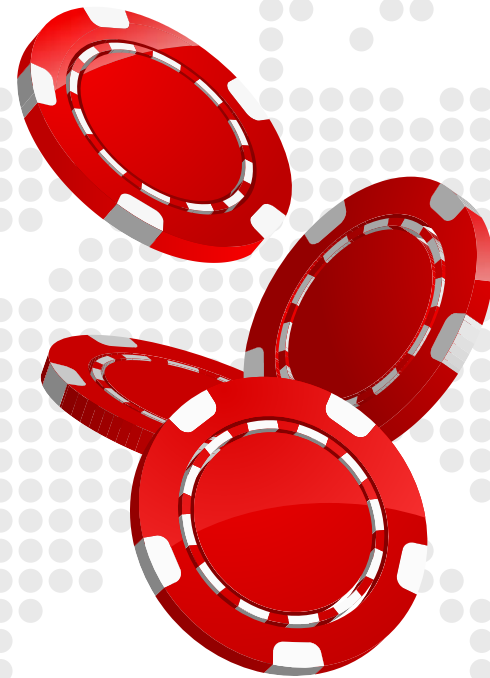


Annual Activity Report 2023

EGBA | European Gaming &
Betting Association



About this report

This report provides an overview of the European Gaming and Betting Association (EGBA)'s key activities during the previous calendar year.

The report also showcases the latest aggregated data points from the association's member operators – bet365, Betsson Group, Entain, Flutter, Kindred Group, and 888 William Hill – including information about their combined gross gaming revenue, stakes, customer winnings, return to player rates, products, and customer accounts

The data and commentary in this report focuses on the online gambling operations of EGBA members within the EU and UK and the data reporting period covers the entire calendar year.

Please note that due to rounding, the data points presented in the report might not precisely add up to the totals provided, and percentages may not exactly reflect the absolute figures. All data included in this

report has been aggregated from EGBA's operator members unless explicitly stated otherwise.

While this report has not undergone an external audit process, every effort has been made to ensure the accuracy of its contents.

Disclaimer: This report is for informational purposes only. While EGBA strives for accuracy, reliability, and transparency in the content of this report, it does not accept any liability for the information contained herein.

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Message from the Secretary General



Maarten Haijer

Secretary General, EGBA

E: maarten.haijer@egba.eu

As we reflect on the past year, EGBA has been at the forefront of driving change within Europe's gaming and betting sector. It has been a productive and busy year, filled with significant milestones and achievements that have helped to shape the landscape of our industry.

Our main focus has been to raise industry standards in several areas. In this context, we have worked hard with our members to establish anti-money laundering guidelines that will help the sector play a positive role in Europe's fight against financial crime. We have also been working closely with our members to advance the standardisation of markers of harm for online gambling at European level and this will help to raise safer gambling standards even further. With our members, we also took on the challenge of enhancing cyber security measures across the industry and established an expert group to support these efforts.

We also recognise the need to bring other industry players with us on this journey. In our commitment to foster a more diverse membership, this year we were pleased to introduce new associate membership options for B-2-B suppliers. We were thrilled to welcome Aircash, a leading payment services provider, as our first associate member. The value of a broader membership base cannot be overstated – it allows us to better unite the industry's

voice, gain a deeper understanding of how regulatory issues impact the wider industry, and ultimately drive positive change at a larger scale.

2024 marks a significant milestone in terms of regulation, as the legislative process to replace the last remaining exclusive monopoly regime for online gambling in the EU begins. With Finland in the process of changing its legislation, all member states of the EU will soon have multi-licensing regulation as their model for regulating online gambling. This progress is truly remarkable, achieved in less than 15 years, and it serves as a testament to EGBA's determination over many years to promote a more open and competitive market in Europe that benefits both operators and consumers alike.

As we move forward, EGBA will continue to advocate for the consistent and effective application of multi-licensing regulation across Europe, including in those countries which still retain some product-specific monopolistic or protectionist practices, fostering a fairer and more competitive gambling market.

We look forward to the European Parliament elections in June and the arrival of a new European Commission. Safer gambling will continue to be a top priority for EGBA during this period as we strive to raise standards and contribute to the development of robust and evidence-based policies that truly support consumer protection.

This year should see the conclusion of the CEN standard on markers of harm for online gambling, which will serve as a benchmark for best practices and demonstrate our commitment to a safer gambling environment for everyone in Europe. Additionally, we eagerly anticipate the next edition of the European Safer Gambling Week later this year, which we aim to ramp up once more to reinforce our dedication to raising awareness about safer gambling and the importance of player protection.

As you delve into the pages of this report, you will discover a snapshot of our activities over the past year. From fostering cooperation across the industry to advancing industry standards, each

endeavour reflects our unwavering commitment to driving positive change within the sector. We are grateful for the trust and support of our members, stakeholders, and partners, and look forward to continuing our collective efforts to shape the future of the industry. For the better.



Maarten Haijer
Secretary General, EGBA

Key Highlights (2023)



The 3rd edition of the European Safer Gambling Week, established and coordinated by EGBA, saw a record-breaking 8 million safer gambling messages shared with citizens across 20 European countries.

To encourage a high level of compliance standards, EGBA published new Anti-Money Laundering guidelines for Europe's online gambling industry.

EGBA expanded its sustainability reporting efforts by publishing a comprehensive annual sustainability report incorporating new data from its members, including information about their customers, employment, and diversity.



Strengthening its actions on safer gambling, EGBA successfully proposed the development of a European standard on markers of harm for online gambling to the official European standardisation body (CEN).



EGBA established a new Cyber Security Expert Group to enhance cyber security standards in Europe's online gambling industry by facilitating information sharing and coordinated responses to cyber threats among its members.



The European Court of Justice ruled in EGBA's favour in its appeal against the European Commission's refusal to investigate state aid concerns related to the issuance of lottery licenses in the Netherlands.



EGBA hosted two dedicated meetings for national gambling authorities, attracting participation from 27 different authorities.



aircash

Aircash, a prominent payments services provider, joined EGBA as its first associate member, as EGBA expanded its membership options for the first time.

The European Online Gambling Associations Platform, established and coordinated by EGBA, grew this year with the addition of the Bulgarian Gambling Association, bringing the total number of participating trade associations to 24.



EGBA organised a cryptocurrency workshop in Brussels with its members and the European Commission, to discuss the impact of the EU's new cryptocurrency regulations on Europe's online gambling sector.

After years of encouragement by EGBA, the Finnish government began work to modernise the country's online gambling regulations through a licensing system.



EGBA relocated to new offices in Brussels.

