



SUSTAINABILITY REPORT 2025



INNOVATING FOR A SUSTAINABLE FUTURE

2025 was a landmark year for Play'n GO — marking 20 years of creating world leading entertainment while continuing to raise the bar for responsibility across the industry. Our commitment to fun, safe and fair entertainment has shaped our identity, our products, and our partnerships. As our industry continues to evolve, so do expectations on transparency, accountability, and long-term value creation.

Our very purpose at Play'n GO is to deliver world-class, sustainable casino entertainment in regulated markets around the world. Innovation continues to be the enabler across all four pillars: Players, Partners, People and Planet.

In 2025, we continued strengthening the foundations that allow us to innovate responsibly and continue to lead the industry to a sustainable future of entertainment, raising the bar for responsibility.

This report reflects two decades of collective learning, adapting, and building a sustainable business that has a net positive impact on the economy, society, and the environment, shaping a more responsible entertainment industry. By embedding rigor into our data, strengthening our governance model, and

engaging proactively with regulators and other partners, we continue building a sustainability approach that is resilient, credible, and future-ready. We remain committed to equipping partners with high quality, transparent and actionable information to support their own decision making and reporting needs.

As we look forward to the next decades of Play'n GO, we are more certain than ever that sustainable growth and responsible business principles are inseparable — and that the progress made over the last two decades reflects what is possible when innovation, collaboration, and integrity move forward together.



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EXECUTIVE SUMMARY

EMPOWERING PLAYERS FOR CONSCIOUS PLAY

Transparency is essential in today's entertainment landscape. Whether a player engages through real-money games, social casino experiences, or landbased entertainment, they should always understand what they are choosing — and why.

To support conscious play, we provide clear, accessible information about our games, mechanics, and design principles. Our approach prioritises balanced gameplay, intuitive features, and responsible design choices that help players make informed decisions based on enjoyment, limits, and personal preferences.

This commitment to transparency is built directly into our business model and product strategy, strengthening both our regulated-market integrity and our responsibility to players.



A PLAYERFIRST DESIGN PHILOSOPHY

Play'n GO rejects game mechanics that we see compromise player wellbeing — a stance we have upheld consistently for two decades. We design games that reward engagement with balanced mathematics, pacing, and narratives to create enjoyable experiences, prioritising long-term player trust over short-term revenue.

This philosophy is at the heart of why our titles remain among the most loved and enduring in the industry. It is also why we continue to advocate for clearer industry standards that view and respect players as consumers of entertainment.

As the gaming entertainment market continues to grow to an estimated US \$800bn by 2030, so do expectations on transparency and credible reporting by the businesses that make up the ecosystem. With regulators, partners, and global institutions increasingly focused on cognitive wellbeing, digital overload, and sustainable consumption, our leadership role has never been more important.

