

Σntain



Social Impact at Entain

2023 Report

# Contents

## Social Impact at Entain

### 2023 Report

01	<b>We are Entain</b>
02	<b>Message from the CEO</b>
03	<b>Social Impact at Entain</b>
04	<b>About this Report</b>
05	Our Commitments
05	Contributions
05	Our Impact in Numbers
06	<b>Safer Betting and Gaming</b>
07	Promote research and evidence-based learnings within the industry
08	Harm prevention through education and responsible communication
10	<b>Promoting grassroots, women's and disability sport</b>
14	<b>Diversity in Technology</b>
16	<b>Supporting communities</b>
18	<b>Concluding Remarks</b>
19	<b>Acknowledgements</b>
20	<b>Feedback</b>



# We are Entain

A world leader in sports betting and gaming with a clear strategy to deliver growth underpinned by a leading approach to sustainability. Our purpose is to bring moments of excitement into people's lives.

## 30+

Regulated or regulating markets

## 20+

Offices worldwide

## c.29,000

Employees

## 30+

Leading brands

## 42

Currencies accepted

## 33

Languages offered

Ladbrokes

CORAL

BETMGM

TAB

EUROBET

sportingbet

365  
SCORES

SuperSport

STS

BET  
CITY.NL

bwin

Crystalbet

gioco digitale

OPTIBET

Gala  
BINGO

Ladbrokes.be

Foxy  
BINGO

neds

SPORTS  
INTERACTION

Laimz

nutz

KLONDAIKA

boost  
CASINO

BINGO

NINJA  
CASINO

GALA  
CASINO

partypoker

partypoker

Foxy  
GAMES

partycasino

betboo

Vistabet

STADIUM  
TECHNOLOGY GROUP

FINN  
PLAY

# Message from the CEO

## Message from the CEO

At Entain, we understand the importance of taking a lead on social responsibility for our customers, our colleagues and the communities where we live and work. The cornerstone of our company values is the principle of 'do what's right'. It guides the decisions we make, the actions we take - and the way we think about our place in the world.

When I became CEO three years ago, we committed to making a step change in our sustainability commitments to provide long term benefits and value for our stakeholders. I'm immensely proud of the difference we've made since then.

The projects and initiatives listed in this report are a result of the work of the Entain Foundation, complementing the efforts of our Sustainability strategy to drive value across the business. Together, the pillars of action from both Entain and the Entain Foundation work in partnership to deliver tangible results in key areas for business development, such as safer betting and gaming, grassroots sports and access to technology.

“The cornerstone of our company values is the principle of 'do what's right'. It guides the decisions we make, the actions we take - and the way we think about our place in the world.”

This year, we are on track to meet our commitment to voluntarily donate 1% of our UK Gross Gaming Yield (GGY) to Research, Education and Treatment (“RET”) initiatives. This equates to approximately £19m in 2023, with additional funding for Responsible Gambling programmes internationally. Our multi-year partnership with the Cambridge Health Alliance Division on Addiction also continues contributing to the body of knowledge on safer gambling and shaping our customer protection tools, with 14 peer-reviewed papers submitted since 2019.

Our commitment to grassroots sports and supporting the next generation of athletes remains unwavering. Since 2019, we have supported over 200 aspiring champions through our partnership with SportsAid and provided grants to 100 non-league football clubs via our multi-year investment programme Pitching In. This year alone, we enabled over 2,100 children across the globe to engage in sports and physical activities, working with Bloomsbury Football and Platform Cricket in the UK, Kicken Ohne Grenzen in Austria, Sport Senza Frontiere in Italy, and Tiempo de Juego in Colombia.

As a technology-based sports betting and gaming company, we also have a passion for driving more diversity in our industry and others. Over the past 2 years, we've partnered with Girls Who Code in turn providing 10,680 girls from underprivileged communities with access to free coding education, making them 7 times more likely to earn a Computer Science degree. Furthermore, throughout 2022, we also offered 13 scholarships to talented female students in Germany and Australia to pursue their passion for tech and computer sciences. This year, we ran our pilot joint diversity programme with the McLaren F1 Racing, an innovative corporate partnership providing high-quality opportunities for women returning to STEM roles after a career break.

Entain's vision is to be a world-leading sports betting and gaming organisation. Our partnerships with charities, organisations and academic institutions across the globe play a key enabling role in achieving our strategy, from protecting our customers, to attracting and retaining the best talent, and by supporting and strengthening the wider ecosystem in which we operate. Fundamentally, this means a more robust network for to thrive, for Entain and our partners. I hope you enjoy reading our Social Impact Report and learning about our work with our partners, communities and the inspiring stories of the people we support.

