



## ADVANCING SUSTAINABILITY

### LOWERING CARBON EMISSIONS

In 2018, Entain set a target to reduce Scope 1 and 2 greenhouse gas (GHG) emissions by 15 percent per colleague by the end of 2021 and achieved this target early. While this decrease in emissions was expedited by the pandemic and resulting shop and office closures, data demonstrate Entain was already on track to achieving its goal based on pre-pandemic GHG emissions.

In early 2021, Entain committed to net zero GHG emissions by no later than 2035, 15 years ahead of the 2050 target for carbon neutrality set by the Paris Agreement. The Company also invested in GHG offsets for the first time in 2020. It purchased its offsets from Brynk, an independent platform that facilitates tree planting and reforestation projects. By 2023, these investments alone are predicted to offset its global Scope 1 and 2 emissions.

Entain also works with its suppliers to decarbonize the supply chain. As one example, Entain is highly engaged with its major third-party data centers, which make up most of the Company's data center energy consumption.

Additionally, Entain started to focus in 2021 on increasing efficiency and transparency of minor suppliers in order to reduce Scope 3 emissions.

To integrate our commitment internally, Entain's Green Ambassador program consists of 120 employees that work to identify practical ways they can improve environmental efficiency in the workplace.



## STRENGTHENING DIVERSITY, EQUITY & INCLUSION

### INCREASING BOARD & MANAGEMENT DIVERSITY

Twenty three percent of Entain's Senior Management are women, which represents an improvement over the previous three years. Entain is working to continue the trend to realize additional improvement. Women now make up 40 percent of the Board of Directors.

### SUPPORTING RACIAL EQUALITY & SOCIAL JUSTICE EFFORTS

Entain actively supports diversity and inclusion in the gaming industry through the All-in Diversity Project, an industry-driven initiative that highlights diversity, equality and inclusion for the global betting and gaming sector.

### STRENGTHENING EMPLOYEE DEI

Entain recognizes the need to strengthen diversity within its Company to remain at the forefront of customers' needs and innovation. It launched its international diversity and inclusion strategy in 2018, "Everyone's in the Game," to create a more inclusive business within three years in four main areas: recruitment, progress and policy, people development, and awareness and education. Currently, women make up 47 percent of Entain's total employee population.

#### Entain Foundation

In September 2019, the Entain Foundation committed to donating more than \$131 million over five years to projects and foundations related to responsible betting and gaming, recreational sports, diversity in technology and local community projects near Entain's offices.



## INVESTING IN COMMUNITIES

### EXPANDING EDUCATION & CAREER OPPORTUNITIES

Entain launched two initiatives in early 2021 for young women interested in pursuing careers in technology. Additionally, Entain supports Girls Who Code and Tech Girls Movement in Australia.

Currently, women make up 30 percent of Entain's technical roles.

## 7 Principles for Safer Betting and Gaming

Entain has established seven principles that aim to make betting and gaming safer than ever before:

- Understanding the problem by funding research to find the best possible solutions.
- Educating stakeholders about the potential risks of gambling and how to avoid them.
- Promoting responsible attitudes through advertising, marketing, and sponsorships.
- Empowering customers by adding features that help customers gamble safely.
- Funding addiction treatment.
- Championing responsible product design principles to make sure products are as safe as they are fun.
- Changing gaming for the better by making it safer across the board.



## RESPONSIBLE LEADERSHIP

### EDUCATING CUSTOMERS

Entain aims to educate its customers through the Advanced Responsibility and Care (ARC) Program, which utilizes evidence-based markers to identify risky behaviors.

In September 2019, Entain launched the Entain Foundation to drive responsible gaming efforts in the U.S. Through its Gamble Responsibly America app, available in English and Spanish, the Entain Foundation aims to underpin safe play with the expansion of U.S. gaming.

The Entain Foundation is also a partner of the AGA's Have A Game Plan.® public service campaign.

### ESTABLISHING & FOLLOWING RIGOROUS BUSINESS STANDARDS

In 2020, Entain continued to grow its responsibility programs by introducing its ARC program. The strategy is fully aligned with the UK Gambling Commission's principal objectives to ensure betting and gaming is crime-free, fair, conducted openly and protects children and other vulnerable persons.

### TRAINING EMPLOYEES

All team members are trained on safer betting and gambling practices. Starting in 2021, Entain employees will be assessed on whether certain milestones of the (ARC) Program have been achieved.

### INVESTING IN RESEARCH & PARTNERING WITH ADVOCACY GROUPS

In 2021, Entain increased its research, education and treatment (RET) for all problem betting and gaming and committed to increasing RET to 1% of gross gaming yield by 2023. Entain is on track to realize this commitment in 2022, a full year early.

Entain will continue to compile evidence and coordinate its response with other betting and gaming operators within the gaming industry. In the U.S., this includes robust partnerships, funding and collaboration with Kindbridge, EPIC Risk Management US, National Council on Problem Gambling, Nevada Council on Problem Gambling, and the University of Nevada, Las Vegas International Gaming Institute.