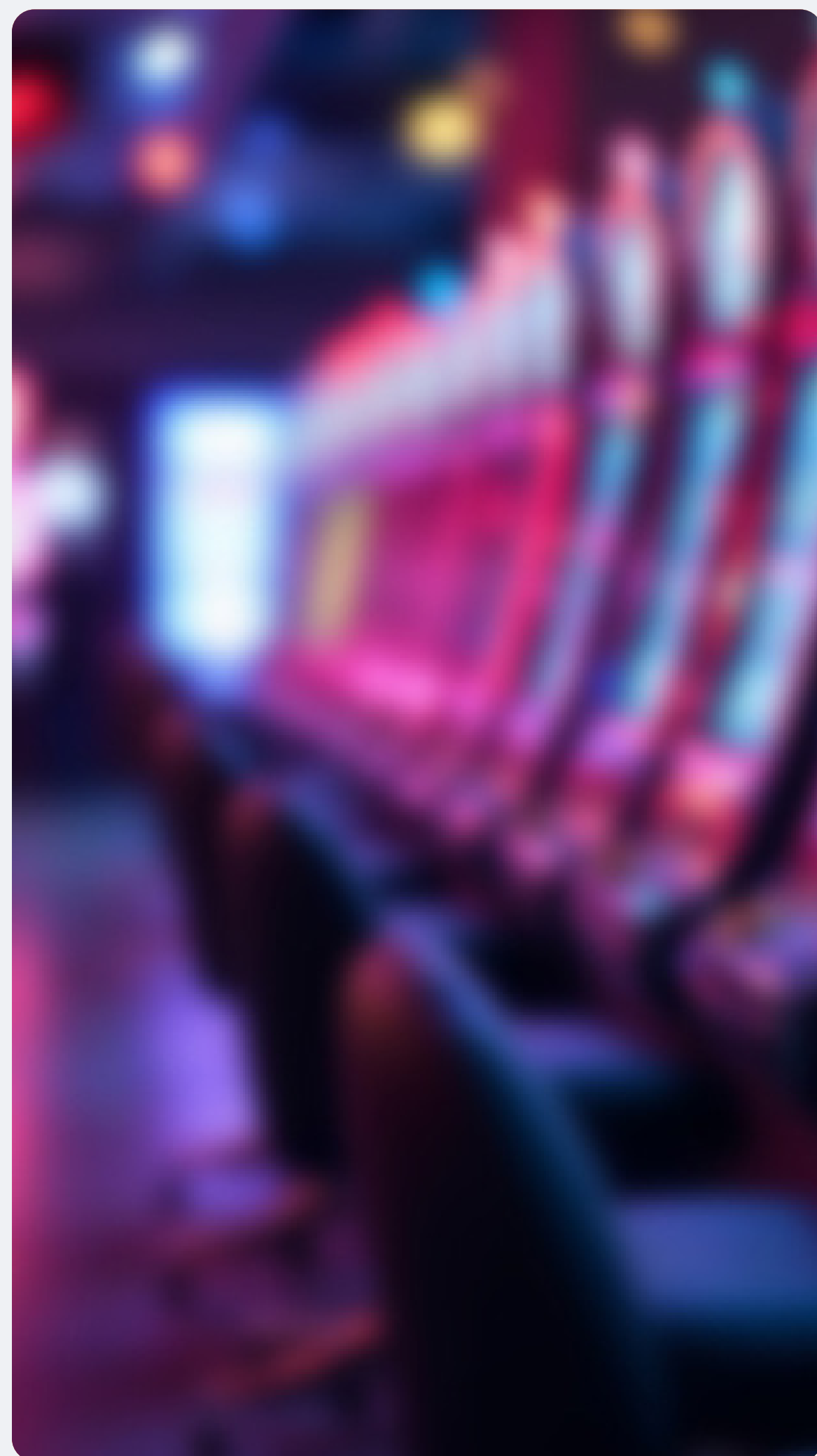
We continue to contribute to global conversations shaping the future of digital entertainment, including on digital wellbeing, game design integrity, and the need for regulated markets to prioritise long-term player health.

Our work in regulated markets, responsible game design, social casino innovation, and land-based entertainment all reflect one simple belief, great entertainment should be fun, safe and fair.

This belief guides our past, defines our present, and shapes our future as we continue leading the industry toward a safer, more creative, more sustainable era of global entertainment.



CREATING SHARED VALUE THROUGH PURPOSE DRIVEN PARTNERSHIPS



At Play'n GO, partnerships are more than commercial relationships — they are mechanisms for shared value creation. In 2025, we strengthened our commitment to partnering with organisations at the highest level of governance in a way that will allow us to amplify positive impact on the economy, society, and the environment.

Play'n GO was invited to join the global conversation on brain health at the United Nations and the G7 during the General Assembly. This recognition reflects the growing importance of cognitive wellbeing in digital entertainment and our role in shaping a sustainable blueprint for the global entertainment industry.

We worked with regulators, customers, technology partners, and other stakeholders to embed sustainable business practices throughout our organisation and the broader ecosystem.

Our partnership approach follows the same values as our market strategy: we focus on regulated areas with clear rules, solid oversight, and responsible actions that build lasting value.

PARTICIPATION IN THESE CONVERSATIONS ALLOWED US TO:

- Contribute our expertise to responsible game design.
- Share insights on emerging risks and opportunities related to cognitive load.
- Align on global frameworks for safeguarding digital wellbeing.
- Strengthening the connection between sustainable innovation and consumer health.



DRIVING SUSTAINABILITY INNOVATION IN LAND-BASED ENTERTAINMENT

In 2025, Play'n GO launched its first landbased solution together with Genting UK, marking a significant milestone in scaling sustainable innovation across our value chain.

By expanding into landbased entertainment through regulated markets such as the UK, we extend our commitment to safe, compliant, high integrity entertainment beyond the online space.

Our technology also enables operators to lower the direct environmental footprint of Electronic Gaming Machines through

- Reduced hardware and energy consumption.
- Extended lifespan of existing equipment.
- Improved circularity and reduced electronic waste.

This partnership demonstrates the dual role of innovation: enhancing the player experience while accelerating environmental progress for the land-based sector.



PARTNER HIGHLIGHT

TAKARA.AI — RESPONSIBLE AI INNOVATION FOR A SUSTAINABLE FUTURE

Takara.ai is a key innovation partner helping Play'n GO accelerate the responsible adoption of AI across commercial, operational and product functions. Their technology enables lightweight, energy-efficient AI workflows that align with our sustainability goals, reducing unnecessary compute while maintaining high performance and strong data governance controls. Together, we are building a modern AI ecosystem that enhances creativity and productivity — without compromising on responsibility, transparency, or environmental impact.

