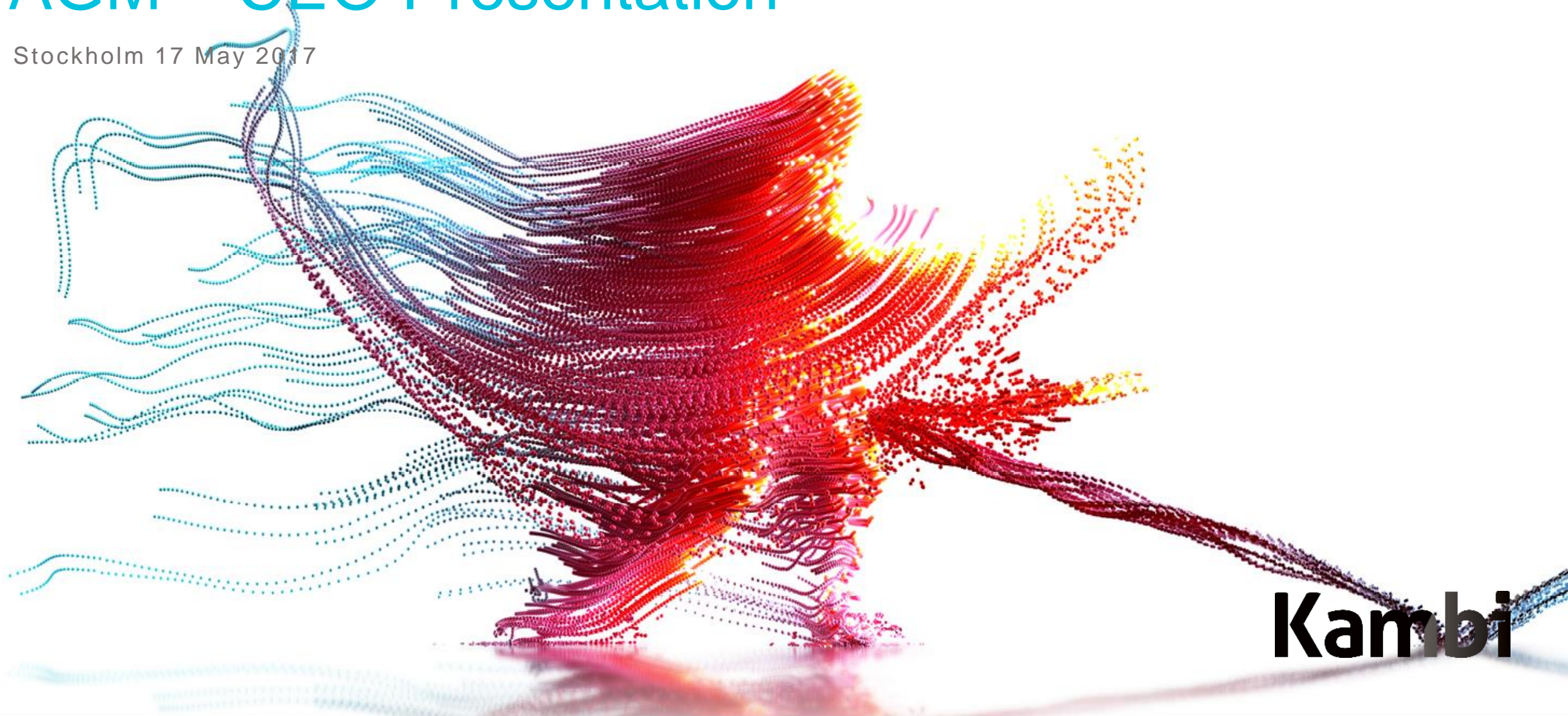


Kambi Group plc

AGM – CEO Presentation

Stockholm 17 May 2017



Kambi

Outline

- 1 Highlights

- 2 Operator trading analysis and financial development

- 3 Market overview

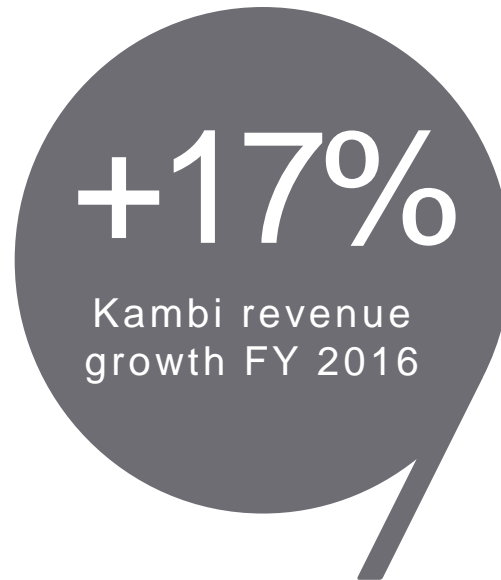
- 4 Kambi's model and strategy

