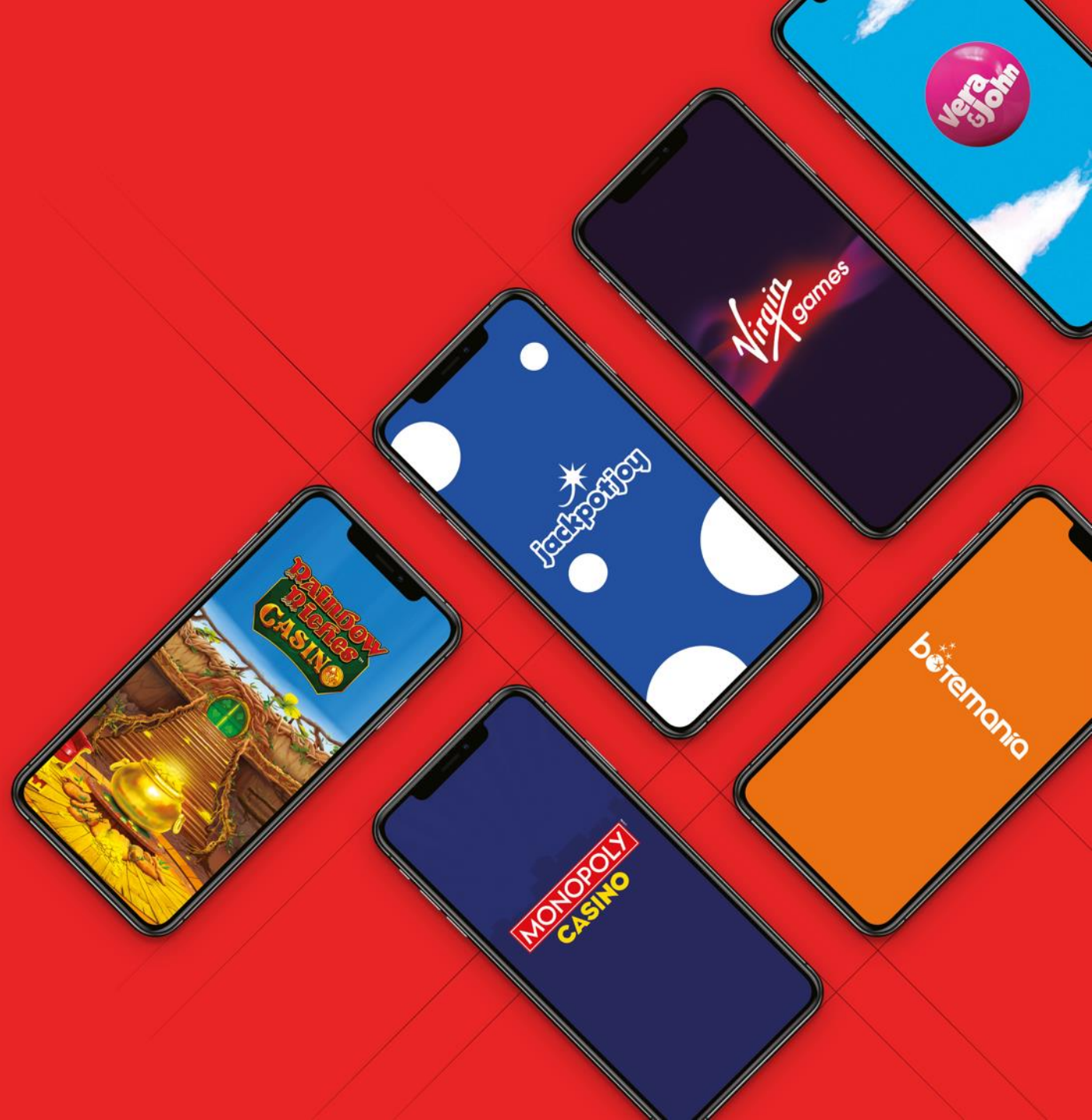




# Investor presentation

Six months ended 30 June 2020



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All historical financial and operational information relating to the Jackpotjoy business prior to the Company’s acquisition of the Jackpotjoy brands from the Gamesys group (as the Gamesys group existed at the date of such acquisition) in this presentation is based exclusively on information made available by the Gamesys group (as it existed at the date of such acquisition) and its representatives, and has not been independently verified by the Company. Although the Company has no reason to doubt the accuracy or completeness of the information provided by the Gamesys group (as it existed at the date of such acquisition), such information may be incomplete or inaccurate and any omission or inaccuracy in such information could result in unanticipated liabilities or expenses, or may adversely affect the operational plans of the Company and its results of operations and financial condition.

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Words such as ‘plans’, ‘expects’, ‘estimates’, ‘projects’, ‘predicts’, ‘targets’, ‘seeks’, ‘intends’, ‘anticipates’, ‘believes’, ‘may’, ‘could’, ‘should’, ‘might’, ‘will’ or similar expressions suggesting future outcomes or events are intended to identify such forward-looking information. Such forward-looking statements are based on current expectations, estimates, forecasts and projections about the Group’s business and the industry, regulatory and economic environments in which it operates, and include beliefs and assumptions made by management of the Group which may prove to be incorrect, including, but not limited to: the ability of the Group to secure, maintain and comply with all required licenses, permits and certifications to carry out business in the jurisdictions in which it currently operates or intends to operate; no unforeseen changes in governmental or regulatory policies, including the introduction of new laws or changes in existing laws (or the interpretation thereof) related to online gaming; general business, economic and market conditions (including market growth rates and the withdrawal of the UK from the European Union); the Group operating in foreign jurisdictions; the competitive environment; the expected growth of the online gaming market and potential new market opportunities; anticipated and unanticipated costs; the protection of the Group’s intellectual property rights; the Group’s ability to successfully integrate and realise the benefits of its completed acquisitions, the Group’s continued relationship with third parties; the ability of the Group to service its debt obligations; the ability of the Group to obtain additional financing, if, as and when required; the Group’s ability to retain its active customers; and no unforeseen changes due to the COVID-19 pandemic. Such statements could also be materially affected by risks relating to the lack of available and qualified personnel or management; stock market volatility; taxation policies; competition; foreign operations; the Group’s limited operating history and the Group’s ability to access sufficient capital from internal or external sources. Gamesys believes that these are reasonable assumptions, based on information currently available to the Group.

Whether actual results and developments will conform with the expectations and predictions contained in the forward-looking information is subject to a number of risks and uncertainties, many of which are beyond the Group’s control. Factors that could cause actual results or outcomes to differ materially from the results expressed or implied by forward-looking statements include, among other things: risks relating to the lack of available and qualified personnel or management; unfavourable regulatory changes in key markets; risks associated with fluctuations in interest rates and failure to manage exposure to credit and financial instrument risk; a significant expansion in length or severity of the COVID-19 pandemic restricting or prohibiting the Group’s operations or significantly impacting the Group’s workforce; the severity of mitigation measures related to the COVID-19 pandemic; and risks associated with economic uncertainty and financial market volatility.

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# Non-IFRS measures

This presentation makes reference to certain non-IFRS measures, including Adjusted EBITDA, Adjusted Net Income, and Diluted Adjusted Net Income per share. The Group uses non-IFRS measures because management believes that they provide additional useful information regarding ongoing operating and financial performance. Readers are cautioned that the definitions are not recognised measures under IFRS, do not have standardised meanings prescribed by IFRS, and should not be considered in isolation or construed to be alternatives to revenues and net income/(loss) and comprehensive income/(loss) for the period determined in accordance with IFRS or as indicators of performance, liquidity or cash flows. The Group's method of calculating these measures may differ from the method used by other entities. Accordingly, the Group's measures may not be comparable to similarly titled measures used by other entities or in other jurisdictions.

Adjusted EBITDA, as defined by the Group, is income from continuing operations before interest expense including accretion (net of interest income), income taxes, amortisation and depreciation, fair value adjustments on contingent consideration, transaction related costs and foreign exchange (gain)/loss. Management believes that Adjusted EBITDA is an important indicator of the issuer's ability to generate liquidity to service outstanding debt and uses this metric for such purpose. The exclusion of fair value adjustments on contingent consideration, transaction related costs and foreign exchange (gain)/loss eliminates items which management believes are either non-operational and/or non-routine.

Adjusted Net Income, as defined by the Group, means net income from continuing operations plus or minus items of note that management may reasonably quantify and believes will provide the reader with a better understanding of the Group's underlying business performance. Adjusted Net Income is calculated by adjusting net income for accretion on financial liabilities, amortisation of acquisition related purchase price intangibles (including non-compete clauses), fair value adjustments on contingent consideration, transaction related costs, foreign exchange (gain)/loss and deferred tax on purchase price intangibles. The exclusion of accretion on financial liabilities eliminates the non-cash items and the exclusion of amortisation of acquisition related purchase price intangibles (including non-compete clauses), fair value adjustments on contingent consideration, transaction related costs, foreign exchange (gain)/loss and deferred tax on purchase price intangibles eliminates items which management believes are non-operational and/or non-routine. Adjusted Net Income is considered by some investors and analysts for the purpose of assisting in valuing a company.

