

## EMMA Capital Increases Its Stake in Entain CEE

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**EMMA Capital Group announces that it has successfully concluded negotiations with Entain plc. regarding the acquisition of a 20% stake in their joint gaming venture, Entain CEE. This brings EMMA Capital's total stake to 42.5%. As a result of an agreement on the exercise of voting rights with the Juroszek family, which holds 10% of the shares, EMMA Capital will also become the controlling shareholder of Entain CEE.**

Entain plc. had announced its intention to gradually divest its stake in Entain CEE, stating that it would approach its joint-venture partner – i.e. EMMA Capital Group – with an offer. EMMA Capital accepted this offer, and the two parties have since agreed on the sale of a 20% stake.

*“Ever since the days when we managed the Croatian company SuperSport – which remains a key asset in Entain CEE’s portfolio to this day – we have had great confidence in the entire project and our experience with it has been excellent. It is therefore logical that we were pleased to take advantage of the opportunity to increase our stake and become the largest shareholder in terms of voting rights,”* says Pavel Horák, Investment Director at EMMA Capital, regarding the transaction.

In addition to SuperSport, Entain CEE’s portfolio includes the Polish betting company STS, which was acquired in 2023 from the Polish Juroszek family. The family currently holds a 10% stake in Entain CEE. It is precisely the exercise of the voting rights associated with this stake that makes EMMA Capital the company’s controlling shareholder. The new ownership structure (Entain plc. 47.5%, EMMA 42.5%, the Juroszek family 10%) results in voting rights of 52.5% for EMMA and 47.5% for Entain plc.

For the 20% stake that is the subject of this acquisition, EMMA Capital will pay Entain plc. EUR 395 million, as well as a potential supplement based on the company’s final performance in 2026.

The entire transaction is still subject to approval by the relevant regulatory authorities and is expected to be completed this fall. The company will then change its name.

The gaming company **Entain CEE** was established in 2022 after EMMA Capital sold its 75% stake in the Croatian gaming company **SuperSport** to the global industry leader, Entain plc. Both partners then contributed their stakes to a joint venture named Entain CEE. EMMA Capital thus held a 25% stake in this joint venture.

In 2023, Entain CEE made another major acquisition: it purchased **STS**, Poland's largest gaming company. STS's previous majority shareholder, the Juroszek family, subsequently joined Entain CEE by subscribing to a 10% stake. EMMA Capital's stake in Entain CEE was thereby diluted to its current level of 22.5%.

**EMMA Capital** is a private investment holding founded in 2012 by Jiří Šmejč. In recent years, it has focused primarily on markets in the European Union, but is also present in other markets in Europe. It usually plays an active role in companies where it acquires an equity stake, participating in their management, development and in any potential restructuring. EMMA's investment priority is retail and customer-oriented companies, and it is also successfully entering the B2B segment.

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