

► Flexibility to capture every opportunity

Playtech offers a variety of business models to ensure it is well-positioned to take advantage of the structural growth drivers in the gambling industry.

► Our offering

Structured agreements

A comprehensive solution that typically involves a revenue share agreement with additional marketing and operational services, and can involve injecting capital to help facilitate growth in return for equity-like instruments.

Core benefits

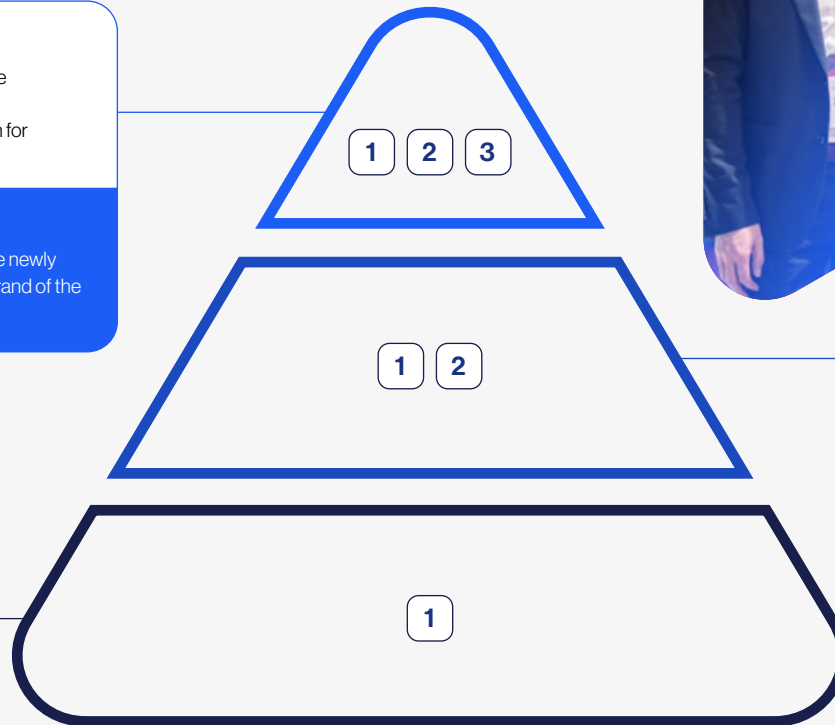
Targeted at operators inexperienced in online in markets that are newly regulated or regulating. It combines both the local licence and brand of the operator with Playtech's leading technology.

SaaS

For those operators that have their own platform, we offer seamless access to our content through a plug-and-play SaaS model.

Core benefits

This allows operators to access our content in a plug-and-play model with rapid deployment, increasing our addressable market and cross-sell opportunities.



Conventional B2B licences

Provides operators with our PAM+ platform-based solution, enabling access to a wide range of content verticals including Live, Casino, Sports, Poker and Bingo, typically operating under a revenue-share model.

Core benefits

Our most common business model, which allows operators to benefit from our leading platform combined with the broadest array of content verticals.



1

Content

A broad range of verticals including Live, Casino, Sports, Poker and Bingo.

2

Platform

The power behind Playtech's products, the PAM+ provides all the tools necessary to run an operator's business.

3

Services

A range of marketing, operational, training and consulting services.

► Our operating model

How it works:

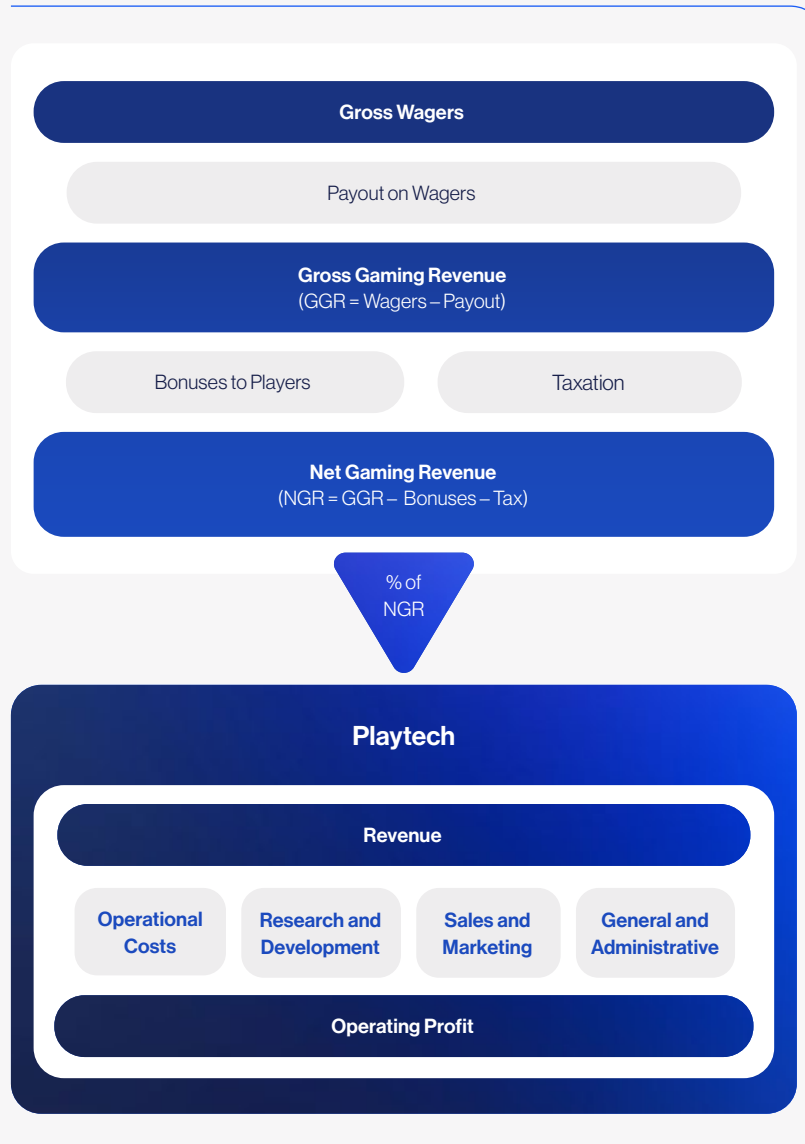
- Playtech provides software to Operator / Licensee; Operator distributes software to the end user (Player)
- Player places bet (Wager); Operator keeps GGR (Wager – Payout); Operator subtracts Bonuses and Tax to get to NGR
- Playtech charges the Operator a % of NGR on Playtech's content that a Player has consumed

Operational: Live operations costs; structured agreement and managed services costs; hardware costs and other operations costs

Research and Development: product and software development

Sales and Marketing: marketing campaigns; sponsorships and exhibitions; digital and retail advertising

General and Administrative: salaries; property expenses; consulting and legal fees; audit and tax fees



► What differentiates us?

1 Unparalleled scale

With >25 years of experience and investment in technology, the data, knowledge and expertise that Playtech leverages enables it to improve product design, develop cutting-edge safer gambling tools and support regulatory requirements of operators in various jurisdictions.

2 Strong focus on regulated markets

Growth in the gambling industry is primarily driven by countries that introduce new gambling regulation. We position ourselves as the partner of choice for operators in newly regulating and regulated jurisdictions, giving us valuable exposure to the fastest growing markets in the world.

3 Strategic partnerships with big brands

With our revenue-share business model, there is alignment of interests between Playtech and operators. Therefore, our partnerships with the leading and largest brands globally enable us to benefit from the structural growth drivers of the betting and gaming industry.

4 Award-winning technology

We have a strong track record of innovation and content creation. Over the past five years, we have invested more than €750 million in R&D to support the advancement of our cutting-edge technological platform.

5 Talented and experienced team

Our people are exceptional, talented, dedicated and passionate about their work. Together with our highly skilled and experienced senior leadership team, they invest time and expertise to help build and grow one of the world's leading gambling technology businesses.

6 Pioneering safer gambling solutions

As one of the largest gambling suppliers in the world, we are dedicated to designing, developing and delivering high-quality responsible gaming technology and raising responsible gaming standards.