Raising standards in anti-money laundering

Introducing new industry guidelines

Last year, EGBA published new industry guidelines on anti-money laundering (AML), supporting the online gambling sector's contribution to the fight against money laundering in the EU. Developed collaboratively with its members, the guidelines offer practical and sector-specific guidance for operators, covering areas such as risk assessments, customer due diligence processes, suspicious transaction reporting, and record keeping. Based on a risk-based approach, the guidelines are intended to support operators in complying with the various AML rules in Europe, including the upcoming EU AML Regulation, and should be applied across their EU operations.

To ensure the success of the guidelines, EGBA members meet regularly to discuss implementation and are required to submit annual reports to EGBA summarising their progress. We also invite other operators to adopt the guidelines and participate in the reporting requirements. By embracing the guidelines, operators can benefit from increased customer trust, improved risk management, and enhanced industry reputation. The EGBA guidelines on AML demonstrate a proactive and collaborative approach to combat money laundering activities in the online gambling sector and we hope that their implementation will lead to improved compliance standards across the industry.

More information:

[EGBA guidelines on fighting money laundering and terrorist financing.](#)

EU anti-money laundering package

Throughout last year, EGBA actively engaged with EU policymakers on key regulatory developments on AML, including the ongoing discussions on the EU AML package. This legislative package will have a major impact on the entire online gambling industry in Europe, and EGBA will continue to monitor its

development and input into the discussions. EGBA also represented its members in various AML forums, including the European Commission and the Financial Action Task Force (FATF).

More information:

[EU legislative package on anti-money laundering and countering the financing of terrorism.](#)

Understanding the role of cryptocurrency

In April, EGBA organised a workshop in Brussels for its members about the use of cryptocurrency in Europe's online gambling sector where we deep-dived into how cryptocurrency is regulated in the EU, the upcoming EU anti-money laundering package, risks and mitigation in AML, payments, and much more. Speakers at the workshop included the European Commission, Blockchain for Europe, legal experts, and others.

"The introduction of our AML guidelines demonstrates that EGBA and its members are committed to a strong culture of compliance and the highest industry standards. In 2022, our member operators also underwent 47 AML audits conducted by gambling and financial regulatory authorities in Europe, proving their ever-present focus on AML and compliance."

Dr Ekaterina Hartmann,
Director of Legal and Regulatory Affairs, EGBA.



Educating industry stakeholders about best practices

Also in April, EGBA hosted a successful webinar for industry stakeholders discussing the upcoming EU rules, and guidelines and best practices on AML compliance. The session featured expert speakers, including EGBA members and gambling regulators from Sweden and Malta. It was EGBA's best attended webinar to date, with over 650 people registering, and included attendees from 18 national gambling authorities.

More information:

[\[Webinar\] Anti-money laundering: Guidelines and best practices for Europe's online gambling sector.](#)

Working on a more common approach to safer gambling



Standardising markers of harm for online gambling

In early 2023, members of the European Committee for Standardisation (CEN), the official EU standardisation body, voted to create a European standard on markers of harm for online gambling. The proposal to establish the standard was submitted to CEN by the EGBA as part of our efforts to support a safe online gambling environment in Europe. Our proposal was based on previous academic work on markers of harm. The final CEN standard will establish a list of behavioural indicators that, when analysed in combination with each other, can be used to predict and prevent gambling-related harm. This will ultimately help to enhance player protection across Europe. Work to develop the standard in CEN is ongoing, involving various stakeholders, including academics, gambling regulators, harm prevention professionals, technology companies and gambling operators. The standard is expected to be finalised by the end of 2025, if not before.

More information:

[CEN To Develop A European Standard On Markers Of Harm For Online Gambling.](#)

[\[Webinar\] Markers of Harm: Trustworthy Tools to Minimise Gambling Related Harm.](#)

A record-breaking European Safer Gambling Week

The annual European Safer Gambling Week, coordinated and organised by EGBA, took place in November and led to record levels of safer gambling promotion across many European countries. This edition saw more than 160 different partners actively participate, including many operators, trade associations, harm-prevention organisations, and national gambling authorities, signifying a notable increase in participation compared to the previous year. The campaign spanned 20 different countries, more than before, and delivered a record 8 million safer gambling messages to social media audiences, marking a massive 430% increase from 2022. These messages helped to signpost practical resources, such as safety tools and tips, to players and the wider public, and were translated into over 20

national languages to improve their accessibility. During the week, there were also nearly 20 safer gambling-themed events organised across different European countries.

More information:

[European Safer Gambling Week Sets Records For Safer Gambling Promotion Across Europe.](#)

[\[Webinar\] Safer Gambling Interactions: How to Measure Success?](#)

“The European standard on markers of harm will contribute towards a better and more common understanding of problem gambling behaviour and support more effective harm prevention in Europe’s online gambling sector.”

Vasiliki Panousi,
EU Affairs Manager, EGBA

Enhanced annual safer gambling reporting

In July, EGBA published its third annual sustainability report 2022/23 which outlines the collective efforts and progress made by the association and its members to promote safe and sustainable gambling and contribute positively to society in Europe. The report aims to track yearly progress, support transparency, and reinforce a strong culture of social responsibility. Included in the latest report are a range of aggregated data points from members related to their online operations in the EU and UK in 2022, including metrics on safer gambling tools and promotion, social contributions, customer demographics, employment, diversity, and more.

More information:

[Annual Sustainability Report 2022/23.](#)

Enhancing Cooperation across Europe's Gambling Ecosystem

Strengthening cyber security industry standards

To enhance security standards in the gambling industry, EGBA has established an expert group that facilitates information exchange and the sharing of best practices between operators to counter the latest cyber threats. This collaborative platform enables operators to learn from each other's experiences and adopt the latest security practices, including strategies to combat credential stuffing, the utilization of Web Application Firewalls, and implementing Multi-factor Authentication for customers. Active collaboration on critical issues, such as emerging malwares, DDoS attacks, and the compromise and sale of players' accounts on the dark web, enhances operators' cyber security practices, enables early threat detection and response, and ultimately safeguards customers from malicious activities, such as data breaches and financial theft.

More information:

[EGBA Establishes New Expert Group To Counter Cyber Security Threats.](#)

Cooperating with national trade associations

We are pleased that many national trade associations consider cooperation an essential pillar of their work and actively participate in the European online gambling associations platform, which EGBA jointly established with them in recent years. The platform has seen a significant increase in participation, with 24 national associations from across Europe now participating to the network. The platform facilitates associations in sharing knowledge, experiences, identifying challenges, and best practices, fostering better cooperation and information exchange within the industry. The growing participation in the platform highlights the shared vision of a stronger industry voice through cooperation across Europe. The platform also provides an important launch pad for joint industry actions, including the annual European Safer Gambling Week. The platform met four times last year, including an in person meeting in Lisbon hosted by APAJO, the Portuguese trade association for online gambling operators.

