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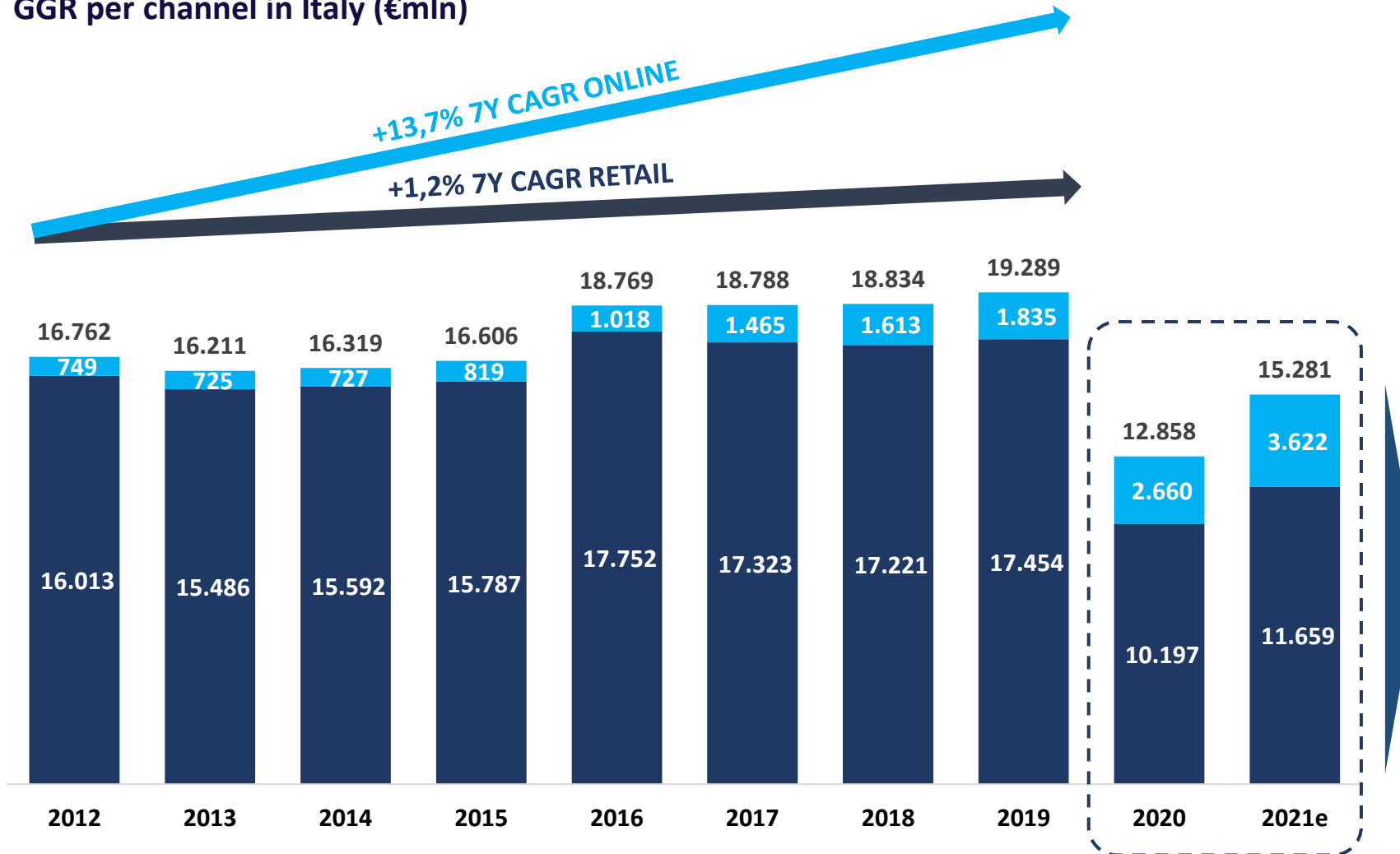
Recovering and responding to change

**The commitment to omni-channel
strategies post-Covid**

October 27th, 2021

COVID-19 boosted online incidence more than doubling 2019 figures

GGR per channel in Italy (€mln)

