial operators

Historical time series spans 18 with 5-year forecasts years extended each year.

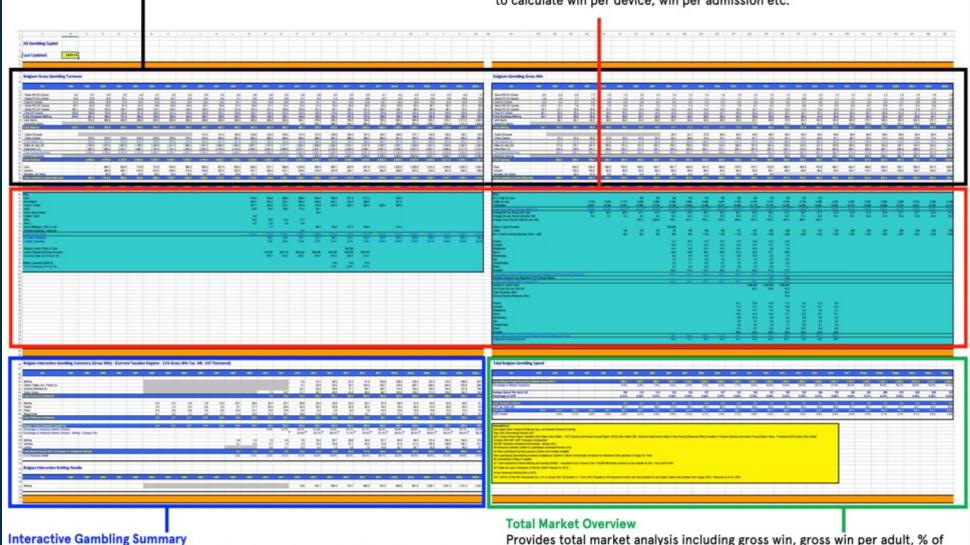
### **H2 NATIONAL DATASETS**

### **Gross Gambling Turnover and Gross Gambling Win Tables**

Sets out gross turnover and gross win data by product for all landbased and onshore interactive gambling activity.

### **Key Performance Indicators**

Provides detailed KPI's on various market segments including facility numbers, device numbers, admissions etc and uses data in the above tables to calculate win per device, win per admission etc.



### **Interactive Gambling Summary**

Breaks down interactive (online) gambling by onshore and offshore licensed activity including by segment analysis.

market interactive, % of GDP

### Yellow Assumptions Box

Outlines the sources and assumptions used in the dataset including date of most recent reports and clarification of factors / assumptions used in forecasts.

### National

## Regulatory Updates

**Presented in PDF Format** 



Regulatory updates provide an overview of the regulatory environment in each market

Describe the market structure, legality, taxation rates, regulatory bodies and key legislation

Include a timeline of the key regulatory developments up to present day.

### **Regulatory Update**



### **United Kingdom**



Last Updated – 20 January 2020

### **Market Dynamics**

- Commercial operators. Betting was mostly regulated onshore until recently with gaming mostly operated offshore. Camelot, the National Lottery (monopoly) operator offers its products online (currently running at circa 13.5% of sales);
- Ladbrokes, PaddyPower and William Hill moved their operations offshore. Few operators are based onshore; the two major onshore operators are bet365 and Skybet. (both companies only have their interactive betting operations in the UK, their gaming is offshore).

### Legality

 All forms of gambling are authorised within the market. Gaming since September 2007 under the 2005 Gambling Act. Remote betting licences were available prior to this.

### Taxation

Land-based casino, 15-50% gross profits dependant on gross gaming yield; gaming machines, 5%, 20% or 25% gross profits; sports-betting, 15% gross profits; pool-betting, 15% net profits; bingo, 10% gross profits; interactive gaming, 15% gross profits (exchange, poker, pari-mutuel operators, 15% operator commission); lotteries, 12% to charitable causes.

### **Regulatory Bodies**

Gambling Commission.

### Legislation

Gambling Act 2005; Gambling (Licensing and Advertising) Act 2014.

### November 2019 con

- The London borough of Tower Hamlets adopted a new gambling policy that could lead to the council
  restricting the opening of new gambling premises near schools, playgrounds, hospitals and residential
  homes for the elderly and would allow the council to block the building of new gambling premises
  near any venues where a Gamblers Anonymous meeting was held. The new policy will come into
  effect on 14 December, it followed a 12-week consultation period that ran from April to June.
- The Scottish National Party's (SNP) General Election manifesto called on the UK government to treat
  problem gambling as a public health matter and for the introduction of new laws to help protect
  children online. The SNP said the UK government should tackle problem gambling with a joined-up
  strategy and added that it would press for greater devolution of gambling regulation to the Scottish
  Parliament and back a full public health inquiry into gambling-related harm. It also set out how it
  would support changes to charity lottery law to reduce bureaucracy and maximise returns to good
  causes and prevent minors from accessing gambling-style features such as loot boxes in video games.

### December 2019

- The UK Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice
  (BCAP) launched a new consultation over proposals to alter current rules in order to allow children to
  play a greater role in certain lottery adverts. Currently advertising rules limit how often minors can
  appear in lottery adverts and the good causes they support, but CAP and BCAP said these could
  prevent some lotteries from featuring the beneficiaries of lottery funds to a point where it may be too
  strict.
- Northern Ireland's Department for Communities (DfC) launched a public consultation to look into its
  gambling regulations and explore the "effectiveness of the current legislation". It said it was "seeking
  to identify changes which should be included in any new gambling legislation". The consultation
  period will run until February 21, 2020. Meanwhile Boris Johnson's election victory will likely lead to
  the overhaul of government departments in the coming months. Press reports suggested that the
  remit of the Department of Culture, Media and Sport (DCMS) could be trimmed down and
  departments merged at the end of January. Nicky Morgan will remain Culture Secretary for now and
  Helen Whately, MP for Faversham and Mid Kent, will continue as minister with responsibility for
  gambling:
- The Government announced it would conduct a complete review of the Gambling Act which specific
  focus on interactive gambling regulations including the treatment of video game "loot boxes" and
  gambling on credit.

### January 2020

- The Gambling Commission announced it would take action to address issues related to the use and
  promotion of VIP accounts if operators do not "improve their interaction with VIPs." The
  announcement came in response to UK media outlets who had obtained a non-public report from the
  Gambling Commission which highlighted the prevalence of problem gambling issues with VIP account
  holders and ways in which the issues could be tackled, including an outright ban;
- The governing body of English football, the FA, announced it would not renew its agreement with Bet365 that allowed the operator to stream live football matches for customers who had placed bets with them. The decision followed criticism from Parliament including an All Party Parliamentary Group on gambling related harm who called for a complete reform of the Gambling Act.
- British newspapers report that the UK Gambling Commission is expected to announce the longawaited ban on credit card wagers in the coming days. It is unknown whether e-wallets such as PayPal will be included in the ban, therefore limiting customers to using debit cards to fund their accounts.
- The Gambling Commission announced that the use of credit cards for gambling will be banned from 14 April 2020, including 'payments to the licensee made by credit card through a money service business'. However, there will be an exception when purchasing National Lottery tickets at a retail venue, when these are purchased along with other items. This follows a consultation that ran from 14 August to 6 November 2019, and was widely expected.