**Jette Nygaard-Andersen**  
CEO, Entain plc

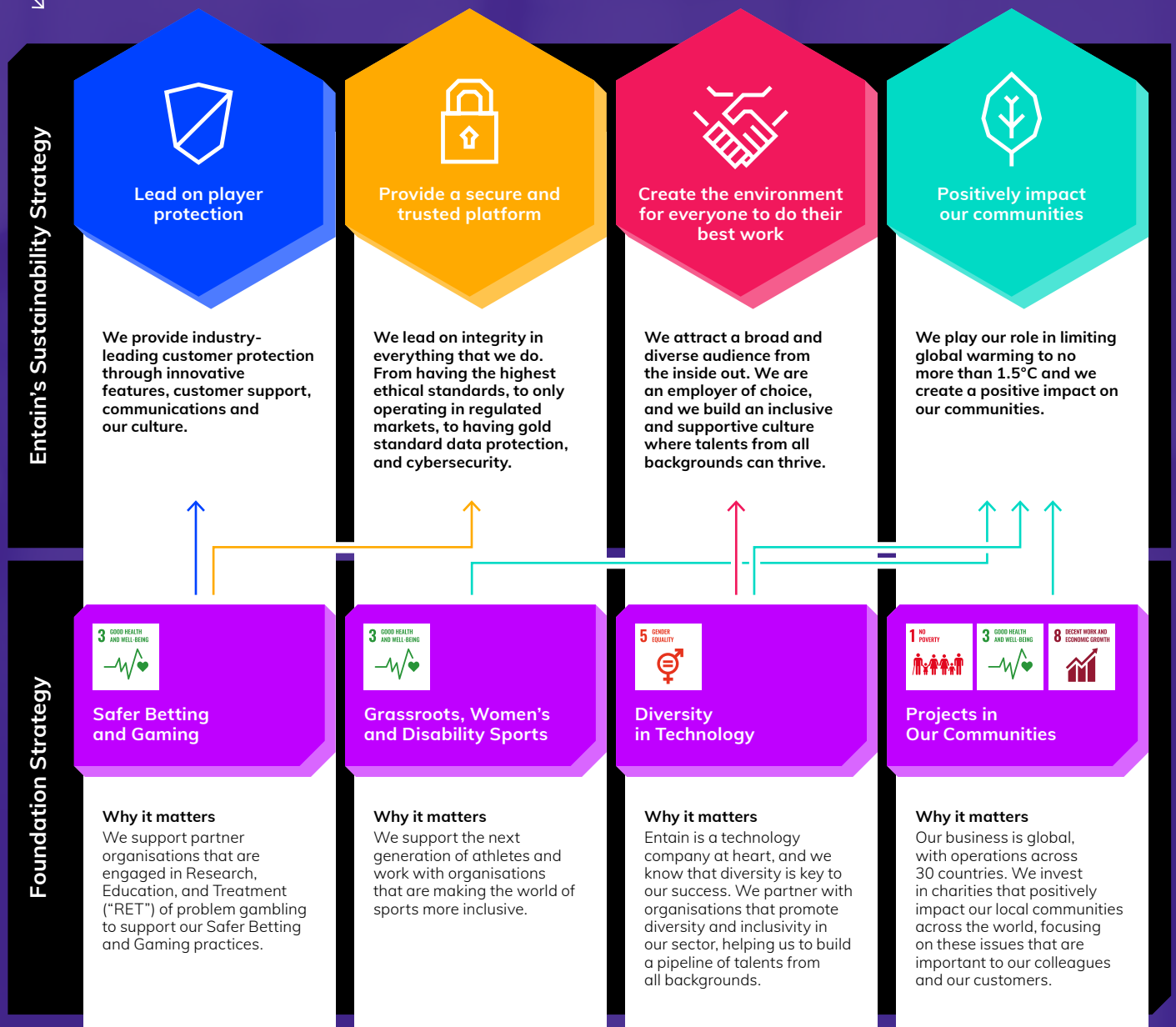
# Social Impact at Entain

In 2020, the Group and the Foundation committed to investing £100m in our communities over five years. The work of the Foundation supports Entain's Sustainability Strategy and plays an integral role in delivering against the strategy's pillars to *Lead on Player Protection, Provide a Secure and Trusted Platform, Create the Environment for Everyone to Do their Best Work, and Positively Impact our Communities*. The work of the Foundation supports *safer betting and gaming, grassroots sports, diversity in technology* and projects with a clear link to *the communities in which we operate*.

## Entain's Foundation Structure

The Entain Foundation ("the Foundation") was originally launched in September 2019 and is now a registered charity. The Foundation helps deliver Entain's ambition to take the lead on safer betting and gaming and support the communities in which we operate. In addition to our main global Foundation, we operate the Entain Foundation US, a dedicated US-based not-for-profit. We also facilitate donations from our customers and colleagues via the Ladbrokes Coral Trust. The Trust was first established in 2003 and uses our network of Ladbrokes and Coral retail betting shops to run fundraising initiatives for UK-registered charities.

How our community investment supports Entain's Sustainability Strategy



## About this Report

To produce this report, we worked with our charity and academic partners to collate information on the impact they are having in delivering their mission, how they are measuring this impact, and how Entain has played a role in enabling their work. What follows includes stories and statistics about how we support and deliver positive impact in the communities where we operate together. The data we report is pro-rated based on the scale of Entain's contributions unless otherwise stated.



## Our Commitments

# By the end of 2023

We will have increased the proportion of UK GGY to Research, Education and Treatment ("RET") of betting and gaming-related harm to 1%, significantly higher than the current minimum voluntary requirement of 0.1%.

# By 2035

We want to achieve net zero greenhouse gas emissions in our operations and value chain. Our GHG Emissions Intensity has decreased from 1.21 tonnes CO<sub>2</sub>e per employee in 2020 to 1.05 in 2022.

## Contributions

# £25.4m

expected to be contributed in 2023, including:

**£24m** safer betting and gaming initiatives

**£678,000** to supporting athletes and sports organisations

**£797,000** contributed to community projects globally<sup>1</sup>



## Our Impact in Numbers

### Safer Betting and Gaming

# 14

peer-reviewed papers submitted by Cambridge Health Alliance Division on Addiction since 2019, contributing to the body of knowledge on safer gambling.

### Grassroots, women's and disability sport

# 200+

aspiring champions have received a financial award via SportsAid since 2019, helping to cover the costs of training, equipment, and travel.

# 24,920

student-athletes and staff across 112 US colleagues trained by EPIC in 2022 on the increased risks of gambling-related harm for elite athletes.

# 100

non-league football clubs supported via Pitching In since 2020, enabled them to reach their local communities.

# 6.1 million

customer Interactions and Interventions made through our ARC programme between January and October 2023, representing 710,301 unique customers.

# 2,100

young people engage in sports and physical activities through our partnerships with charities across the globe.

### Diversity in Technology

# 10,680

girls and non-binary people across 410 Girls Who Code clubs have received free coding and tech education since 2021.

### Supporting the communities

# 5000

Ghanaian children screened for disabilities and learning delays with Chance for Childhood's new Disability Detect App.

# 13

scholarships offered in 2022 to talented female students in Germany and Australia to pursue their passion for tech and computer sciences.

# £0.5m

Half a million pounds fundraised for Prostate Cancer UK, helping to improve the testing, treatment, and care of prostate cancer.

# 800

computers shipped to Kenya with the Turing Trust in 2023, providing digital access and education to local students.

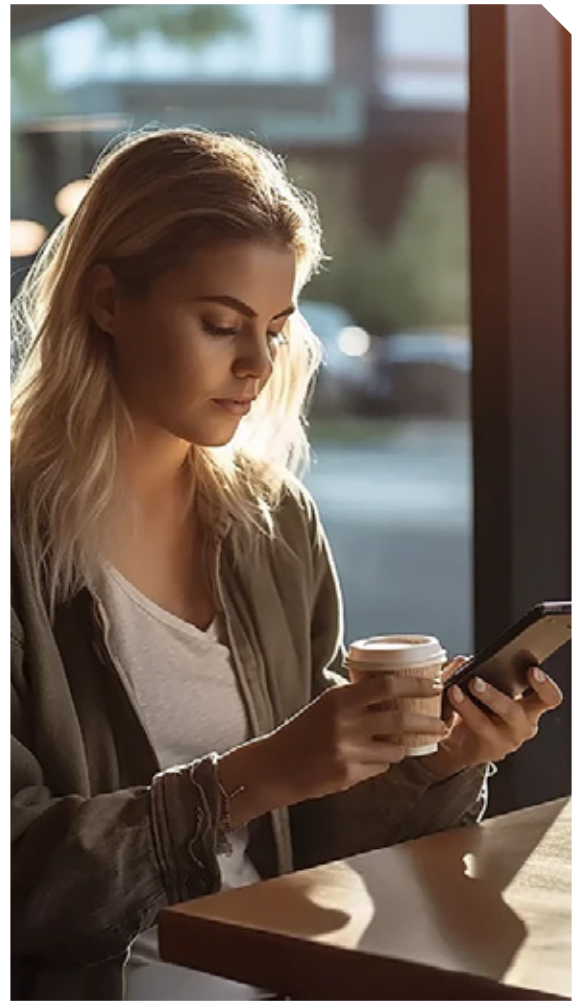
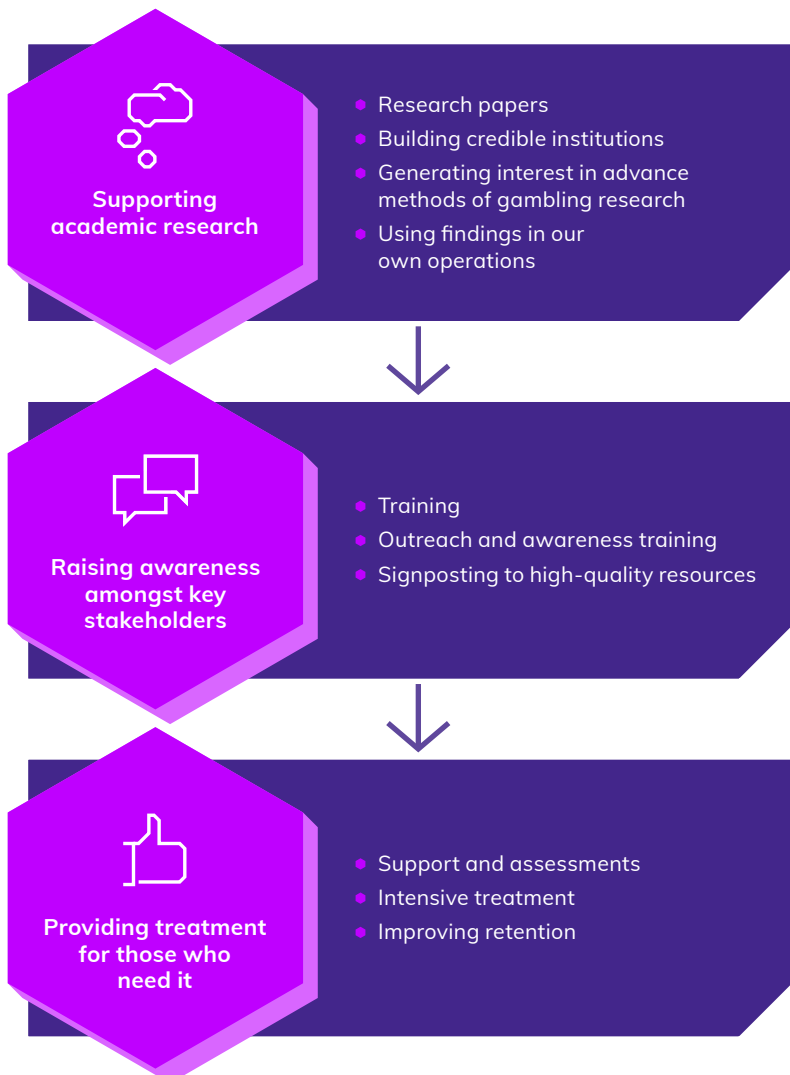
# £1m