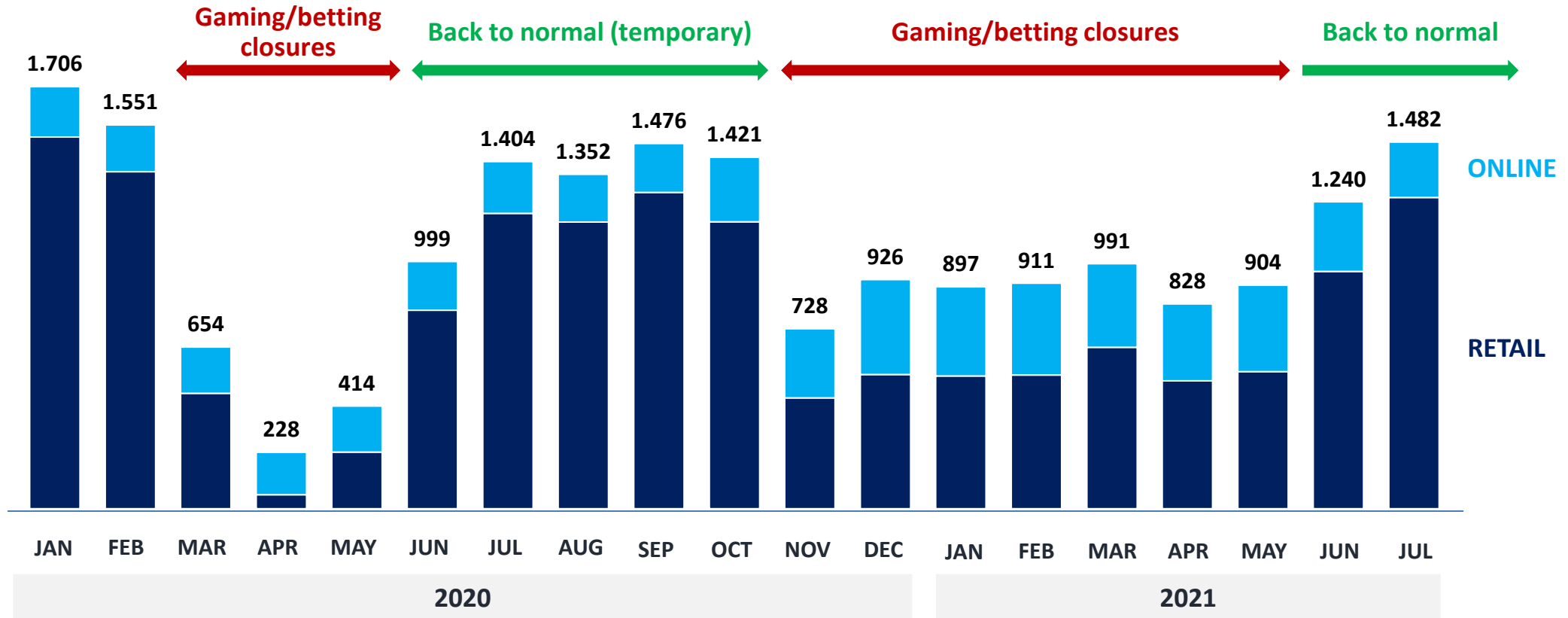


CHANNEL	COVID-19 IMPACT	
	20/19	21/19
TOTAL	-33%	-21%
ONLINE	+45%	+97%
RETAIL	-42%	-33%

Source: MDF Partners on different sources

The situation is starting to go back to normal since mid-2021 after 12 months of recurrent closures

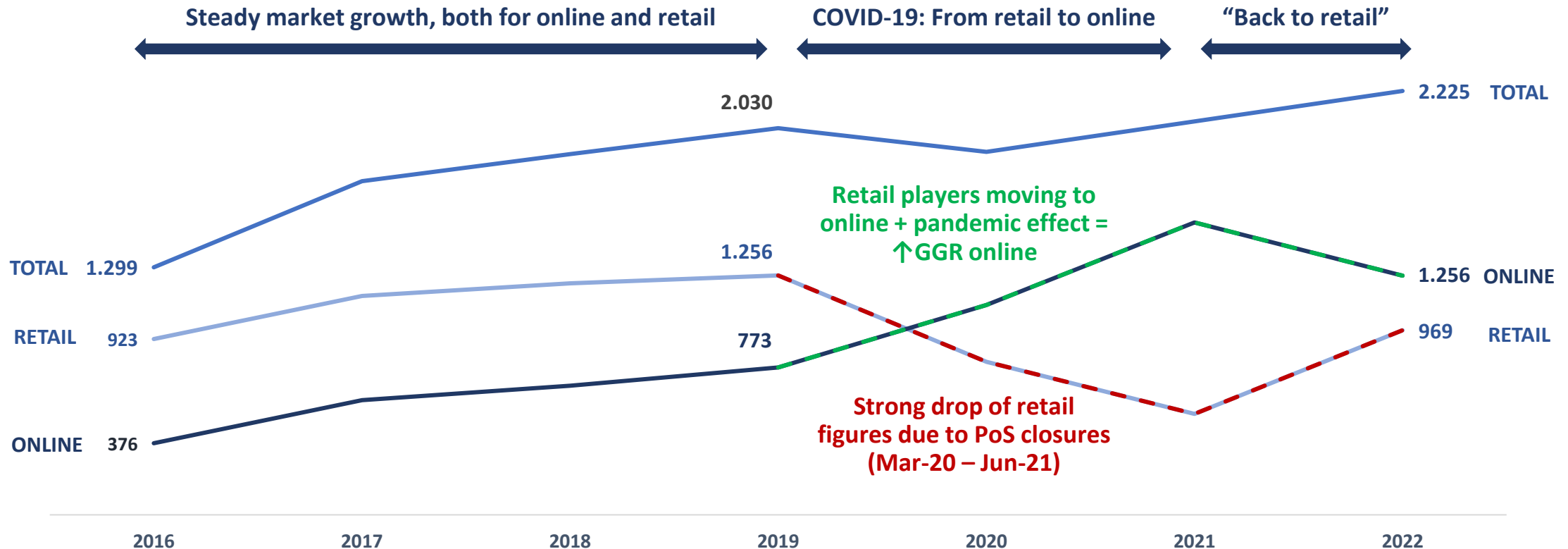
GGR per channel in Italy (€ mln)