# Global Summary Datasets

**Presented in Microsoft Excel** 



All datasets feed into our Global Summary Model to allow you to analyse the key trends across all markets, regions, channels, products etc in one place

Presented in a simple, consistent format to allow for easy analysis and comparisons

Every line of data forecasted out 5-years

Republished each week to take account of all the updates in our national and state datasets

A range of summary datasets are also available by product to provide headline overviews of the key product verticals in markets across the globe.

H2													H2												
Total All Channel Betting Gross Win													Regional Sportsbetting Gr	oss Win by Product											
(US\$m)	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	201	(US\$bn)	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Algeria	0.9	1.2	1.5	2.0	2.1	2.2	2.4	2.6	2.9	3.3	3.3		Africa												
Botswana	0.5		0.1	0.1	0.2	0.3	0.4	0.4	0.6	0.9	1.0		Soccer	0.01	0.02	0.02	0.03	0.04	0.05	0.05	0.07	0.08	0.11	0.16	0.2
Cameroon	2.5		2.9	3.1	3.3	3.6	3.9	4.1	4.5	4.9	5.4		Tennis Basketball	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.0
Congo (Republic) Egypt	0.5		0.8	1.1 0.8	0.9	1.2	1.2	1.6	1.9	1.9	1.7	_	Rugby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Ethiopia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		Golf	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Ghana	3.4		4.2	4.7	5.2	6.1 2.6	6.8	7.9 4.1	9.4 5.1	13.6 8.7	18.5 13.3	_	Motor Sport Cricket	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Kenya Mauritius	11.0		1.3 15.9	1.6 21.3	26.4	28.7	30.9	33.0	35.0	31.4	32.0		Ice Hockey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morocco	57.9		77.9	89.1	103.3	136.3	150.9	166.5	185.3	201.8	216.1	2	American Football	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Mozambique Namibia	0.3		0.3	0.3	0.4	0.4	0.5 1.0	0.6	0.7 1.3	0.8	0.9	_	Baseball Cycling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Niger	3.7	7 4.0	4.3	4.6	5.0	5.4	5.8	6.3	6.9	7.5	8.2		eSports	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Nigeria South Africa	60.5		0.2	0.2	0.2 107.8	1.4	2.3 127.4	3.6 133.7	4.4 168.9	5.7	25.1		Virtuals												
Uganda	0.3		87.2 0.3	91.6	0.4	138.7	0.6	0.8	2.0	178.3	208.3	4	Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.0
Other Africa	45.8	46.2	46.8	51.2	52.1	56.1	59.0	61.4	71.5	86.3	89.4		Africa Total	0.02	0.02	0.02	0.03	0.04	0.05	0.06	0.08	0.09	0.12	0.19	0.2
Azerbaijan China	714.5		0.4 1.161.9	0.6 1,413.5	1.581.5	1.4	1.105.0	1.613.4	16.3 2.043.8	22.8	30.4 2,971.4	4.0	Asia												
Georgia	2.8		5.3	8.0	1,581.5	1,115.4	1,105.0	20.3	38.1	48.0	52.2	4,0	Soccer	2.09	1.16	0.90	2.63	3.14	2.81	2.64	3.10	4.18	5.19	5.60	7.2
Hong Kong	1,821.7	2,105.8	2,138.4	2,207.9	2,217.2	2,380.1	2,313.9	2,448.0	2,705.8	2,906.7	3,133.8	3,4	Kyotei (Motor Boat)	2.64	2.47	3.61	2.03 1.92	2.01 1.81	2.00 1.77	2.07	2.01 1.63	1.91	1.74	1.89	1.8
India Indonesia	25.7		31.8 5.8	41.2 6.5	45.4 7.9	50.5 9.6	64.5 14.6	72.8 23.5	88.4 25.9	101.3 28.5	108.6 30.5	1	Keirin (Bicyde) Basketball	0.18	0.10	2.03 0.10	0.20	0.23	0.20	1.73 0.18	0.23	0.34	1.31 0.43	1.28 0.46	0.6
Israel	133.6		191.5	248.2	269.7	271.4	273.9	290.6	289.8	324.8	338.3	3	Baseball	0.02	0.01	0.00	0.01	0.02	0.03	0.03	0.03	0.04	0.05	0.25	0.2
Japan	13,657.0		11,132.4	10,945.6	10,875.7	10,470.9	9,846.0	9,096.1	9,273.5	9,504.9	9,643.5	9,9	Tennis	0.07	0.04	0.00	0.07	0.09	0.11	0.11	0.12	0.17	0.22	0.22	0.2
Kazakhstan Lebanon	0.2		0.3	0.4 3.2	0.4	0.4 3.5	0.4 4.1	0.5 4.6	0.5 4.8	0.5 5.0	0.5 4.9	-	Cricket Auto Race (Motor Bike)	0.03	0.02	0.01	0.05	0.06	0.06	0.06	0.07	0.09	0.11	0.11	0.1
Macau	203.2		133.8	110.1	101.4	129.8	104.6	153.3	147.1	135.1	138.0	1	Golf	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.02	0.0
Malaysia	216.4		249.2	269.0	292.5	303.9	305.1	307.8	334.9	353.7	371.4	3	Other Motor Sport	0.01	0.00	0.00	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.0
Philippines Singapore	40.3 365.9		51.7 377.1	67.2 437.5	75.4 500.6	83.0 531.8	87.2 552.9	96.4 507.5	104.9 479.5	116.1 498.8	123.9 495.2	1	Rugby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.0
South Korea	2,110.6		1,909.2	2,085.8	2,684.5	2,984.4	2,973.9	3,116.8	3,222.7	3,553.1	3,540.8	3,6	eSports Virtuals												
Taiwan	11.9	13.2	19.9	34.8	39.9	135.9	153.2	177.5	209.8	246.9	273.0	3	Other	0.13	0.07	0.01	0.11	0.15	0.16	0.16	0.16	0.25	0.34	0.39	0.59
Thailand Vietnam	28.6		26.7 1.1	29.5	29.5	30.5 2.5	29.8	29.5	32.1 5.6	35.6 7.9	39.6 9.9	_	Asia Total			6.94			7.40					10.39	12.4
Other Asia and the Middle East	497.3		582.4	675.3	711.0	746.3	838.3	908.2	974.6	1,097.2	1,295.3	1,4													
Austria	104.2		121.5	143.4	169.5	188.7	189.0	200.6	208.8	216.3	219.9	2	Europe Soccer	2.44	2.61	2.79	3.29	3.63	4.35	4.32	4.84	5.05	5.52	5.88	6.8
Belgium Bulgaria	91.1		86.0 39.6	88.3 42.0	92.9 44.7	104.4 51.0	108.8 55.0	113.7 59.0	119.4 65.2	145.7 66.7	183.0 60.9	2	Tennis	0.13	0.15	0.18	0.21	0.25	0.30	0.30	0.42	0.49	0.55	0.62	0.7
Croatia	66.9		100.7	103.6	130.2	169.6	151.2	162.7	181.5	189.0	186.9	1	Basketball	0.02	0.03	0.04	0.05	0.07	0.10	0.12	0.15	0.20	0.24	0.28	0.3
Cyprus	27.9		32.6	33.3	38.2	52.9	44.5	48.5	40.9	43.5	38.6		Ice Hockey	0.00	0.00	0.00	0.01	0.01	0.01	0.01	0.01	0.02	0.02	0.03	0.0
Czech Rep Denmark	51.4		68.6 72.1	78.9 74.2	100.6 136.4	132.5 137.4	177.9 137.4	179.8 156.5	186.5 174.6	216.6 240.7	221.7 267.7	2	Cricket Rugby	0.05	0.05	0.06	0.07	0.07	0.08	0.08	0.08	0.09	0.10	0.10	0.1
Estonia	0.9		1.5	3.1	3.6	4.4	5.8	6.6	7.9	9.3	11.2		Golf	0.04	0.04	0.04	0.05	0.05	0.05	0.05	0.06	0.06	0.07	0.07	0.0
Finland	180.5		211.8	215.2	219.8	228.6	226.9	229.1	239.4	251.9	269.1	2	Motor Sport	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.0