Diluted Adjusted Net Income per share from continuing operations, as defined by the Group, means Adjusted Net Income divided by the diluted weighted average number of shares outstanding, calculated using the IFRS treasury method, for the applicable period. Management believes that Diluted Adjusted Net Income per share from continuing operations assists with the Group's ability to analyse Adjusted Net Income on a diluted weighted average per share basis.

## Content

**1** Business overview, responsible gambling and Gamesys Foundation

**2** H1 2020 financial review

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**3** KPIs over a 12-month (LTM) period

---

**4** Appendix – additional information

# Leading senior executives with a track record of creating shareholder value



**Neil Goulden**

Executive Chair

- Appointed to the Board in 2016
- Previously NED at Marstons plc
- Held board level positions at Ladbrokes, Compass, Allied Leisure and Gala Coral



**Lee Fenton**

Group CEO

- Joined Gamesys in 2008 as COO, appointed CEO in 2015
- Appointed CEO Gamesys Group plc 2019
- Previously COO of the mobile division at 20th Century Fox and Global Director of Consumer Products & Content at Vodafone plc



**Keith Laslop**

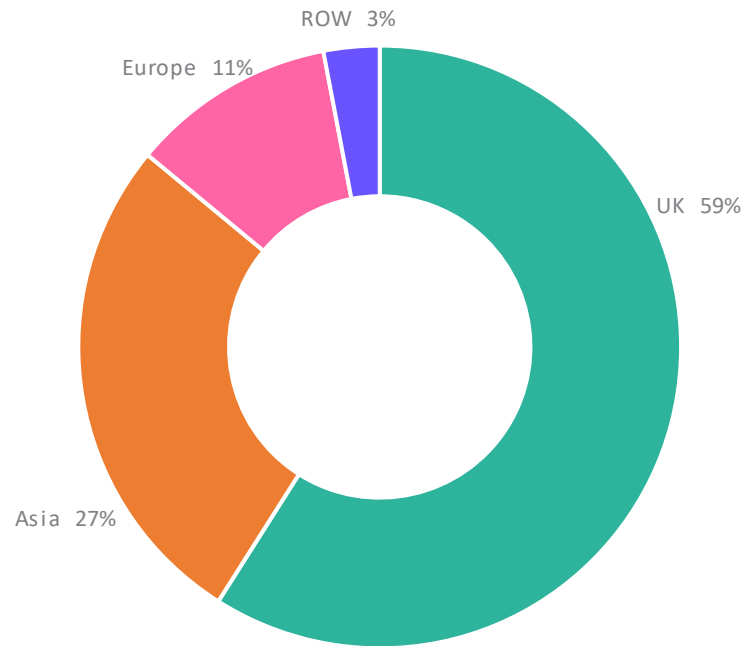
Group CFO

- Co-founded Intertain Group in 2013
- Appointed to the Board in 2016
- Previously Principal at Newcourt Capital, CFO and then President of Prolexic Technologies

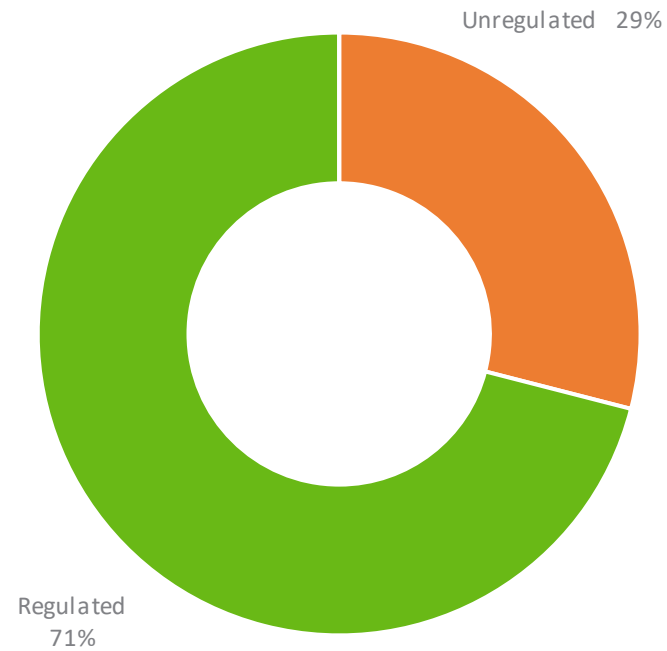
# Business snapshot (Pro-forma)

LTM to 30 June 2020 Revenue Segmentation

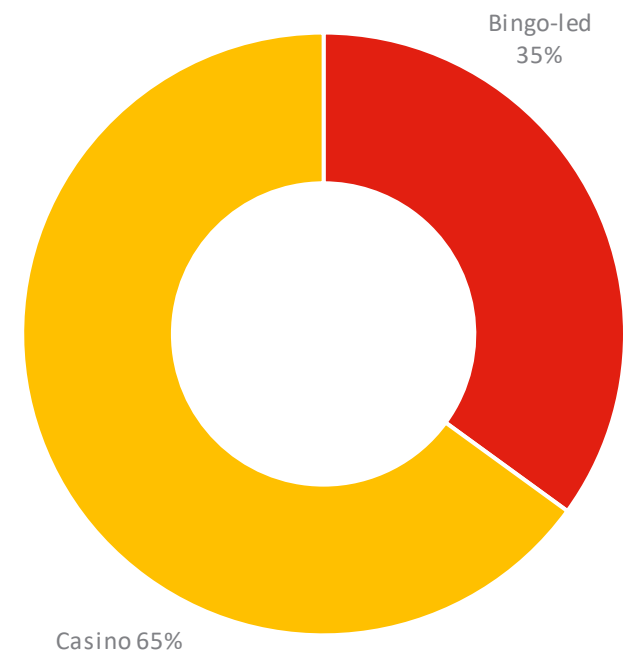
### Geographic regions



### Regulatory Mix<sup>1</sup>



### Brand



## Responsible gambling focus during COVID-19

- The Group continues to focus on providing a recreational and entertaining experience for our community of players to enjoy, demonstrated by a 28% increase in chatroom engagement and a 53% increase in non-wagering sessions
- During the first half, we invested in additional resources and capabilities to manage our growth in responsible gambling activity, including an increase in budgeted headcount by 30%
- Upon entering COVID-19 lockdowns in Q2, we were the first operator to cease untargeted customer marketing in the UK, including the suspension of TV and radio campaigns
- Between Q1 and Q2, we experienced a 34% increase in the number of players setting deposit limits and a 44% increase in our proactive outbound calls to customers to discuss their playing
- Made a TV sponsorship opportunity available to Women's Aid, the national charity working to end domestic abuse, as well as donating £0.2m to help increase the charity's support capability
- This donation was made by the Gamesys Foundation which was created in February 2020 in response to the desire within the company to contribute to those in need.
- We welcome the forthcoming review of the 2005 Gambling Act and look forward to contributing to an evidence-based assessment as to how to enhance the environment for responsible gambling
- Continue to monitor COVID-19 developments and Government guidelines carefully, as the health and wellbeing of our employees and players remains our top priority
- Extremely proud of the productivity and focus that has been maintained by our teams across the Group, particularly during what has been a difficult time for many people and their families