- 5 Sustainable and responsible business

- 6 Summary

- 7 Q&A

Highlights



New customer and partnership signings 2016 & Q1 2017



LEOVEGAS



RANK GROUP



MR GREEN



R. FRANCO



TELEVISA



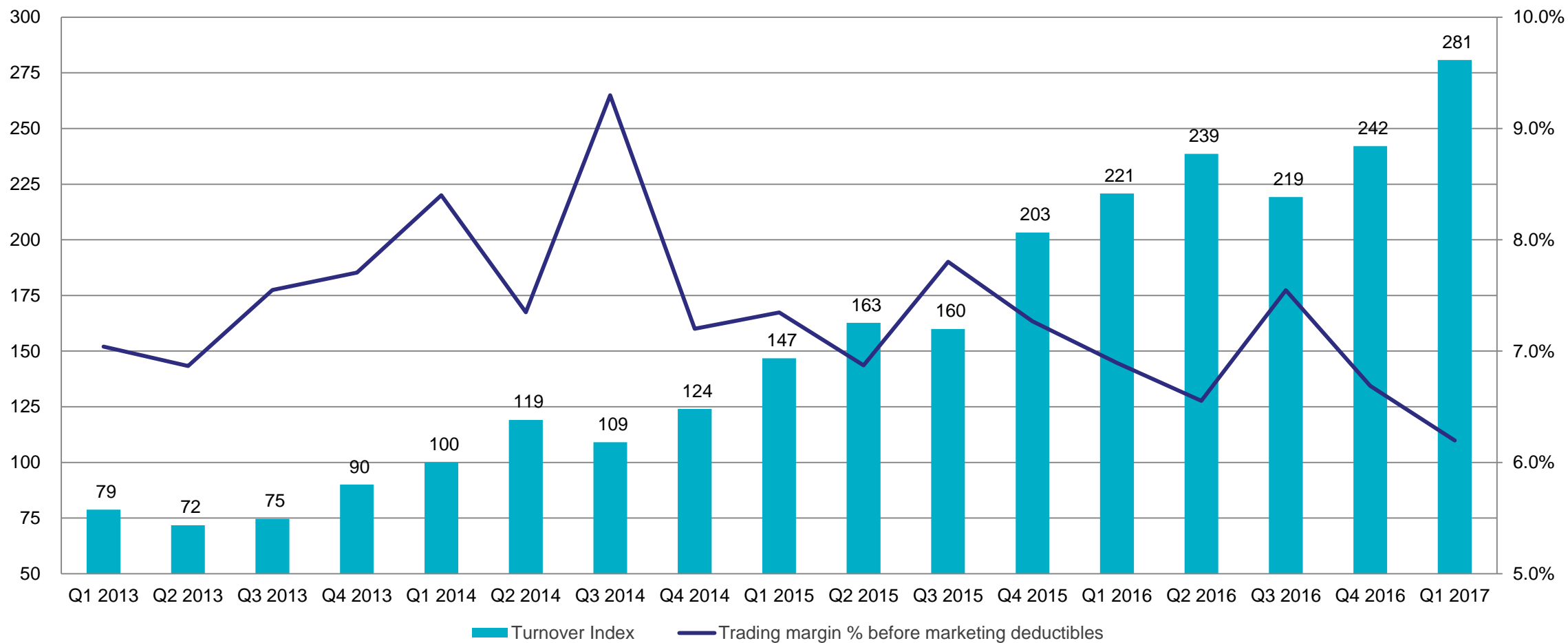
NOVOMATIC
LOTTERY
SOLUTIONS