A million pounds fundraised for Chance for the Children, funding life-saving research and treatment.

<sup>1</sup> This includes just over £576,000 that we already helped fundraise for Children for Cancer UK and Prostate Cancer UK via the Ladbrokes Coral Trust.

# Safer Betting and Gaming

One of the core pillars of the Entain Foundation is to promote safer betting and gaming. We work with academic and expert organisations across three key focus areas: supporting academic research, raising awareness amongst key stakeholders, and providing treatment for those who need it.



As part of our operations in the UK, in 2022, we contributed 0.75% (equating to £15,675,000) of our Gross Gaming Yield (GGY) to support Research, Education and Treatment (“RET”) of problem gambling. This will rise to 1% in 2023 (circa £19m), and the majority will go to GambleAware.

In addition to these contributions, we work with academic and expert organisations that are leading ground-breaking Safer Betting and Gaming initiatives and research internationally. We leverage the expertise of our academic partners to ensure our own player protection culture, processes, and decisions are informed by scientific evidence and lived experience. We also support organisations across the UK, Europe and the US to help those who are experiencing problems with their betting and gaming.

## £15m+

In 2022, we contributed 0.75% (equating to £15,675,000) of our Gross Gaming Yield (GGY) to support Research, Education and Treatment (“RET”) of problem gambling



## Promote research and evidence-based learnings within the industry

**Entain's research partnerships contribute to the development of independent and credible scientific literature dedicated to betting and gaming, increasing the wider body of knowledge on gambling-related harm. The findings of our academic partners also inform our leading player protection practices – especially the development of our innovative Advanced Responsibility and Care™ (ARC™) programme.**

ARC™ has enabled a fundamental shift in our approach to player protection, switching it from reactive to proactive and allowing players to receive the interventions in real-time. It works behind the scenes to learn and identify risks in player behaviour so we can intervene before a problem develops. ARC™ draws upon 26 markers of protection developed with Harvard Medical School, Cambridge Health Alliance Division on Addiction and other leading research to improve the accuracy of identifying high-risk behaviours. ARC™ has now reached 22 international markets, and our goal is to offer every customer a personalised playing experience and protection tailored to their individual risk profile.

We can now demonstrate that ARC™ is successfully decreasing harmful behaviours amongst our customers and helping them to keep their playing safe. ARC™ has helped more than half of higher-risk customers deescalate their risk level and achieved reduction in at-risk customers overall.

## University of Nevada, Las Vegas (UNLV)

For more than 25 years, the UNLV International Gaming Institute (IGI) has provided research-based solutions and executive education to the gaming industry. IGI houses several initiatives, each addressing a vital need in global gaming research. These include the Center for Gaming Innovation, the International Center for Gaming Regulation, the Expanding the Leaderverse initiative, and the Hospitality & Esports Innovation Lab.

Entain's partnership with UNLV started in 2021, with funding to establish a pioneering gaming and health initiative which, for the first time in the US, would combine scientific research with operational expertise to apply best practices in responsible gambling, policy, and health. Using a multidisciplinary approach, the project takes a holistic look at all aspects of betting and gaming, including problem gambling, responsible gaming, public health, education, economic impacts, research, and technology.

The partnership will deliver peer-reviewed academic articles in the coming years, and it is already contributing to knowledge-sharing across the industry. In May 2023, Entain supported the UNLV International Gaming Institute's 18th International Conference on Gambling & Risk Taking, attended by 500 academics and experts from 25 countries and six continents, and featuring top research from across the globe.

### Cambridge Health Alliance Division on Addiction

2023 marks the fifth year of our flagship research collaboration with the Cambridge Health Alliance Division on Addiction ("CHADA") from Harvard University. By the end of the year, we will have contributed \$5.5 million to the programme, which shapes our safer gambling activities and contributes to the wider industry's knowledge of gambling-related harm.

Our collaboration funds the equivalent of eight full-time researchers – six researchers at the doctoral level, five researchers at the master's level, and two part-time researchers at the baccalaureate level. Since 2019, the research teams have submitted 14 peer-reviewed papers with an additional six under review or in active development. This important research is published in high-impact scientific journals, with a worldwide circulation. These include Psychology of Addictive Behaviours, PLOS One, and International Gambling. The ongoing projects with CHADA fall under the four categories below.

#### Player data research projects

Entain's support enables research projects to refine the industry's understanding of evidence-based markers of disordered gambling. Entain not only provides funding to CHADA but also gives them access to anonymised data from player records, ensuring that the research is based on real-life data and behavioural patterns. This research underpins the 26 markers that we currently use as part of the ARC™ programme.

### Our partnership with CHADA in numbers

# \$5.5m

contributed by Entain by the end of 2023

# 14

submitted research papers since 2019

# 12.5

full-time equivalent researchers funded in 2023

# 16

of Entain's safer gambling training programs reviewed since 2019

# 19

presentations, posters, or conference panels in 2023

Entain also enables CHADA to forge new research areas by, for example, publishing an analysis of big wins and their effect on future play using actual betting records, and or examining loss-chasing and long-term betting trajectories.

#### Safer betting and gaming training projects

The learnings from our research collaboration with CHADA are disseminated to Entain colleagues through various training activities. Since 2019, CHADA conducted reviews of 16 existing Entain employee training programmes, 5 teach-in seminars with select Entain employees to present research findings, and the creation of 11 digestible research snapshots with graphical summaries of published research.

#### Open science projects

Both CHADA and Entain are committed to upholding the highest standards and the principle of academic freedom. CHADA applies open science practices for Entain-funded research projects, including research pre-registration and data transparency. CHADA is also engaged in multiple projects and papers to advance the field of gambling studies toward more open science practices.