“Transforming Humanity. We design, build, and scale world-class digital experiences.”



INVESTING FOR IMPACT

Another example of our model in practice is how we collaborate with partners in countries that face economic, social, or geopolitical instability. We partner with technology and creative organisations that operate under complex or challenging circumstances while contributing high-quality expertise to the business.

These partnerships demonstrate how responsible, impactful commercial relationships can create meaningful shared value. By collaborating with companies that provide skilled employment in complex environments, we invest in the continuity of local talent ecosystems, contribute to long-term economic resilience, and strengthen our own ability to innovate sustainably.

Rather than being philanthropic in nature, these collaborations form part of our broader partnership strategy.

Through this approach, we aim to create mutually reinforcing impact, investing in stable, skilled employment and economic participation while ensuring that our own business benefits from diverse talent, high-caliber delivery, and resilient value-chain relationships.

EMPOWERING A CONNECTED, HIGH PERFORMING AND FUTURE READY TEAM

At Play'n GO, our people remain the foundation of everything we achieve. In 2025, we continued to build a culture where every colleague feels connected, valued, and empowered to grow. With a global, distributed team, our ambition is to foster an environment where diverse perspectives fuel innovation, collaboration, and long-term growth.

Our culture of trust, energy, and quality is the cornerstone of how we work. This year, we deepened connection across regions, advanced performance enablement, expanded development opportunities, and prepared the organisation for a more data driven, skills aware, and resilient future where AI acts as a partner and creative catalyst.

Reflecting this evolution, 43% of employees took the opportunity to engage in AI-related learning during the year, demonstrating strong momentum toward building future-ready skills across the organisation. The global average was 7+ hours per employee invested into learning across all disciplines.

We introduced clearer goalsetting processes, enhanced performance management practices, and continued supporting our leadership community through dedicated learning pathways.

To further embed high performance into daily work, we focused on:

- More clearly defined roles and team structures to support organisational clarity.
- Refined leadership behaviors aligned with our values.
- Transparent, measurable team level planning
- Strengthened coaching and feedback capability across the business.

“Our aim is to ensure every colleague understands their impact and feels supported in reaching their full potential.”



BUILDING CONNECTION ACROSS A DISTRIBUTED ORGANISATION

Connection is core to the Play'n GO spirit. In 2025, we enhanced opportunities for colleagues to collaborate — no matter where they are based. Through GO Gatherings, our first leadership meetup, wellness challenges including a 20,000 km initiative, and the launch of our Thrive network, we created meaningful moments of community across time zones and cultures.

Our event and community-building approach evolved in line with our Digital First philosophy — making connection accessible, intentional, and inclusive, whether online or in person.

INVESTING IN THE TOOLS THAT EMPOWER OUR PEOPLE

To support performance, growth, and belonging, we continued investing in tools that enable better insights, collaboration, and learning.

- Transitioned to Culture Amp for rich, AI supported insights
- New AI copilots make productivity and learning support more accessible, building on enthusiasm from our AI Employee Resource Group launched in 2024

These tools ensure our people receive the right support at the right time. With these advancements, our KPIs have evolved, moving from eNPS to Engagement as our primary metric for 2026.

LISTENING TO OUR COLLEAGUES — AND ACTING ON WHAT WE LEARN

A strong listening culture remains central to how we grow. In 2025, we shifted to biannual engagement surveys from the previous weekly surveys, turning insights into clear, actionable plans across teams.

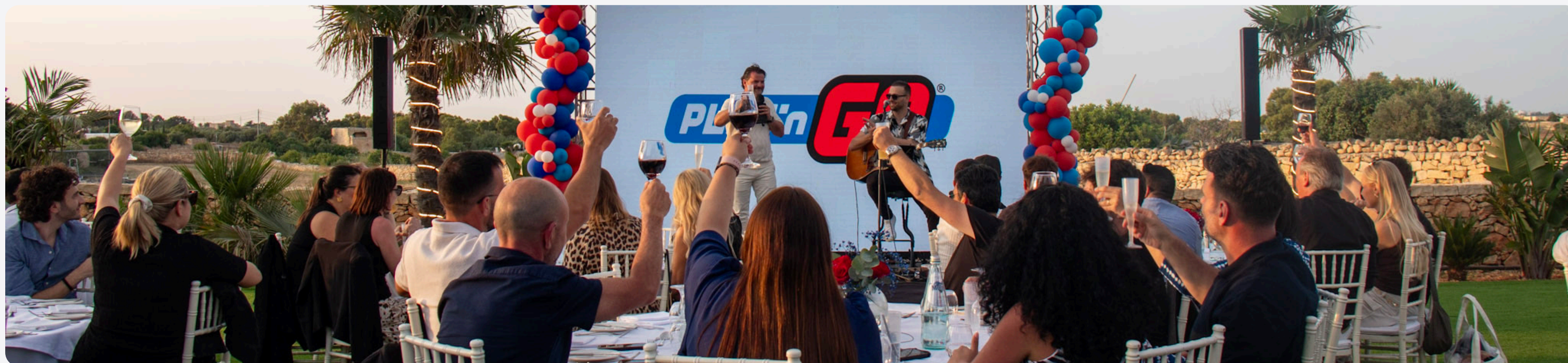
In preparation for the EU Pay Transparency Directive, we began strengthening our data structures and job architecture to support fairness and clarity at all levels.