Facilitating information exchange with national gambling authorities

EGBA actively engages with national gambling authorities on a regular basis and hosts dedicated meetings twice a year that provide a forum for sharing information with national authorities. Through these meetings EGBA aims to better understand the concerns and priorities of regulators while also discussing and sharing the latest developments on EU and national-level policy issues with them. Last year, we arranged for representatives from the European Commission to present to national authorities about the EU's upcoming anti-money laundering and payment packages and answer their questions about these. Additionally, various national authorities also gave presentations on key regulatory developments in their countries. With strong turnout from regulators, averaging around 20-25 different national authorities per meeting, these sessions serve as a valuable channel for dialogue.



"EGBA members are at the centre of industry efforts to promote the highest cyber security standards. In 2021, our members alone thwarted 8500 cyber-threats against their European websites. EGBA's cyber security expert group supports these efforts by contributing to a more joined-up industry response and setting a benchmark for maintaining high cyber security standards."

Daniele Perrone,
Senior Legal Advisor, EGBA

Our members



[Visit the Bet365 corporate site](#)



[Visit the Betsson Group corporate site](#)



[Visit the Entain corporate site](#)



[Visit the Flutter corporate site](#)



[Visit the Kindred Group corporate site](#)



[Visit the 888 William Hill corporate site](#)

Associate members



[Visit the Aircash corporate site](#)

Where our members operate

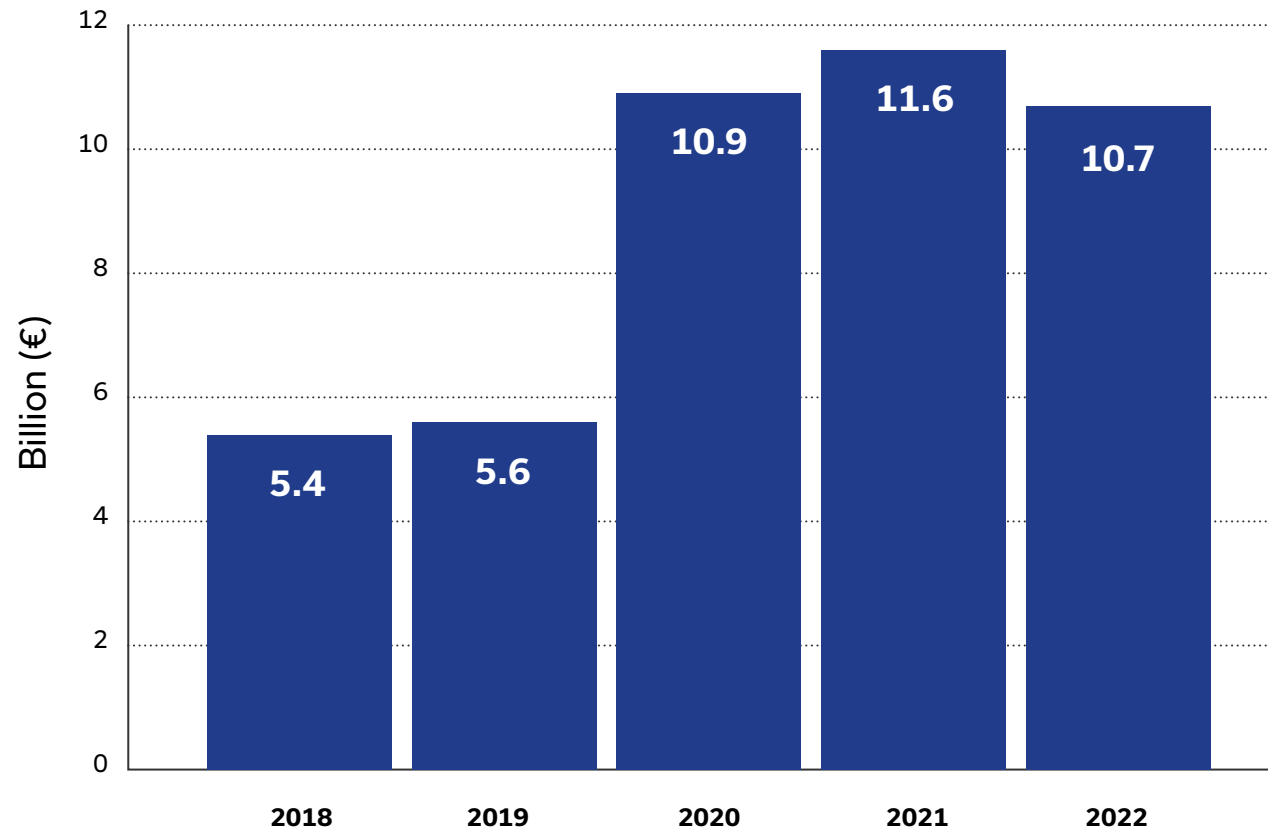
1. Belgium
2. Bulgaria
3. Croatia
4. Cyprus
5. Czech Republic
6. Denmark
7. Estonia
8. France
9. Germany
10. Greece
11. Ireland
12. Italy
13. Latvia
14. Lithuania
15. Malta
16. Netherlands
17. Poland
18. Portugal
19. Romania
20. Spain
21. Sweden
22. UK

EGBA members meet the highest regulatory standards and collectively possess 267 online gambling licenses, each with its own stringent compliance requirements, to offer their services across 22 different European countries.



