

**ENFORCEABLE UNDERTAKING GIVEN TO THE AUSTRALIAN
COMMUNICATIONS AND MEDIA AUTHORITY BY ENTAIN GROUP PTY LTD
(ACN 151 956 768) UNDER SECTION 114 OF THE REGULATORY POWERS
(STANDARD PROVISIONS) ACT 2014 (Cth)**

1. Person/s giving the undertaking

This Undertaking is given to the Australian Communications and Media Authority by Entain (ACN 151 956 768) under section 114 of the *Regulatory Powers (Standard Provisions) Act 2014*.

2. Definitions

2.1. In this Undertaking:

- 2.1.1. **ACMA** means the Australian Communications and Media Authority.
- 2.1.2. **BetStop** means BetStop - The National Self-Exclusion Register.
- 2.1.3. **BetStop Obligations** means subsections 61MA, 61KA, 61MB, and 61JP of the IGA.
- 2.1.4. **Board** means Entain's Board of Directors or equivalent management body.
- 2.1.5. **Commencement Date** has the meaning given in clause 2.1.2.
- 2.1.6. **Entain** means Entain Group Pty Ltd (ACN 151 956 768).
- 2.1.7. **IGA** means the *Interactive Gambling Act 2001* (Cth).
- 2.1.8. **Implementation Plan** means the Entain Board approved plan referred to in clause 6.1, developed in response to the Independent Consultant's Report.
- 2.1.9. **Independent Consultant** means a qualified and independent consultant with expertise in audits relating to risk and compliance, processes, procedures, systems, governance and controls.
- 2.1.10. **NSER Register Rules** means the *Interactive Gambling (National Self-exclusion Register) Register Rules 2022*.
- 2.1.11. **Positive Pre-Account Opening NSER Requests** has the meaning given in clause 5.2.1.
- 2.1.12. **Registered Individual** means an individual who has registered on BetStop.
- 2.1.13. **Report** means the report referred to in clause 5.3.
- 2.1.14. **Review** means the review conducted by the Independent Consultant referred to in clause 5.1.

3. Term of the Undertaking

- 3.1. This Undertaking commences when:
 - 3.1.1. it has been executed by Entain; and
 - 3.1.2. so executed, it has been accepted by the ACMA and written notification of that acceptance has been provided to Entain (**Commencement Date**).
- 3.2. This Undertaking continues for a period of 18 months from the Commencement date or until it is withdrawn by Entain with the approval of the ACMA, whichever is earlier.
- 3.3. This Undertaking may be varied by Entain with the consent of the ACMA.
- 3.4. Any notice or approval required or permitted to be given by the ACMA under this Undertaking must be in writing and may be given by any ACMA Authority member or by any ACMA staff member who is a member, or acting member, of the Senior Executive Service.

4. Background

- 4.1. On 27 February 2026, the ACMA notified Entain that it had reasonable grounds to believe that Entain opened licensed interactive wagering services accounts for Registered individuals, provided licensed interactive wagering services for Registered Individuals, failed to close licensed interactive wagering services accounts as soon as practicable after the customers became Registered Individuals, and failed to promote the NSER, in contravention of subsections 61MA(2), 61KA(3), 61MB(5), and 61JP(5) of the IGA.
- 4.2. Entain acknowledges the ACMA's findings, and in response to the ACMA's concerns regarding Entain's compliance with the BetStop Obligations, offers this Undertaking to the ACMA aimed at addressing future compliance with the BetStop Obligations.

5. Undertaking

Entain undertakes to take the following specified actions to ensure Entain's processes, procedures and systems in relation to BetStop comply with the BetStop Obligations.