#### General research projects

Entain's funding supports additional projects to address other important areas in the field of gambling studies. These included for example a study on the state of the literature about big wins and its impact on player risk and a contemporary study on online poker activity.

## Harm prevention through education and responsible communication

We partner with charities and other organisations across different markets to prevent vulnerable audiences from potential betting and gaming harm and to support those who find their gambling starts affecting their lives.

### EPIC Risk Management

EPIC risk management is a leading provider of advice, training and expertise in minimising and preventing harm. For many years, we have worked closely with EPIC Risk Management to provide training sessions to Entain colleagues, which you can read about in our 2022-23 ESG report.

In the US, we support EPIC in delivering an Education and Awareness Programme across colleges and universities of the National Collegiate Athletic Association ("NCAA"). The programme seeks to educate NCAA student-athletes and staff about the increased risks of gambling-related harm for elite athletes and the potential risks of integrity breaches that this may present. Since 2022, EPIC has delivered 299 sessions, reaching 24,924 athletes and staff across 112 colleges. Awareness levels of the potential harms of gambling increased from 69% to 98% for student-athletes following a session.

# 24,924

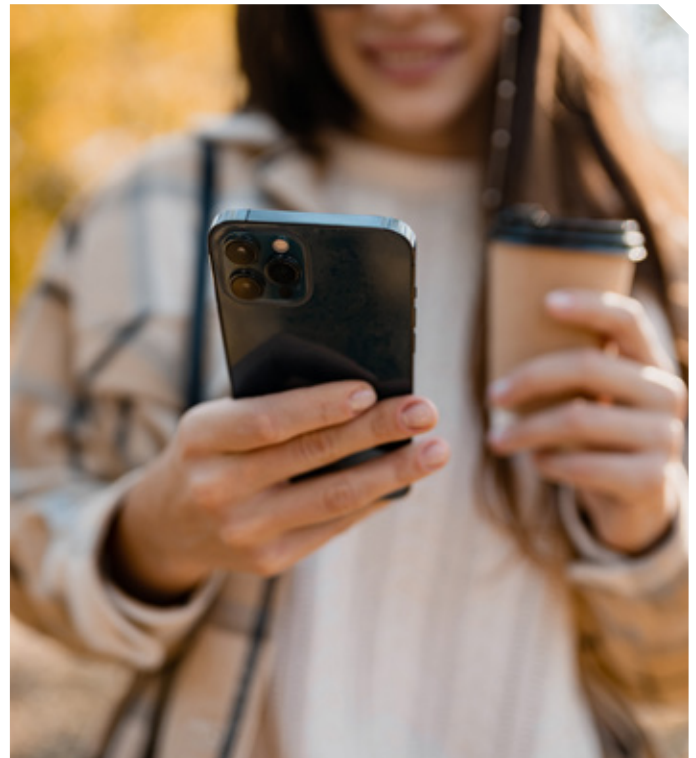
athletes and staff reached since 2022, through 299 sessions across 112 colleges

In 2023, we also enabled EPIC to launch a new programme in partnership with the US Major League Soccer Players Association ("MLSPA"), delivering face-to-face sessions with team members and staff. After a pilot with the Chicago Fire in June 2023, EPIC will engage with more clubs in the coming months.

“Our student-athletes and athletic staff enjoyed having EPIC Risk Management on campus to discuss gambling addiction. Hearing personal stories left an impact on everyone and the extensive resources are impressive. Our student-athletes and athletic staff are better equipped moving forward.”

**Melissa Peach**

Associate Athletic Director for Compliance – University of Albany



### YGAM and Gamcare

We support the Young People's Gambling Harm Prevention Programme ("YGAM") and GamCare as part of our involvement with the Betting and Gaming Council. YGAM and GamCare's joint mission is to prevent harms related to both gaming and gambling for children and young people in a rapidly advancing digital world. They develop and deliver training and resources for education professionals, parents and carers, police officers, and different community groups. By 2024, YGAM and GamCare aim to work with over 13,400 partner organisations, resulting in millions of young people aged 11-19 receiving at least one awareness session during their secondary or further education.

# 13,400

By 2024, YGAM aims to work with over 13,400 partner organisations

Entain's support to YGAM and GamCare is provided in addition to our GambleAware donations. In 2022, we helped them train over 100 education professionals who in turn reached more than 39,400 young people. Entain support has also allowed the programme to expand its geographical footprint and the depth and breadth of its content. We also helped develop an Alumni programme, meaning delegates can access continued training support from YGAM and GamCare and ensure gaming and gambling harm prevention remains current and accessible.

“The vast majority of my students are very into their gaming and I am fairly ignorant about it all. However, friends of mine have been negatively affected by gambling and I wanted to educate myself about potential links between gaming and gambling. I now feel more knowledgeable having been on the YGAM training and more confident talking to my students about gambling harms.”

A Personal, Social, Health and Economic Education teacher

## Betblocker

BetBlocker is an innovative, simple-to-use app that helps individuals ensure that they can manage their access to betting and gaming safely and appropriately. Whether that means restricting altogether or limiting during periods of vulnerability, BetBlocker enables people to take control of their betting and gaming quickly and easily. As the only free, multi-platform gaming blocking software in the world, Betlocker can prevent access to 85,000 betting and gaming sites as well as 1,500 apps. In 2021, Entain supported the charity to translate and localise their software in French and Spanish, unlocking access to a wider user base.

# 85,000

betting and gaming sites can be restricted from access



## Cognacity

Cognacity is a team of world-leading mental health organisations with specialist expertise in gambling-related harm. Through support from Entain, Cognacity's mental health professionals can deliver a complex case service for individuals who have been identified as potentially having severe mental health issues. This includes a detailed assessment with a psychiatrist and a bespoke programme of psychological therapy and psychiatric follow-up for each individual.



## FEJAR

Entain has partnered with FEJAR, the Spanish Federation of Rehabilitated Gamblers, since 2011. Fejar brings together several regional Associations and Federations from all over Spain to work together and develop common approaches and programmes around the prevention, treatment, and research of problem gambling.

Our decade-long partnership enables FEJAR to run a 24/7 helpline and offer online therapy for those affected by problem gambling. Launched in 2014, FEJAR's online therapy services are complementary to the organisation's 40 treatment centres and essential to those unable to travel to in-person meetings or living outside of Spain. Since 2021, Entain has helped FEJAR deliver over 18,700 calls and online therapy for 248 individuals. We also supported FEJAR in developing prevention training and online resources available on their website.

# 18,700

calls delivered by FEJAR since 2021 to people in need of help

## Gordon Moody

Gordon Moody is dedicated to helping people rebuild their lives free from gambling addiction in a safe and supportive environment. Set up in 1971, the charity provides effective therapies, interventions, and counselling to individuals and families affected by gambling-related harm. Entain has supported the development of Gordon Moody's International Helpline, enabling it to provide multi-lingual services and translate resources into 35 languages.

Entain also provided funding in 2021 to support the purchase of a property in Wolverhampton, which is now the permanent home of the charity's women's residential service. The service welcomed its first cohort of 31 women in July 2023, 28 of whom successfully completed the treatment programme. In 2023, Entain also committed £740,000 to help launch a new UK Alumni programme. The project will establish a network of former problem gamblers who have been successfully treated by Gordon Moody, empowering them to support others who are seeking or have recently finished treatment.


“ I came here lost and hopeless, and I am leaving stronger, and more positive than ever. There is a light at the end of the tunnel now, where before there was just darkness.”

