

Responsible Gaming: Betclik Becomes the First French Sports Betting Operator Certified by GamCare

Paris, 9th November - Betclik, French online gaming group and leader in sports betting in several European countries, is the first operator to obtain the international standard for safer gambling by GamCare. This international certification recognizes Betclik's daily commitment to ensuring a responsible gaming experience for its players, now consolidated under the Betclik Protect program.

GamCare is the leading UK provider of free information, advice and support for anyone harmed by gambling. The "Safer Gambling Standard" is GamCare's quality standard for social responsibility for licensed gaming operators. It aims to raise standards across the industry, making gambling safer for everyone.

Following a rigorous evaluation spanning several months, GamCare has recognized Betclik with international certification, acknowledging Betclik's strong commitment to player protection.

For Betclik, gambling is a form of entertainment and should remain so. From the beginning, the company has placed player protection at the core of its business strategy and development. **This approach has materialized in BETCLIC PROTECT: a comprehensive player protection program available throughout their gaming journey, 7 days a week.** It includes various tools and services dedicated to customers to promote responsible gaming, such as detecting signs of excessive gambling and assisting players in need.

The GamCare international certification confirms the quality of Betclik's approach to responsible gaming, including:

- Efforts and measures in place to prevent underage gambling, as well as raising awareness through the pasdujeu.fr website.
- The in-house development of an algorithm to identify potentially at-risk players and a continuous commitment to improvement.
- Betclik's desire to obtain evaluations and recommendations from external experts to continually enhance its responsible gaming policy.
- Betclik's policy aiming at supporting players along their gaming journey

By obtaining the GamCare certification, Betclik continues its commitment to an ongoing process of improving its practices, with the intention of obtaining assessments and recommendations from external experts.

Nicolas Béraud, Founder and CEO of Betclik, stated: "We are proud to achieve this certification. It demonstrates our unwavering commitment to providing a secure and responsible gaming environment for all our customers. Gambling is entertainment and should remain so."

About Betclik

Betclik is a French online gaming group and a leader in sports betting in several European countries. The company is committed to nurturing a passion for sports in society by providing an entertaining experience. Alongside clubs, leagues, and sports federations, Betclik contributes to the economic vitality of the sports sector. And because gambling is a form of entertainment that should remain so, Betclik offers its players a safe and responsible gaming environment, allowing them to enjoy their love of sports betting securely. The Betclik Group is headquartered in Bordeaux and has more than 900 employees, including 300 engineers.

About FL Entertainment

FL Entertainment Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include content production & distribution (through Banijay, the world's largest independent producer distributor and online sports betting & gaming (through Betclik, Europe's fastest-growing online sports betting platform). In 2022, FL Entertainment recorded revenue and Adjusted EBITDA of €4,047m and €670m respectively. FL Entertainment is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: FLE NA, Reuters: FLE.AS).

Investor Relations Contact

Caroline Cohen – Phone: +33 1 44 95 23 34 – c.cohen@flentertainment.com

Marion Heudes – Phone: + 33 1 44 95 23 47 – m.heudes@flentertainment.com

Press Relations

flentertainment@brunswickgroup.com

Hugues Boëton – Phone: +33 6 79 99 27 15

Nicolas Grange – Phone: +33 6 29 56 20 19