Data from our members

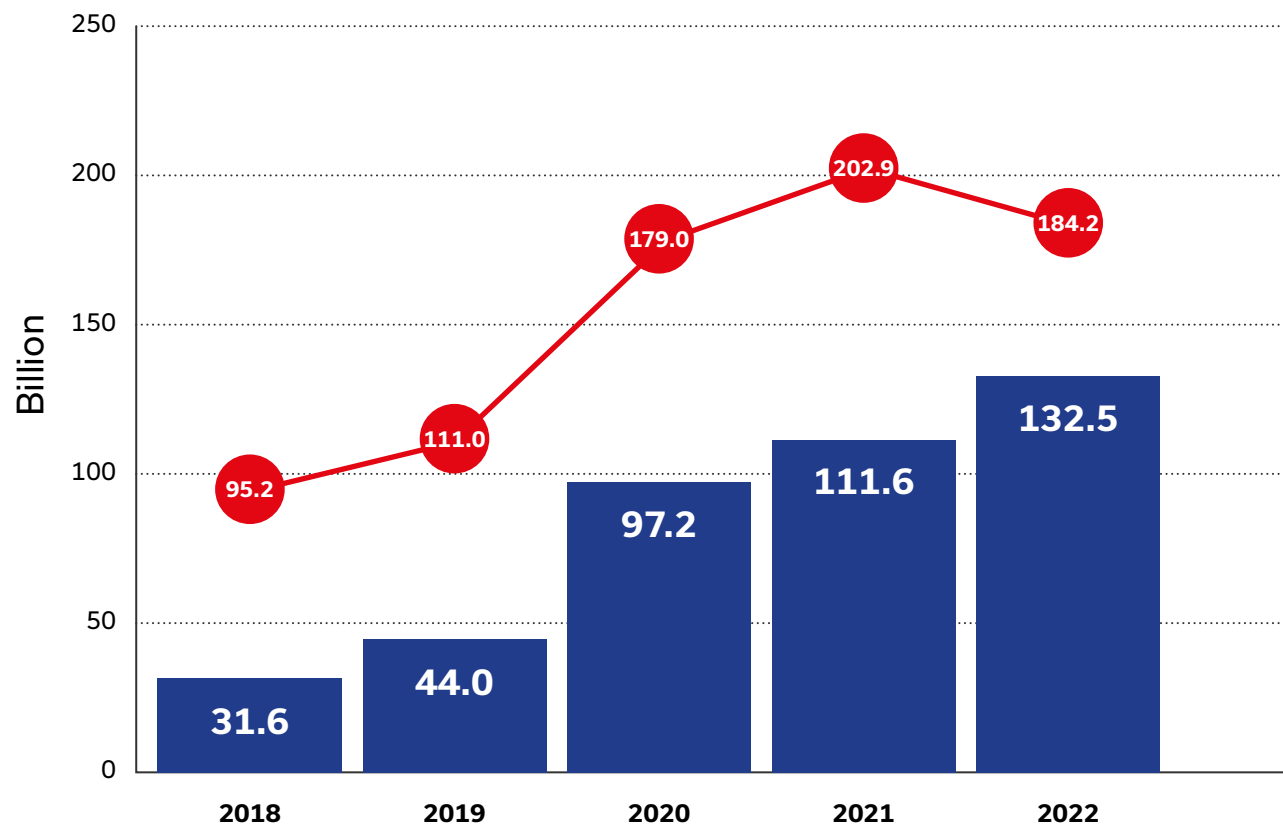
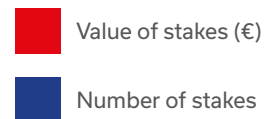
Gross gaming revenue



The online gross gaming revenue (GGR) of EGBA members declined 8% in 2022 to €10.7 billion.

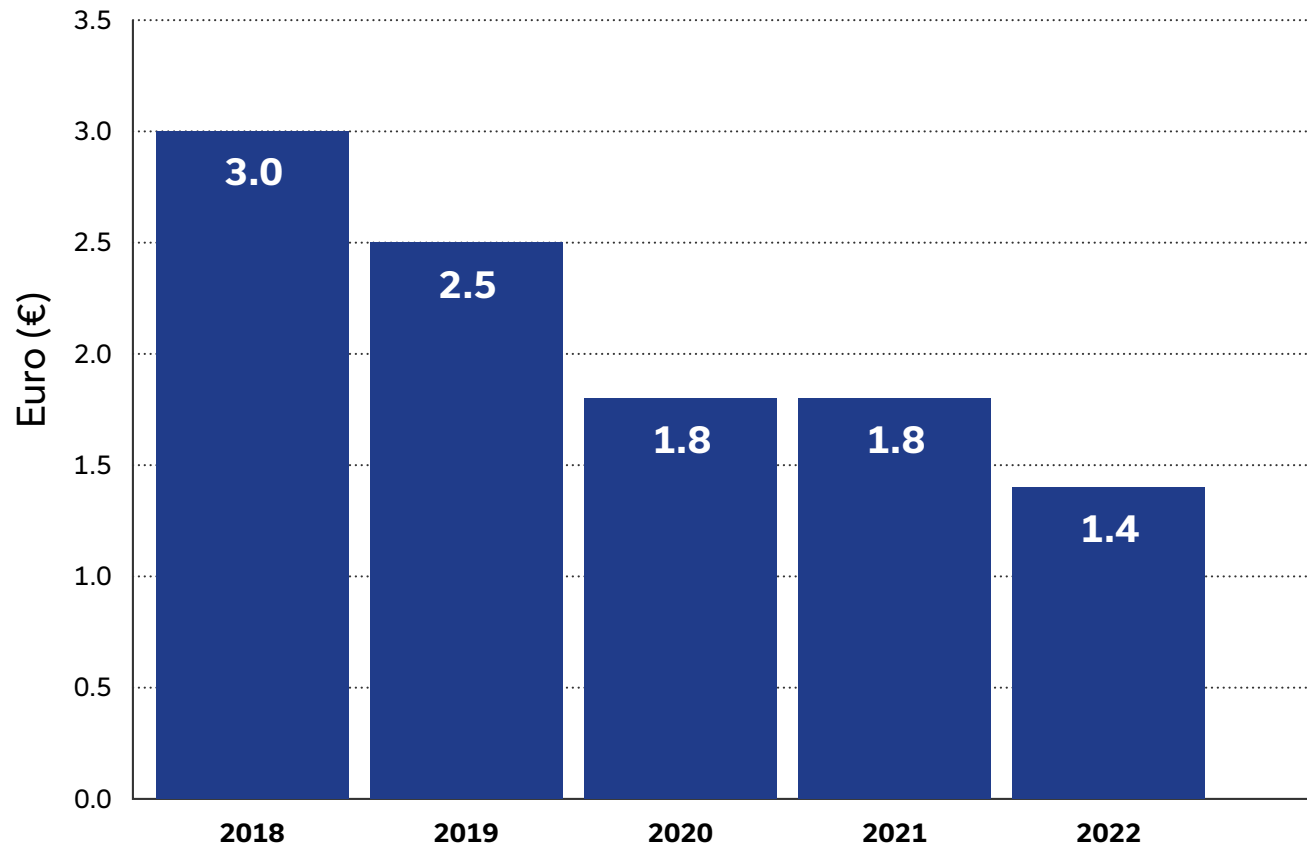
Stakes

In 2022, the number of online stakes grew by 19% to 132 billion, while the value of stakes decreased by 9% to €184 billion.



*Includes bonuses.

