

# PADDYPOWER.

What started out as a betting firm has **grown into one of the biggest and best-known football and entertainment brands** in the world, **servicing mischief since the very beginning** – whether it's taking bets on the next pope or prime minister to releasing a chart topping album of terrace chants for the World Cup

## Market

Paddy Power is part of the UK & Ireland division of Flutter Entertainment plc, the world's leading online sports betting and gaming company, which operates some of the most innovative, diverse and distinctive brands for more than 18 million customers worldwide.

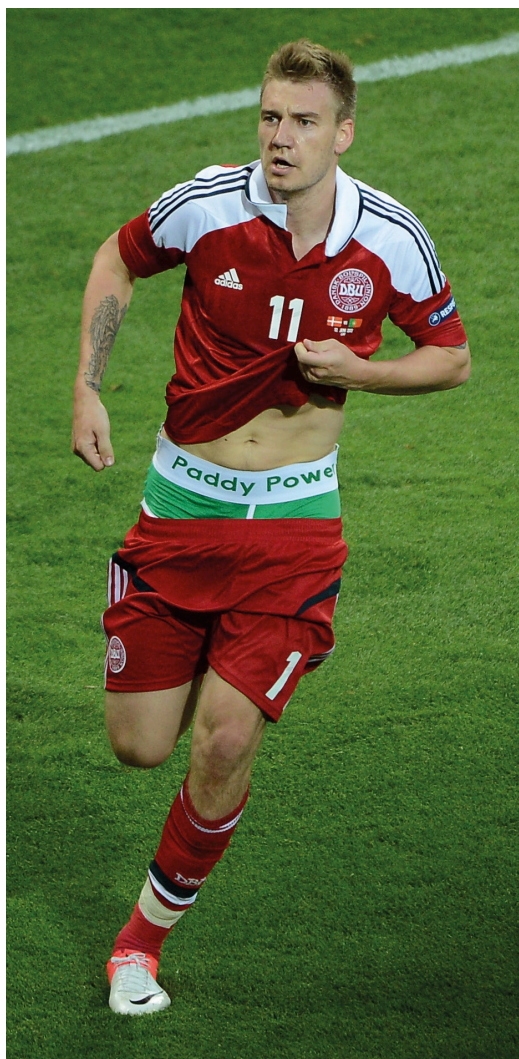
## Product

Paddy Power's popularity is underpinned by an easy-to-use betting app, one of the most vibrant retail estates in the sector and a marketing operation that has been recognised

as one of the best in the business. Whether it's sport, politics or popular culture, Paddy Power has a market for it and its App is integrated with features that enable customers to engage in safe and sustainable play. Paddy Power's oddball approach has seen the company grow exponentially from 30 shops to 500 in the UK and Ireland today. However, it's not just the retail estate that's grown. Alongside the startling growth of [www.paddypower.com](http://www.paddypower.com), poker, casino, live casino, bingo and games channels have also been launched.

Android phones, mobile betting has become the biggest growth area for the company and a substantial contributor to overall stakes.

Paddy Power's parent company, Flutter, has a strong track record of developing industry leading safer gambling initiatives across its key markets. It has also extended this leadership through the recent launch of its Play Well strategy, a core pillar of its global sustainability programme, the Positive Impact Plan. Paddy Power has been showcasing its commitment to safer gambling by spreading the word and devoting time and



## Achievements

Paddy Power's Social Media and Content team could be one of the most famous teams on the internet. From humble beginnings, they are now deemed by the industry to be a media house in their own right. Paddy Power has been the most talked about brand on social media in Ireland for the last six years in a row (Source: Sprout Social) as well as the most talked about brand on social media in the UK and Ireland during Euro 2021 (Source: Brandwatch). Furthermore, the brand now has a 72% share of all social engagement in its category (Source: Sprout Social).