France Germany	2,363.1		2,567.8 684.2	2,646.0 624.5	2,621.7 605.4	2,759.0 588.8	2,826.3 506.7	3,042.3 504.8	3,153.5 531.7	3,390.9 921.9	3,357.8 979.3	3,3	American Football	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.01	0.01	0.0
Greece	862.1		733.2	972.5	831.9	958.3	813.5	782.5	699.7	625.6	574.4	6	Cycling Baseball	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Hungary	17.6		22.3	27.7	27.7	40.9	50.5	63.7	71.9	85.8	108.6	1	eSports												
Ireland Italy	1,525.7		440.8 1,575.2	557.1 1,852.9	601.9 1,864.2	606.9 1,973.1	524.0 1,741.3	536.8 1,715.2	463.9 1,507.4	477.2 1,148.6	473.8 1,188.9	1 3	Virtuals												
Latvia	2.1		3.5	12.1	14.4	19.0	19.9	6.5	8.9	12.5	15.5	2,5	Other	1.66	1.71	1.73	1.89	1.82	1.92	1.69	1.64 7.23	1.58	1.68	1.57 8.63	1.5
Lithuania	0.8		3.7	4.7	6.1	8.9	10.6	12.1	15.2	19.5	23.2		curope rotal	4550	4.03	4.67	3.01	3,54	0.67	0.03	7.20	7.50	0.20	5.03	5.0
Luxembourg Malta	1.7		2.9 1.5	4.1 2.1	5.4 2.2	6.0 2.3	6.4 5.4	7.2 5.5	7.6 5.6	8.9 5.9	9.5 6.8	-	Latin America												
Netherlands	28.6	30.1	39.6	43.8	46.2	60.6	68.8	84.6	93.1	119.6	137.3	1	Soccer	0.35	0.35	0.26	0.28	0.29	0.32	0.33	0.35	0.24	0.31	0.36	0.4
Poland	63.1		72.4	88.6	123.3	102.2	107.9	120.9	130.9	132.0	143.4	1	Tennis Basketball	0.04	0.05	0.03	0.04	0.03	0.04	0.04	0.04	0.02	0.03	0.04	0.0
Portugal Romania	6.2		7.2 12.5	9.4 17.4	13.5 21.8	16.8 29.5	26.1 36.4	35.5 43.3	40.5 53.4	47.5 62.8	50.2 67.7	_	American Football	0.04	0.03	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.02	0.02	0.0
Slovak Republic	18.8		52.4	70.6	80.5	95.8	118.6	129.0	138.0	143.0	162.8	1	Baseball	0.02	0.02	0.01	0.01	0.01	0.02	0.01	0.02	0.01	0.01	0.01	0.0
Slovenia Spain	297.1		10.0 321.2	16.3 306.5	20.4 346.6	26.8 457.1	26.8 492.0	29.9 523.0	30.5 504.1	34.0 565.7	29.6 609.2		Motor Sport Golf	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.0
Sweden	552.2		578.4	603.0	630.2	658.2	688.4	701.2	711.9	719.4	744.9	7	Rugby	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.00	0.01	0.0
EU27 Sub Total	7,318.9		7,863.3	8,641.0	8,799.3	9,479.5	9,166.2	9,500.4	9,392.0	9,900.2	10,141.9	10,8	Ice Hockey	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Albania Belarus	0.9		1.4	1.7	2.0 1.5	2.5	2.7	3.1 1.9	3.4 2.0	3.6	3.7 4.7	_	Cricket	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Iceland	3.1		7.5	8.8	9.4	10.6	11.6	11.7	10.8	13.0	14.3		Cycling eSports	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
FYR Macedonia	0.5	0.5	0.6	0.9	1.2	1.5	1.7	2.0	2.1	2.3	2.4		Virtuals												
Norway Russia	166.2		189.2 271.5	203.8 341.9	226.6 422.6	265.7 526.7	261.0 500.5	279.8 598.2	285.5 727.1	289.3 836.0	302.1 916.9	1.0	Other	0.12	0.12	0.08	0.09	0.08	0.08	0.08	0.07	0.05	0.06	0.07	0.0
Serbia	49.8		63.8	70.0	76.7	84.6	86.0	89.2	94.8	95.3	97.7	1,0	Latin America Total	0.64	0.64	0.46	0.49	0.50	0.52	0.53	0.54	0.37	0.47	0.54	0.6
Switzerland	59.9		68.5	70.3	80.9	81.3	80.0	81.5	87.4	91.3	105.9	1	North America												
Turkey Ukraine	45.9		77.6 2.6	110.2	148.6 3.5	166.7 3.6	194.1	228.7 4.0	285.0 4.2	307.3 4.5	214.5 4.6	4	American Football	0.42	0.39	0.54	0.55	0.45	0.36	0.57	0.49	0.49	0.47	0.42	0.5
United Kingdom	2,778.4		2,940.7	2,996.0	3,081.6	3,147.2	3,003.3	3,224.7	3,378.0	3,661.2	3,886.8	4,0	Basketball	0.27	0.32	0.38	0.41	0.34	0.45	0.26	0.40	0.37	0.38	0.45	0.4
Other Europe	12.2		24.9	29.9	37.7	45.9	59.5	64.0	70.7	75.0	81.2		Baseball	0.15	0.16	0.14	0.14	0.12	0.24	0.21	0.24	0.20	0.19	0.23	0.1
Argentina Bahamas	3.7		2.8	3.2	3.8	5.0 1.8	5.8 1.9	6.8 1.6	7.9	9.6	9.9		Ice Hockey Tennis	0.05	0.06	0.06	0.07	0.07	0.07	0.09	0.09	0.11	0.12	0.10	0.1
Brazil	26.0		2.9	28.3	30.4	33.4	34.0	45.9	51.3	60.4	60.7		Soccer	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.02	0.01	0.02	0.01	0.0
Chile	44.6	48.3	60.7	62.6	58.4	63.4	66.3	64.3	73.4	76.6	82.2		Motor Sport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Colombia	497.0		325.3	341.4	347.5	353.5	356.4	360.9	208.7	279.6	332.1	3	Golf	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Jamaica Panama	17.8		12.4 12.4	12.6 15.6	13.6 17.1	12.5 23.3	12.7 22.9	13.5 25.0	12.9 31.6	13.8 29.9	13.4 25.9		Rugby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Peru	6.2		8.7	8.7	10.1	12.3	13.9	14.2	16.1	26.3	28.6		Cycling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Puerto Rico	1				***	22.6	20.5	22.5	27.0				eSports												
Other Latin America and the Caribbean	16.6		20.9	22.3	24.2	27.6	30.5	33.2	37.0	40.1 0.0	45.8 0.0		Virtuals			!									
Bermuda	0.4	0.6	0.8	1.4	1.8	2.1	2.5	2.8	3.3	3.7	4.6		Other	0.03	0.04	0.02	0.03	0.02	0.04	0.03	0.04	0.03	0.05	0.03	0.0
Canada	523.6		507.8	542.1		569.6	567.5	551.2	596.0	611.1	599.3	6	North America Total	0.95	0.99	1.15	1.23	1.02	1.19	1.17	1.29	1.23	1.25	1.27	1.3
Mexico United States	4,673.1		27.7 4,694.5	38.2 4,674.7	42.8 4,184.9	52.6 4,269.7	57.6 3,888.1	67.3 3,697.2	70.6 3,334.7	83.4 3,282.7	85.9 3,304.1	3.2	Oceania		+					-					
Australia	1,648.1	1,782.6	1,911.0			2,215.3	2,407.2	2,572.2	2,718.9	2,961.7	3,087.8	3,3	ARL	0.03	0.05	0.05	0.06	0.07	0.07	0.08	0.10	0.11	0.12	0.15	0.1
New Zealand	172.1	178.1	188.3	201.1	212.2	215.4	214.8	226.7	225.5	234.6	251.1	2	Soccer	0.02	0.03	0.03	0.03	0.04	0.05	0.05	0.07	0.08	0.09	0.12	0.1
Other Oceania	18.3	19.7	21.0	22.4	23.2	24.1	25.0	26.0	26.9	27.9	28.4		Rugby	0.03	0.05	0.05	0.05	0.06	0.07	0.07	0.09	0.10	0.12	0.13	0.1
Global Total	38,422.3	36,617.4	37,606.9	39,293.7	40,351.1	41,352.8	40,167.5	41,099.3	42,259.5	45,009.1	46,973.6	51,2	Cricket	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.03	0.04	0.05	0.06	0.0
													Basketball	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.03	0.03	0.04	0.05	0.0
													American Football	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.02	0.0