STRENGTHENING LEADERSHIP FOR THE FUTURE

As we scale, our leaders play an increasingly pivotal role in enabling high performance, wellbeing, and alignment across a distributed organisation. In 2025, our refreshed leadership development agenda focused on:

- Clear leadership expectations and capabilities
- Tools for coaching, feedback, and decision making
- Cross functional alignment through leadership activities
- Skills development linked to the GO Getter model

These efforts continue our ongoing commitment to leadership excellence and long-term talent development, with encouraging data to back up progress. In total, our leadership community invested over 1500 hours into learning.





SUPPORTING WHOLE PERSON WELLBEING

We remain committed to mental and physical wellbeing, inclusive practices, and a strong work-life balance — principles embedded in our CSR commitments.

Our Digital First approach reinforces this by giving colleagues the autonomy to manage their time in ways that support their lives in and outside of work, and a greater opportunity to be themselves.

A GROWING CULTURE OF COMMUNITY CONTRIBUTION

Since its launch in 2024, VTO utilisation has grown more than sixfold, with colleagues worldwide engaging in environmental, social, and animal welfare initiatives in their local communities.

As we move into our next decade, we continue building a workplace where everyone can thrive, contribute meaningfully, and feel proud of the impact we create together.



LEADING CLIMATE ACTION THROUGH INNOVATION

Climate risk remains one of the most pressing challenges of our time, impacting both people and businesses across the world. At Play'n GO, we continue driving toward net zero with a strategy grounded in transparency, accountability, and innovation.

We are proud to report that we have already achieved—and exceeded—our long-term 90% decarbonization target for Scope 1–2 emissions, thanks to our Digital First model. We reached this milestone 15 years ahead of The Climate Pledge and 25 years ahead of the Paris Agreement's 2050 target, eliminating the need for continued reporting. The outcome of this is that Play'n GO no longer passes these emission scopes downstream in the value chain.

We have achieved a 69% absolute reduction in Scope 3 emissions against the 2023 base year, while also achieving an intensity of <math><1\text{MTCO}_e</math>, with absolute material emissions below 500MTCO_{2e} for 2025. The reduction is well beyond the official 2030 target set by the IPCC. While we will continue monitoring our material footprint and optimizing remaining emissions to achieve our long-term net zero goal, we will not set another near-term goal. For our overall long-term net zero goal, progress is currently at 80%.





INVESTING IN SECURE CARBON DATA MANAGEMENT

With partners releasing improved emissions calculation methodologies coupled with improved reporting capabilities, it has become evident that flexibility in our carbon data is key as it allows us to course-correct if needed. As a result, we made significant investments in our emissions data management. With the help of AI, we developed a customized internal carbon data tool, which ensures that carbon data is securely managed in line with information security policies, using the latest science-based data on global warming potential, while retaining flexibility as calculation methodologies and guidance may evolve over the coming years. We are partnering with ClimaTiq.io for external emission factors.

As we move closer to our long-term net zero goal, some data may no longer be relevant for material reporting and in the future, the business may also add new metrics as needed. From 2025, all material Scope 3 data is activity-based. We strive to maintain the same data quality in the future.



LOW FOOTPRINT EVENT STRATEGY, INCREASED PRODUCT CIRCULARITY

Our marketing teams have completed the transition to a low footprint exhibition strategy, having minimized our physical footprint as we have moved away from traditional exhibition booths. This means that exhibition-related emissions are no longer material, traditionally a significant contributor to emissions from production, energy, and waste perspective. Our travel management systems help track business trip emissions, which are offset at source.

We have reduced emissions from Business Travel and launched Uber for Business to offer more sustainable options when employees cannot avoid travel. Along with business travel required from a commercial perspective, we prioritize travel to and from GO Gatherings for employees living further away from location, as these gatherings provide essential moments of connection for our team.