Service User of Gordon Moody's Women's Residential Services

# Promoting grassroots, women's and disability sport

Entain as a business is passionate about sports and we understand the vital role it plays in society. Beyond its well-evidenced physical benefits, practising sports is proven to positively impact educational outcomes, and improve social cohesion<sup>2</sup>. That is why we are proud to invest at the grassroots level, supporting amateur and professional athletes of all ages, backgrounds, and abilities to chase their dreams.

## SportsAid

 2023 marks the fifth year of our six-year partnership with SportAid, helping young British athletes aspiring to become the country's next Olympic, Paralympic, Commonwealth, and world champions. Every year, Entain supports a new cohort of up-and-coming athletes with a financial award to cover the costs of their training, competition, equipment, as well as personal development training.

The partnership enables SportsAid to deliver workshops for young athletes and their carers, providing them with expert advice on mental well-being, practical nutrition tips, and social media. Working with the leading sports news agency Sportsbeat, SportsAid also helps our talents to tell their stories in the local and national press, providing them with a vital boost and recognition, whilst spreading awareness of future sports stars.

<sup>2</sup> Peter Taylor, et al. (2015). A review of the Social Impacts of Culture and Sport. [Available here](#).



Since the beginning of the partnership in 2019, Entain and SportsAid have supported over 200 aspiring champions. We empower a diverse cohort of sports people nationwide, with an even gender split, 50% of our athletes with a disability and 16% coming from ethnic minority backgrounds. By 2024, we will have donated £500,000 to SportsAid and to support the next generation of British champions.

“SportsAid's purpose is to give much-deserved recognition to young sports people at a key time in their development. With Entain, we have a long-standing partner who completely understands that. Their team see the role they can play in enabling SportsAid's work and in amplifying the inspirational stories of the next generation of athletes. We really value their ongoing support during these uncertain times.”

**Tim Lawler**  
Chief Executive of SportsAid



## Stories

### Alice Casburn, Equestrian

Alice Casburn has already cemented her place as one of Britain's most talented equestrians with two medals at the European Young Rider Championships and finishing 'Best of U25' at the Badminton Horse Trials. Alice was the youngest rider at the 2022 Burghley Horse Trials, where she sealed an impressive fifth-place finish on her horse Topspin. She said: *"Burghley was one of those places I've always dreamed of going as a child. My mum competed there and it's one I've been to every single year thinking: 'maybe one year I'll get to go'. There were crowds of 200,000 people, the atmosphere was absolutely incredible."*

“Entain's support is really important to me. It helps you mentally to have that financial pressure taken off you – because you've got so many things to think about. To know that someone else has recognised your achievements also gives you that extra push.”



Stories

**Joel Connor-Saunders, wheelchair rugby athlete**

Joel Connor-Saunders plays for the London Wheelchair Rugby Club in Stanmore. A personal trainer by day, Joel switched to wheelchair rugby after a previous wheelchair basketball career. Having always dreamt of becoming a Paralympian, Joel was selected in 2022 for the GB Talent Development Squad and took part in a week-long training camp with the USA Development team. He now has his sights set on the Los Angeles Paralympics in 2028.

“For me, the Entain support is massive. I live in Norwich, but training with my club takes place in London and activities with the GB Talent Development Squad are in Telford. I’m doing a lot of driving and the financial award is helping me ensure that I can get there. It’s been a big support for me, and it means I can say yes to things I want to do rather than have to worry about the money.”

**Chukwuemeka Osammor, Discus Athlete**


Chukwuemeka Osammor is recognised as one of the most promising athletes in the country. He has been excelling in English, British and BUCS competitions in the discus, winning the U23 English Championship, finishing fourth in the Muller UK Athletics Championships and also winning British University Championships gold in the shot put. After qualifying for the U23 European Championships, an appearance at next year’s Paris Olympics is a genuine possibility for Chukwuemeka.

“The financial support has been massive. Thanks to it, I was able to be more relaxed and focused on the sport. It also gave me that recognition, allowing you to better see your own potential.”



Stories

**Pitching In**

 Entain launched Pitching In to support and develop grassroots sports in the UK, helping non-league clubs improve their facilities and providing a platform for aspiring athletes to chase their dreams. The multi-million pound, multi-year investment programme is working with Isthmian, Northern Premier and Southern League clubs (known as the Trident Leagues) to champion their achievements and tell their stories.

Pitching In has been designed from the ground up to deepen links between clubs and their local communities. Additional to the sponsorship of the Trident Leagues, Pitching In is supported by two major initiatives, the Trident Community Fund (“TCF”) and the Pitching In Volunteer Hub.

Entain has been a founding partner of the TCF since 2020, investing £150,000 every year to enable clubs to engage in vital community-based projects and invest in their local areas. To date, £450,000 has been allocated in grants of up to £5,000 to over 100 individual clubs.

In 2022, Entain unveiled the Pitching In Volunteer Hub, a unique online portal and one-stop shop for every Trident League club to connect football fans with potential volunteers. The Volunteer Hub provides a simple web-based interface where clubs can post volunteering vacancies, while fans can search for available opportunities in their preferred clubs or locations. To date, nearly 300 positions have been processed through the hub, helping to bring a vitally needed new generation of volunteers to the Pitching In clubs.

“Volunteers represent the lifeblood of the non-league game. It’s so refreshing to see Entain, without promoting any of its brands, committing to another year of its flagship multi-million-pound investment programme as it continues to help clubs improve their facilities, implement new initiatives, and recruit new volunteers across the UK.”

**Stuart Pearce**  
Former England Captain



Stories

**Marske United rising up the English Football Pyramid**

Marske United plays in the Pitching In Northern Premier League Premier Division. They have been able to bolster their ranks by making full use of the Volunteer Hub as they continue their rapid rise up the English football pyramid. With promotion came higher attendance and more demands on the already army of volunteers at Mount Pleasant. Their stadium manager, Bob Ryan, praised the Volunteer Hub for helping them find more helping hands:

“With the club evolving as it has, you don’t realise that you need extra volunteers. Six years ago, Marske was playing in front of crowds of 80 to 100 and now we are up to an average of over 400. That needs extra people to help to keep it going. The Volunteer Hub has been absolutely fantastic for our club. We’ve filled our kitman position through it, and – because it is at the top of our website – people have seen we need matchday helpers and got in touch with the club. Volunteers are the heartbeat of non-league clubs up and down the country and the Volunteer Hub allows people to find opportunities near them by typing in their postcode.”

### Kicken Ohne Grenzen

Kicken Ohne Grenzen (Kicking Without Limits) is an Austrian charity using the power of football to allow young people to develop their full potential. Entain funds the Life Goals programme, helping students who are at risk of dropping out of education to transition into full-time training and employment. The programme supported 45 young people, offering them one-to-one coaching sessions, facilitating workshops on CV writing and labour law, and helping them secure internships in partnering organisations.

The Job Goals programme is unique for its low-threshold entry criteria, allowing any young person with an interest in football to take part. The sport is used as an avenue for participants to learn valuable life skills such as self-motivation, teamwork, or anger management – all of which they can later apply in their vocational training. At the end of the 2022 programme, all participants left with clear professional objectives and 90% enrolled in further education or full-time employment.



Stories

Fereshteh, a Job Goals participant

“ I already wanted to play football when I was young. I used to get up in the middle of the night with my younger brother to watch games. Sometimes, I played with him and his friend in our garden – but not in public. In Iran where I was born and grew up, girls and women aren’t allowed to play football.

