

17 September 2024

**Entain plc**  
("Entain" or "Group" or "Company")

**Notification of Transactions by Persons Discharging Managerial Responsibility ("PDMR")  
Or Persons Closely Associated**

Entain plc (LSE: ENT), the global sports betting and gaming group, announces the purchases of Entain ordinary shares of €0.01 each in the capital of the Company ("Shares") as set out below:

Name & Role	Shares held prior to dealing	Nature of transaction	Number Shares purchased	Date of purchase of Shares	Purchase price (pence per share)	Total Shares held after dealing
Gavin Isaacs CEO	Nil	Share purchase	103,700	13/09/2024	733.00	103,700
Peter David - Spouse of Stella David	275,376	Share purchase	137,129	13/09/2024	729.20	412,505

The information set out below is provided in accordance with the requirements of Article 19(3) of the Market Abuse Regulation (EU) No. 596/2014 as it forms part of English law by virtue of the European Union (Withdrawal) Act 2018.

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LEI: 213800GNI3K45LQR8L28

**About Entain plc**  
Entain plc (LSE: ENT) is a FTSE100 company and is one of the world's largest sports betting and gaming groups, operating both online and in the retail sector. The Group owns a comprehensive portfolio of established brands: Sports brands include BetCity, bwin, Coral, Crystalbet, Eurobet, Ladbrokes, Neds, Sportingbet, Sports Interaction, STS, SuperSport and TAB NZ; Gaming brands include Foxy Bingo, Gala, GiocoDigitale, Ninja Casino, Optibet, Partypoker and PartyCasino. The Group owns proprietary technology across all its core product verticals and in addition to its B2C operations provides services to a number of third-party customers on a B2B basis.

The Group has a 50/50 joint venture, BetMGM, a leader in sports betting and iGaming in the US. Entain provides the technology and capabilities which power BetMGM as well as exclusive games and products, specially developed at its in-house gaming studios. The Group is tax resident in the UK and is the only global operator to exclusively operate in domestically regulated or regulating markets operating in over 30 territories.

Entain is a leader in ESG, a member of FTSE4Good, the DJSI and is AA rated by MSCI. For more information see the Group's website: [www.entaingroup.com](http://www.entaingroup.com)

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Gavin Isaacs
2	Reason for the notification	
a)	Position/status	Chief Executive Officer

b)	Initial notification/Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Entain plc
b)	LEI	213800GNI3K45LQR8L28
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of Entain plc of €0.01 each IM00B5VQMV65
b)	Nature of the transaction	Share purchase
c)	Price(s) and volume(s)	Price(s)                      Volume(s) 733.00p                      103,700
d)	Aggregated information - Aggregated volume - Price	103,700 ordinary shares of €0.01 each 733.00p consideration
e)	Date of the transaction	13 September 2024
f)	Place of the transaction	London Stock Exchange

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Peter David
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Spouse of Stella David - Non-Executive Director and Chair Designate
b)	Initial notification/Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Entain plc
b)	LEI	213800GNI3K45LQR8L28
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of Entain plc of €0.01 each IM00B5VQMV65
b)	Nature of the transaction	Share purchase
c)	Price(s) and volume(s)	Price(s)                      Volume(s) 729.20p                      137,129
d)	Aggregated information - Aggregated volume - Price	137,129 ordinary shares of €0.01 each 729.20p consideration
e)	Date of the transaction	13 September 2024
f)	Place of the transaction	London Stock Exchange

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