Our IT team has improved asset management to make equipment usage more circular, helping extend the lifespan of each item. If we cannot transfer devices to other users, they are recycled.

We expanded our brand portfolio with the launch of the Play'n GO fashion label and the launch of Play'n GO Shop, shifting away from mass-produced merchandise that not only carry environmental but also human rights risks.





INDIRECT INVESTMENT IN RENEWABLE ENERGY AND CARBON REMOVAL TECHNOLOGIES

Through our partnerships with companies such as AWS, Microsoft and Internet Vikings that have all made public commitments to the UN SDGs, we reinforce our commitment to climate leadership, contributing to investments in renewable energy, the scaling of carbon removal technologies, and promoting climate- and water stewardship across the value chain. During 2025, we have matured our data management process further. We track and report upstream market-based Scope 1-2 emissions from cloud services where this level of detail is available, using the latest available methodology version for the previous year. Lifetime emissions for material equipment within the capital goods category is tracked at model level where detailed data is available, and at device type level at minimum.

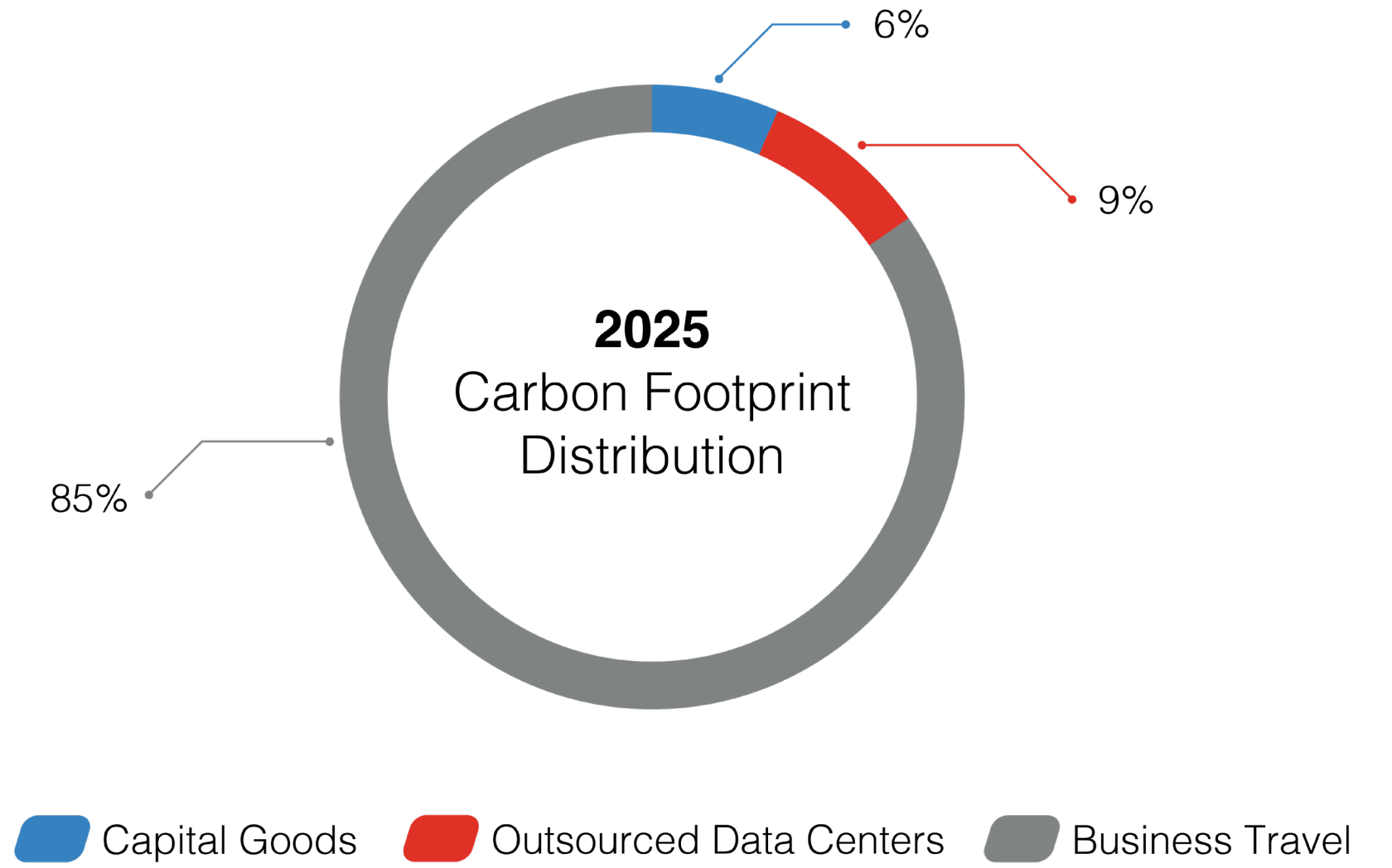
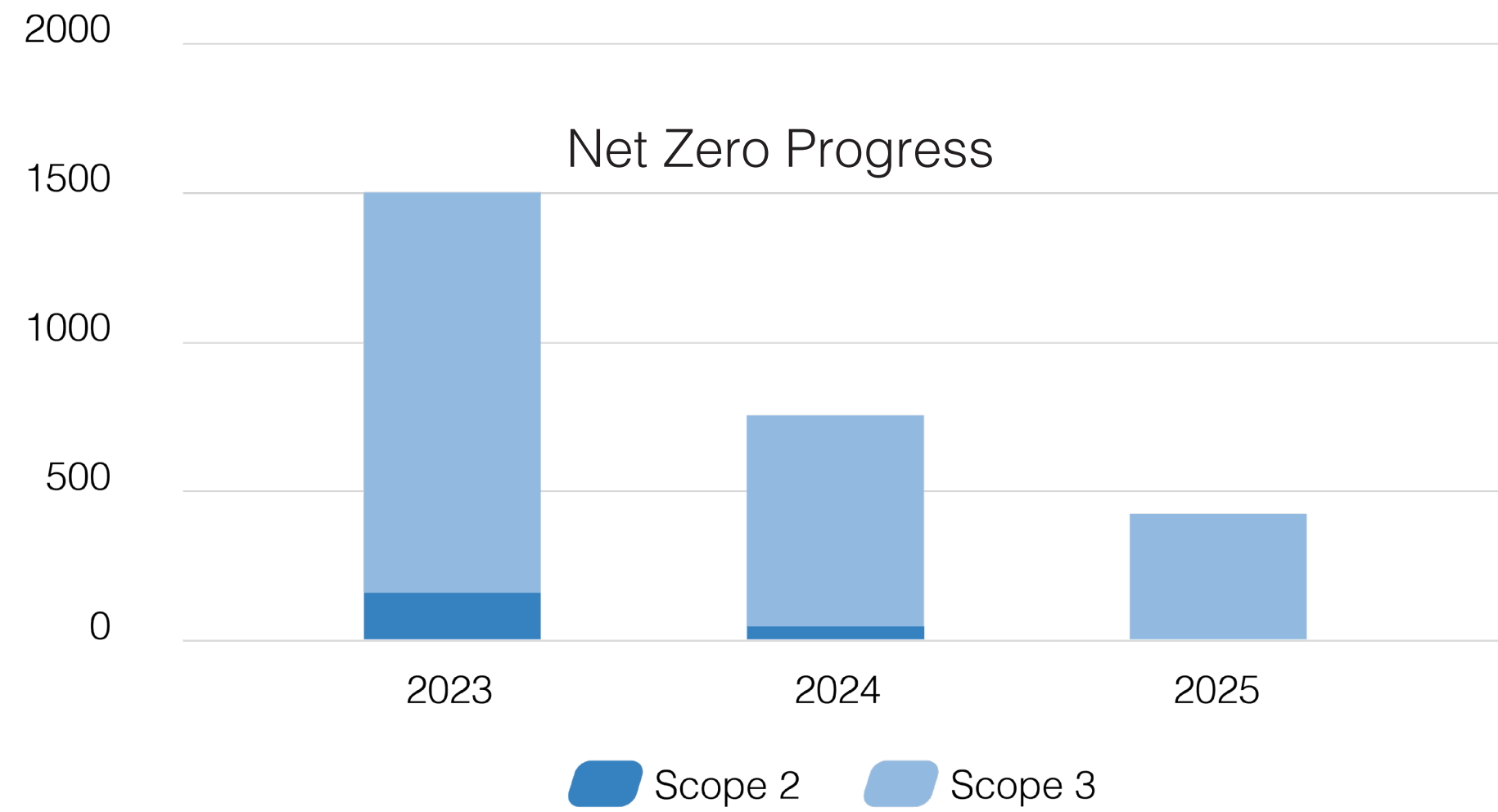
Business Travel data is tracked by service.

Our total estimated footprint was 424 MTCO₂e across the following material data points:

- Business Travel
- Capital Goods
- Outsourced Data Centers



CARBON FOOTPRINT



Play'n GO aligns carbon footprint reporting to the GHG Corporate Protocol Best Practices. We recognize the challenges connected to hard-to-abate supply-chain emissions and continue investing in high-quality offsetting initiatives in alignment with the Climate Pledge and UN SDGs for the things we cannot change, making sure all material emissions are offset, either at source or through additional, certified projects.

