Caesars Entertainment Acquires Sports Betting Technology Company, ZeroFlucs

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Acquisition of Australian trading technology company bolsters Caesars Digital's trading capabilities, including a fully in-sourced solution for same-game parlay correlation pricing

BRISBANE and LAS VEGAS (July 5, 2024) – Caesars Entertainment, Inc. (NASDAQ: CZR) ("Caesars") today announced the acquisition of ZeroFlucs Group Pty Ltd ("ZeroFlucs"), a provider of cutting-edge software that enables sports betting operators to augment their pricing offerings while leveraging their own existing data sources and relationships. The ZeroFlucs acquisition follows a successful integration of ZeroFlucs' technology into the Caesars Sportsbook platform through a commercial arrangement that enabled the recent launch of new products, such as in-play same-game parlays and a vastly improved menu of "SGP-eligible" markets for Major League Baseball.

The acquisition cements a relationship between the companies that has already improved the customer experience and will continue to unlock exciting new product features and benefits for Caesars Sportsbook bettors.

"We are excited to welcome the talented ZeroFlucs team into the Caesars family," said Eric Hession, President of Caesars Digital. "Their expertise in data science and trading technology coupled with their passion for sports makes them a perfect fit with our team as we drive to offer our customers the best sports betting product that complements our award-winning Caesars Rewards program."

"We are thrilled to be joining forces with the team at Caesars and can't imagine a better home for our people or a platform for our product to shine on," said Steve Gray, ZeroFlucs' Founder and Chief Executive Officer, who joins Caesars Digital as Senior Vice President of Pricing Initiatives. "Our team has always been passionate about being at the forefront of what's possible in sports betting, and with the resources and reach of Caesars, we can now focus on taking these experiences to the next level."

ZeroFlucs will remain operational under the leadership of Steve Gray and Carly Christensen, who also joins Caesars Digital as Senior Vice President of Pricing Technology, and will be augmented by seasoned members of Caesars' data science and data engineering teams.

About Caesars Entertainment, Inc.

Caesars Entertainment, Inc. (NASDAQ: CZR) is the largest casino-entertainment company in the US and one of the world's most diversified casino-entertainment providers. Since its beginning in Reno, NV, in 1937, Caesars Entertainment, Inc. has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment, Inc.'s resorts operate primarily under the Caesars®, Harrah's®, Horseshoe®, and Eldorado® brand names. Caesars Entertainment, Inc. offers diversified gaming, entertainment and hospitality amenities, one-of-a-kind destinations, and a full suite of mobile and online gaming and sports betting experiences. All tied to its industry-leading Caesars Rewards loyalty program, the company focuses on building value with its guests through a unique combination of impeccable service, operational excellence and technology leadership. Caesars is committed to its employees, suppliers, communities and the environment through its PEOPLE PLANET PLAY framework. Know When To Stop Before You Start.® Gambling Problem? Call 1-800-522-4700. For more information, please visit. www.caesars.com/corporate.

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