# Weekly Industry Newsletter and Schedule of Updates

A weekly newsletter is sent out to all subscribers setting out all updates made in H2's resources over the week including H2's industry commentary and analysis on particularly significant and impactful developments.

A compiled monthly Update Schedule is available to download at any time takes account of all this information throughout the current month to provide a running timeline of activity and analysis.



### **H2 Industry Newsletter**

23 April 2021

22 April 2021

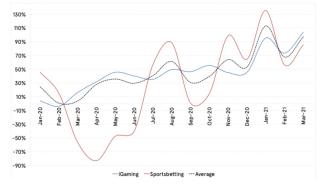
United States iGaming Summary Dataset – March 2021 Delaware / Michigan / New Jersey / Pennsylvania Data Added and Forecasts Revised

### H2 Market Data Impact

iGaming in New Jersey continues to perform strongly, with record gross win in March of \$113.7m coming in at more than double our pre-covid expectations. This is up 21.2% versus February 2021, up 75.4% YoY and 95% higher than the previous record gross win reported in January 2021. For the first time since September 2016, the Borgata has taken the number one position in the market, and H2's company subscription has a detailed monthly breakdown of sportsbetting and iGaming revenues by operator. Pennsylvania has also reported record iGaming revenues in March, with gross win of \$97.7m up 23.8% compared to February, up 302% YoY and 21.5% ahead of the previous record month in January. Pennsylvania's March gross win was just 14% below that of New Jersey, despite having only launched in July 2019. Michigan launched its iGaming market in January, and is already just behind Pennsylvania, with March iGaming gross win of \$95.1m, up 26.5% sequentially.

### Download Latest Dataset

### New Jersey iGaming / Sportsbetting Gross Win as a % of Pre-COVID Expectations



Source: H2 Gambling Capital April 2021

22 April 2021

Singapore National Dataset – LVS Q1 2021 Marina Bay Results / March 2021 International Visitor Arrival Data Added and Forecasts Revised

### H2 Market Data Impact

Singapore reported March 2021 international visitor arrivals of 27,000 – up 49.8% compared to February 2021, but down 88.7% compared to March 2020, and down 98.3% compared to the 1.6 million international visitors in March 2019. For Q1 as a whole, international visitor arrivals

19 April 2021

Macau National Dataset - Detailed Q1 2021 Gaming Inspection and Coordination Bureau Data Added and Market Forecasts Revised

### H2 Market Data Impact

The Macau Gaming Inspection and Coordination Board has released detailed gaming information for Q1 2021, with the breakdown in Games of Fortune revenues. Total Games of Fortune gross win of MOPMm 23,642 was down 22.4% YoY, with VIP revenues down 38.4% YoY, Mass Tables down 5.4% YoY and Slots down 25.6% YoY. Total VIP revenues of MOPm 9,128 represented 38.6% of total gross win, down from 48.6% in the same period in 2020. Non-VIP table gross win of MOPm 13,361 represented 56.5% of total gaming revenues, while slot gross win of MOPm 1,153 represented 4.9% of total gaming revenues. VIP revenues are down just over 75% compared to Q1 2019, compared to non-VIP table gross win down 62% compared to Q1 2019, slots gross win down 69% and total gaming gross win also down 69% over the same period.

### Download Latest Dataset

### **Macau Games of Fortune Growth Index**



Source: Macau Gaming Inspection and Coordination Board / H2 Gambling Capital April 2021

### Other Key Updates

22 April 2021

### H2 United States Sportsbetting / iGaming Regulatory Matrix

Updated to Take Account of Recent Legislative Developments

20 April 2021

### **H2 Paraguay Regulatory**

Updated and Enhanced Version Published

20 April 2021

### **H2 Germany Regulatory**

Saarland Approves State Treaty on Gambling

# H2 Companies Research Data

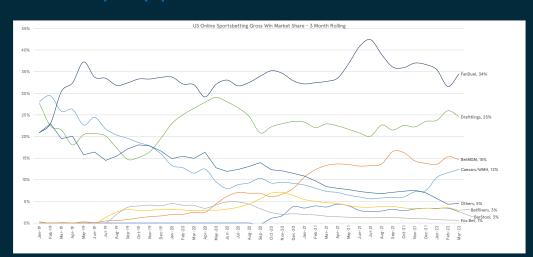


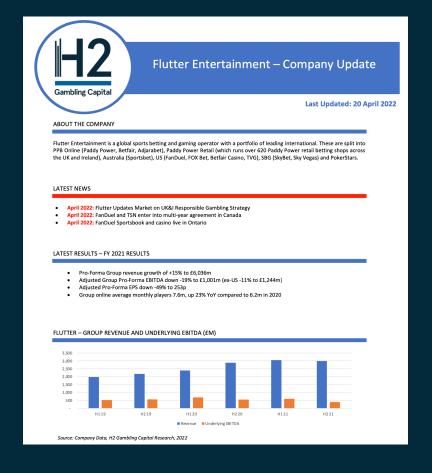
### H2 Companies Research

Corporate focused analysis service covering the global gambling market at a company level

Comprehensive analysis of over 100 B2C and B2B gambling companies including the following resources for each

- Financial Model revenue breakdowns, reported P&L, ability for users to generate forecasts
- Company Update analysis of results and key company news flow
- Conference Call Notes key takeaways from selective company presentations and calls





Detailed market share trackers in key global markets including US, Europe, Latin America, Australia

Coverage of emerging markets and trends such as Social Casino and eSports Betting

### Company Coverage

Providing a resource access financial information newsflow and for majority gambling companies globally