GREENTUBE

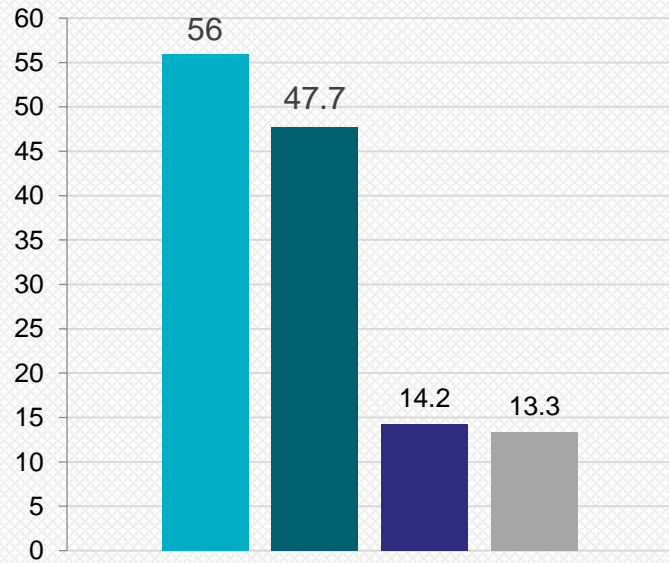
Operator trading analysis

Operator turnover & trading margin

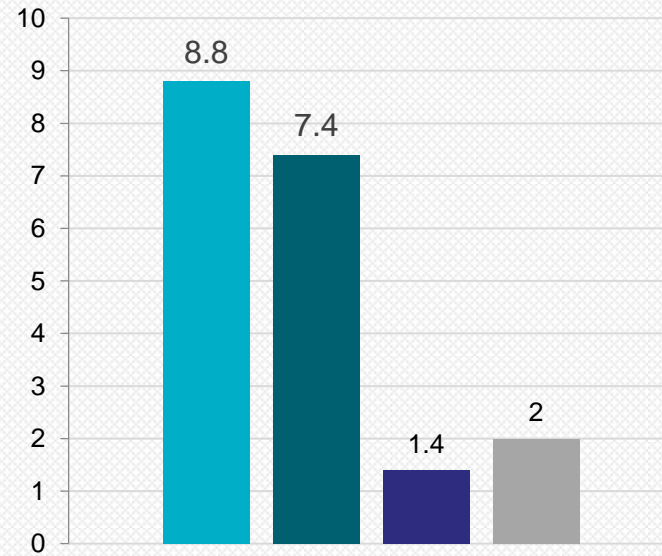


Financial headlines

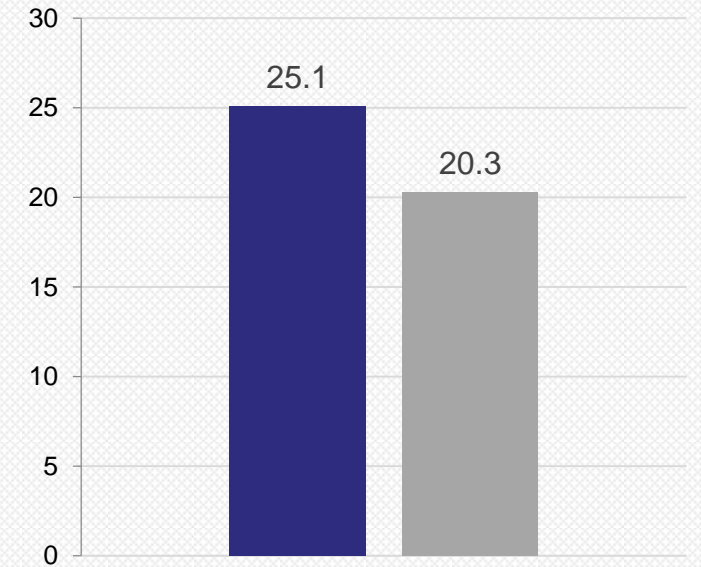
Revenue (€m)



Operating Profit (€m)





Net cash (€m)



