

BETFRED

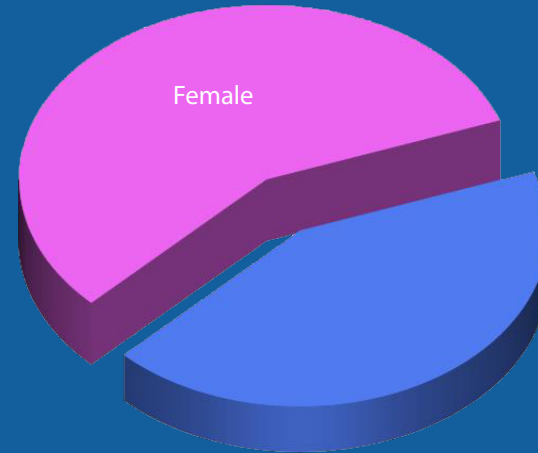
*Betfred licenced betting offices offer a fun and friendly community environment,
with well trained staff who have an emphasis on customer service*

*Betfred are committed to ensuring that all our customers gain maximum enjoyment
from their betting experience and see gambling as an enjoyable leisure pursuit*



Staff

- Betfred employs more than 10,000 people
- 57% of the Betfred shop staff are female
- Approximately a quarter of employees are aged between 18 and 24
- Every new shop creates 6 jobs:
 - 1 Manager
 - 1 Deputy Manager
 - 3 Cashiers
 - 1 Cleaner



Female Betfred Staff



Staff between the age of 18 & 24



Shop Fronts



- Each unit is considered on an individual basis
- Shopfront and signage takes account of the local vicinity with installations sympathetic to their surroundings
- Variety of styles present in the Betfred portfolio including:
 - Conservation Area
 - Listed Building
 - Shopping Centres
 - High Street



Betting Industry Economic Contributions

- Betting shops contribute £3.2 billion to the UK economy and pay £1 billion in taxes
- Betting shops serve over 8 million customers a year. They continue to invest in the UK high street, providing economic growth, jobs and retail footfall

(source: Association of British Bookmakers)

Betfred Economic & Charitable Contributions

- Average capital investment in each new Betfred shop is £200,000
- Average rent for each Betfred shop is £23,000. Total annual rent paid by Betfred is £31.8 million
- Betfred pays £14 million in business rates to local authorities each year, with an average of £10,000 paid on each unit per annum (based on 2015/2016 figures)
- At Betfred we care about people and causes. We regularly give our support to worthwhile causes across the country. Some of the more recent charities we've been involved with:
 - Royal Manchester Childrens Hospital
 - Movember Foundation
 - Bobby Moore Cancer Research Fund
 - Retired Greyhound Trust
 - The Injured Jockeys Fund
 - Northern Racing College

Responsible Gambling

- Betfred strive to deliver "Fun and Friendly" betting and gaming to all our customers.
- We are committed to providing our customers with a fair, safe and socially responsible service.
- Responsible Gambling and Player Protection is top of our agenda.

For the vast majority gambling is a source of enjoyment and entertainment; that said it is also evident that for a very small number it can become a problem.

We take the view that even one problem gambler is one too many. Every year Betfred, and all the other major operators, make significant financial contributions to a body that looks into:

- Gambling problems.
- how to educate people in order to avoid such problems.
- The treatment of those with serious addiction.

Betfred is a responsible operator and we take whatever steps we can to:

- Protect the vulnerable.
- Protect those for which gambling ceases to be a source of enjoyment.

It is our policy to try and help individuals before they develop a gambling addiction and whilst it is not a duty of care, as we can never be responsible for a person's decision, we can demonstrate a responsible approach by recognising any indicators of the signs of a problem and taking the appropriate actions.