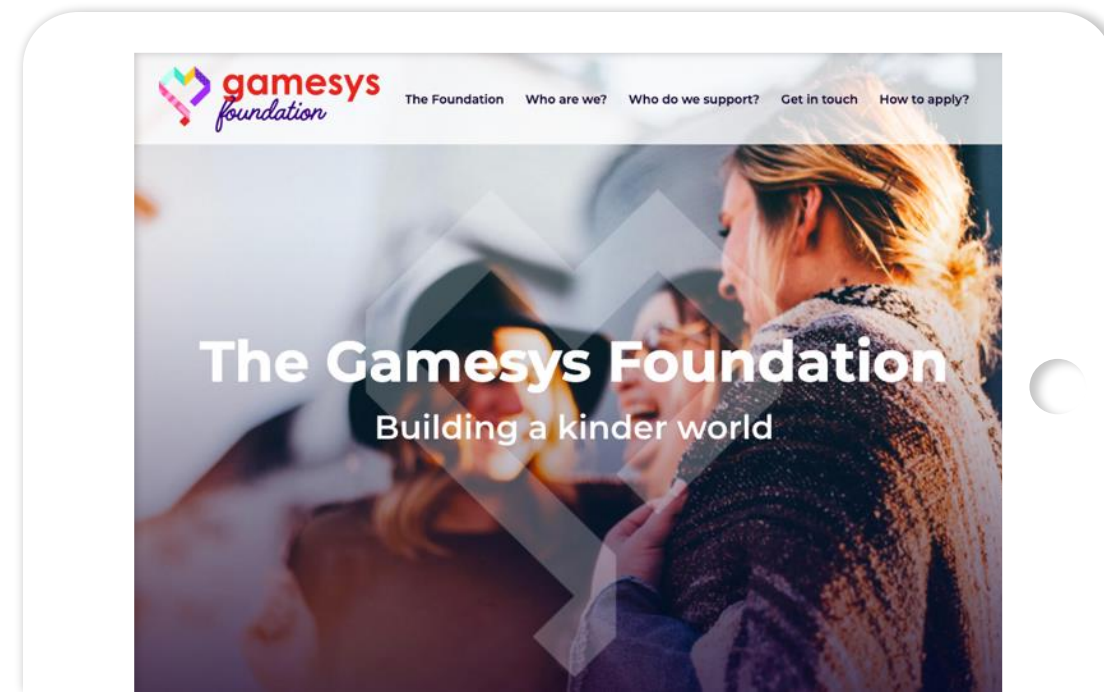
# Gamesys Foundation

- The Gamesys Foundation is an independent charity organisation created and funded by Gamesys Group.
- Issues of mental health have long been met with stigma and mistrust within our society, but we believe that change is on the horizon. We envision a world in which mental health is treated with the same urgency and compassion as physical health – the Gamesys Foundation is our way of striving towards that dream.
- The Gamesys Foundation was created in February 2020 by Gamesys Group in response to the desire within the company to contribute to those in need. Whilst the Foundation operates as an independent charity, it is also inextricably linked with Gamesys Group and its subsidiaries.
- The Gamesys Foundation's funds come from both corporate contributions and employee initiatives. We follow strict principles of integrity, respect, and independence to identify and support causes promoting mental wellness across the global community.
- By the end of 2020 £2.25 million will have been made available to charitable causes
- Charities which we support:

women's aid  
until women & children are safe



<https://gamesysfoundation.org/>





## Content

1 Business overview, responsible gambling and Gamesys Foundation

2 **H1 2020 financial review**

3 KPIs over a 12-month (LTM) period

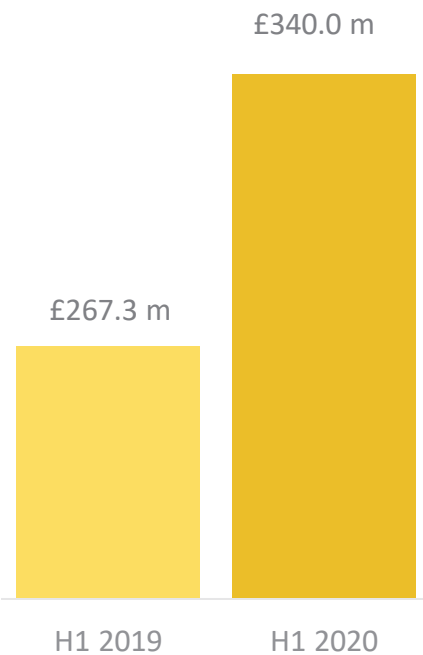
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4 Appendix – additional information

# Group financial performance (Pro-forma)

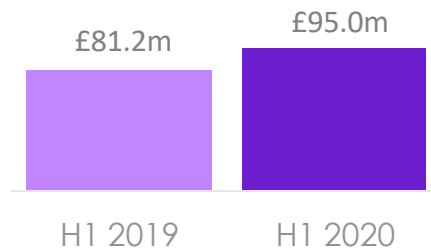
## Gaming Revenue

▲ 27% (YoY)



## Adjusted EBITDA<sup>1</sup>

▲ 17% (YoY)



## Financial Highlights

- Excellent financial and operating performance comfortably ahead of expectations
- On a pro-forma basis, gaming revenue increased 27% year-on-year
- Adjusted EBITDA<sup>1</sup> increased 17% on the same basis
- Average active players per month grew 14% over the 12-month period
- Debt facilities re-priced to deliver 50 bps interest saving
- Adjusted net debt of £391.7m and leverage of 2.27x reduced from 2.83x at 31 December 2019
- On track to meet target range of 1-2x leverage
- Maiden dividend declared with a progressive policy going forward
- Flexibility to invest, deleverage and return cash to shareholders

# UK geographic financial performance (Pro-forma)

## Operational Highlights

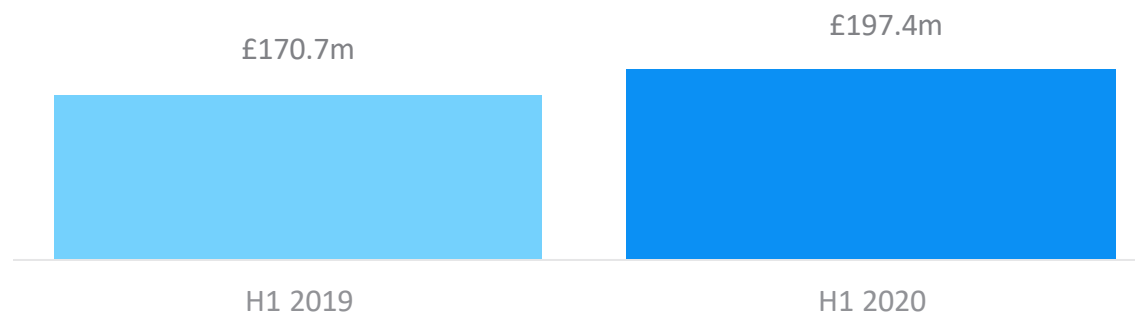
Revenues grew 16% in H1

All major brands in growth and highly successful launch of Rainbow Riches Casino

Average monthly active growth of c.20% over prior year comparatives

## UK Gaming Revenue

 **16%** (YoY)



# Asia geographic financial performance (Pro-forma)

## Operational Highlights

Record H1 for the region driven by new customer growth and sustained momentum in Japan

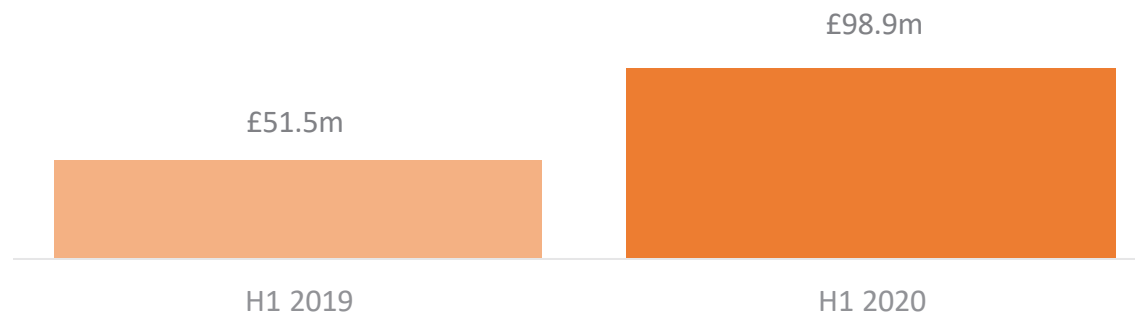
Japan's success reflects investment in product, infrastructure, customer support and marketing

Successful launch of our InterCasino brand into Japan

B2B services and content aggregation business Solid Gaming, have also maintained strong momentum

## Asia Gaming Revenue

 **92%** (YoY)



# Europe geographic financial performance (Pro-forma)

## Operational Highlights

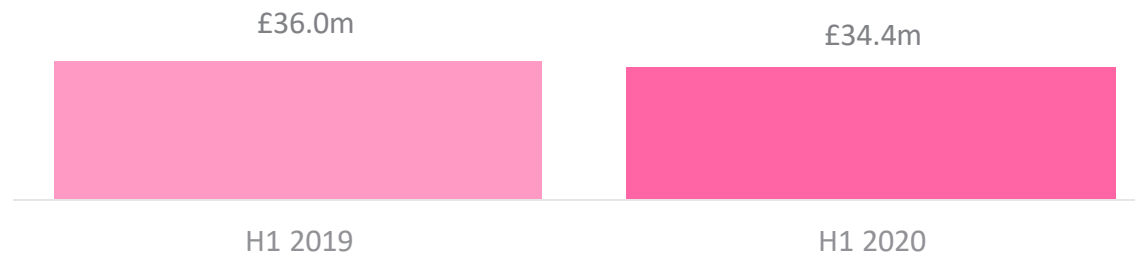
Steady performance in Spain. Launch of second brand 'Monopoly Casino'

Double digit growth of 37% in Germany

Nordics, and particularly Sweden, remain challenging

## Europe Gaming Revenue

▼ 4% (YoY)



# ROW geographic financial performance (Pro-forma)

## Operational Highlights

Our US business in New Jersey is the most significant part of our ROW segment; US revenue growth of 37% in H1.