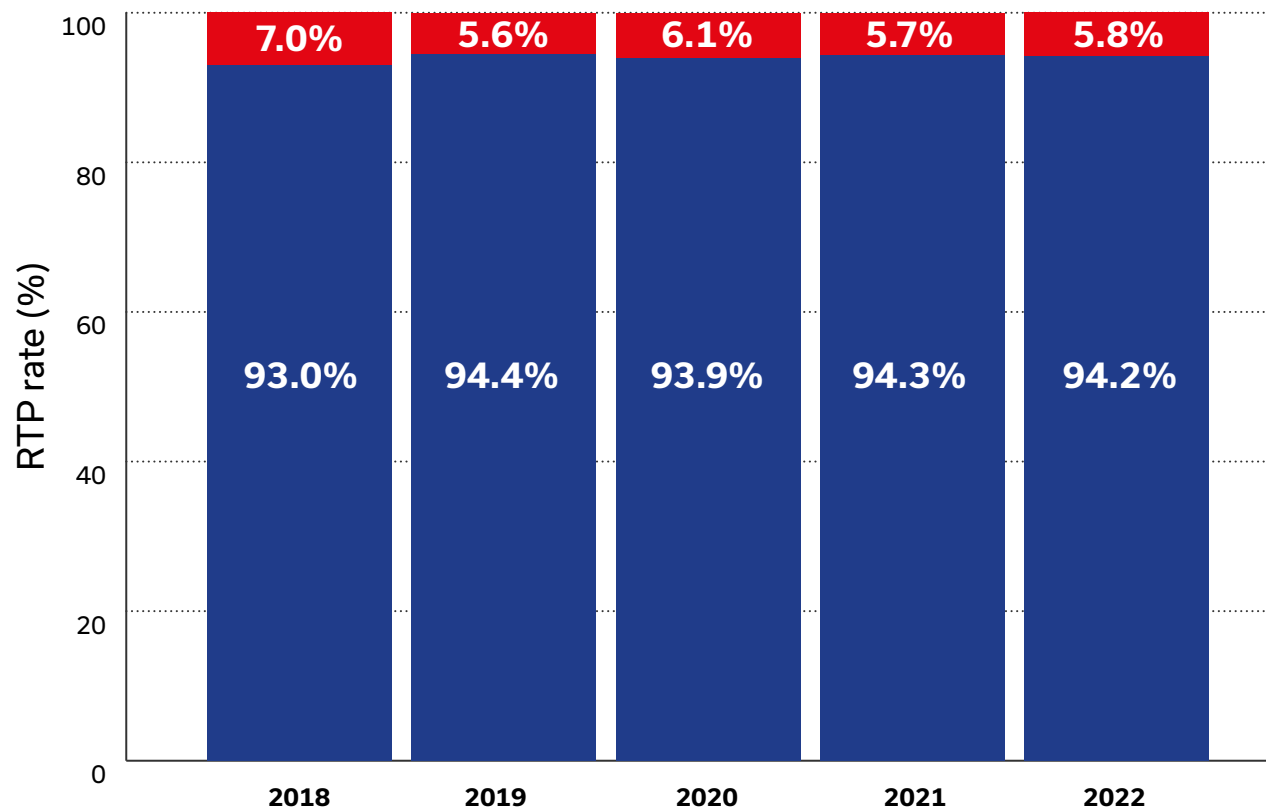
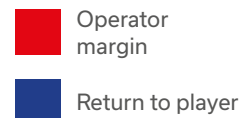
Average stake (all products)



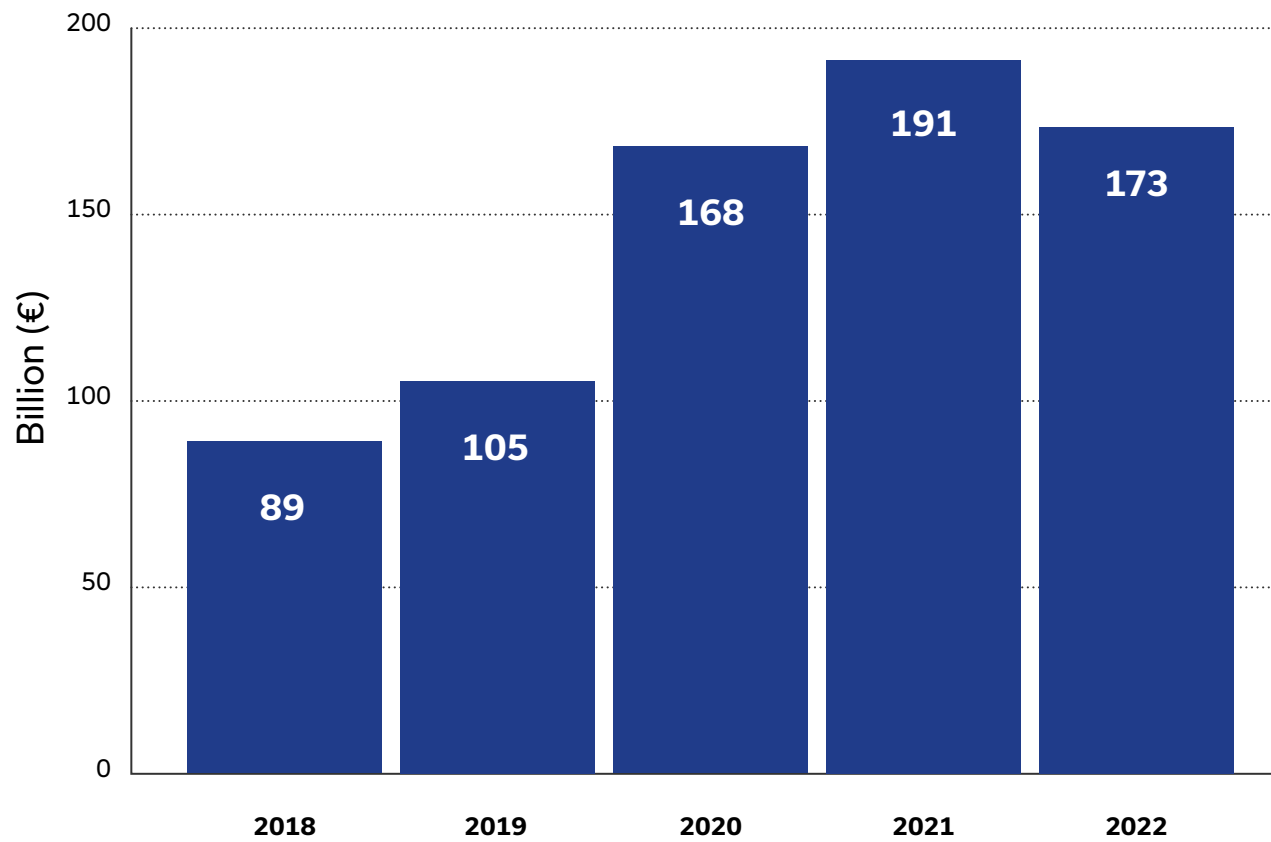
In 2022, the average value of online stakes across all products was €1.40, a reduction of more than half from the average stake in 2018.