I’ve been in Austria for three years. A friend told me about Kicken Ohne Grenzen, and I’ve now been going there for a year and a half. I go to football practice whenever I can. I didn’t talk a lot to start with at Kicken ohne Grenzen, but now it’s much easier for me to make conversation with others. I’ve already made lots of friends.

I’ll soon be done with my compulsory education. Through Job Goals, I’ve already completed some try-out days in a pharmacy. I liked that a lot. Soon, I’ll be allowed to work for a day in the office of a big company. The interview went very well: I was shown everything and the people were very friendly. I’m looking forward to it!”

### Sport Senza Frontiere

Since 2021, Entain and Sport Senza Frontiere (Sports without Borders) have worked together to make sports accessible to all children across Italy, using physical and outdoor activities as a tool for education, inclusion, and social cohesion. Sport Senza Frontiere supports disadvantaged children who are at the most risk of exclusion and marginalisation. By giving them free access to sports, the charity helps them develop their confidence, improve their health, and build new friendships.

In 2022, Entain funded the Joy project, allowing Sport Senza Frontiere to organise five summer camps for 140 Italian children. During three-day weekends, the kids had a chance to spend time outdoors, practice physical activities, learn about healthy eating habits, and try new cultural activities such as theatre workshops. The camps represent a much-needed breathing space for these children who have limited opportunities to explore the world outside their homes or city.

### Bwin Team Futures

Entain’s Bwin business promotes sports in Greece by supporting local clubs, European tournaments, and individual athletes. In 2023, we sponsored the reconstruction of six sporting courts all over Greece which covered a total area of more than 10,000 square meters in 3 cities. The new infrastructure will allow over 2,000 young children access to sporting facilities. As part of the Bwin Team Future programme, we also funded fully equipped gyms for five young athletes, supporting them in chasing the Olympic Games dreams.

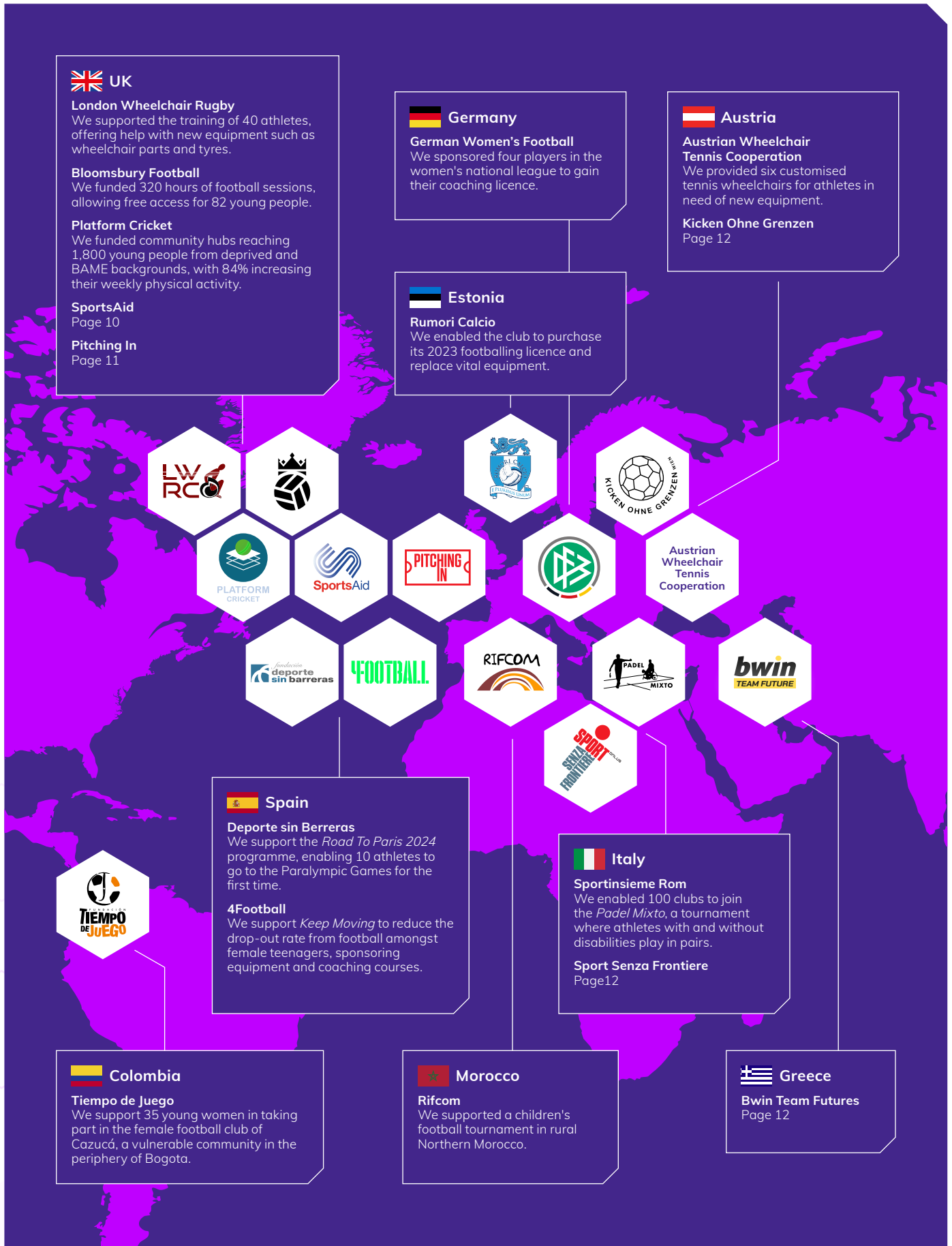


2,000+

young children now have access to new Bwin Team Futures sponsored sporting facilities

### Supporting grassroots sports across the world

Our support for grassroots sports spans across countries where we operate. We partner with local charities across the globe to empower amateur and professional athletes of all ages, backgrounds, and abilities. The map below illustrates the depth and breadth of our impact in 2022 and beyond.



# Diversity in Technology

In 2022, over 30% of the world's population still did not have access to the internet<sup>3</sup>. If not addressed, this could lead to a digital skills gap that results in a loss of \$11.5 trillion by 2028 to vulnerable people across the globe<sup>4</sup>. And while 74% of girls in advanced economies express an interest in Science, Technology, Engineering and Mathematics (STEM) in high school, only 0.4% of them chose to study a degree in technology<sup>5</sup>.

As a company that develops cutting-edge technology, Entain is determined to use its position to help tackle the STEM skills and gender gap. This is why we partner with universities and others in our sector to improve female representation within STEM careers. We also support charities working globally to bridge the digital divide, providing access to IT equipment and digital literacy.

## Our Returnship Programme with the McLaren F1 team

We believe companies like Entain have an opportunity to reshape the world of work when it comes to female representation, and we want to play an active role in doing so. That's why in 2022, we created an innovative pilot programme with the McLaren F1 team which enabled us to launch a brand-new Returnship programme in 2023. This corporate-led joint programme provided a unique opportunity for skilled women to resume their STEM careers, in roles ranging from technical analysts to UX designers.



### Stories

“The returnship programme gives us many opportunities to develop our professional and personal skills. For me, it was really hard to manage my work and life balance because I had a really long career break. But I was really lucky that I had huge support from my team, and that we had a career coach programme.”

Rukhsora, Returnee

Over six months, 10 female career returners worked on key projects in both organisations. They received extensive support to ensure a successful transition back into work, including a return-to-work coach, a workplace mentor, and a team buddy. For the first cohort of the programme in 2023, we received applications from women with prior experience ranging from 5 to 20 years. We tailored placements to each successful candidate, shaping their role based on their experience and ambitions. We were delighted that, at the end of the 6-month returnship, the majority of participants secured a role at Entain or McLaren Racing.