 FY 2016

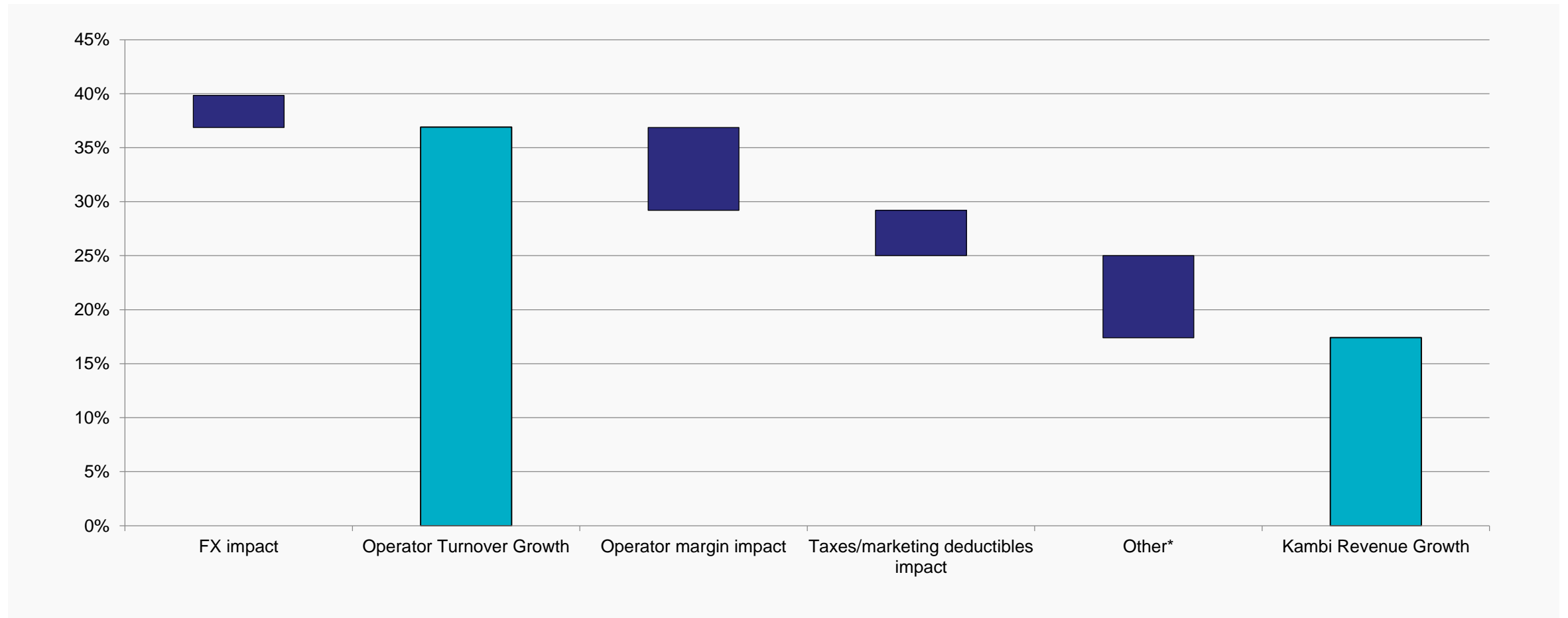
 FY 2015

 Q1 2017

 Q1 2016

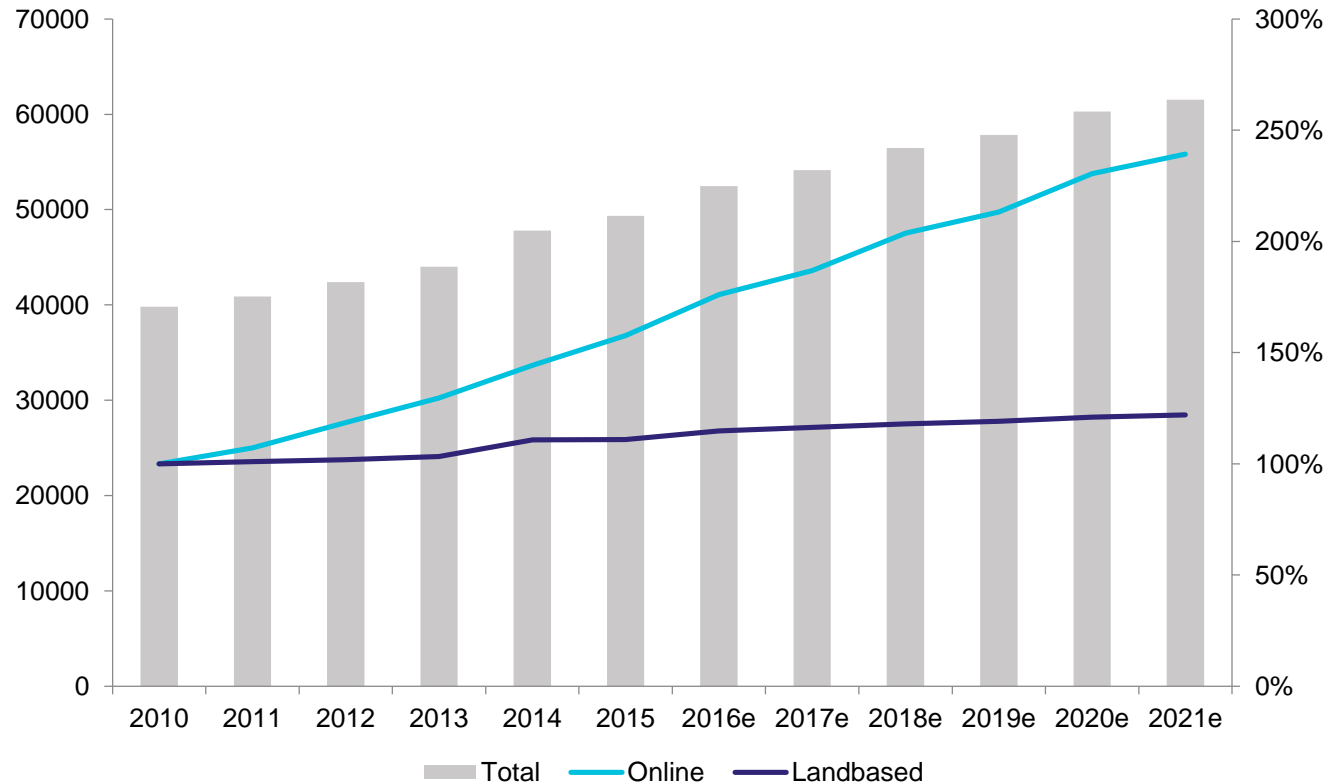
Growth in operator turnover and Kambi revenue

FY 2016



Market overview

Market growth



- Estimated value (GGR) for the global sports betting market in 2016 was €52.5bn (63% retail)
- Total sports betting market estimated growth of 17% from 2016 – 2021
- Kambi's core market, Europe online sports betting, estimated to grow by 36% from 2016 – 2021

Source: H2 Gambling Capital

Our business environment