Return to player (RTP) rate

In 2022, the average return to player (RTP) rate was 94.2%. RTP is the proportion of stakes that are returned to players as winnings, on average, expressed as a percentage of the total value of stakes.



Customer winnings

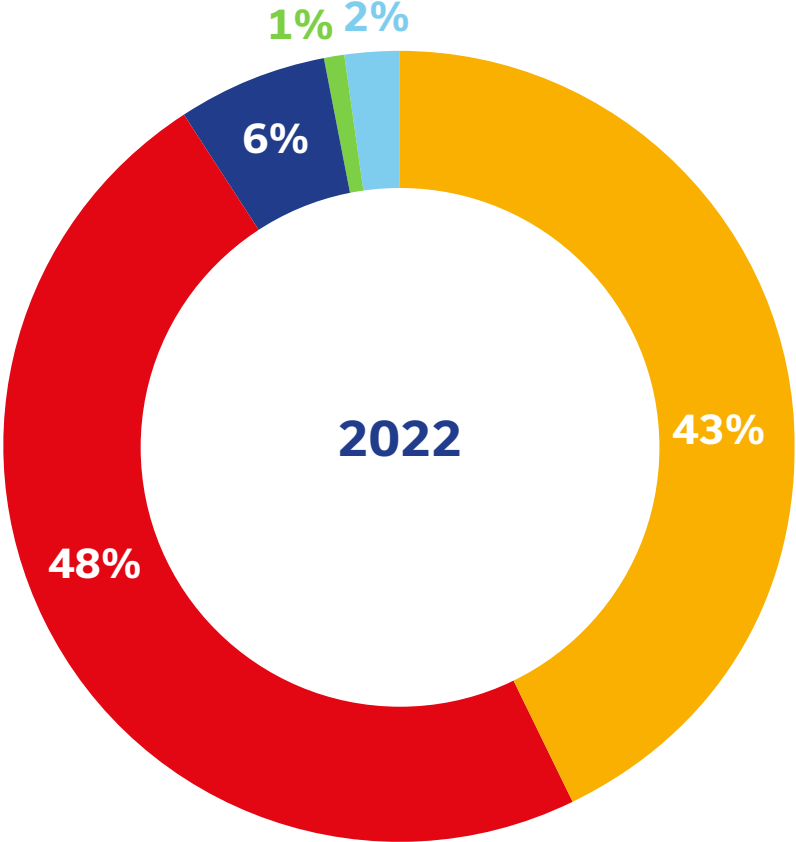


In 2022, the estimated total customer winnings were €173 billion, based on the average return to player rate of 94.2%.

Product shares

In 2022, casino surpassed sports betting for the first time in terms of its share of online GGR. Casino accounted for 48% of the combined online GGR of EGBA members, while sports betting accounted for a 43% share.

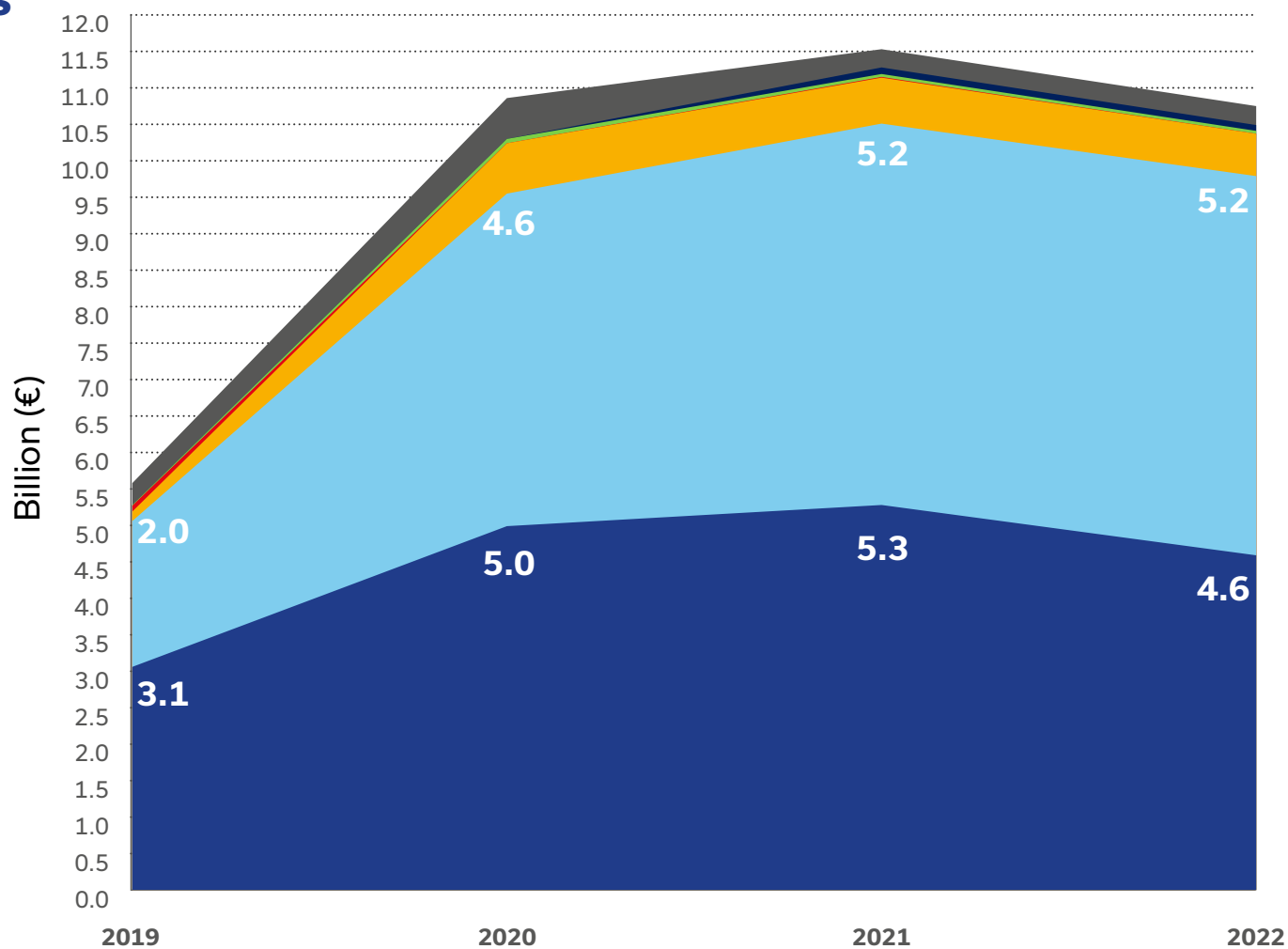
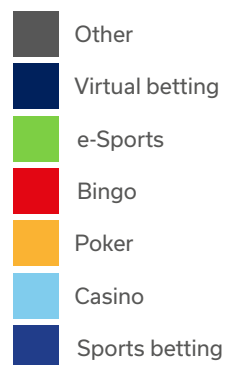
- Sports betting
- Casino
- Poker
- Virtual betting
- Other