“The fusion of technology, sport and entertainment, and desire to support talented women re-entering the workforce meant that launching this brand-new programme with our partner, McLaren, is an obvious step.”

Jette Nygaard-Andersen  
Entain CEO

We know that over a third of those seeking to make a career return experience a loss of confidence<sup>6</sup>. As part of the programme, we also want to support unsuccessful candidates in securing their next steps. This is why we invited all applicants to join a half-day workshop focused on building confidence and identifying one's strengths. The feedback was overwhelmingly positive. One candidate told us: “This shows a clear ambition from both companies to help returners like me transition back into the workforce”.

“We are excited to be launching the first returnship of its kind within F1 in partnership with Entain. This is an opportunity to drive real change within the Engineering and Technology industries.”

Zak Brown, CEO, McLaren Racing

<sup>3</sup> International Telecommunication Union (ITU) (2023). 2022 Facts and Figures Report. [Available here.](#)

<sup>4</sup> Salesforce (2021). The Digital Skills Gap Comes at a Cost: 14 G20 Countries Could Miss Out on \$11.5 Trillion Cumulative GDP Growth. [Available here.](#)

<sup>5</sup> National Girls Collaborative Project (2016). Encouraging Girls (K-12) to Study STEM. [Available here.](#)

<sup>6</sup> Vodafone UK (2021). Lost Connections. Supporting returners into the workplace in 2021 and beyond. A WPIA strategy report for Vodafone UK. [Available here.](#)



## Girls Who Code

We established our partnership with Girls Who Code in 2021, working together to close the gender gap in technology and change the image of what a programmer looks like and does. With their initiatives, Girls Who Code are leading the movement to inspire, educate, and equip young women with the computing skills to pursue 21st-century opportunities. The programmes are building the pipeline of future technologists, serving 580,000 girls, women, and nonbinary individuals globally, half of whom are from groups underrepresented in tech including Black, Latinx, and low-income.

# 7x

**Girls Who Code alumni are 7 times more likely to earn a computer science degree**

In the 2022/23 scholar year, Entain supported over 4,900 individuals through 410 clubs in the US, for a total of 10,680 since the beginning of the partnership. Girls Who Code alumni are 7 times more likely to earn computer science and related degrees than the national US average – and this rises to 9 times for alumni from ethnicities underrepresented in tech.

“Girls Who Code is a space made by women, for women, in a field that is male-dominated. It’s important for girls to have a voice for themselves to express their passion with other young women in order to combat loneliness in a field where they may not meet other women. It’s an opportunity for girls to cultivate their interests and ideas without fear of being talked over or ignored. This program really does emphasize, ‘We can do this. We have a place, too.’ This a safe space for girls to be able to freely express that passion.”

A Girls Who Code student in Connecticut



## Berlin University of Technology

Entain partners with the Technische Universität Berlin (Berlin University of Technology), offering four scholarships for talented female students in tech and digital subjects. Germany lacks teachers in the Science, Technology, Engineering and Mathematics (“STEM”) fields. This shortage reinforces the STEM skills and gender gaps, with only 17% of tech roles in Germany being held by females<sup>7</sup>. Entain’s scholarship encourages female teacher students to obtain qualifications in tech and digital and disseminate their knowledge in secondary schools.

<sup>7</sup> Association of the Internet Industry (2023). Women in Tech in Germany. [Available here](#).

## University of Queensland

In Australia, we partner with the University of Queensland (“UQ”) to offer scholarships for students experiencing financial hardships to pursue their passion for Computer Sciences. In 2022, we funded five Coder Academy Scholarships and four Women in Computing Scholarships. We also continue to support the University’s flagship event, the UQ’s Weekend for Startups – a weekend for students to develop their entrepreneurial skills. Focusing last year on the “Future of Work”, 100 participants had three days to hack their way to form a team, tackle an everyday problem, and formulate a solid business solution. The teams pitched their idea to a judging panel, including representatives from Entain.

In 2022, Entain colleagues in Australia also partnered with UQ to organise a Connectathon in collaboration with Women in Digital and Indigitek. Over three days, participants from all backgrounds came together to address diversity challenges faced by the tech sector. They worked in teams designing solutions to support women in male-dominated industries, connect Indigenous and First Nations people with technology, and improve the accessibility of the gaming industry.

## ComputerAid

In December 2022, we established a new partnership with ComputerAid, an international charity aiming to address unequal access to technology in African countries. Our support is helping to create a Solar Learning Lab (“SLL”) in Al Huda Primary School, providing technology access to traditionally marginalised communities in South Kenya. The SLLs are shipping containers converted into computer rooms and fitted with solar panels to generate electricity, enabling them to be deployed in remote locations. In 2023, we enabled ComputerAid to install three containers in Al Huda Primary School with 20 computer stations, 20 laptops, as well as drinking water and toilet facilities. We expect over 600 students to access this communal space in the coming months.

## Turing Trust

We started partnering with the Turing Trust in 2023, with the goal of providing digital skills and equipment to 12,000 Kenyan students. The Turing Trust supports education in sub-Saharan Africa and the UK by reusing computers and improving teacher training using ICT. Our joint ambition is to create 35 computer labs across Kenya, installing 800 computers and providing digital training to 70 teachers. The project will also provide maintenance plans to ensure a sustainable legacy. As we publish this report, we are making great progress towards our common objective, with 800 computers shipped to Kenya and the first 3 computer labs recently installed.

# 35

**Entain and the Turing Trust are partnering to create 35 computer labs in Kenya, installing 800 computers and providing digital training to 70 teachers**

# Supporting communities

As a global business, we want to positively impact local communities across the markets where we operate. Entain partners with small to large-sized charities across the globe to support the causes that are the most important to our colleagues, our customers, and our communities.

## Chance for Childhood

Chance for Childhood works in African countries to support the most vulnerable children, such as street-connected children, children affected by conflict or kids in prison. One of their goals is to ensure that all children with disabilities can experience safe, fulfilling childhoods within their communities, just like any other child. Chance for Childhood campaigns for disability rights in regions where the lack of accessible infrastructure and social stigma can leave children excluded from family life and education. Their projects help marginalised children stay in education and equip teachers and parents to give them the support they need.



In 2022, we supported Chance for Childhood in launching an innovative mobile app to help detect hidden disabilities and developmental delays among preschool children in Ghana. The new app provides a low-cost tech solution to address the exclusion of children with disabilities, digitising Chance for Childhood's paper-based detection tool. It is designed to be used by teachers, parents, and caregivers to screen children, assessing their cognitive, motor, language, and social-emotional development. It also directs users to the relevant external resources and provides tailored advice and support to the child's learning needs.

Early detection is essential to the long-term development and well-being of children with disabilities and learning delays. When we published this report in December 2023, 5,000 children across 20 schools in Accra had already been screened as part of the pilot project and 6% of them referred to health clinics. In the coming years, the new technology will help many more children who risk being excluded from education and unable to reach their potential.

## 5000

children in Accra (Ghana) have been screened for disabilities and learning delays with the new Disability Detect App

## Children with Cancer UK

Entain has supported Children with Cancer UK through the Ladbrokes Coral Trust since 2019, fundraising over £1.1 million of unrestricted funding over 5 years. In July 2023, our retail colleagues raised an incredible £400,000 in a 24-hour fundraiser walk, collectively covering 33,389 miles in just one day.