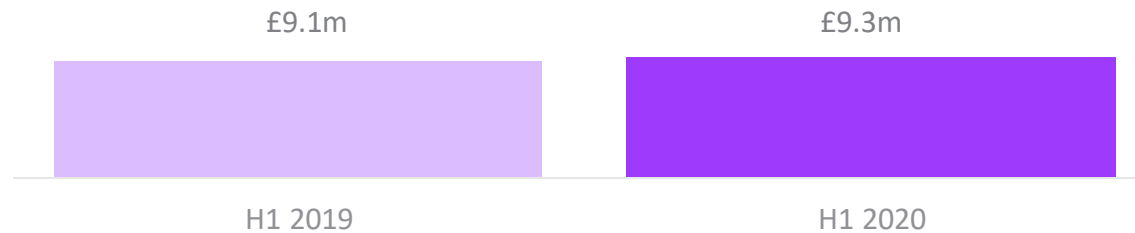
Lat Am delivered double digit growth of 23%

Launched a casino product in Canada and revenues growing strongly from small base

Exit from some peripheral markets in 2019 (including Denmark, Austria and Switzerland) impacts revenue growth

## ROW Gaming Revenue

 **2%** (YoY)





# Net debt and leverage ratios

## Adjusted Net Leverage

| (£m)                               | As at<br>30 June 2020 | As at<br>31 December 2019 |
|------------------------------------|-----------------------|---------------------------|
| Gross Debt <sup>1</sup>            | 521.9                 | 540.2                     |
| Fair Value of Swaps <sup>2</sup>   | 5.8                   | 10.4                      |
| Cash                               | (136.0)               | (100.3)                   |
| Adjusted Net Debt <sup>3</sup>     | 391.7                 | 450.3                     |
| Adjusted Net Leverage <sup>4</sup> | <b>2.27x</b>          | <b>2.83x</b>              |

Based on actual 30 June 2020 balance sheet.

1. Gross debt consists of GBP and EUR term loans and deferred consideration related to the Gamesys Acquisition.
2. Value of interest rate swap and cross currency swap based on actual 30 June 2020 balance sheet.
3. Adjusted Net Debt consists of existing term loans, deferred consideration related to the Gamesys Acquisition, fair value of interest rate swap and currency swap, less non-restricted cash.
4. Adjusted Net Debt divided by LTM to 30 June 2020 Adjusted EBITDA of £172.2m.

# Capital allocation

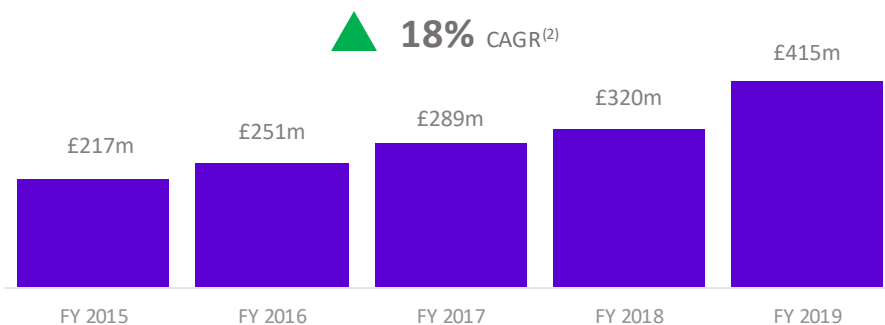
- Our long-term strategy is to reduce leverage to a target range of 1x to 2x adjusted EBITDA<sup>1</sup> and to commence dividend payments, with the retained ability to launch a sustained share buyback programme if the Board believes it is appropriate
- Given we are very much on track to achieve our target leverage, the Board believes that now is the right time to commence returns of cash to shareholders with an inaugural interim dividend of 12 pence per share

|                  |                   |
|------------------|-------------------|
| Ex-Dividend Date | 10 September 2020 |
| Record Date      | 11 September 2020 |
| Payment Date     | 15 October 2020   |

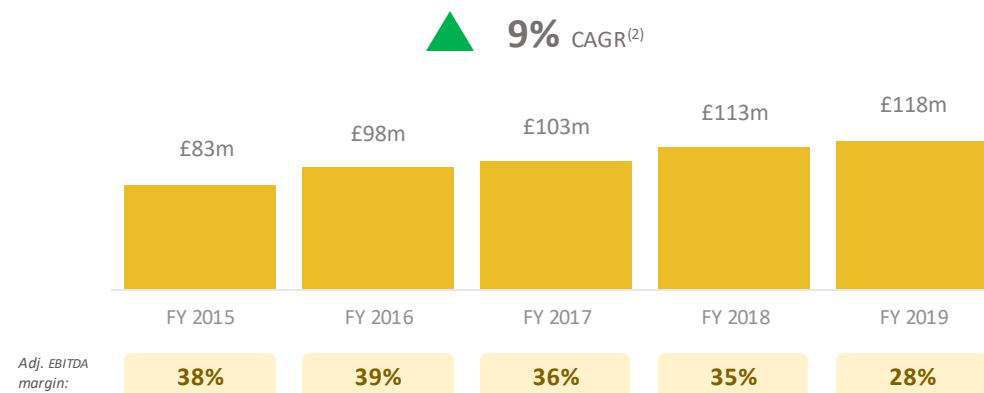
- Adoption of a progressive dividend policy going forward, which is expected to be split 33%:67% between an interim and final dividend
- The Group's cash position will also provide flexibility to undertake returns to shareholders through share buyback programmes, should the Directors consider it to be the best use of excess capital at that time
- Continue to assess the availability of any excess capital and carefully evaluate any identified opportunities (debt repayment, returns to shareholders etc.) against the long-term benefit of organic investment and value-enhancing M&A
- We intend to remain flexible and agile in the implementation of our corporate strategy in relation to the balance between cash conservation, debt paydown, potential bolt-on acquisitions and returning cash to shareholders

# Financial track record of cash generation and growth (reported results)

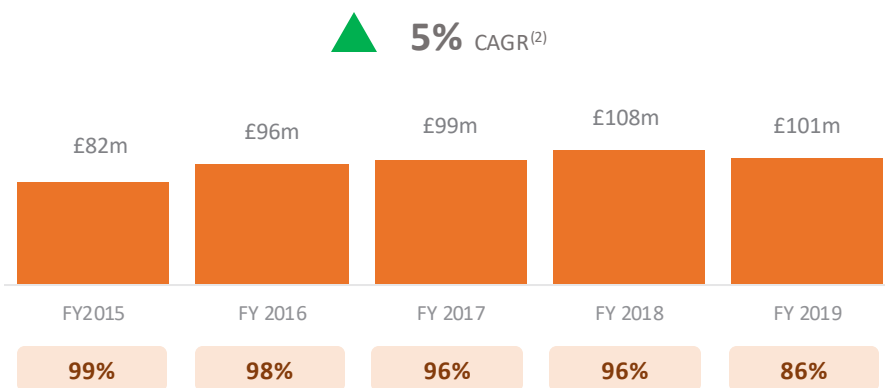
### Revenue (£ in millions)



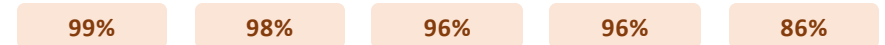
### Adj. EBITDA<sup>1</sup> (£ in millions) & Adj. EBITDA<sup>1</sup> margin



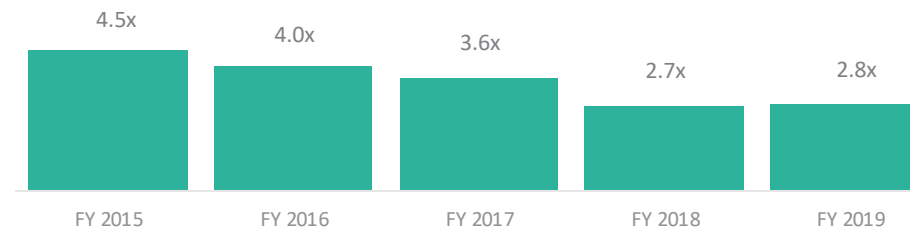
### Adj. EBITDA<sup>1</sup> – Capex (£ in millions)



Adj. EBITDA margin:



### Adj. Net Leverage



## Content

1 Business overview, responsible gambling and Gamesys Foundation

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2 H1 2020 financial review

**3 KPIs over a 12-month (LTM) period**

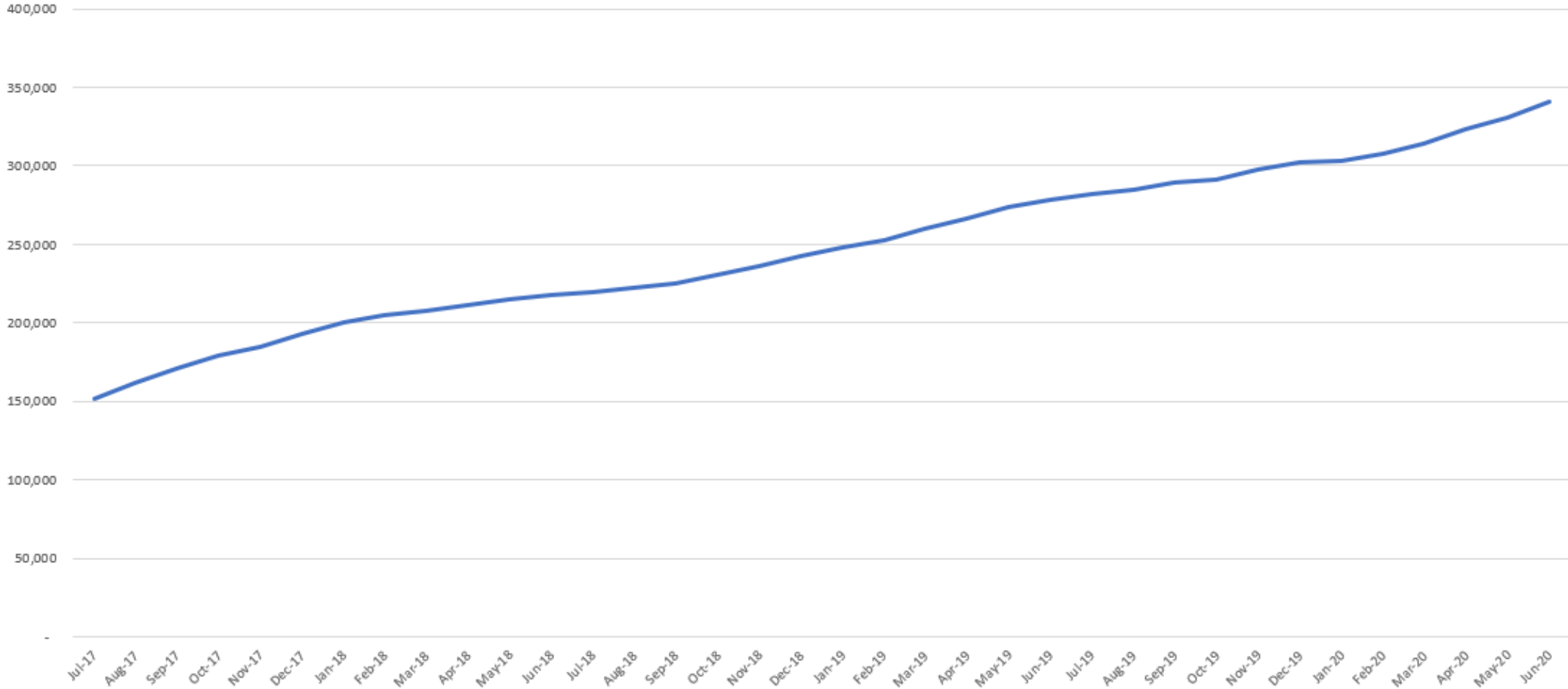
4 Appendix – additional information

# Consistently strong business momentum (Pro-forma)



# The network and scale effect

LTM Global Customers Engaging With a Network Progressive Accrual



Source: Average monthly active players for Gamesys Group (pro-forma) engaged in network games with a progressive jackpot



## Content

**1** Business overview, responsible gambling and Gamesys Foundation

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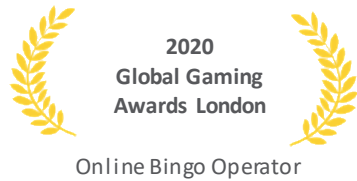
**2** H1 2020 financial review

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**3** KPIs over a 12-month (LTM) period

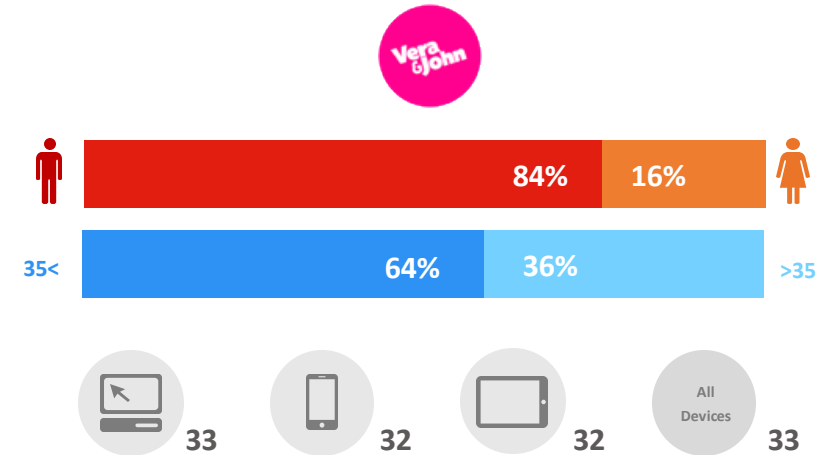
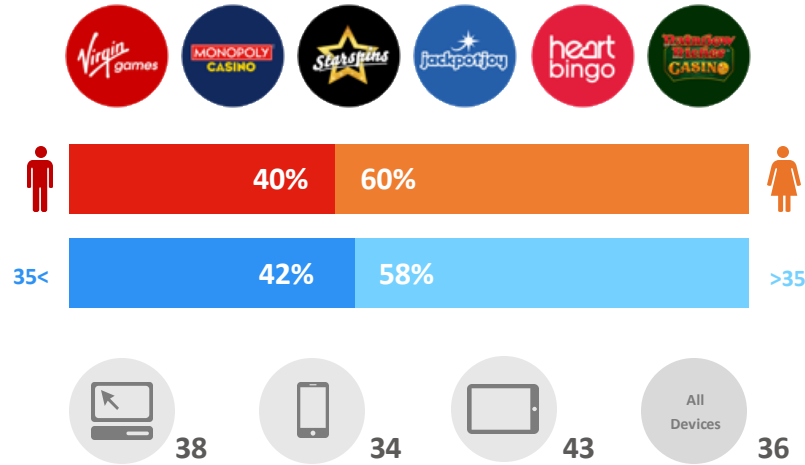
**4** **Appendix – additional information**

# Awards



# Demographic analysis

## Active Players Gender, Age Split <sup>1</sup> And Average Age by Device <sup>2</sup>



**Product appeals predominantly to female players, who in general:**

- are less targeted by sports book-led operators
- are more attached to the social aspect

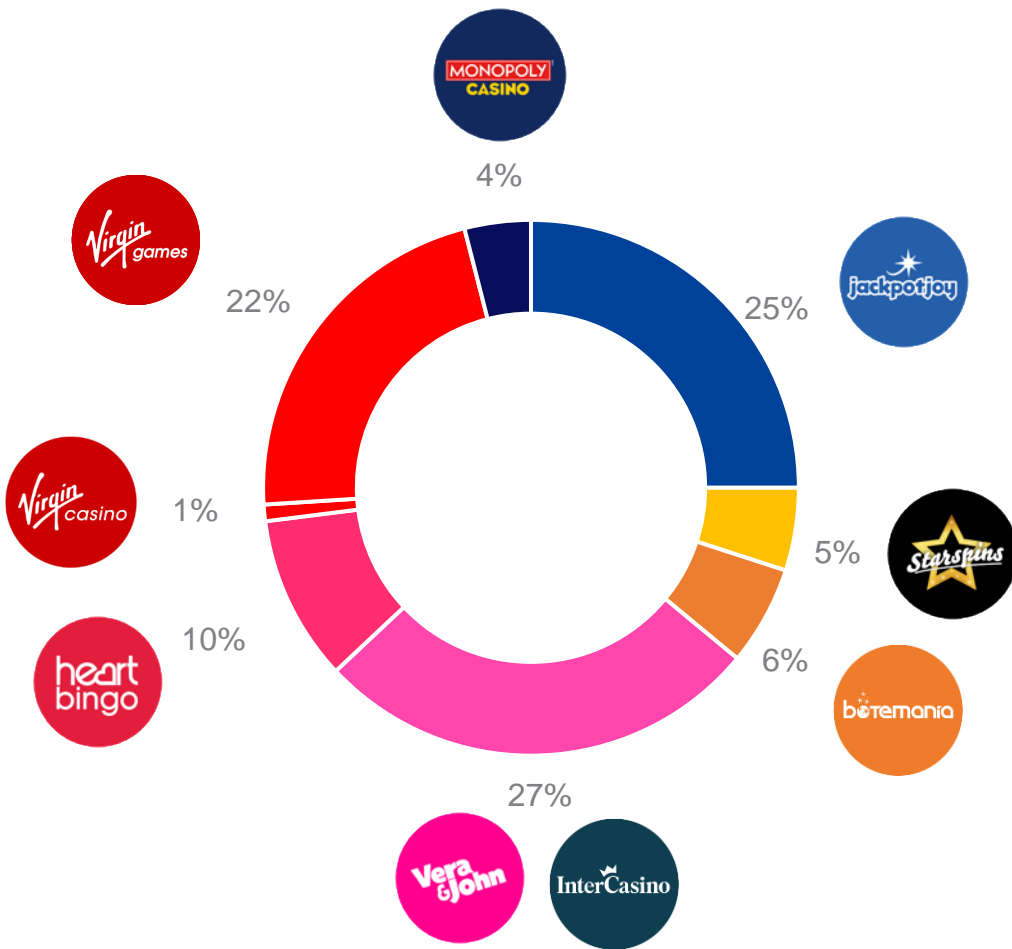
**Use of mobile is skewed towards a younger player base which:**