By gross gaming revenue (€ Billion)

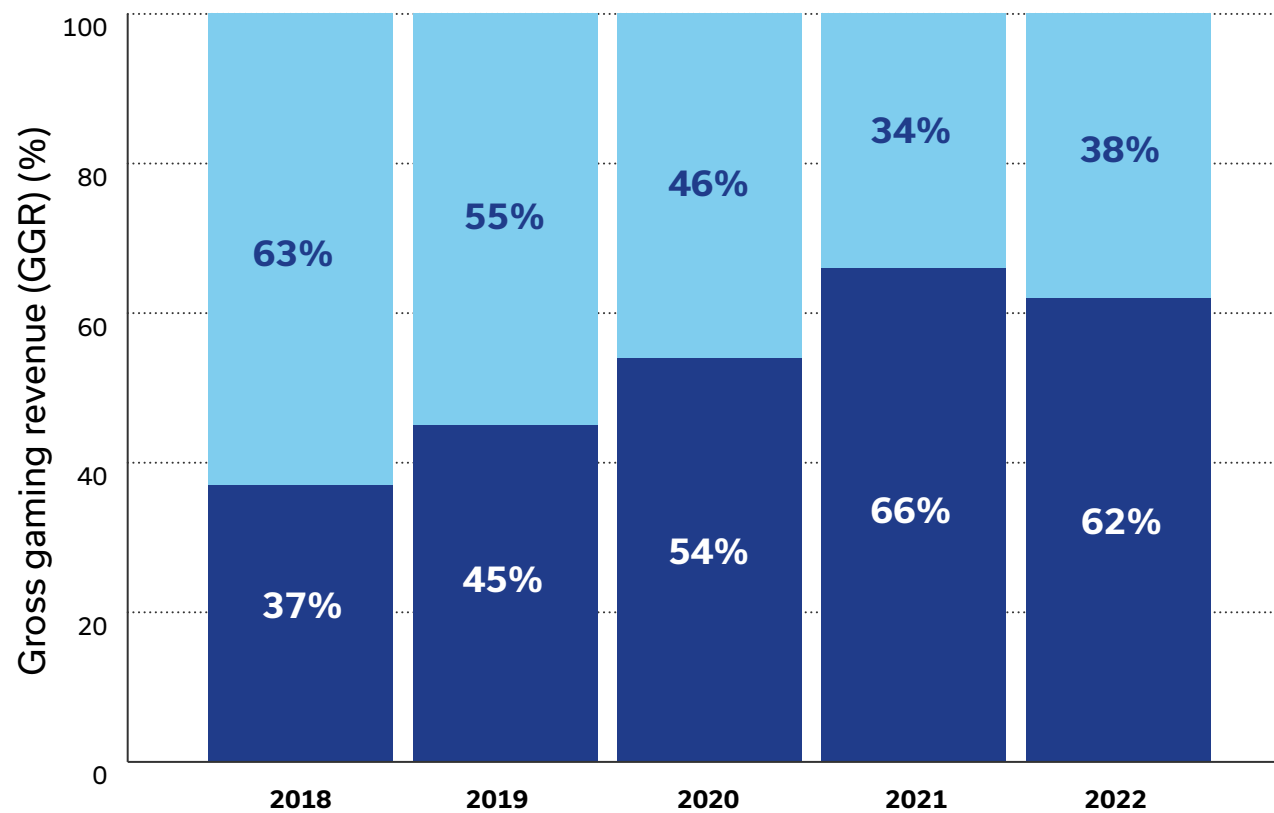
Product revenues

In 2022, while casino overtook sports betting for the first time, based on online GGR, both verticals saw declines from 2021 revenue levels. Online sports betting saw a significant 13% yearly revenue decline to €4.6 billion, while online casino revenue saw a yearly decline of 1% to €5.2 billion.