SCALING POSITIVE IMPACT

On the product side, our solution for land-based venues went live in 2025, creating positive ripple effects also from an environmental standpoint. We are thrilled to be able to offer partners a solution that supports progress toward their own sustainability goals, reducing hardware, energy consumption, and waste; scaling positive impact for every Electronic Gaming Machine installed.

Our global team's dedication to sustainability was recognized throughout the year, reflecting the impact of our collective efforts. We were awarded the silver medal as a Sustainability Champion at the 2025 Impact Awards hosted by OnHand, and in early 2026, we received the Sustainability Innovation Award for suppliers at the European iGaming awards.

While we have achieved several long- and short-term milestones, some work remains and we will continue optimising remaining Scope 3 emissions over the coming years. We are also prioritising stakeholder engagement, ensuring that partners receive the support they need, by streamlining information and data collection processes to help them fulfil their reporting obligations.

We will continue our advocacy for a more sustainable future and continue investing in initiatives that have a positive impact on people and planet.



CONSCIOUS BY DESIGN - SHIFTING FAST TO ETHICAL FASHION.

One exciting initiative from 2025 is the evolution of the Play'n GO brand to include a fashion label and the launch of the Play'n GO Shop. At Play'n GO, we believe great design should feel good – and do good.

Conscious by Design is our commitment to creating premium, responsibly made clothing that lasts longer, feels better, and respects the people and planet behind every piece.

Every item in the Play'n GO Shop is made with care – from the first sketch to the final stitch.

We work exclusively with partners who share our standards for ethical manufacturing, fair wages, and safe working conditions.

Our fabrics are selected for both comfort and conscience:

Organic Cotton – grown without harmful chemicals, using less water and protecting soil health.

Recycled Polyester – repurposed materials that reduce waste and cut down on new plastic production.

Certified Suppliers – every factory we work with is audited for fair labor practices and environmental impact.

This is slow, considered production – not fast fashion. We produce in limited quantities to reduce waste and focus on quality over volume.

Every hoodie, tee, and accessory is made using premium, ethically sourced materials, and produced in smaller batches that prioritise craftsmanship and sustainability over mass production.

The result? Higher production costs, but a fairer outcome for everyone involved – from the makers to the wearer.

- Responsible sourcing and production
- Fair pay for skilled makers
- Durable, timeless designs built to last

We're proud to be transparent about what goes into our products, and why they cost what they do – because quality shouldn't come at someone else's expense.



WHY IT MATTERS

CHOOSING CONSCIOUS BY DESIGN MEANS CHOOSING IMPACT OVER IMPULSE.

Every purchase helps support a more sustainable approach to fashion – one that values creativity, fairness, and lasting design over trends that fade.

We're not here to follow fast fashion – we're here to shift it.

Conscious by Design is a commitment to our customer base that Play'n GO Shop will uphold Play'n GO's values and ethics of being a trusted brand who puts sustainable practices at the forefront of our vision.

LEADERSHIP & ACCOUNTABILITY

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Executive functions and specific roles within Play'n GO oversee governance at the highest level of the organisation.

- **Group CEO** — Approves core sustainability policies and reinforces accountability across the organization.
- **Executive Team** — Embeds sustainability considerations throughout all business functions including Finance, People, Commercial, Operations, Product & Marketing.
- **Risk Management Committee** — Regularly reviews and assesses business risks.
- **Director of CSR** — Owns the sustainability strategy, ensuring alignment with business goals and leading our work to integrate sustainability into operations and product development, reports progress to stakeholders.
- **All Employees** — Share responsibility for upholding Play'n GO's values and commitments, supported through training, clear policies, and accessible guidance.

Integrating sustainability and responsible business practices across every team ensures they are part of everyday operations, rather than treated as an isolated issue.

GOVERNANCE – THE PIVOTAL ENABLER OF INTEGRITY AND VALUE CREATION

Strong governance is the foundation that enables Play'n GO to operate responsibly, uphold trust in regulated markets, and deliver on our vision, in line with our purpose and values. We base our governance approach on accountability, transparency, and ongoing progress, making sure that sustainability is a fundamental part of daily decisions.

We continue to adapt our processes, strengthen oversight, and increase data accuracy



TRUST
ENERGY
QUALITY

POLICIES & STANDARDS THAT GUIDE US

A suite of core policies forms the backbone of our governance system and reflects our commitment to responsible business conduct:



HUMAN RIGHTS

Our Human Rights policy and statement outline our commitment to internationally recognised human rights standards, including the UN Guiding Principles on Business and Human Rights and ILO conventions. It covers labor rights, diversity and inclusion, privacy, health, and safety, supported by a structured due diligence process.