Technology changes everything, everywhere, all the time

Distribution Channels

Retail going online, online going mobile, online going retail

Consumer behaviour

Short attention span, disloyal and informed

Content

Unlimited shelf-space and possibilities with data – Strict demands on relevance and differentiation

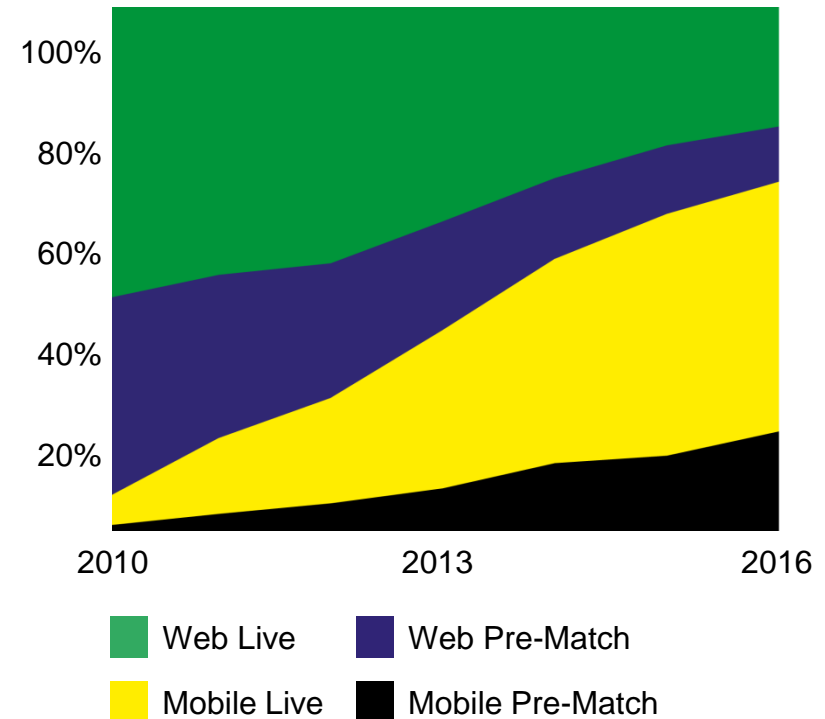
Regulation

Forced to catch up as consumers respond to technology

Industry structure

Competition increases, taxes increases, lower margins creates a demand for out-sourcing

