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

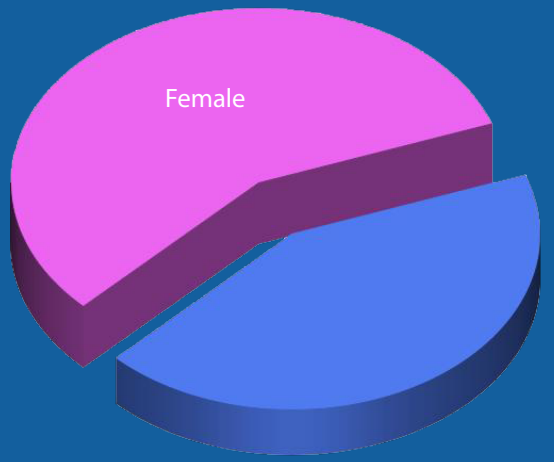
Address: The Spectrum, 56-58 Benson Road, Birchwood, Warrington, Cheshire, WA3 7PQ
Telephone: 01942 828 000 Web: www.betfredcorporate.com
Fax: 01942 820040

Done Brothers (Cash Betting) Limited Registered Office: The Spectrum, 56-58 Benson Road, Birchwood, Warrington, Cheshire, WA3 7PQ.
Registered Company Number: 1277703 (England and Wales)

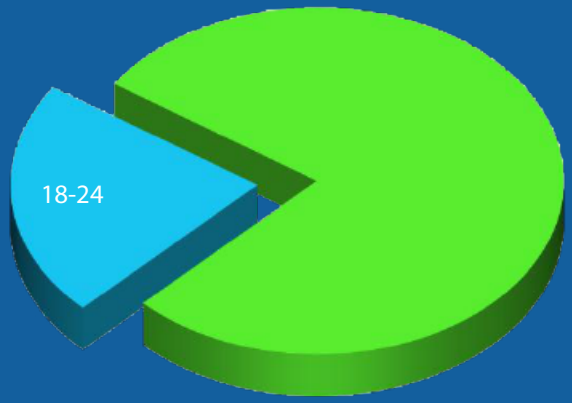


Staff

- 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

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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 portolio including:
  - Conservation Area
  - Listed Building
  - Shopping Centres
  - High Street







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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 buisness 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

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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.

Think 21?

GAMCARE

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