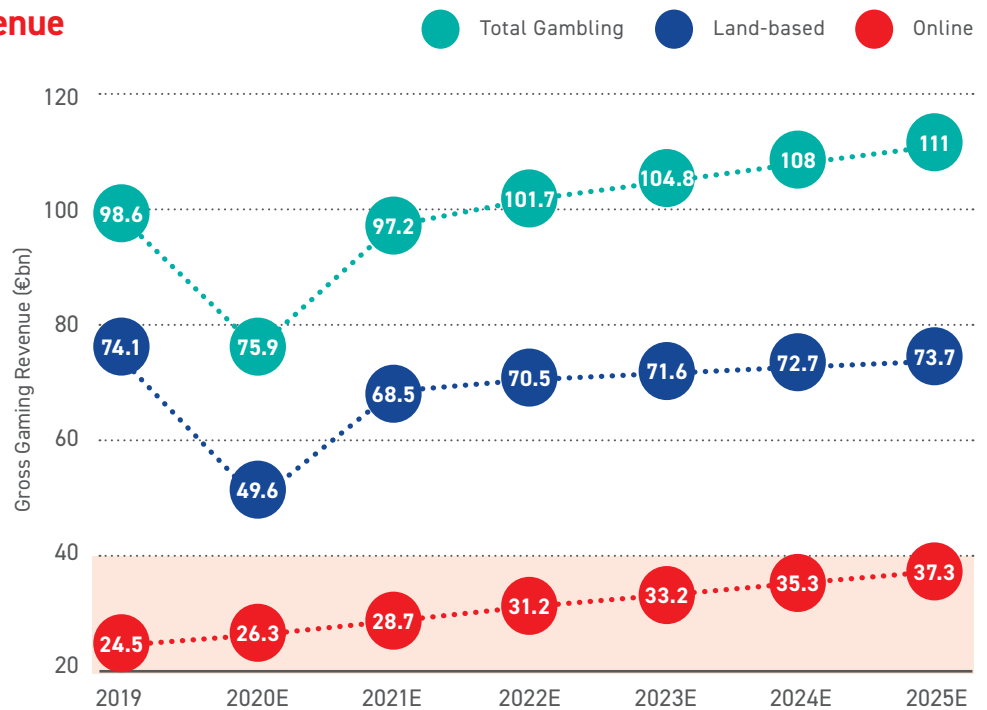


European Online Gambling Key Figures 2020 Edition

Gambling market revenue

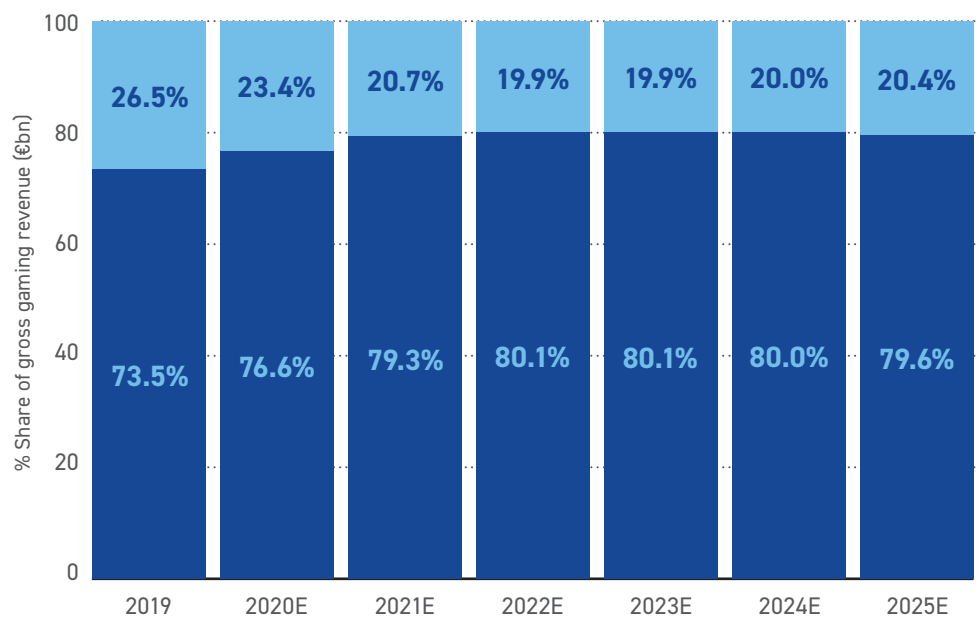
In 2019, the total European gambling market was worth €98.6bn, with online gambling accounting for €24.5bn and land-based gambling accounting for €74.1bn in gross gaming revenue. In 2020, total gross gaming revenue is expected to drop by 23% to €75.9bn because of the impact of COVID-related closures on land-based gambling, while online gambling revenue is expected to increase by 7% to €26.3bn gross gaming revenue and grow steadily to reach €37.3bn.



* EU-27 and UK markets only
Source: H2 Gambling Capital www.h2gc.com

Regulated online gambling market is growing

In 2019, Europe had an online gambling market channelling rate of 73.5%, meaning that nearly three quarters of online gambling activity took place in the regulated market, while 26.5% of activity took place in grey and black markets. The share of online gambling taking place in the regulated market is expected to increase to 80.1% by 2022 and then decrease slightly to 79.6% by 2025.



* EU-27 and UK markets only
Source: H2 Gambling Capital www.h2gc.com