

A young man and woman are playing basketball on an outdoor court. The woman, on the left, is wearing a white tank top and black leggings, and is leaning forward with her hands near the ball. The man, on the right, is wearing a white t-shirt and blue shorts, and is also leaning forward, looking at the ball. They are both smiling and appear to be enjoying the game. The background shows a green fence and trees.

**Albania - Highlights**

# **POSITIVE IMPACT REPORT 2025**

Making sustainability happen, together

## Our presence in Albania

Flutter SEA operates in Albania through Sisal Albania SHPK, with its Tirana Hub established in 2019 as one of the Group's first development centres. The Hub provides technological support and customer experience insights, contributing to the growth of Flutter SEA's multichannel business and fostering synergies across countries.

## POSITIVE IMPACT PLAN

## Creating lasting impact

Our Positive Impact Plan is how we shape our activities to benefit the people and places we touch. It is a strategy that recognizes the areas where we can have the greatest impact. Through the plan, we are committed to Play Well for our customers, Work Better for our colleagues, Do More for our communities, and Go Zero for the environment.

### PLAY WELL

#### Building a responsible gaming ecosystem

In Albania, we are supporting the development of a responsible gaming ecosystem by embedding responsible gaming capabilities into our digital platforms and technology solutions.

Through secure, scalable, and data-driven systems, we enable player protection features, real-time monitoring, personalized interventions, and continuous innovation, supporting the business in delivering a safer and more responsible gaming experience.

### WORK BETTER

#### Empowering our people

We are committed to creating an inclusive and supportive work environment where people feel valued and empowered to express their full potential. By focusing on development, wellbeing, and inclusion, we foster innovation, sustainability, and shared growth. Our approach is supported by concrete policies and initiatives that promote physical and mental health, safety, accessibility, and active participation across all levels.

**844**  
employees  
(+38% vs 2022)

**28%**  
employees  
under 30

**47%**  
women

### DO MORE

#### Supporting our communities

Social impact strategy is driven by our people. We support the causes that matter most to our employees, reflecting our values as an international, digital, people-focused company and aligning with the values shared across Flutter.

Sport, health and wellbeing are key areas of our commitment. On average, we support eight social initiatives each year that have become highly anticipated events among employees, including the solidarity Tirana marathon, blood donation in partnership with Albanian Red Cross, environmental clean-up campaigns, and employee-led fundraising activities.

### GO ZERO

#### Protecting our planet

Reducing our environmental impacts is one of the core pillars of our sustainability strategy. We are committed to using electricity from renewable sources for our office energy consumption, supported by the purchase of Energy Attribute Certificates (EACs). In addition, we continuously work to minimize resource consumption, with a strong focus on reducing paper use.

**100%**  
renewable energy

## Empowering Women, Building Brighter Futures

In occasion of International Women day, we supported a series of initiatives designed to inspire, connect and create a positive impact.

The programme included the "Iron Lady" workshop, featuring six creative mini-workshops for women and girls, a mentorship webinar led by one of our employees to share experiences and career advice, and an interactive session with university students to encourage dialogue and future opportunities.

In partnership with SOS Children's Villages, we also supported the "Close to the Heart" fundraising campaign, helping raise funds for single mothers and reinforcing our commitment to supporting vulnerable communities.

## Sport as a driver for inclusion

Sport is an integral part of our culture, reflecting the values of teamwork, determination, and inclusion. For the third consecutive year, we supported Down Syndrome Albania (DSA) as a gold sponsor of the Tirana Marathon with a team of 97 participants, promoting inclusion and equal opportunities. The initiative also brought together colleagues from across the Group.

This spirit of inclusion and connection across countries was also at the heart of WePlay, Flutter SEA corporate sports tournament designed to unite colleagues through the values inherent in sport. The tournament engaged more than 300 employees in tennis, five-a-side football, beach volleyball and padel. The finals, welcomed 31 colleagues from Morocco, Türkiye and Albania, turning the event into a tangible celebration of our international and inclusive workplace.



# Flutter<sup>TM</sup>

**SOUTHERN EUROPE  
& AFRICA**