Children with Cancer UK is a charity dedicated to the fight against childhood cancer. Their mission is to improve and support children and their families to live better with and after treatment. For example, they are investing in research to develop safer, kinder and more effective childhood cancer therapies, with fewer side effects.

Our support funds lifesaving research. We contributed for example to the Ewing Sarcoma Research Programme, launched by Children with Cancer UK in collaboration with Bone Cancer Research Trust. Ewing sarcoma is a tumour of the bone, which, when it spreads to other parts of the body, is difficult to treat and usually fatal. This project builds on previous work that has identified a promising new approach to treatment, combining two different types of drugs.

We also enabled Children with Cancer to invest in a respite centre in North Yorkshire. The property is being developed in line with the needs of the children and families facing childhood cancer and will provide a residential break for them. The centre will act as a haven for families at every step of the journey including the point of diagnosis, treatment and bereavement.

## £400,000

raised by retail colleagues in a 24-hour fundraiser walk, collectively covering 33,389 miles in just one day



### Prostate Cancer UK

1 in 8 men will get prostate cancer, but many don't know the risk factors. Even when they do, they often don't know what to do next, leading to too many men being diagnosed too late to be cured.

This is why we are proud to partner with Prostate Cancer UK. Since 2019, we have helped fundraise £500,000 of unrestricted funds, financing important research to improve the testing, treatment, and care of prostate cancer. Our funding has enabled Specialist Nurses from Prostate Cancer UK to support affected patients and their families as well as train NHS healthcare professionals.

# £500,000

fundraised since 2019, financing important research to improve the testing, treatment, and care of prostate cancer

We also contributed to the development of Prostate Cancer UK's Digital Risk Checker, a 30-second online test to evaluate one's risk of prostate cancer. In 2022, 5.2% of men completing the Risk Checker were black compared to 3.6% the previous year, showing that Prostate Cancer UK's collaboration with black communities is successful.

### The Teddy Bears Sponsorships Action

In 2023, Entain colleagues in Poland organised an extraordinary sponsorship activity through their local football club partners. Fans were invited to bring teddy bears to the stadium and throw them to the pitch after the game. For every teddy bear collected, our local foundation<sup>8</sup> committed to giving 5 zł (about £0.2) to the club's chosen charity. Over four games, fans gave away more than 120,000 soft toys, all of which were donated to local hospitals and youth charities. We matched this with a donation of over 600,000 zł (£118,000), most of which went to the Naszpikowani Foundation, a local charity fighting cancer.



<sup>8</sup> Entain acquired STS, the first sports-betting operator in Poland, in the Summer of 2023. The Teddy Bear Sponsorship Action was funded by the STS Foundation.

### Oak Out Hunger

Entain started partnering with Oak Out Hunger in 2022. The project, launched by the Charles Oakley Foundation, provides education in responsible gambling with other forms of support to impoverished, underprivileged communities facing hunger, addiction, and economic challenges in cities across the U.S.

# 10,000

meals to communities in need in 2023, helped by funding from the Entain Foundation U.S.

The Entain Foundation U.S. sponsorship provides funding and expertise in preventing and mitigating problem gambling to the Oak Out Hunger community project. It means that education in responsible gambling sits alongside other valuable and worthwhile community services provided by the Charles Oakley Foundation, including anti-addiction and education programs. In 2023, the Entain Foundation U.S. helped fund 10,000 meals to those communities in need.



“ I want to improve the abysmal quality of life of the many struggling people across the United States. Every time I go outside, I see people struggling with poverty and hunger, who often use their little remaining money to fund their addictions. This Oak Out Hunger project is dedicated to giving back to people who are trying to get through life. I want to help them break the cycle of addiction and give them a chance - and a good meal.”

Charles Oakley

# Entain

## Concluding Remarks

### Chair of the Board Sustainability and Compliance Committee

I hope that you found that we have made significant progress in the past months. I'm incredibly proud of the long-term collaborations Entain has built with charities and academic institutions across the globe, supporting them to achieve our common goals and positively transform our local communities.

The stories we shared in this report show the breadth and depth of the impact of our contributions –from supporting the Welsh shooting athlete Richard Bray on his journey towards the Paralympics; to allowing Fereshteh, a young Iranian girl living in Austria, to play football and use the skills she learned on the pitch during her first internship; or shipping 800 computers to Kenya to provide digital access and education to thousands of students. As part of our commitment to contribute £100m over five years, we will continue expanding our reach and deepening our impact on people's lives.

This is only the third year we published our Social Impact Report, and we have made great progress in the way we invest in our communities and report on our global and local impact. As we continue on this journey, we will focus on the following areas:

#### Supporting our partners in creating lasting impact

We want to continue building long-term partnerships, developing collaborative multi-year projects that will make a lasting impact on both the people and communities they seek to support.

“As part of our commitment to contribute £100m over five years, we will continue expanding our reach and deepening our impact on people's lives.”

Our longstanding support for research into problem gambling with Cambridge Health Alliance Division on Addiction, our commitment to grassroots clubs via our multi-year investment programme Pitching In, and our partnership with McLaren F1 team to support women returning into the tech sector are exceptional examples of this.

#### Focusing on impact measurement and frameworks

This report focuses on many of the qualitative impacts that we are enabling through partners, as well as the outcomes of our support such as the number of people positively impacted, research papers produced, training delivered, and so forth. We are also working with our partners to measure the immediate and long-term impact on the individuals and communities we support. For example, we are proud to report that the students we reach through Girls Who Code are seven times more likely to earn a Computer Science degree; or that 84% of the young people we support through Platform Cricket UK increased their weekly physical activity. We will continue refining our impact reporting frameworks and methods, aligning with best practices and developing robust metrics.

#### Transforming the lives of the people we reach

We have committed to invest £100m over five years, and our goal is to create a lasting impact on the individuals and communities we reach. We want to focus on the depth of the changes we enable over the number of people involved, prioritising the quality of interventions over the quantity of beneficiaries. We are always looking for new and innovative ways of breaking these barriers and supporting these aims. This is why we are investing in targeted and meaningful projects, as well as putting our own time and resources into achieving these, such as our Returnship Programme in partnership with the McLaren F1 team.

#### Increasing our global focus to deliver impact across all our operations

In addition to the large-scale projects we run with our global strategic partners, we continue to empower our local offices to support organisations in their markets and communities that are working to deliver impact in our key focus areas. The stories we have shared in this report from FEJAR, Sport Senza Frontiere, Kicken Ohne Grenzen, and others are a testament to our global reach.

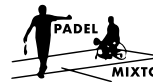
Entain has created a legacy that we should all be incredibly proud of, and I look forward to watching the company flourish in this space throughout 2024 and beyond continuing to challenge ourselves to deliver bolder, braver, and more impactful social change for our communities.

#### Virginia McDowell

Chair of the Sustainability and Compliance Committee

## Acknowledgements

This report would not have been possible without the input and ongoing dedication of the partners with whom we work.



# GambleAware

[begambleaware.org](http://begambleaware.org)

In 2023, we will donate 1% of our Gross Gaming Yield (“GGY”) to the Research, Education and Treatment (“RET”) of betting and gaming-related harm. We are proud to donate the majority of our contributions to GambleAware, a wholly independent grant-making charity helping to deliver the UK National Strategy to Reduce Gambling Harms.

# Σntain

## Feedback

We welcome feedback and suggestions on the contents of this report, or any aspect of our social impact programmes.

For information on how to get in touch, please visit <https://entaingroup.com/contact-us/>

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