



Digital entrepreneur Brent Hoberman to support Sir Keith Mills and Sazka Group on bid to modernise The National Lottery

LONDON – SAZKA Group is pleased to announce that tech entrepreneur Brent Hoberman CBE has joined an advisory board that is providing support to Sir Keith Mills and the wider team as part of the company's bid for the Fourth National Lottery Licence. Mr. Hoberman will advise primarily on the seamless integration and management of technology and digital innovation across Sazka's plans for The National Lottery. The bid advisory board, which recently added Justin King as its retail advisor, will comprise of experts from a range of fields, including good causes, player protection and entertainment.

Mr. Hoberman will work closely with Sir Keith Mills and the Sazka team to help ensure that The National Lottery is fit for purpose for the 21st century. The team will draw on his expertise in tech innovation in order to improve the customer experience, help to enable better safeguards around player participation, to support the regulator and the distributors, and to strengthen the work in funding good causes.

One of Britain's leading technology entrepreneurs, Mr. Hoberman brings a wealth of experience from building some of the world's brightest tech start-ups. In 1998, Hoberman founded lastminute.com, which was later sold to Sabre in 2005 for \$1.1bn. Mr. Hoberman subsequently set up and continues to serve as the executive chairman of Founders Factory and Founders Forum, where he has partnered with the world's best founders and corporates to build, fund, and scale ambitious and game changing start-ups worldwide.

Commenting on his appointment, Mr. Hoberman said: "Britain needs a National Lottery that is digital-first, technologically-sound, and accessible and relevant to disparate audiences who are accustomed to consuming their media and entertainment across many different channels. I see so much untapped potential, and by teaming up with Sazka Group, a global leader in lottery technology, I'm confident we can build a world class National Lottery that sets the standard for the way all other lotteries around the world operate in the 21st century."

SAZKA Group's U.K. Bid Chair Sir Keith Mills added: "Brent Hoberman has a remarkable record of building innovative technology for the betterment of a number of sectors. His expertise and entrepreneurial mindset will help us in our efforts to overhaul The National Lottery's approach to digital innovation, ensuring that this institution is future proofed so it can quickly integrate new technologies. With Brent on board, Sazka Group will be a proactive operator that embraces technology to improve the digital experience, while always safeguarding players".

About Brent Hoberman CBE

Brent Hoberman is a British entrepreneur who founded lastminute.com alongside Martha Lane-Fox in 1998. After selling the company in 2005, Brent established himself as one of the UK's leading venture capitalists, co-founding numerous technology businesses by raising over \$800 million. This includes Karakuri, a provider of robotics, AI and automation systems; made.com, a leading European direct-from-factory consumer homewares retailer; and accelerateHER, a network taking action to change the underrepresentation of women in technology.

In recognition of his excellent business track record and deep knowledge of the technology sector, Brent sits on the advisory boards of The Royal Academy, the UK Government Digital Service, the



WEF Digital Europe Group and the Imperial College Innovation Fund. In addition to this, he previously co-chaired the Small Business Council under Theresa May and Boris Johnson. He was awarded a CBE for services to entrepreneurship in 2015.

About SAZKA Group

SAZKA Group is a national lottery, instant lottery and digital gaming operator, with trusted brands and industry-leading technology delivering over €17bn in annual sales. Established in 2012, SAZKA Group is already one of Europe's largest and fastest growing lottery companies and our strong performance across our markets is helping to fund good causes in the Czech Republic, Greece, Cyprus, Austria, and Italy.

Since entering the lottery market in 2012, SAZKA Group has quickly expanded from the Czech Republic into four other European markets. SAZKA Group has consistently taken on established lotteries and made them better, while also expanding into new market segments through market-leading technology platforms. The Group's unique experience of operating in different jurisdictions enables it to adopt a tailored approach to customer experience in each market, helping to increase sales and returns to good causes.

Responsible gaming and funding good causes are at the heart of SAZKA Group's business and culture. It promotes responsible gaming in all of its markets and is committed to having a positive impact where it operates. From building children's hospitals in Greece to support for the Czech Olympic Foundation, SAZKA Group has put its business skills to the benefit of the local community.

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For more information on SAZKA Group please visit our website: www.sazkagroup.co.uk

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