

IS GAMBLING JUST HARMLESS FUN?

Gambling in the UK

Percentage of adults who gambled over the last year

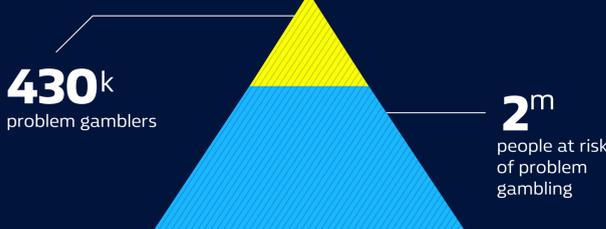
73% including National Lottery



43% excluding National Lottery

Too many people experience problems with gambling. And that's the tip of the iceberg - many more are at risk.

Men and young people are most at risk.



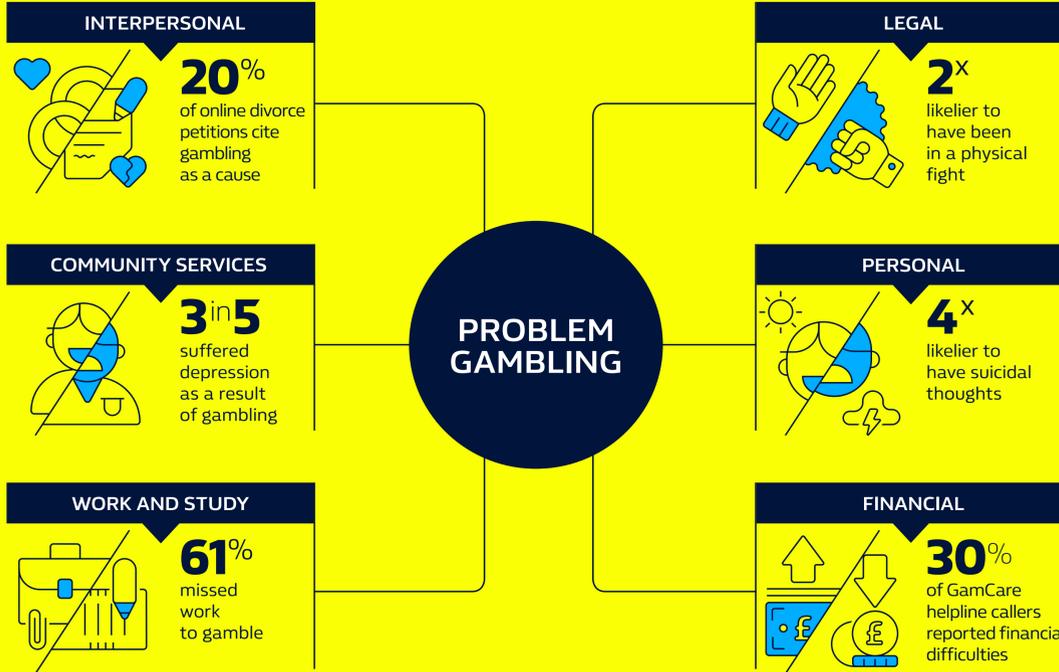
10^x Men are 10x likelier to have problems with gambling than women.

2^x 16-24 year olds are 2x likelier to have problems with gambling than all ages.

PROBLEM GAMBLING IS A CONSEQUENCE OF MULTIPLE FACTORS



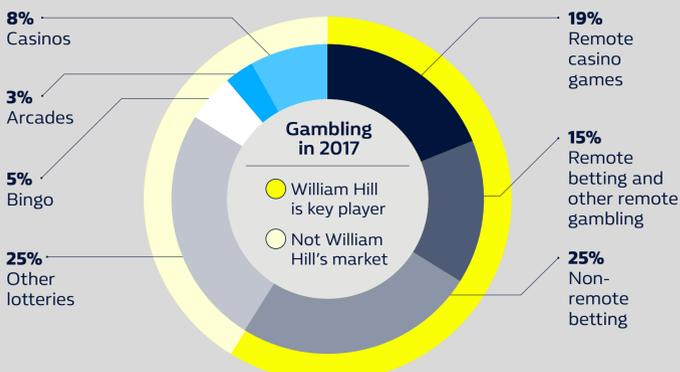
When people experience problems with gambling it can damage their lives...



...and it's not just people with gambling problems who suffer **6** people are affected for every person with problem gambling issues

OUR RESPONSE:

William Hill products cover almost two thirds of the UK gambling market. We can make a real impact.



16,000 colleagues across William Hill who can make a difference.

130,000 responsible gambling interactions every year.

We're making changes to our products and how we intervene when problems arise.

IT'S OUR AMBITION THAT NOBODY IS HARMED BY GAMBLING

OUR NINE NEXT COMMITMENTS

We'll test new approaches and will be bold in scaling up what works. We're listening to key experts, stakeholders and partners – and will share what we learn so we can move faster, together.

- IMMEDIATE ACTIONS**
 - 1** Pilot mandatory tools such as limits for at-risk customers
 - 2** Give better data to customers to help them make conscious choices
 - 3** Step up training in partnership with responsible gambling experts
- LONG-TERM PROGRAMMES**
 - 4** New programme for colleagues to work with problem gambling support organisations
 - 5** Create a Responsible Gambling Innovation Fund to pilot new ideas
 - 6** Develop targeted KPIs on responsible gambling
- WIDER COLLABORATION**
 - 7** Convene experts to crowdsource new ideas and share what works
 - 8** Push for industry-wide adoption of mandatory account-based play
 - 9** Drive change on TV advertising around live sports events

NOBODY HARMED BY GAMBLING

WE KNOW THIS IS CHALLENGING WE KNOW THIS IS ONLY A START.

But when we say we want nobody harmed by gambling, we mean nobody.