

FDJ becomes a European group and changes its name to FDJ UNITED

Boulogne-Billancourt (France), 6 March 2025 – With the acquisition of Kindred last year, following Premier Lotteries Ireland and ZEturf in 2023, FDJ has cemented its status as a champion in Europe's betting and gaming sector. To reflect its new strategy aimed at achieving lasting growth across Europe, FDJ is changing its name to FDJ UNITED.

FDJ UNITED: a gaming champion in Europe

Ever since its 2019 IPO, FDJ UNITED has continued to expand with the same ambition: to have a positive impact on its ecosystem.

FDJ UNITED now serves over 33 million players through its diversified, responsible range of games: lottery and sports betting at points of sale in France; lottery in Ireland; and online betting and gaming (sports betting, horse-race betting, poker and casinos) in the main European markets where these activities are authorised. Thanks to its presence in nearly 15 European countries, international business now accounts for around one third of FDJ UNITED's revenue and nearly half of its workforce.

This new name reflects the Group's European scale while paying tribute to its roots, its history and what makes it unique. The new "FDJ UNITED" name reaffirms the Group's historic name, "FDJ", and combines it with "UNITED", reflecting its international development.



For Stéphanie Pallez, Chairwoman and Chief Executive Officer of FDJ UNITED: « *The betting and gaming sector is constantly evolving, both in France and abroad. In this environment, we have always succeeded in reinventing ourselves and adapting to key trends in our market. The Group's IPO in 2019 marked the start of a new stage in this journey, and the recent acquisition of Kindred opens up even more new possibilities. Today, our Group begins a new chapter in its history – more diversified and more international. With FDJ UNITED, we are continuing on this adventure, driven by our passion and determination, for the benefit of all our stakeholders.* »

FDJ UNITED: The Group's corporate brand

FDJ UNITED is the Group's new corporate brand, with a new brand signature: "Playful. Play fair. Play forward." The name covers all the Group's businesses across all the countries in which it operates.

The Group will continue to use the FDJ trade name in France, where this major brand is particularly popular and recognised by 97% of the population.¹ FDJ will cover products under exclusive rights in France such as Loto, Euromillions, Astro and ParionsSport point de vente. Players will thus continue to see the FDJ logo on their scratch cards and betting slips, at points of sale and on the fdj.fr website.

¹ According to a 2024 survey by Kantar.

With FDJ, The National Lottery and a number of iconic online betting and gaming brands, including Unibet, FDJ UNITED has a portfolio of powerful brands all over Europe, which will continue to operate under their own trade names while embodying the Group's values.



For Nathalie Le Garlantezec, Chief Communications Officer of FDJ UNITED: « To kick off this new European chapter in our story, we needed a powerful new identity. Our new name, FDJ UNITED, is a corporate brand designed to showcase what we stand for, together with our new brand signature: "Playful. Play fair. Play forward." Alongside FDJ UNITED, we will of course continue to operate the brands that have made us what we are today. In particular, the FDJ brand will remain the face of the business for our customers in France, for our lottery games and our sports betting range at points of sale.

Rounding out our business portfolio are other powerful brands such as The National Lottery in Ireland and Unibet across Europe. »

FDJ UNITED's new visual identity: Connecting our past with our future

Our new name comes with a new visual identity that pays tribute to the past while looking firmly ahead to the future. The FDJ UNITED logo uses a diamond shape derived from the La Française des Jeux diamond. The diamond shape was first used in 1991 and has since featured in every version of our logo, making it a powerful visual element of our brand that is carried on in the FDJ UNITED logo. Taken from the playing card suit, the diamond represents chance. The many facets of this precious stone also symbolise the company's multiple, complementary areas of business.



For the colours in its new visual identity, the Group has chosen to continue to mainly use shades of blue, its traditional colour, while also drawing on the Kindred colours of purple and green.

European marketing campaign

The Group has developed a comprehensive media plan to launch the FDJ UNITED brand in France and across Europe. Starting tomorrow, a press campaign will run across ten media platforms in France, the United Kingdom and Sweden. The campaign and dedicated content will also be shared on social media and online.



About FDJ UNITED

FDJ UNITED is one of Europe's leading betting and gaming operators, with a vast portfolio of iconic brands and a reputation for technological excellence. With more than 5,000 employees and a presence in around fifteen regulated markets, the Group offers a diversified, responsible range of games, both under exclusive rights and open to competition: lottery games in France and Ireland, via an extensive point-of-sale network and online; sports betting at points of sale in France; and online games open to competition (sports and horse-race betting, poker and online casino games, in markets where these activities are authorized). FDJ UNITED has placed responsibility at the heart of its strategy and promotes recreational betting. FDJ UNITED is listed on the Euronext Paris regulated market (Compartment A - FDJ.PA) and is a member of indices including the SBF 120, Euronext 100, Euronext Vigeo 20, EN EZ ESG L 80, STOXX Europe 600, MSCI Europe and FTSE Euro.

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