Over 100 companies currently under coverage across B2C and B2B sectors

Financial Model - revenue breakdowns, reported P&L, ability for users to generate forecasts

Company Newsflow / Conference Call notes for selective companies



### Flutter Entertainment - Company Update

Last Updated: 20 April 2022

Flutter Entertainment is a global sports betting and gaming operator with a portfolio of leading international. These are split into PBB Online (Paddy Power, Bettlair, Adjarabet), Paddy Power Retail (which runs over 620 Paddy Power retail betting shops across the UK and Ireland), Justrala (Sportbeth), US (FanDul-), FOX BE, Bettla'r Casino, TWG), SBG (SkyBet, Sky Vegas) and PokerStand

- April 2022: Flutter Updates Market on UK&I Responsible Gambling Strategy
   April 2022: FanDuel and TSN enter into multi-year agreement in Canada
- April 2022: FanDuel Sportsbook and casino live in Ontario

### LATEST RESULTS - FY 2021 RESULTS

- Pro-Forma Group revenue growth of +15% to £6,036m
  Adjusted Group Pro-Forma EBITDA down -19% to £1,001m (ex-US -11% to £1,244m)
  Adjusted Pro-Forma EPS down -49% to 253p
  Group online average monthly players 7.6m, up 23% YoY compared to 6.2m in 2020

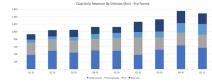
### CLUTTER - GROUP REVENUE AND LINDERLYING ERITDA (EM/L



### FLUTTER ENTERTAINMENT Q1 2021 RESULTS

- · Average monthly players increased 36% globally Double digit growth across all divisions
   US up 132%
- Strong online revenue performance across all regions:
   UK & Ireland +35%; ongoing market share gains as retail customers continue to migrate.
- Australia +59%; customer volumes have remained elevated as the country emerges from
- International +7%: investment in brand and promotional strategy showing early signs of
- Pronounced Covid impact from mid-March 2020 likely to result in accelerated sports growth in Q2 2021, with gaming products facing more challenging comparatives

 Flutter is giving consideration to a potential US listing of a small part of FanDuel Group. No decision has yet been made but should we proceed with such a transaction, the assets of FOX Bet (Including PokerStars US) would sit outside the perimeter of the listed vehicle. In 2020, the FanDuel assets generated revenue of £619m (8800m) and an EBITAD loss of £131m (\$148m).



Flutter has returned another quarter of very strong growth across all major markets. The UK online business is performing strongly, across both the SBG and PPB brands, where the company continues to take market share, and had a particularly strong Cheltenham festival.

Sportsbet continues to make further market share gains in Australia, with net revenue up 59% YoY in constant currency, as the company has been able to retain most of the retail customers that migrater o the Sportsbet brand during lockdown – although management notes that the lockdowns are not

fully over and the comps get tougher. The company also split out its US business between FanDuel and FoxBet, reiterating that it was considering the potential of a US listing of part of the FanDuel Group. The company made US revenue of almost \$400m in the quarter, and over 1.6m average monthly players in Q1, meaning that it is now

### **H2**

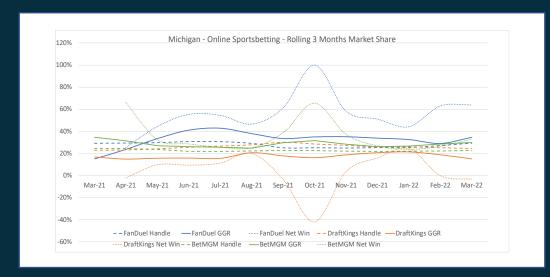
H2 Gambling Capital																			
Betsson																			
Financial Model																			
Last Updated:	10/02/2021																		
Annual P&L											Quarterly Data								
SEX (m)	2016	2017	2018	2019	2020	2021	2022e	2023e	2024e	2025e	\$15m	Q1 16	Q2 16	Q3 16	Q4 16	Q1 17	Q2 17	Q3 17	Q4 17
Casino revenue	2.908	3,438	4,077	3,837	4,891	4,840	4,986	5,235	5,497	5.771	Casino revenue	669	683	732	824	823	877	871	86
growth (%)		MN	1990	-6%	27%	-06	3%	5%	5%	5X						23%	28%	1996	5
Sportsbook gross turnover	24,392	23,18	24,452	25,928	28,424	35,812	37,602	39,482	41,457	43,529	Sportsbook gross turnover	6,718	6,009	5,548	6,118	6,006	5,755	5,391	5,96
