

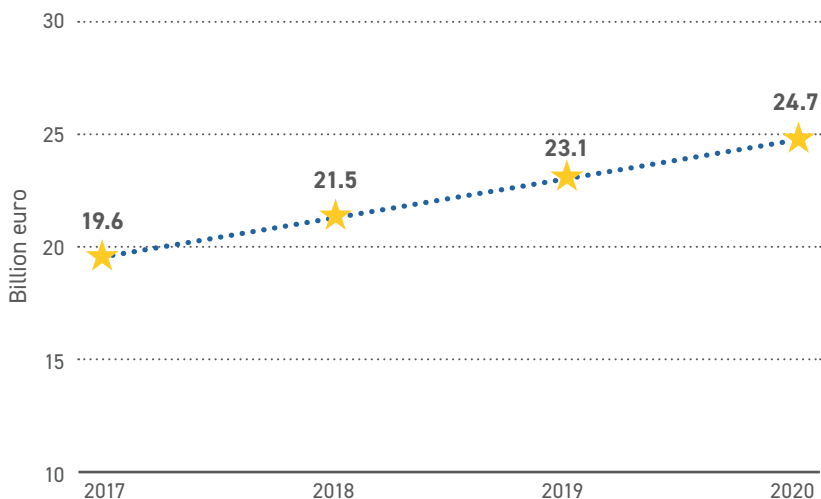
European Online Gambling Key Figures 2017

In 2017, EGBA members had more than **12 million active customers**, held licenses in **19 EU member states**, processed **354 million online payments**, contributed **€325 million in support to sports** federations, leagues and clubs, and sustained **33,000 digital and high quality jobs in the EU** across 14 member states.

EU Online Gambling Market 2017

EU28 - Online Gambling Gross Win (€bn)

At expected growth rates, online gambling gross win - in Europe is expected to rise from €19.6 billion in 2017 to €24.7 billion in 2020.



Source: H2 Gambling Capital. Please do not reproduce without their permission

Our Customers



Number of active* customers

Over 12 million Europeans had an active account with EGBA member companies.



Return rate to costumers

EGBA members had an average return rate of 93% to customers. That means that for every €10 spent, customers received €9.30, in return, with the book-maker retaining the rest.



Average frequency of bets

Customers of EGBA members placed a bet/stake every 17 days, on average.



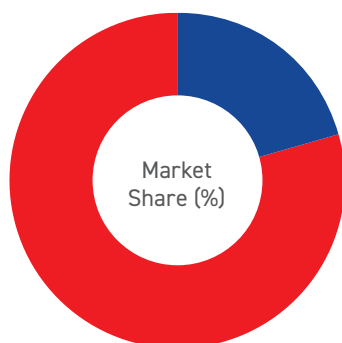
Average sports bet

Customers of EGBA members spent, on average, €10 every time they placed a sports bet.

*An active customer is someone who has used their account in the previous 12 months.

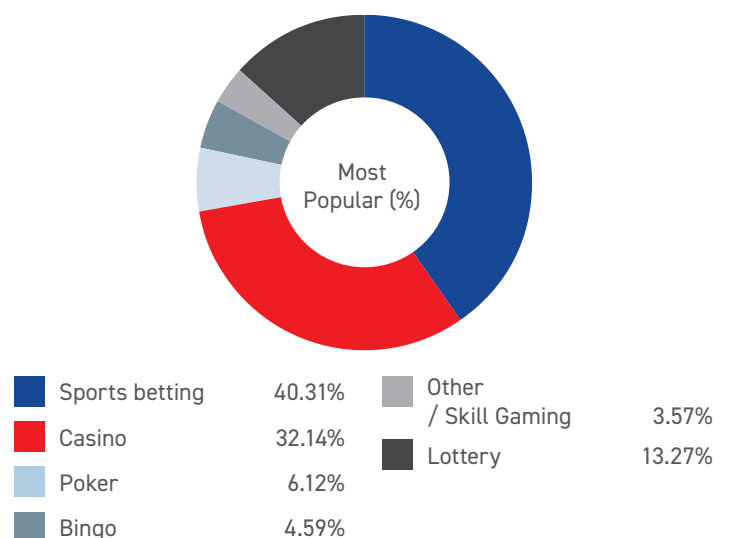
EU28 - Online Gambling as Share of Total Gambling Activity (%)

Online gambling had a share of 20.7% of the total EU gambling market activity, while 79.3% was land-based, including lotteries, casinos and bookmaker shops.



Source: H2 Gambling Capital. Please do not reproduce without their permission

EU28 - Most Popular Online Gambling Activities (%)



Source: H2 Gambling Capital. Please do not reproduce without their permission

Our Members



Sports sponsorship

EGBA members provided more than €325 million in financial support to sports federations, leagues and clubs.



Total number of payments transactions

EGBA member companies processed 354 million online payments, equivalent to nearly 1 million each day, through 31 different payment types on average.



Know Your Customer

EGBA members invested €22.6 million in Know Your Customer (KYC) tools, including age verification and anti-fraud measures.



Number of licenses held

Hold licenses in 19 EU member states, adding up to a total of more than 134 licenses to provide their services in the EU.



Employment

Sustain 33,000 digital and high quality jobs in the EU, with offices in 14 member states.