## DID YOU KNOW?

Paddy Power was the **pioneer of novelty markets, early pay-outs, and justice refunds**

## Recent Developments

At the turn of the millennium, Paddy Power launched a new website which revitalised the brand, putting it in a strong position when smart phone usage increased exponentially. In May 2010, Paddy Power launched its iPhone App and for some time was the only bookmaker in the world in the Apple App Store. With the introduction of further apps for the iPad and





effort into new technology to make safe play. Easy-to-use tools, from deposit limits to full self-exclusion, have been put in place to put customers in control. The business is built on having fun, so ensuring that gambling never has a damaging effect, has seen the introduction of features ahead of regulation and the competition.

Paddy Power has been awarded the Advanced Safer Gambling Standard by GamCare for its progressive approach and continuous focus toward safer gambling.

### Promotion

It is Paddy Power's mischievous brand personality that makes it one of the most effective and recalled brands in its category. From mobile product design and retail experiences to award-winning advertising, the brand is integrated into each step of the customer journey. Being the 'voice of the punter' and unafraid to say the things that everyone else is thinking, is at the heart of the brand. This is reflected in its communications.

Back in 2012, the former Arsenal striker Nicklas Bendtner put Paddy Power on the map at the European Championships. A brace of attention grabbing headers enhanced his reputation and, thanks to the Paddy Power lucky pants he happened to be wearing, the brand was there with him. The plan for him to flash his pants after every goal got off to a rocky start with Bendtner forgetting this after his first goal,

### DID YOU KNOW?

Paddy Power produces more minutes of content a week than Emmerdale and Coronation Street put together

much to the disappointment of the mischief planners at Paddy Power. However, not only did he manage to score again, he remembered to reveal his resplendent undergarments to the world. FIFA, however, fined Paddy Power for this light-hearted stunt, while Serbia were fined less for their racist fans. Bendtner's place in the brand's history was however firmly cemented, making Paddy Power Lucky Pants world famous that day. They have gone on to become a symbol of the cheekiness and irreverence inherent in the brand's DNA ever since.

Paddy Power's #ShaveTheRainforest stunt is the jewel in the crown of the Paddy Power mischief department. Before the 2014 World Cup in Brazil, the stunt helped to highlight the issue of deforestation in the Amazon with a mischievous twist. A multitude of very angry people thought Paddy had chopped down many trees. However, this was an attention grabbing joke and no trees were harmed in the making of the campaign.

### Brand History

- 1988** The merger of three Irish bookmakers takes place and Paddy Power is born.
- 2000** Paddy Power launches its first website.
- 2003** Paddy Power Games & Casino is launched.
- 2009** Betfair purchases TVG network.
- 2010** Paddy Power lists on the London Stock Exchange and acquires Sportsbet. It also becomes the first bookmaker to launch an iPhone App.
- 2016** Paddy Power and Betfair merge to become Paddy Power Betfair.
- 2018** Paddy Power Betfair acquires FanDuel.
- 2019** Paddy Power Betfair purchases Adjarabet and rebrands as Flutter Entertainment.
- 2020** Flutter and The Stars Group combination completes, bringing Sky Betting & Gaming, Pokerstars and Fox Bet brands to the Group.
- 2022** Paddy Power – alongside Flutter's UK & Ireland brands, Sky Betting & Gaming and Betfair – is awarded the Advanced Safer Gambling Standard by GamCare for its progressive approach and continuous focus toward safer gambling.

2019 saw Rhodri Giggs unveiled as the face of Paddy Power's 'loyalty' campaign. In the tongue-in-cheek advert, Rhodri poked fun at himself, his brother Ryan, and their now infamous fall-out. With over two million views in an hour, it became one of the most famous campaigns that Paddy Power had ever launched, before it eventually got banned.

In 2022, in the most divisive and controversial World Cup in history, Paddy Power paired Peter Crouch with Britain's Got Talent icon Paul Potts to form an unlikely duet for a World Cup Christmas Album and launched it on Spotify. Paddy Power committed that 100% of the profits from the charity album would be donated to Stonewall in support of their campaign to tackle LGBTQ+ oppression in Qatar.

### Brand Values

Although Paddy Power has grown to become a betting giant, it has not forgotten its roots – offering value for its customers while maintaining a mischievous personality. The brand wants customers to have fun, whilst being kept safe.