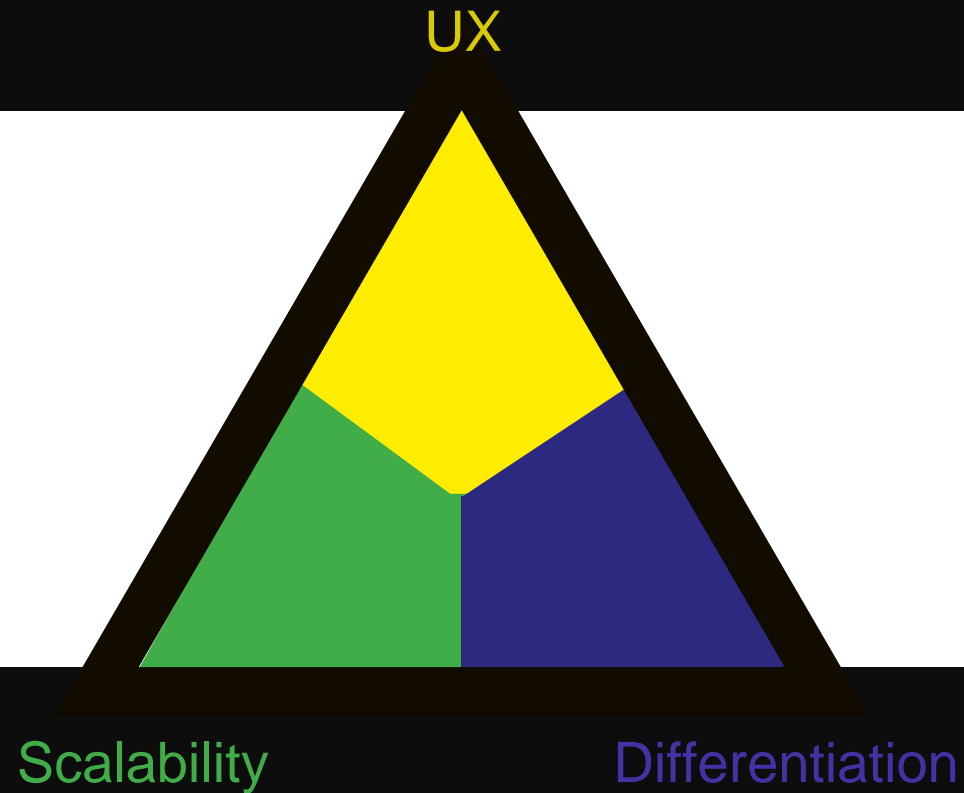
Example: Product and channel development online



Strategy

Built to empower brands to outperform the market

- Better than competition
- Different than competition
- More efficient than competition



Empowering different brands and strategies



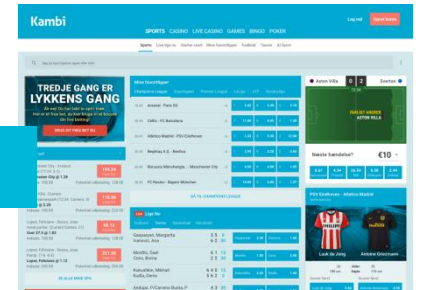
Connected



Innovative



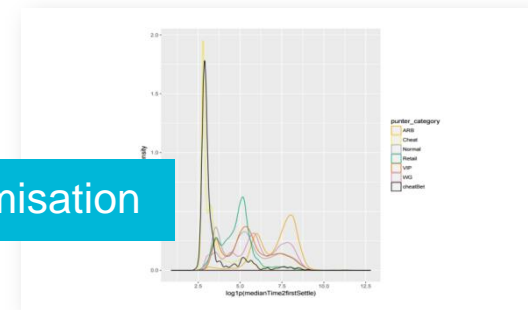
Personalised



Local



Integrated



Pricing optimisation

Sustainable and responsible business

Promoting a sustainable, responsible and regulated environment

- Guided by the principles of the UN Global Compact, based on what is relevant to our business
- Established systems and controls working proactively against anti-corruption and anti-bribery
- Diversity is important to Kambi, our employees represent 35 nationalities
- Charitable actions taken on both an individual and company level, mainly to support local development and communities in areas where we operate, such as Manila and Bucharest
- Kambi supports charities focusing on problem gambling, such as GambleAware and Gambling Therapy

