

Türkiye - Highlights

POSITIVE IMPACT REPORT 2025

Making sustainability happen, together

Our presence in Türkiye

Flutter Southern Europe & Africa (SEA) operates in Türkiye with Sisal Şans since 2020 after winning the Turkish Wealth Fund (TWF) tender to manage the Turkish National Lottery (Milli Piyango) through a partnership with Şans Dijital ve Interaktif Hizmetler Teknoloji Yatırım A.Ş. (Demirören Group). Our presence in Türkiye is further strengthened through the Sisal Hub Türkiye (Sisal Technology), which includes a Game Studio. In 2024, we established our Customer Care organization, which now operates in 27 cities across the country further strengthening our presence and our contribution to employment.

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

We apply a robust, internationally aligned Responsible Gaming framework across our operations. Sisal Şans achieved WLA Level 3 voluntary certification in December 2024 and has initiated the path toward WLA Level 4 in 2025 leading the industry in Türkiye.

Player Protection tools implemented:

- Weekly deposit limits
- Temporary and permanent self-exclusion tools
- Time warning pop-ups
- Daily responsible gaming awareness messages
- AI enabled advanced risk detection – A.D.A. tool (operating since 2026)

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.

379
employees

30%
under 30

44%
women

DO MORE

Supporting our communities

We are committed to creating value and making a positive, lasting impact on the communities in which we operate, contributing to their development and collective wellbeing. Within this framework, Sisal Şans aims to support education in Türkiye by continuing the long-standing legacy of the Milli Piyango brand, which has historically invested in modern school buildings and facilities.

Between 2025 and 2031, the company has been supporting the construction of new school buildings totaling 112 classrooms, expected to directly benefit 3,360 students and indirectly reach 13,440 people.

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 across all our offices and third-party-managed data centres, 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 across
offices and data centres

-50%
paper reduction
vs. 2022

Supporting innovation

In 2025, we launched GoBeyond in Türkiye, Flutter SEA's programme supporting the startup ecosystem, with a focus on Sustainability and Enterprise AI. The initiative exceeded expectations in participation and engagement, confirming a model proven in Italy and Morocco. GoBeyond strengthens connections between innovation ecosystems while promoting inclusion, diversity, and sustainable entrepreneurial growth.

167
completed
applications

49%
women-led
startups

31%
startups with an
on-the-market product

Empowering tech talent

Four years after its creation, our Sisal Hub Türkiye has become a strategic pillar for innovation across multiple markets. With over 170 professionals employed, the Hub collaborates with the academic ecosystem to develop tech skills and build professional relationships. In 2025 it partnered with CoderSpace, to support women in STEM professions, and with SKY LAB Computer Science Club, founded by students at Yıldız Technical University, enabling people of all ages to improve their computer science skills. Students from all over Türkiye participated in this event and developed games together.



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