growth (NC)		-6%	an.	est.	10%	26%	8%	8%	8%	5X						-70%	-400	-3%	-2
Sportsbook margin Sportsbook margin after free bets	4,4%	4.9%	6.9%	4.9% 7.2%	5.0% 7.5%	4.9% 7.3%	4.9% 7.3%	4.9% 7.3%	4.9% 7.3%	4.9% 7.3%	Sportsbook margin Sportsbook margin after free bets	4.4% 6.1%	3.7% 5.7%	5.4% 7.6%	4.3% 6.6%	4.2% 6.1%	6.4%	5.1% 7.1%	6.0
Sportsbook revenue	1,080	1,140	1,244	1,265	1,423	1,747	1,834	1,926	2,022	2,123	Sportsbook revenue	293	223	300	264	250	256	275	359
growth (%)		4N	9%	2%	12%	23%	5%	5%	5%	5N						-1806	25%	-8%	341
Other revenue	129	138	98	71	77	86	84	88	92	97	Other revenue	38.2	29.2	31.3	30.4	28.8	45.3	34.4	29.
growth (%)		7%	-29%	-28%	8%	TOR:	-2%	5%	5%	SN						-25%	55%	MM	-25
Revenue growth (%)	4,117	4,716	5,420 8%	5,173	6,390 24%	6,672	6,903	7,248 5%	7,611 5%	7,991	Revenue	1,000	935	1,063	1,119	1,102	1,178	1,181	1,254
COGS as % of revenue	(LO39) -25%	(1,294) -27%	(1,560) -29%	(3,745)	(2,289)	(2,354)	(2,456)	(2,557)	(2,485)	(2,820) -35%	Other COGS Other COGS as % of revenue	-254.3 -25%	-240.8 -26%	-256.3 -24%	-287.9 -26%	-295.7 -27%	-326.4 -28%	-321.6 -27%	-353. -28
Gross profit Gross profit margin	3,078	3,419	3,860	3,428	4,101	4,318	4,468	4,691	4,925	5,172 65%	Gross profit Gross profit margin	745.8 75%	694.6 74%	807.0 76%	830.6 74%	806.3 73%	851.1 72%	859.0 73%	903.0
Marketing costs	(429)	(970)	(995)	(896)	(1.097)	(1,148)	(1,167)	(1,247)	(1.309)	(1.379)	Marketing costs	196.7	-219.2	-200.1	-206.3	-211.4	-246.5	-242.5	-269.
Marketing costs as % of revenue	-10%	-21%	-18%	-17%	-17%	-17%	-07%	-57%	-0%	-0%	Marketing costs as % of revenue	20%	-219.2	-200.1	-206.5	-19%	-21%	-21%	-219
Other operating costs	(1,499)	(1,300)	(1.360)	(1,300)	(1,520)	(1,610)	(1,666)	(1,749)	(1.837)	(1,929)	Other operating costs	-647.7	-267.B	-278.0	-297.4	-293.4	-330.2	-331.4	-345.
Other operating costs as % of revenue	-36%	-28%	-25%	-25%	-24%	-24%	-24%	-24%	-24%	-24%	Other operating costs as % of rever	-65%	-29%	-26%	-27%	-27%	-28%	-28%	-27
Total Operating costs	(1,920)	(2,270)	(2,366)	(2,198)	(2,417)	(2,758)	(2,854)	(2,996)	(3,146)	(3,303)	Total Operating costs	-451.0	-487.0	-478.1	-503.7	-504.8	-576.7	-573.9	-614.
Total Operating costs as % revenue	-47%	-48%	-43%	-42%	~41%	-41%	-41%	-41%	-4156	-41%	Total Operating costs as % revenue	-45%	-52%	-45%	-45%	-46%	-49%	-49%	-49
EBITDA	1,158	1,149	1,505	1,230	1,484	1,560	1,614	1,695	1,779	1,868	AGTIBS	295	208	329	327	302	274	285	285
EBITDA margin	28%	24%	28%	24%	23%	23%	23%	25%	23%	23%	EBITDA margin	29%	22%	31%	29%	27%	23%	24%	23
D&A	(212)	(268)	(313	(365)	(300)	(366)	(379)	(398)	(418)	(439)	D&A	-44.7	-49.3	-56	-61.8	-60.6	-67.5	-69.1	-70.
D&A as % revenue	-6.1%	-5.7%	-5.7%	-7.0%	-6.7%	-5.5%	-5%	-5%	-5%	-6%	D&A as % revenue	-4%	-5%	-5%	-6%	-5%	-6%	-6%	-0
Operating Income (EBIT) EBIT margin	23.0%	18,7%	1,194	16.7%	1,125	1,194	1,235	1,297	1,342	1,430	Operating Income (EBIT) EBIT margin	250 25%	158	273 26%	265 24%	241	207 18%	214 18%	211
_																			
Interest	(10) 936	842.9	1,152	(54) 811	(56) 808	(57) 1,137	(67) 1,178	1,240	1,305	(57) 1,373	Interest PBT	-1.2 248.9	-1.9 156.4	-1.8 271.1	-5.5 259.6	-10.5 230.4	-10.3 196.6	9.7	-8. 209.
PBT margin	22.7%	17.9%	21.3%	15.7%	12.6%	17.0%	17.1%	17.156	17,1%	17.2%	PBT margin	25%	17%	25%	23%	21%	17%	17%	17
Tax	(54)	(57)	(74)	(24)	(76)	(83)	(85)	(90)	(95)	(100)	Tax	-14.9	-10.0	-17.0	-16.0	-16.0	-10.5	-19.3	-10.
Tax rate	6.2%	6.7%	6.5%	2.9%	9.7%	7.3%	7%	7%	7%	7%	Texrete	6.0%	6.4%	6.3%	6.2%	6.9%	5.3%	9.4%	5.1
Net income	878	787	1,078	787	991	1,054	1,093	1,150	1,210	1,273	Net income	234	146	254	244	214	186	187	199
Net income margin	21.3%	16.7%	19.9%	15.2%	15.5%	15.8%	15.8%	15.9%	15.9%	15.9%	Net income margin	23%	16%	24%	22%	19%	16%	16%	16
Number of shares (m)	138	138	138	138	135	133	133	133	133	153	Number of shares								
Earnings per share (SEK)	6.3	5.7 -82%	7.8 37%	5.7 -27%	22%	7.9	8.2 45	8.6 5%	9.1 5%	9.5 5N	Earnings per share (SEIC)	1.7	1.1	1.8	1.8	1.6	1.3 26%	1.4 -27%	-10
grower car		-1036	3776	-27%															