6. Independent Consultant

- 6.1. Entain undertakes to appoint an Independent Consultant to review Entain's current systems, processes and practices in order to assess the extent to which such systems, processes and practices are directed towards ensuring:
 - 6.1.1. licensed interactive wagering service accounts are not opened for Registered Individuals, in accordance with section 61MA of the IGA;
 - 6.1.2. Entain does not provide licensed interactive wagering services to a Registered Individual, in accordance with section 61KA of the IGA;
 - 6.1.3. licensed interactive wagering service accounts are closed as soon as reasonably practicable after an individual becomes a Registered Individual, in accordance with section 61MB of the IGA; and
 - 6.1.4. Entain complies with the requirements of Part 7 of the NSER Register Rules in accordance with section 61JP of the IGA,(the *Review*).
- 6.2. The Review will consider:
 - 6.2.1. the steps taken by Entain (including the technical and feasibility assessments undertaken) to develop and implement a system to keep accurate records of Registered Individuals' attempts (including, unsuccessful attempts) to open wagering accounts with Entain (***Positive Pre-Account Opening NSER Requests***); and
 - 6.2.2. any other terms of reference considered appropriate by the Independent Consultant to assist in assessing Entain's capability to comply with Part 7B of the IGA.
- 6.3. Entain undertakes to procure that the Independent Consultant produces a report, relevant to the Review, making recommendations as to improvements or maintenance to Entain's systems, processes and practices to ensure compliance with BetStop Obligations (the ***Report***).
- 6.4. Entain must seek written approval from the ACMA for the appointment of the proposed Independent Consultant within 30 business days after the Commencement Date. If the ACMA does not approve the choice of Independent Consultant, Entain will repeat this process until it has the ACMA's written approval.
- 6.5. Entain undertakes to appoint the Independent Consultant, and to provide written notification of that appointment to the ACMA, within 15 business days after the ACMA has given its written approval.

- 6.6. The Independent Consultant will provide the Report to the Entain Board, and at the same time to the ACMA, within six months of their appointment.
- 6.7. Subject to the ACMA's written agreement, Entain may remove the Independent Consultant at any time and replace the Independent Consultant with a new Independent Consultant approved by ACMA. If the ACMA does not approve the choice of Independent Consultant, Entain will repeat this process until it has the ACMA's approval.

7. Implementation Plan & Reporting

- 7.1. Within 60 business days of the date of the Report, Entain will:
 - 7.1.1. develop an Implementation Plan setting out the steps Entain has taken, or will take, to implement the recommendations of the Independent Consultant in the Report (including in respect of accurately recording Positive Pre-Account Opening NSER Requests), including as to timeframes; and
 - 7.1.2. provide a copy of the Implementation Plan to the ACMA.
- 7.2. The Implementation Plan does not need to address any recommendation of the Independent Consultant which the ACMA, on request from Entain, specifically agrees in writing need not be implemented.
- 7.3. Entain undertakes to comply with the Implementation Plan in accordance with the timeframes specified in the plan.
- 7.4. The Implementation Plan may be modified at any time subject to the ACMA's written approval.
- 7.5. Six months after the date on which Entain provides the ACMA with a copy of the Implementation Plan, Entain undertakes to provide a further written report to the ACMA detailing Entain's compliance with the Implementation Plan in accordance with the timeframes specified in the plan (including with respect to the systems, practices and processes implemented to accurately record Positive Pre-Account Opening NSER Requests).

8. Ongoing assurance and reporting

Entain undertakes to self-report to ACMA any potential or alleged instances of non-compliances with the BetStop Obligations within one month after Entain becomes aware of such non-compliance. This undertaking to self-report includes reporting on:

- 8.1. any self-identified breach, including the details of the breach, any steps taken to investigate the breach, the cause of any identified compliance issues and the remediation measures taken or proposed to be taken to remedy the breach; and
- 8.2. the details of any complaint received by Entain, including steps taken by Entain to investigate the complaint and the outcome.

9. Acknowledgments

9.1. Entain acknowledges that:

9.1.1. The ACMA will make this Undertaking publicly available, including by publishing it on the ACMA's website.

9.1.2. The ACMA may, from time to time, make public comment about this Undertaking and its terms which includes issuing a media release upon its execution by the ACMA.

9.1.3. The ACMA may, from time to time, publicly report on compliance with this Undertaking.

9.2. Entain also acknowledges that:

9.2.1. The ACMA's acceptance of this Undertaking does not affect the ACMA's power to investigate and take compliance and enforcement action arising from conduct that is not the subject of this Undertaking or arising from future conduct.

9.2.2. This Undertaking in no way derogates from the rights and remedies available to any other person or entity arising from the alleged conduct, the subject of this Undertaking.

Execution of the Undertaking

Signed/Executed by Entain Group Pty Ltd (ACN 151 956 768):

Signature

Kim Lindsay
Chief Compliance and Risk Officer

Name (insert title if relevant/
appropriate) (print))

Date: 24 April 2026

Signature

Name (insert title if relevant/
appropriate) (print))

Date: _____

Accepted by the Australian Communications and Media Authority under section 114 of the *Regulatory Powers (Standard Provisions) Act 2014*:

Signature

Carolyn Lidgerwood
Delegate of the ACMA

Name, Member (print)

Date [leave blank, ACMA to insert]:

Signature

Name, Member/General Manager (print)

29 April 2026