- constitutes the highest growth segment for the Company
- higher spend per capita driven by more frequent play



# Diversified brand portfolio with international expansion opportunities

## Balanced Brand Portfolio<sup>(1)</sup>



### Increased Diversification with Global Opportunity

- Diversified portfolio of long established, recognised brands with a track record of growth
- Platform for international growth, particularly with recognised global super brands, Virgin and Monopoly
- Increased wallet share opportunity through complementary brand offering
- Marketing budget optimisation across the brand portfolio

# Diversified brand portfolio with international expansion opportunities



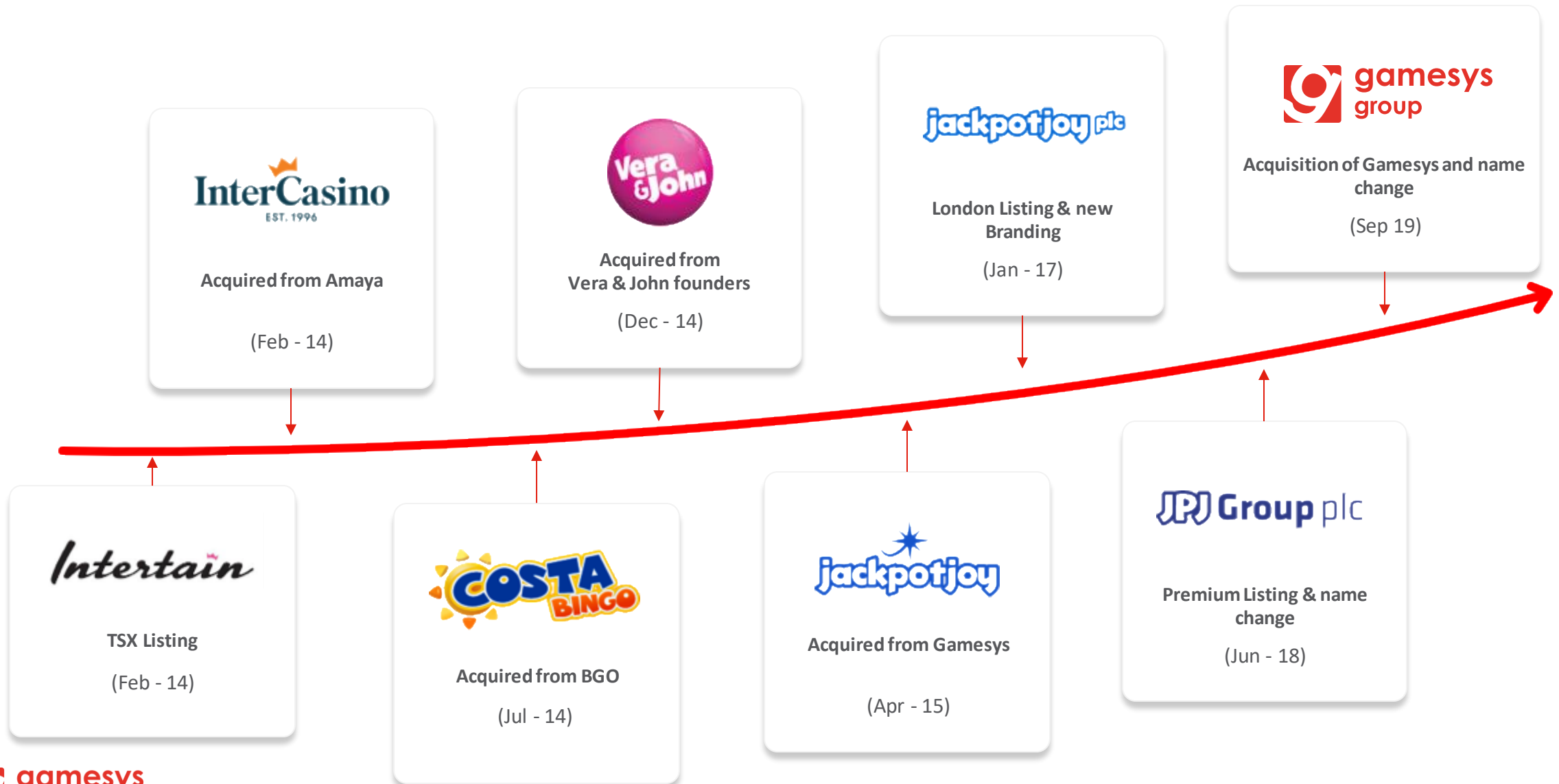
- Virgin is a leading brand with global reach
- The Enlarged Group will have a trademark licensing agreement with the Virgin Group of up to 30 years
- Brand Awareness: 99% in UK, in excess of 95% in US, Canada, Australia, France, and South Africa

- The Enlarged Group will have a licence to operate the Monopoly-branded websites for an initial term until the end of 2025
- Product available across 114 countries in 47 languages
- 1 billion people have played Monopoly worldwide
- 160 licences worldwide
- In total, over 250 million sets of Monopoly have been sold
- Brand Awareness: UK > 99%, US > 99%, Spain > 99%

*“Virgin partnered with Gamesys because they put the player experience front and centre. They take a lead on responsible gaming and care passionately about providing not just the fairest but also the most entertaining experiences in the industry.”*