Revenue	1.000.1	Q216	Q316	Q4 16	Q117	G2 17	Q3 17	Q4 17	Q1 58	1.346.4	Q318	Q4 18	Q1 19	Q2 19	Q3 19	Q4 19	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21	Q3 21	
FRIT	250.1	935.4 158.3	1,063.3	1,118.5 265.1	1,102.0	1,777.5	1,180.6 216.0	1,256.4	1,210.0 211.4	300.7	1,426.8	1,436.6 341.5	1,330.6 255.2	1,277.7	1,275.2	1,289.5	1,417.5	1,532.8	1,676.7 329.1	1,762.5 317.8	1,592.8 276.1	1,751.6 383.4	1,733.3	
Revenue by Product																								i
SIXel	Q1 16	Q216	Q316	Q4 16	0117	G2 17	Q3 17	Q4 17	Q1 18	G2 18	Q318	Q4 18	Q1 19	G2 19	Q3 19	Q4 19	Q1 20	Q2 20	03 20	Q4 20	G1 21	02 21	03 21	
Casino	669.1	683.2	731.8	823.7	822.9	876.6	871.1	867.3	922.8	1.016.60	1.066.30	1.071.70	1.012.80	917.8	942.2	964.1	1.014.20	1.286.30	1.306.50	1.283.70	1.177.40	1,222.1	1.275.7	
Sportsbook	292.8	223	300.2	264.4	250.3	255.6	275.1	359.3	263.5	300.2	338.9	341.4	297.8	341	314.6	311.6	384.9	226.5	352.6	459	394	510.1	435.7	
Other Products	38.2	29.2	31.3	30.4	28.8	45.3	34.4	29.8	23.6	29.6	21.6	23.5	20	18.9	18.4	13.6	18.5	20.1	17.6	19.8	21.3	19.4	21.9	
Total	1,000.1	935.A	1,063.3	1,118.5	1,102.0	1,177.5	1,190.6	1,256.4	1,210.0	1,346.4	1,426.8	1,436.6	1,330.6	1,277.7	1,275.2	1,289.5	1,417.5	1,532.8	1,676.7	1,762.5	1,592.7	1,751.6	1,733.3	-
YoY Growth (N)																								
Casino					23%	28%	19%	5%	12%	1676	22%	24%	1016	-10%	-12%	-1016	0%	40%	39%	33%	16%	-5%	-2%	
Sportsbook					-15%	15%	-8%	36%	5%	17%	23%	-5%	13%	14%	-3%	-9%	29%	-34%	12%	47%	2%	125%	24%	
Other Products					-25%	55%	10%	-2%	-18%	-36%	~37%	-21%	-15%	-36%	-15%	-4156	-8%	6%	-4%	43%	15%	-3%	24%	
Total					10%	26%	11%	12%	10%	14%	21%	14%	10%	-5%	-11%	-10%	7%	20%	31%	37%	12%	14%	3%	
QoQ Growth (%)																								
Casino		2%	7%	13%	0%	7%	-106	0%	6%	10%	5%	194	-5%	-9%	3%	2%	5%	27%	2%	-2%	-8%	4%	4%	
Sportsbook		-24%	36%	-12%	-6%	2%	8%	31%	-27%	14%	13%	194	-13%	15%	-8%	-154	24%	-4156	56%	30%	-14%	29%	-15%	
Other Products		-24%	7%	-3%	-6%	57%	-24%	-13%	-21%	25%	-27%	9%	-15%	~6%	-3%	-25%	34%	1%	-12%	13%	8%	-9%	13%	
Total		-6%	14%	5%	-1%	7%	0%	6%	-4%	11%	6%	1%	-7%	-4%	0%	1%	10%	8%	9%	5%	-10%	10%	-1%	
Revenue by Region (SEE(m)	Q1 1s	Q216	Q3 16	0416	Q117	Q217	Q3 17	Q4 17	Q158	Q218	G318	0418	Q1 19	Q219	Q319	Q4 19	Q1 20	Q1 20	Q3 20	Q4 20	Q1 21	Q2 21	Q3 21	ı
Needes	462.1	4051	554.6	556.9	530.3	5587	562.4	606.6	560.3	621.9	668 2	659.3	580.6	5193	A76.7	450.2	482.7	485	558.0	579.5	487	550.A	544.0	-
Nordics Western Furone	243.2	435.1 209.4	210.3	355.9	201.6	558.7 351.0	562.4 355.2	362.2	568.3	621.9	668.2 A46.2	659.3 455.1	430.6	519.3	476.7 396.7	450.2	492.7	550.2	558.9 486.5	573.5 462.1	103.6	550.4 402.9	352.9	
Western Europe Central & Eastern Europe and Central Asia	269.1	267.2	258.7	279.1	252.7	226.5	223.2	241.1	215.3	214.4	241	269.8	248.2	284.2	319.6	369.9	424.7	363.6	447.1	511.4	541	501.9	543	
Rest of World	21.2	24.7	31.6	26.6	37.3	40.6	39.7	46.5	36.4	66.7	71.4	52.4	71	82	82.2	81.7	103.6	133.9	184.2	215.6	181.1	296.5	292.6	
Total	1,000.1	935.A	1,043.3	1,1185	1,102.0	1,177.5	1,199.6	1,255.4	1,210.0	1,345.4	1,426.8	1,435.6	1,339.6	1,277.7	1,275.2	1,289.5	1,417.5	1,532.8	1,676.7	1,762.5	1,592.8	1,751.6	1,733.3	-
YoY Growth (X)																								
Nordics					14%	28%	1%	9%	7%	104	19%	9%	2%	-16%	-29%	-32%	-17%	-7%	17%	27%	1%	13%	-3%	
Western Europe					16%	69%	63%	42%	38%	26%	26%	26%	10%	-12%	-11%	-15%	-6%	40%	23%	19%	-6%	-27%	-27%	
Central & Eastern Europe and Central Asia					-6%	-15%	-14%	-14%	-15%	-5%	8%	12%	15%	33%	33%	37%	71%	28%	40%	38%	27%	38%	21%	
Rest of World Total					76%	24%	26%	75%	-2% 19%	64% 14%	80%	13%	99%	23% -5%	15%	54% -10%	44%	43% 20%	124%	164% 37%	75% 12%	121%	59% 3%	
TOTAL TOTAL					10%	2006	11%	12%	10%	14%	21%	14%	10%	-5%	-11%	-10%	n	20%	31%	3/%	12%	14%	3%	
God Grewth (%)																								
Nordics		-7%	27%	0%	+5%	5%	1%	8%	-6%	9%	7%	-154	-12%	-10%	-8%	-6%	7%	0%	15%	3%	+15%	13%	-1%	
Western Europe		-14%	5%	17%	10%	25%	1%	2%	8%	14%	1%	2%	-5%	-9%	1%	-2%	5%	35%	-12%	-5%	-0%	5%	-12%	
Central & Eastern Europe and Central Asia		0%	-3%	8%	-9%	-10%	-156	8%	-106	0%	12%	12%	-8%	15%	12%	16%	15%	-14%	23%	14%	4%	-7%	8%	
Rest of World		17%	28%	-16% 5%	40%	9%	-2% 0%	17%	-22% -4%	83%	7%	-27% 1%	35%	15%	0% 0%	-1%	27%	29% 8%	38%	17%	-16% -10%	64% 10%	-1% -1%	
Total		-4%	14%	506	-1%	7%	0%	4%	-4%	11%	4%	1%	-7%	-4%	0%	1%	10%	ex.	9%	5%	-10%	10%	-1%	
Sportsbook by Region																								į
Sittel	Q1 16	Q216	Q3 14	Q4 16	Q1 17	Q2 17	Q3 17	Q4 17	G158	G2 18	Q318	Q4 18	G1 19	0219	Q319	Q419	0120	0110	G1 30	G4 30	G121	G2 21	G3 21	ľ
Nordics	112	80	152.5	118	106.3	118.2	133	190.6	180.2	139	165.8	170.4	182.1	140.2	111.4	112.8	142.8	77.8	107.4	146	58.9	150.8	111.1	
Western Europe	41.6	7.6	15.6	11.5	24.8	34.4	32.5	45.3	34	43.2	35.6	30.5	41.3	38.2	34.9	28.7	33.6	29.6	25.3	32.8	23.3	30.9	20.4	
Central & Eastern Europe and Central Asia Other Rest of World	131.8	128.3	119.1	127.1	106.8	90.7	94.3	102.1	83.2	78.2 39.8	91.2	109.4	85.1	107.4	118	129.6	143.7	72.8	159	169.5	187.4	164.5	154.5	
Rest of World Total	7,A 292.8	223.0	300.2	7.8 264.4	250.3	255.6	275.1	21.3 359.3	263.5	39.8	111.9	31.1	39.3 297.8	341.0	314.6	311.6	284.9	226.5	352.6	459.0	294.0	163.9 510.1	149.6 435.7	=
																								-
YoY Growth (%) Nordics					-6%	48%	-13%	62%	22%	18%	25%	-1%	1%	194	-33%	-34%	8%	-45%	-4%	30%	-30%	14%	3%	
Western Furone					-63%	363%	10.6%	294%	37%	24%	10%	-33%	21%	-12%	-2%	-6%	-19%	-23%	-28%	14%	-31%	4%	-19%	
Central & Fastern Funne and Central Asia					-1916	-19%	-276	-20%	-22%	-14%	-3%	7%	216	37%	29%	1814	49%	-32%	18%	32%	30%	126%	10%	
Rest of World					68%	73%	18%	173%	30%	224%	203%	46%	144%	39%	9%	32%	66%	-1616	6116	170%	29%	255%	85%	
Total					-16%	16%	-8%	36%	5%	17%	23%	-5%	13%	14%	-7%	-9%	29%	-34%	12%	47%	2%	125%	24%	
GoQ Grewth(%)																								
Nordics		-29%	97%	-23%	-1016	104	13%	43%	-33%	7%	1916	3%	-22%	4%	-2194	194	27%	-45%	38%	34%	-32%	52%	-26%	

