

# Acquisition adds new capability



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In May 2015 Playtech was pleased to announce the acquisition of Markets Limited, an online CFDs broker and trading platform provider.

Markets Limited is an established, profitable and growing online CFDs broker and trading platform provider, offering services in more than 100 countries and in over 25 languages through three principal business segments.

## Rapidly growing vertical

Markets Limited provides customers with a trading platform for CFDs trading (with its principal B2C brand being Markets.com). In addition, Markets Limited provides a turnkey offering, including a white-label solution, for B2B clients, in return for a revenue share. Markets Limited is licensed and regulated in the EU and South Africa.

Markets Limited employs over 500 staff globally, with offices in five countries.

## Benefits of the transaction

The acquisition represents the best entry point into the growing online CFDs industry, which is regulated and complementary to the Group's existing business.

The acquisition gives Playtech access to the positive growth trends in this dynamic sector and helps to diversify Playtech's earnings by product, geography and customer base and improve its quality of earnings.

The sector remains somewhat fragmented and this is likely to give rise to further acquisition opportunities.

As part of the acquisition, Playtech secured a highly experienced management team who, through their retained shareholding in Markets Limited, are directly aligned with the interests of Playtech to drive the growth of the business in the coming years.

I am delighted to announce the acquisition of Markets Limited which provides entry into a highly complementary new market vertical where our combined operational superiority will enable exciting growth opportunities.

In addition to being immediately and significantly earnings enhancing, the payment terms for the acquisition are weighted towards future financial performance of the business. Markets Limited's proven management team has a strong cultural fit with our business and is incentivised to stay with the enlarged Group.

**Mor Weizer**  
Chief Executive Officer, Playtech



## Acquisition highlights

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- Compelling opportunity to enter growing and complementary vertical driven by similar core competencies
- Experienced management team, with a proven track record, who will remain with the business
- Consideration at attractive multiple of up to 8x adjusted EBITDA
- Acquisition immediately significantly earnings enhancing
- Directly in line with Playtech's strategy to acquire profitable, regulated, highly cash generative businesses with market-leading positions