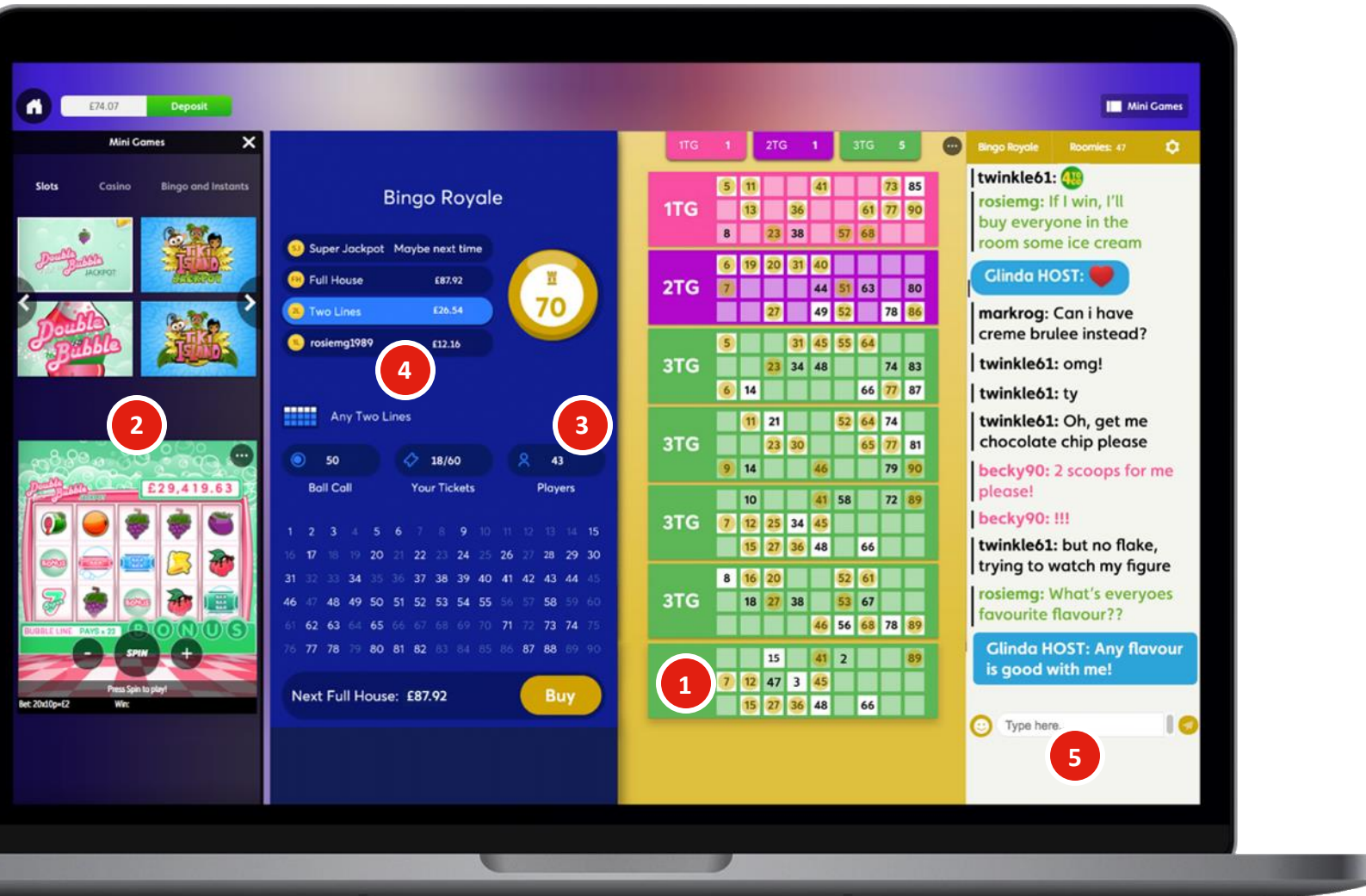
*Josh Bayliss, CEO Virgin Group*

# Evolution of the group



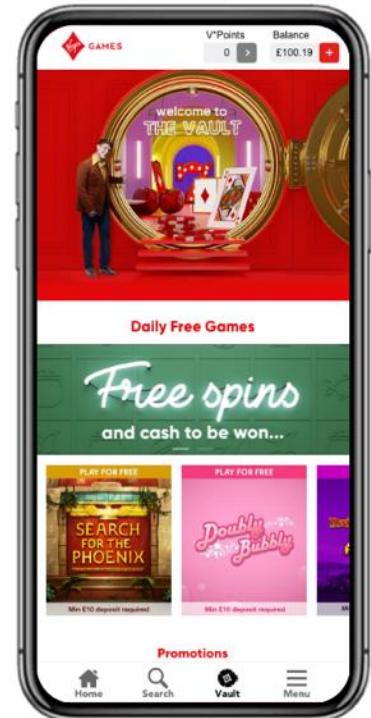
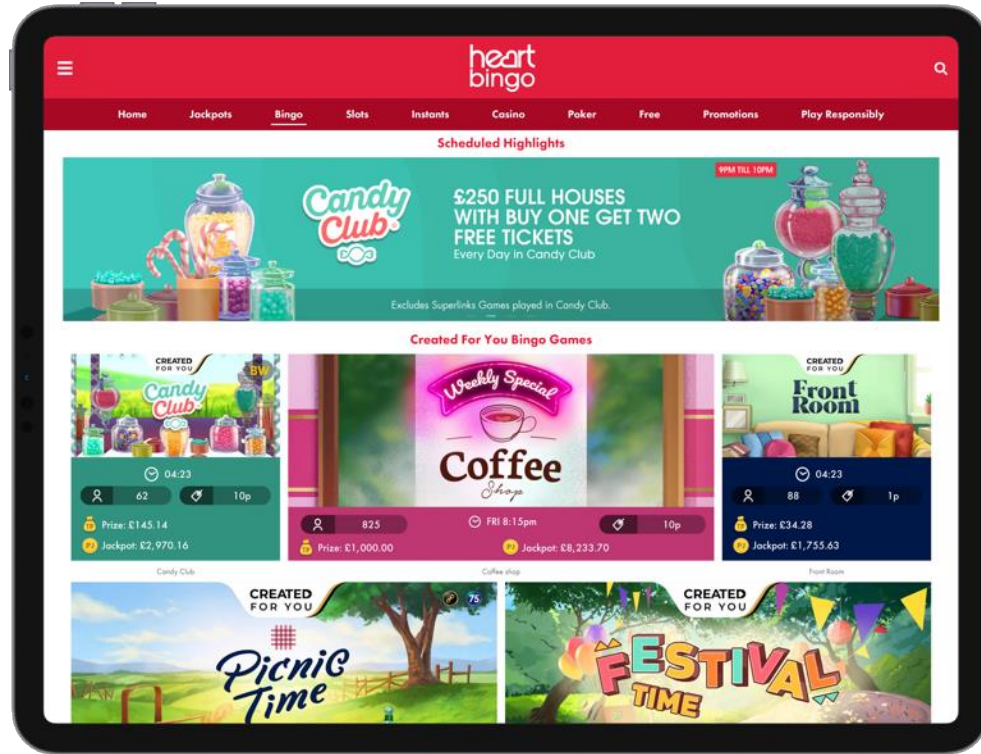
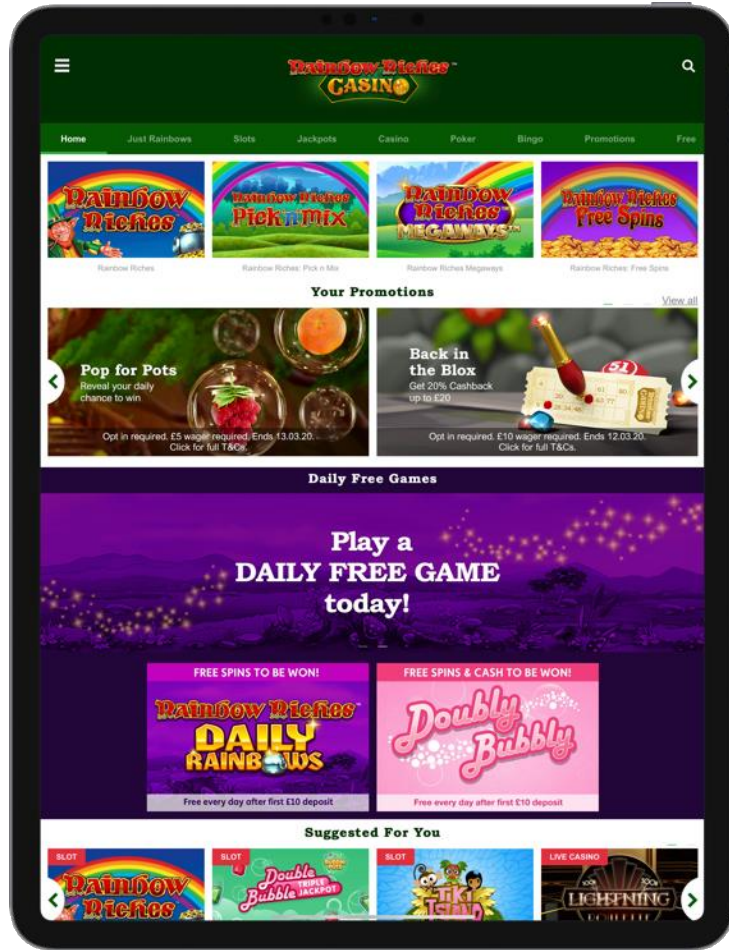