ETHICS, COMPLIANCE & ANTI-CORRUPTION

We maintain a zero-tolerance stance toward bribery, corruption, and unethical conduct.

DATA PROTECTION & INFORMATION SECURITY

Responsible use of data is central to our operations. Our Data Protection Policy ensures compliance with GDPR and informs how we collect, process, and secure personal information. This is a key component of our digital governance, particularly as we expand AI use in responsible, controlled ways.

DUE DILIGENCE

Play'n GO applies an organisation-wide due diligence process to identify, assess, and mitigate risks.

ENVIRONMENT & CLIMATE

Our Environmental Policy details our approach to environmental stewardship which prioritizes regulatory compliance, net zero ambition, resource reduction, climate innovation, and alignment with The Climate Pledge and the UN Sustainable Development Goals.



TRAINING & CULTURE OF GOVERNANCE

A structured training portfolio helps employees grasp and practice governance principles throughout the organisation.

GRIEVANCE MECHANISMS

Our whistleblowing channel provides a safe, accessible avenue for raising concerns. We commit to timely and transparent remediation, consistent with the expectations set out in leading international frameworks.

STAKEHOLDER ENGAGEMENT & TRANSPARENCY

We maintain open engagement with regulators, customers, and other partners across the markets we operate in. This includes:

- Advocating for responsible industry standards, including focus on regulated markets
- Safeguarding climate, social, and governance data from external risks
- Providing sustainability information directly through our reports to meet partners' reporting needs

Focusing on regulated markets is a core part of our governance philosophy, ensuring that our operations align with exacting standards of integrity, data protection, and compliance.

Governance continues to be a pivotal enabler for sustainable value creation, ensuring integrity, accountability, and responsible growth.

SUSTAINABILITY PERFORMANCE & MARKET CONTEXT

In 2024, we set a clear ambition to bring our reporting closer to global frameworks such as the UN SDGs and the WEF Stakeholder Capitalism Metrics. This year, we continued that work by sharpening how we measure impact and strengthening the data behind our performance across Players, Partners, People, and Planet.

While our scorecard reflects our internal progress, it sits within a broader global context. The global gambling entertainment market, both online and landbased, continues to expand, with forecasts indicating that it could exceed US \$800 billion by 2030. This expansion highlights the increasing economic and societal importance of sustainable, regulated entertainment.

For Play'n GO, this growth reinforces why our internal indicators matter. In a growing global industry, businesses carry an elevated responsibility to operate with transparency and accountability.

By focusing on regulated and taxed jurisdictions, and by investing in the capabilities reflected in this scorecard, we demonstrate the transparency and integrity that regulated markets demand. These foundations ensure we continue leading the industry to a sustainable future.

Metric	Current Status
1 FTEs	707
2 Engagement Score	74% Positive
3 AI Training Participation	43%
4 Average Training Hours Per Employee	7
5 AML & CDD Training Pass Rate	82%
6 Information Security & Data Protection Training Pass Rate	94%
7 50% Exec & Non-Exec Board Positions Held By Women	100% (Achieved)
8 VTO Utilization Rate	13.6%
9 90% Reduction in Scope 1-2 Emissions	100% (Achieved)
10 55% Reduction in Scope 3 Emissions	100% (Achieved)
11 Overall Progress Toward Long-Term Net Zero	80%
12 Carbon Intensity Per Employee <1MTCO2e	100% (Achieved)
13 Material Emissions Offset	100%



AWARDS & RECOGNITION

A comprehensive record of the awards and recognitions achieved by the company in acknowledgment of its excellence and performance.

RNG CASINO SUPPLIER OF THE YEAR



BEST SUSTAINABILITY INNOVATION



B2B MARKETING CAMPAIGN



SUSTAINABILITY CHAMPION
SILVER AWARD



RNG CASINO SUPPLIER OF THE YEAR



MOST ICONIC CHARACTER IN SLOTS OF
THE YEAR



MOST ICONIC CHARACTER IN SLOTS OF
THE YEAR



DELIGHT DRIVER RECOGNITION



TOGETHER TOWARD A SUSTAINABLE FUTURE

As we reflect on the progress made in the last two decades, one thing stands out: when we work together across Players, Partners, People, and Planet, our impact multiplies.

This year showed just how powerful collaboration can be, from advancing regulated market leadership and responsible game design, strengthening global partnerships, building our culture, and accelerating positive environmental impact.

Our commitment does not end here. We are stepping into the next era of Play'n GO with the same energy that has defined our first 20 years, focused on raising industry standards, empowering our teams, supporting our partners, continuing to deliver on our vision to be the best gaming entertainment supplier there is.

WE ARE GAME.