# **H2 Market Share Data**



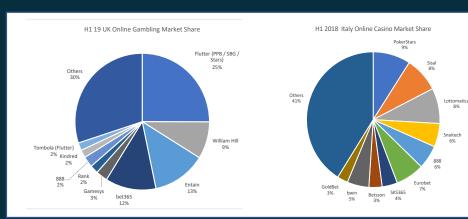
### **Market Share**

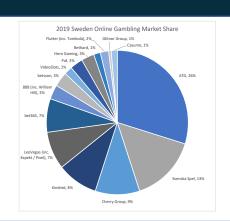


# Market Share by operator for selected key markets

- Annual market share data for all European, Asian and Latin American markets
- Italy / UK Quarterly / Half Yearly online betting and gaming / landbased betting market share data
- Sweden / Australia Online market share data updated quarterly

- US Market Share
  - Monthly state by state market share for:
  - Online sportsbetting
  - Retail sportsbetting
  - iGaming





# H2 Social Casino & eSports Data



# Social Casino & eSports Datasets

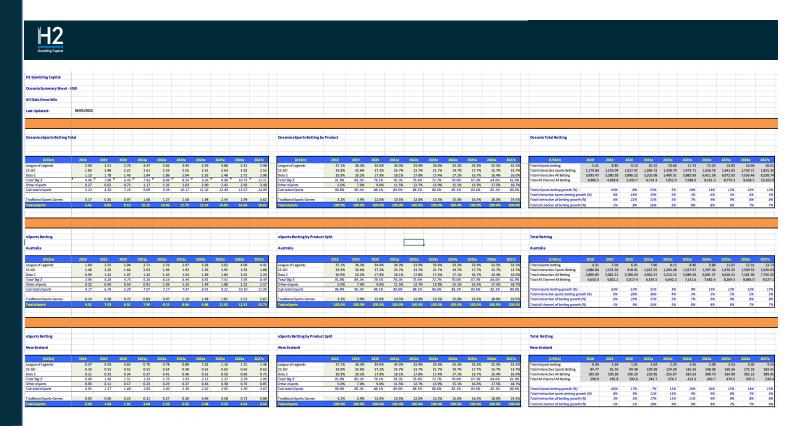
# Dedicated datasets for the eSports betting market and Social Casino market

- Social Casino revenue estimates by country, with detailed KPIs including number of payers, % of paying players, average spend per paying player, DAUs and DARPU
- eSports dataset with estimates of betting gross win by country, by game (Dota 2, CS:GO, League of Legends, Traditional Sports, Other eSports).

Europe Social Casino Data - US\$	2014												
Social Casino Data - US\$	2014												
		2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
L			35,865	36,271		37.859	41,477			42,692	43,171		44.121
Social casino user accounts ("000s)	31,185	31,857			37,311			41,450	42,218			43,642	2.5%
% paying accounts	2.4%	2.5%	2.6%	2.5%	2.6%	2.6%	3.0%	2.7%	2.7%	2.6%	2.6%	2.5%	
Paying accounts ('000s)	745	793	917	912	956	972	1,224	1,139	1,134	1,123	1,112	1,101	1,090
Spend per paying user (US\$)	252	213	206	220	236	234	226	253	271	286	300	315	331
Total spend (US\$m)	187.7	168.6	189.3	200.7	225.9	228.0	276.5	288.3	307.6	321.0	334.1	347.3	360.4
DAU (m)	4.31	4.12	4.04	3.53	3.36	3.26	3.46	3.28	3.23	3.20	3.19	3.19	3.21
DARPU (US\$)	0.12	0.11	0.13	0.16	0.18	0.19	0.22	0.24	0.26	0.28	0.29	0.30	0.31
Total spend (US\$m)	187.7	168.6	189.3	200.7	225.9	228.0	276.5	288.3	307.6	321.0	334.1	347.3	360.4
Growth .													
Social casino user accounts		2.2%	12.6%	1.1%	2.9%	1.5%	9.6%	-0.1%	1.9%	1.1%	1.1%	1.1%	1.1%
Paying accounts		6.4%	15.6%	-0.5%	4.8%	1.7%	25.9%	-7.0%	-0.4%	-1.0%	-1.0%	-1.0%	-1.0%
Spend per paying user (\$)		-15.5%	-2.9%	6.6%	7.4%	-0.8%	-3.7%	12.1%	7.1%	5.4%	5.1%	5.0%	4.8%
Total spend (US\$)		-10.1%	12.2%	6.0%	12.6%	0.9%	21.3%	4.3%	6.7%	4.3%	4.1%	4.0%	3.7%
Total spend (local currency)		10.2%	16.7%	5.5%	11.4%	6.5%	22.9%	1.3%	6.2%	3.7%	4.9%	3.3%	3.8%
DAU (m)		-4.4%	-1.9%	-12.6%	-4.7%	-3.2%	6.3%	-5.3%	-1.5%	-1.0%	-0.3%	0.2%	0.5%
DARPU (USS)		-6.0%	14.5%	21.3%	18.1%	4.3%	14.1%	10.1%	8.3%	5.4%	4.4%	3.8%	3.2%
Source: bV1sion													







# H2 Reports



### H2 Reports

Additional summary reports service providing comprehensive summaries regional markets

Essential reports aggregating all the key information across markets to provide you with all the key information you need in one place, including:

- Market dynamics overview
- Recent key trends
- Revenue forecasts
- Market share
- Key news
- Regulatory tracker

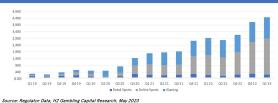


### US Sports / iGaming Market - Q1 2023

11 May 2023

- With Arizona and Illinois still to report March data, we are only 2 data points away from a full Q1 2023 US sports betting reporting season closing, while all iGaming operators have reported data for the first three months of the year, Sports betting Q1 gross win of \$2.9bn is the third consecutive record quarter of gross win for the market, up . 74% year on year, and up 10% compared to the previous record quarter in Q4 2022. However, this has been driven in a large part by a strong hold margin of 9.0% - compared to just 6.1% in Q1 22 - as well as new state launches. Handle of \$32.3bn is up 18% year on year, or up 5% excluding new state launches
- Ohio has driven heavy honging activity, which has artificially inflated some of the Q1 figures although H2 notes that this is also the case in the comparable Q122 figures with the launch of mobile sports betting in New York. While the Ohio free bets figures are reported, those of New York were not - however H2 estimates net win (i.e. gross win less promotional activity / free bets) each month, and estimates that net win increased by c.140% year on year in Q1. H2 estimates that free bets as a percentage of online sports betting gross win has fallen from 62% in Q1 2022 to 43% in Q1 2023 - although this fall in free bet percentage isn't shown in the 'reported states' percentage, as Ohio has a disproportionate impact on this data (1 state out of 10 compared to one out of 27 for the whole market), while New York was a key driver of the high free bet percentage in Q1 2022 but isn't included in the reported state data.
- Q1 2023 iGaming gross win of \$1.58bn is a new record quarter and continues the trend of consecutive record quarters since 2017. This is up 6.6% compared to the previous record quarter in Q4 2022, and up 24% year on year. Every major iGaming market returned record monthly gross win, with Michigan reporting the strongest growth of the 'big 3' (Michigan, Pennsylvania and New Jersey). Michigan gross win of \$172m was up 30% year on year and up 12% compared to its previous record month (January 2023) – and it has now solidified its position as the second largest iGaming market in the US, having now been ahead of New Jersey for the fourth consecutive month
- While gross win is up 24% year on year, H2 estimates that net win grew by only 16% year on year, due to an increase in promotional spend, as the major operators focus on iGaming market share as a major part of their path to profitability – H2 estimates that free bets have increased from 17% of gross win in Q1 2022 to 22% in Q1 2023 – leading to net win of \$1.23bn

### MONTHLY SPORTSBETTING & IGAMING GROSS WIN (\$M



All regions covered

Additional detailed quarterly report on the US Sportsbetting and iGaming market



# H2 Subscription Tiers and Pricing

Subscription:	Core	Standard	Plus	H2 North America
	Market Data	Core + Companies etc	Standard + Reports	North America
Core Markets	✓	✓	✓	N. America Only (+ Headline Global Data)
Companies		✓	<b>√</b>	✓
Market Share		✓	<b>√</b>	N. America Only
eSports		✓	<b>√</b>	✓
Social Casino		✓	<b>√</b>	N. America Only
H2 Reports			<b>√</b>	N. America Only
Price	GBP 6,000	GBP 10,000	GBP 12,500	USD 12,000