# Online bingo characteristics



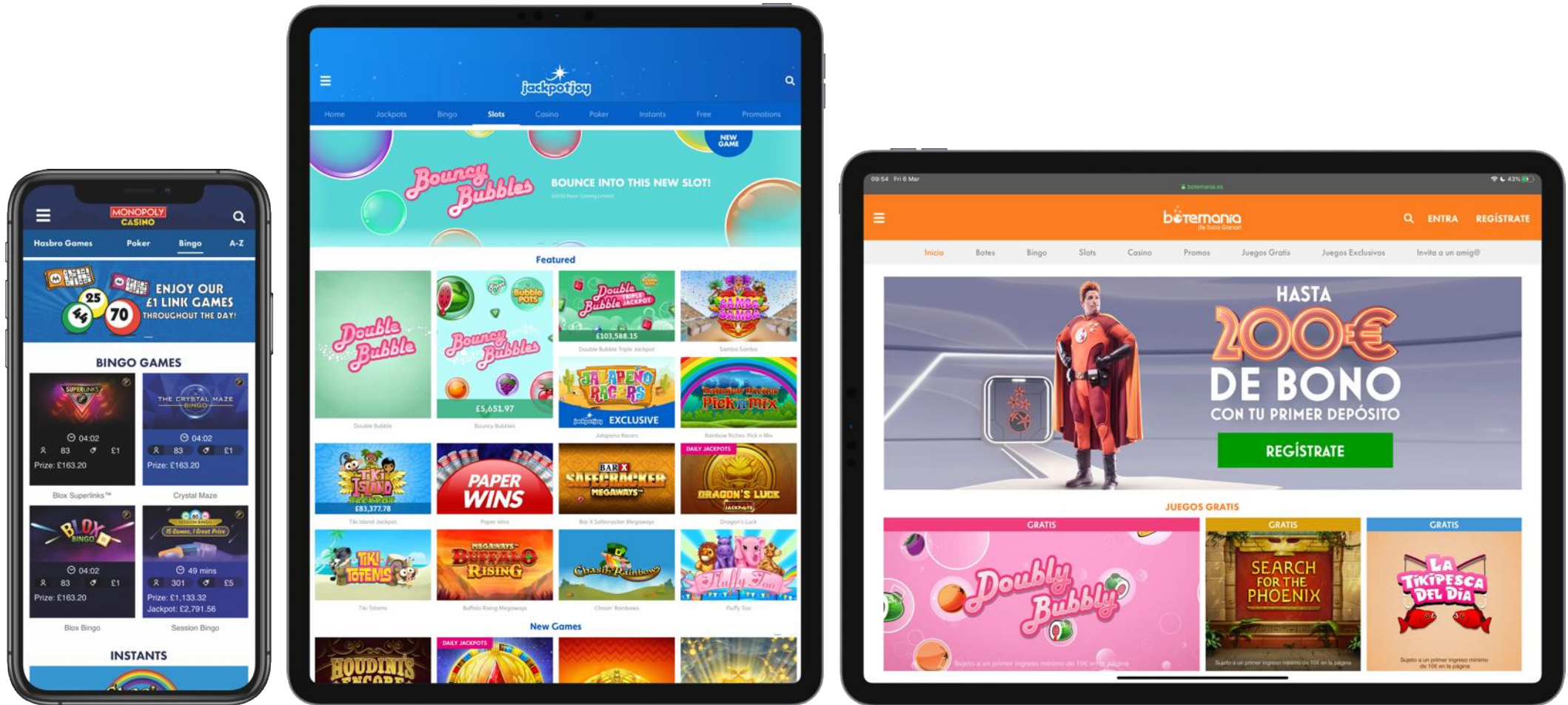
- 1 Bingo draws happening every 6 minutes
- 2 Engaging user interface facilitating significant cross-sell to casino games...
- 3 Small and more “personal” forums
- 4 Recreational gamers base
- 5 Live chat feature

# Site screenshots

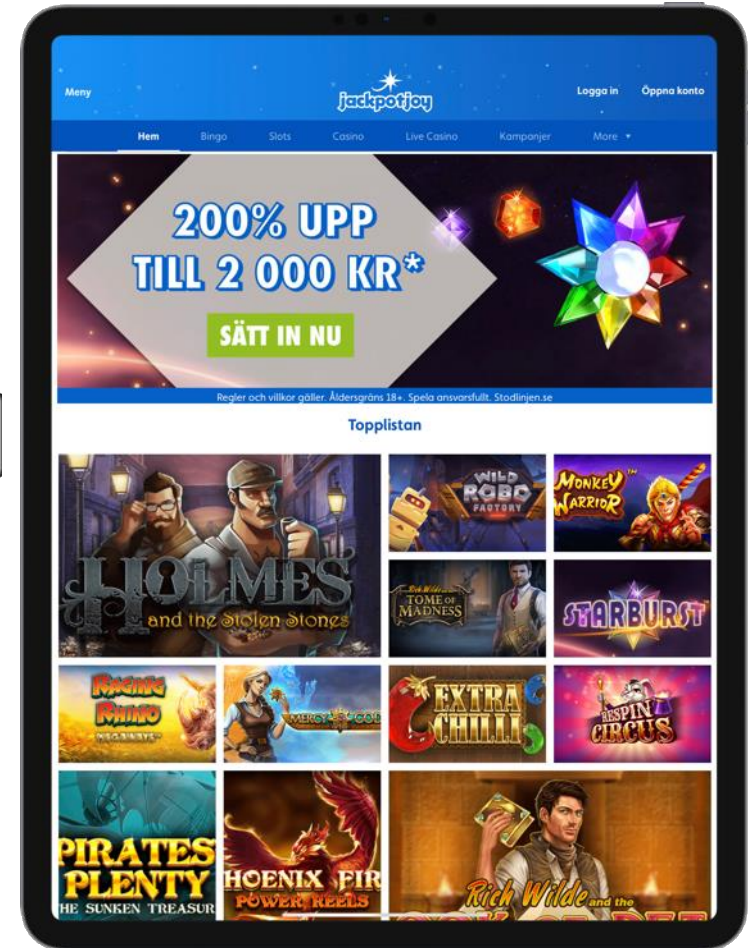
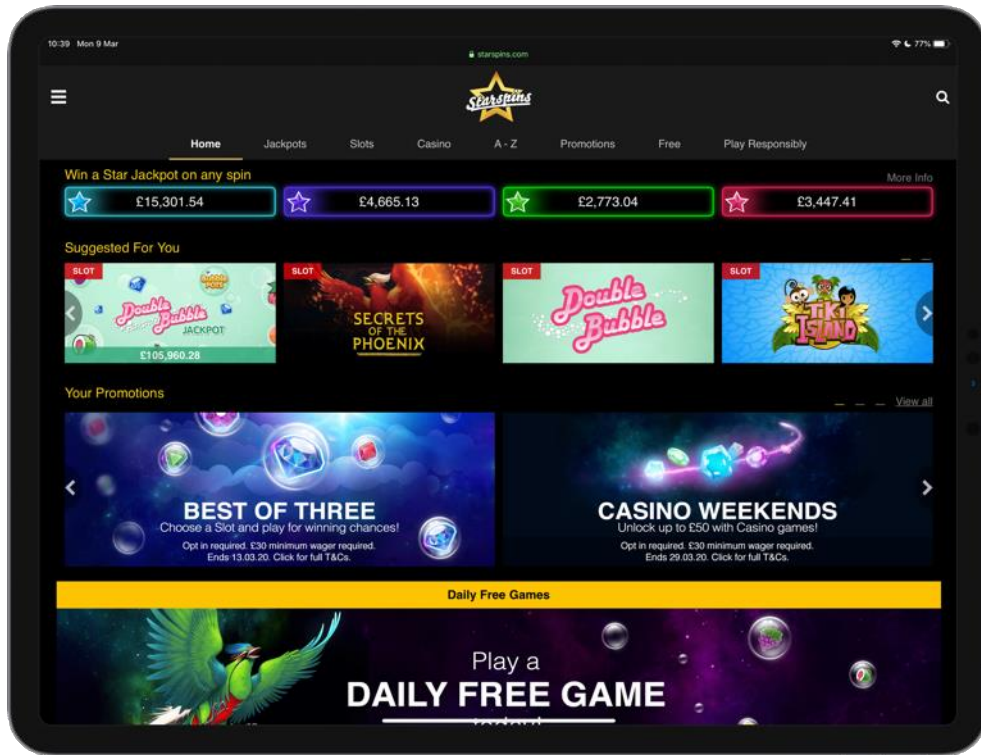




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## Reconciliation of consolidated adjusted EBITDA (Reported)

| (£m)  | H1 2020 | H1 2019 |
|---|---------|---------|
| Net income for the period                         | 23.3    | 5.3     |
| Interest expense, net                             | 12.4    | 9.6     |
| Accretion on financial liabilities                | 0.5     | 0.6     |
| Tax expense                                       | 3.4     | 1.0     |
| Amortisation and depreciation                     | 46.4    | 25.4    |
| <b>EBITDA</b>                                     | 86.0    | 41.9    |
| Fair value adjustment on contingent consideration | -       | 0.5     |
| Transaction related costs                         | 2.8     | 12.2    |
| Foreign exchange loss/(gain)                      | 6.2     | (0.3)   |
| <b>Adjusted EBITDA<sup>1</sup></b>                | 95.0    | 54.3    |

## Reconciliation of consolidated adjusted net income (Reported)

| (£m)  | H1 2020 | H1 2019 |
|---|---------|---------|
| Net income for the period   | 23.3    | 5.3     |
| Fair value adjustment on contingent consideration                                   | -       | 0.5     |
| Transaction related costs   | 2.8     | 12.2    |
| Foreign exchange loss/(gain)  | 6.2     | (0.3)   |
| Amortisation of acquisition related purchase price intangibles                      | 38.5    | 22.4    |
| Accretion on financial liabilities  | 0.5     | 0.6     |
| Deferred tax on purchase price intangibles  | (3.2)   | (0.2)   |
| <b>Adjusted net income<sup>1</sup></b>  | 68.1    | 40.5    |
| <b>Diluted net income per share</b>   | 21.4p   | 7.1p    |
| <b>Diluted adjusted net income per share<sup>1</sup> from continuing operations</b> | 62.6p   | 54.2p   |