Summary



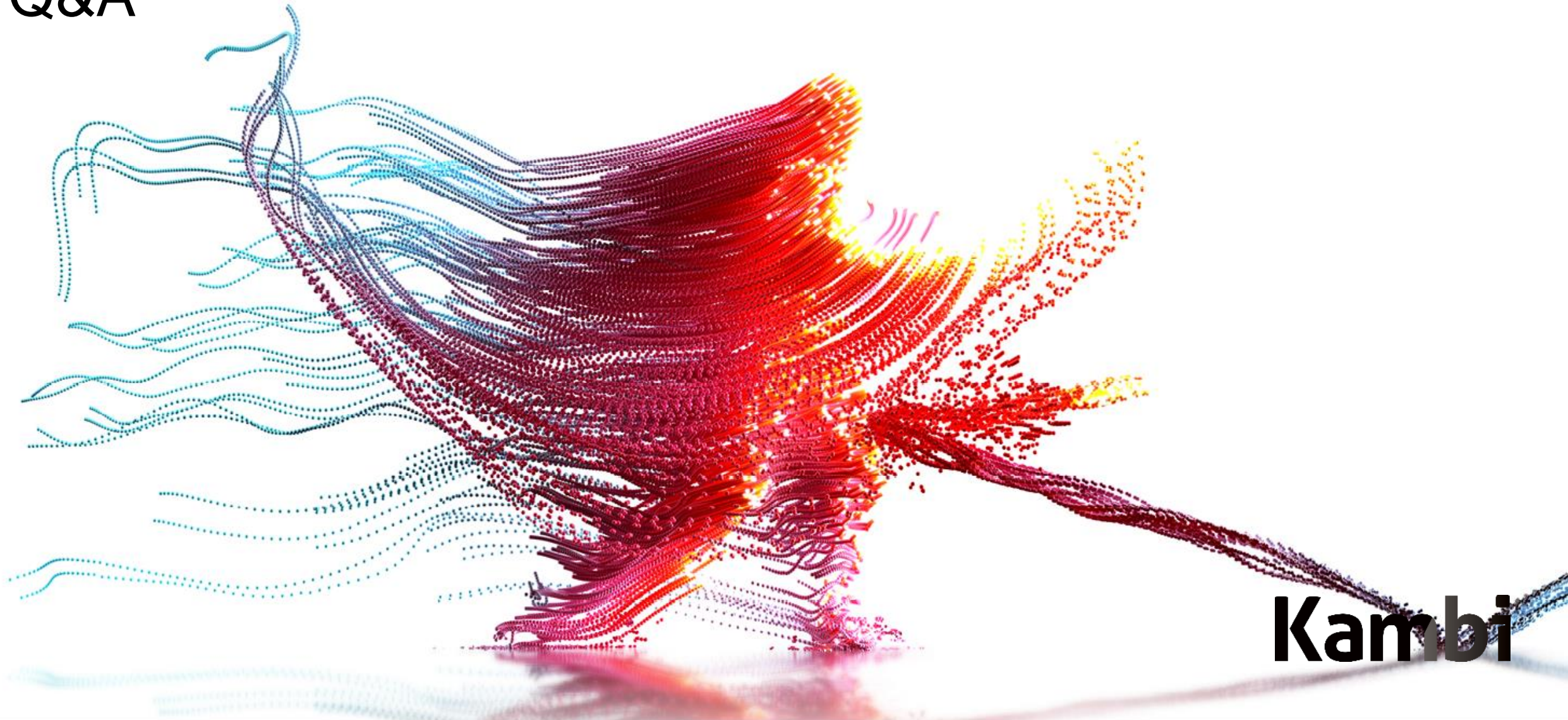
6 new
operators
signed

Strong growth
in our
operators'
turnover

Continued
investments to
create the best
betting
experience

Thank you

Q&A



Kambi