

**“Customer obsession and responsibility runs deep in the business. This delivers strong results, with SBG cementing its position as the UK’s leading online betting brand during the year, with over 2.5 million customers.”**



Paul Roy, Chairman

# Another strong year

## Chairman’s statement

**SBG delivered strong financial results for the year ending 30 June 2017. Revenue increased by 38% to £516m, with EBITDA also increasing by 38% to £146m. We continue to operate the business to create value for our five key stakeholders.**

### 1. Customers

Our reputation as a customer-led and technology driven business depends on maintaining investment in the quality of our products and people. We delivered further outstanding product, promotions and value to our customers, resulting in ongoing improvements in our customer retention and average revenue per user (ARPU). Customer obsession runs deep in the business, and delivers strong results, with SBG cementing its position as the UK’s leading online betting brand during the year, with over 2.5 million customers.

### 2. Regulators and customer care

To us, delivering a leading product and service to our customers includes caring for our customers and striving to prevent any possible harm that can come from gambling. During the year, we rolled out a predictive model that spots signs of harm developing, allowing us to intervene before problems arise. We operate in a well-regulated industry, our engagement with the UK Gambling Commission (and other regulators) is important to the business, and we share the ambition to ensure that gambling is a fun and entertaining pastime, and not a problem.

### 3. Regional and local government

We are proud of our record of job creation and investment in Yorkshire. During the year we opened a new £3m office in the centre of Leeds, designed by our staff as a flexible, agile and fun work environment. We continued to expand our second Yorkshire hub in Sheffield. As a UK company, we make significant contributions to national and regional taxes, and an economic impact report by

Oxford Economics produced in July 2016 revealed that we contributed £143m to Yorkshire’s GDP.

### 4. Our people

We continue to strive to be the best Digital employer in the UK, and improved our ranking in the Sunday Times best 100 employers list. We continued to expand our workforce during the year, and increased investments in training, development and entrepreneurialism.

### 5. Our investors

As we complete our second full year as an independent company, I am delighted at the progress that has been delivered. The Group’s Board, management and staff took the challenge of transition to independence in their stride, and have delivered record financial results. Our clear strategy, and the quality of our people, give me confidence that we will continue to deliver strong financial results.

On behalf of the Board I would like to congratulate everyone working at SBG on another successful year and to thank them for their hard work in creating a company of which we can all be proud.

**£516m**

Revenue

**£146m**

EBITDA

**+38%**

Growth

**+38%**

Growth

## Delivering responsibly for our stakeholders

Our business is committed to innovation and excellence in order to create value for all of our stakeholders

### Inputs



### Commitment to:



We are customer obsessed, and understand what our customers want and when they want it. We offer exciting and innovative products in a safe and responsible environment, to enhance the enjoyment of sport or provide entertaining gaming experiences.

We operate in regulated markets, and have close relationships with our regulators. Providing a safe gaming environment is key to protecting our customers from any gambling harm. We use sophisticated risk models to look for signs of risky behaviour, and actively promote our full suite of player protection tools. We have an open and ongoing dialogue with regulators, politicians and anti-gambling groups to continuously improve our practices.

Delivering industry leading experiences at scale is only possible due to our scalable and high quality technology. We are constantly exploring ways to make our infrastructure more robust, to protect customer data, guard against cyber attacks and be able to respond quickly to changing tastes, preferences and regulations.

We are committed to providing a positive working environment that fosters creativity and entrepreneurialism, offering our people opportunities to grow and develop their careers. We continue to expand our bases in Leeds and Sheffield, and are committed to investment in the UK through our graduate scheme and ongoing training.

Our brand promise is to make betting and gaming better, and we continue to invest in our brand through TV, social media and targeted digital delivery. We delivered record customer sign-ups in a crowded market place, as our focus on quality and consistency continues to deliver results.

### The value we create

