

## Section 172 statement

In accordance with section 172(1) of the Companies Act 2006, in carrying out their duties to promote the success of the Company for its shareholders and in making key decisions, the directors consider the long term consequences of their decisions, employees' interests, other stakeholders including customers and suppliers and the local community and industry in which it operates.

### ***Potential long-term consequences of their decisions***

The SIS business was created in 1987 and has been under the same ownership structure since 2006. In considering all key decisions, the long-term shareholder value is one of the main priorities of the directors.

### ***Employees' interests***

The Company recognises the importance of engaging employees to ensure they make their fullest contribution to the business. Engagement with employees or their representatives is maintained at all levels, with the aim of ensuring that their views are taken into account in decisions which are likely to affect their interests, and that all employees are aware of the financial and economic performance of their business units, and of the Company as a whole.

Various different communication channels are utilised by the management team, and these can take the form of regular employee representative meetings, regular all-employee calls to discuss the latest business performance and more detailed face to face "town hall" meetings. The effectiveness of communication with employees is constantly reviewed and evaluated and regular feedback is obtained.

The Company is committed to improving the skills of employees by offering training and development opportunities and this is managed through the regular employee appraisal process.

### ***Key relationships with customers and suppliers***

The directors recognise that it is essential for the success of the Company to develop strong relationships with its customers and suppliers. This is achieved by building and developing these key relationships at the senior management level and mirroring this through the business. Key customer relationships are managed by the commercial department and key suppliers are managed through the Company's Vendor management team with product and IT department support.

The directors and senior management formally consider the interests of the Company and all its stakeholders at its regular board and management meetings.

### ***Impact on community and other stakeholders***

The directors believe that the business should be a good citizen within the industry and community in which it operates. The key aim of the Company is to provide regular and profitable short form betting content to its customers, whilst delivering maximum returns for the owners of that content.

The business is a keen supporter of charities with two Corporate charities (Ride High and East Manchester Youth Zone) in place and the business both supports the charities directly and through its employees who fundraise.

Additionally, the business is a founding member of the All-in Diversity project whose aims are to promote diversity, inclusion and workplace equality. In July 2020 the business also signed up to GamCare which is the leading national provider of free information, advice and support for anyone affected by problem gambling.

### ***Maintaining High Standards of Business Conduct***

The company upholds high standards of business conduct and conducts regular training sessions for employees on compliance and ethical behaviour.

### ***Acting Fairly Between Members of the Company***

The board ensures fair treatment of all shareholders by maintaining transparent and open communication. This year, we held several shareholder meetings and provided detailed reports on company performance and strategic direction. We are committed to considering the interests of all shareholders in our decision-making processes.