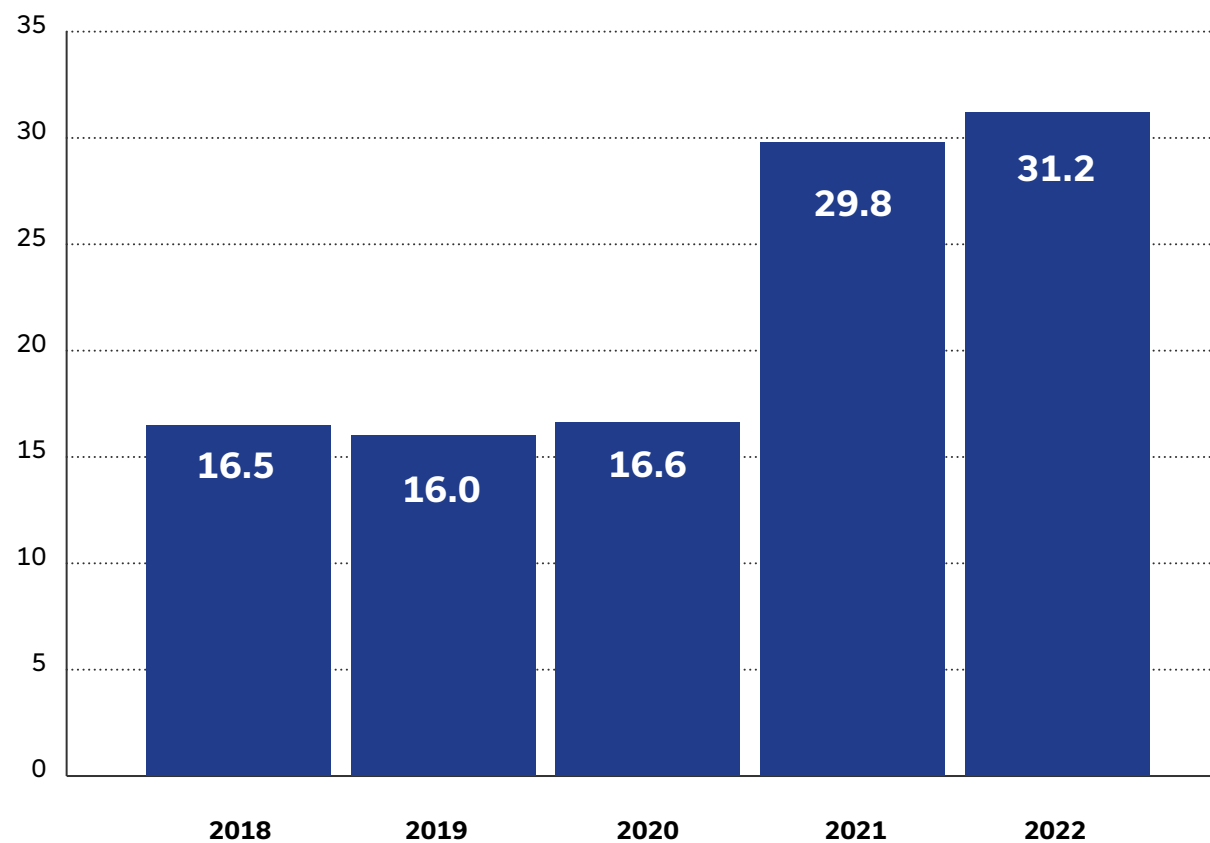
Sports betting types

The share of online sports bets which were made in-play has declined significantly over time: declining from 63% of all sports betting revenue in 2018 to 38% in 2022. Pre-match betting is now the most dominant type of sports betting by GGR.



Customers accounts

The total number of online customers accounts increased to 31.2 million in 2022, representing a 5% yearly increase.



Based on active customer accounts where a customer has placed a bet at least once during the reporting year, including the use of a bonus.

About us

The European Gaming and Betting Association (EGBA) is the Brussels-based trade association representing the leading online gambling operators established, licensed, and regulated within the EU. In a rapidly growing and evolving online gambling industry, the EGBA is at the forefront of promoting a safe and well-regulated gambling sector which is fair, transparent, and offers customers a high standard of consumer protection.

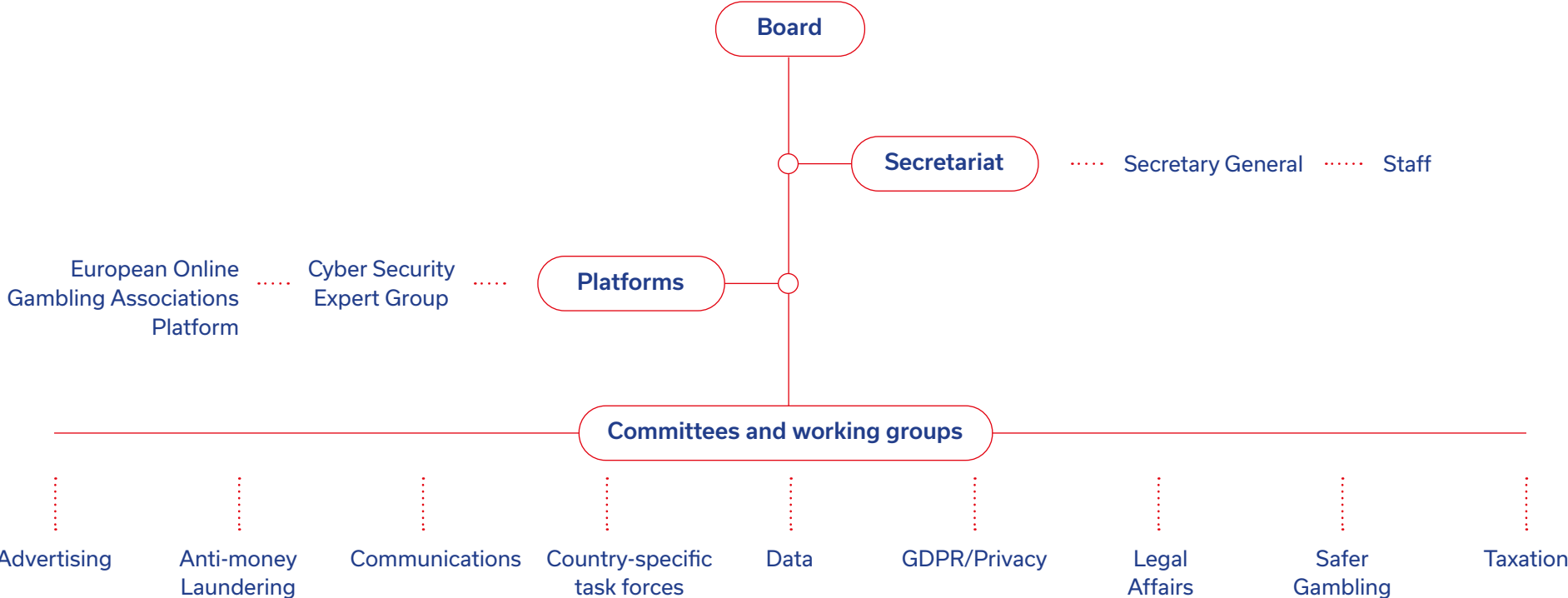
EGBA members also participate in the International Betting Integrity Association (IBIA) which drives industry efforts in sports integrity and the prevention of match-fixing. The association has established an alert platform and information sharing agreements with leading governing bodies of sports, including FIFA and the IOC.

EGBA works together with national and EU authorities and other stakeholders towards a well-regulated and well-channelled online gambling market which provides a high level of consumer protection and takes account of the realities of the internet and online consumer demand. The association advocates for regulations which ensure that the regulated online gambling offer is attractive enough to appeal to the maximum number of players so as to channel them away from unregulated offers.

A key objective of EGBA is to promote a safe and sustainable online gambling sector where customers are protected inside a well-regulated and competitive market. To support this, EGBA members adhere to various EGBA industry standards and codes to complement the many different and stringent licensing requirements they already comply with in the European countries where they operate.

EGBA is registered to the EU Transparency register since 2009 with the number **29508582413-52**.

Our structure



This organisation chart is for illustrative purpose only and does not represent the legal structure of the association.

Our team



Maarten Haijer
Secretary General



Dr. Ekaterina Hartmann
Director of Legal and Regulatory Affairs



Barry Magee
Senior Communications Manager



Vasiliki Panousi
Manager, EU Affairs



Daniele Perrone
Senior Legal Advisor

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