Source: MDF Partners on different sources

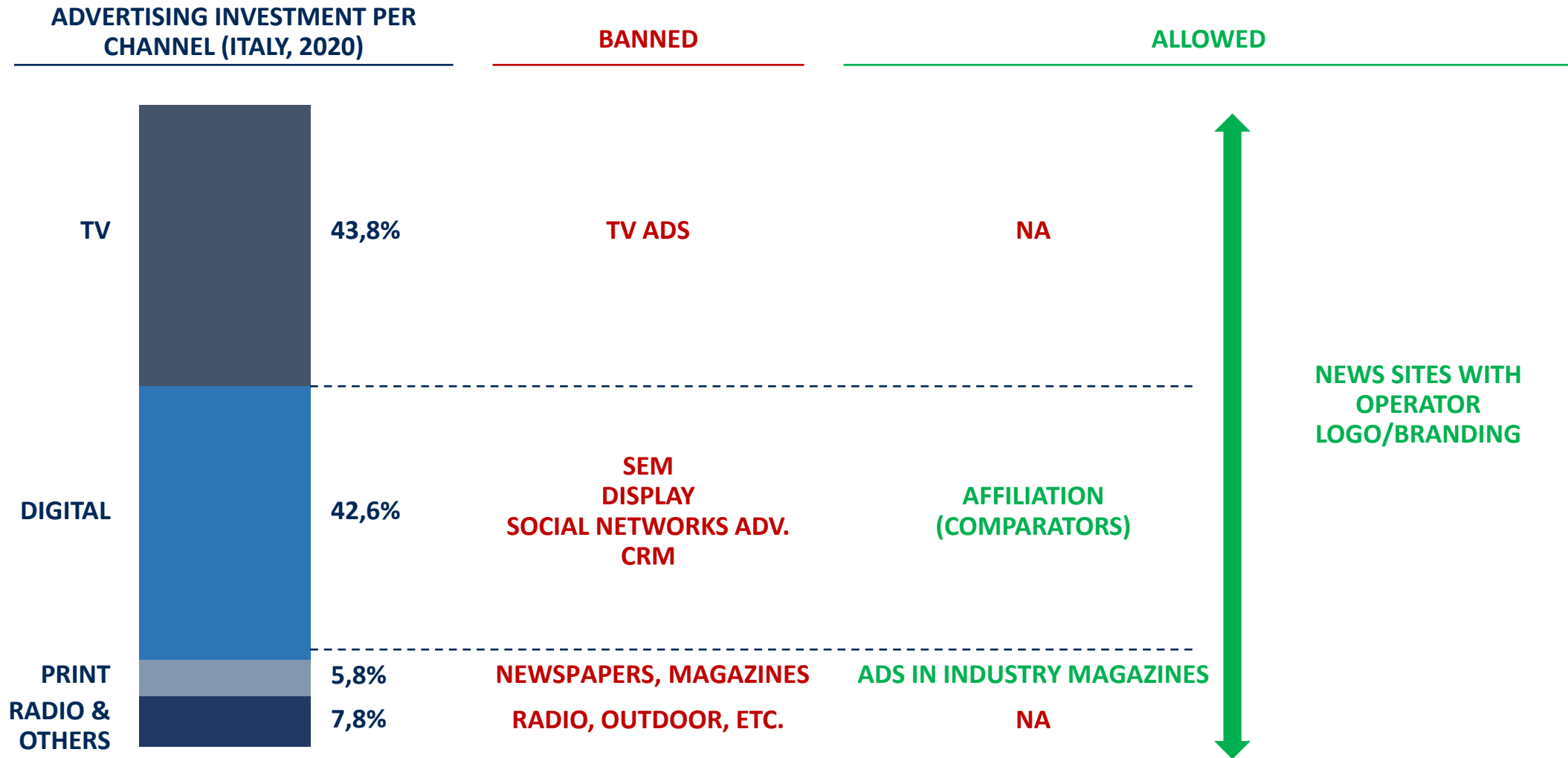
We expect a “back to retail” effect for betting starting late 2021, where a percentage of players will return to retail

Betting GGR in Italy (€mln)



Source: MDF Partners, ADM

Restrictions on advertising and focus on responsible gaming are the most relevant trends in Italy and other European regulated countries



Source: Centro Studi UNA. Figures referred to all sectors (not only gambling)



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“We partner with operators and public institutions, in regulated environments, helping to build effective and sustainable models in the gaming and entertainment sector”

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