



POKERSTARS


REWARDS





NEW POKERSTARS REWARDS

**WE CONTINUOUSLY GATHER FEEDBACK
FROM OUR PLAYERS
THAT'S WHY WE'RE CHANGING
POKERSTARS REWARDS TO PROVIDE:**

- A clearer, easier to understand loyalty program
 - Flexible rewards with achievable targets
 - A program that doesn't penalize winners
 - Rewards from 15%-60% of rake and tournament fees, depending on rewards level
- 

REWARDS WHAT WE'RE CHANGING

REMOVING WEEKLY POKER CHALLENGES

Although popular with some, Weekly Challenges were a key area of dissatisfaction for our players

Main complaints around level of difficulty, changing targets and prizes, lack of clarity and transparency

3/4 of our players receiving a challenge were not completing it and not getting rewarded for their play

MOVING INTO A TRANSPARENT, FAIRER, BEST RATE PROGRAM

Based on volume, not win rates

All game types included

All rake and tournaments count towards the program

NEW APPROACH FOR CASUAL AND RECREATIONAL PLAYERS

Almost half the players were not rewarded on the previous scheme. All players will now receive something

We'll reward loyalty of recreational players through their frequency instead of their volume

Daily \$0.50/€0.50 Power Path Reward will become a permanent addition to the program

Our ambition is to significantly increase spend and frequency on promotions to recreational players

NEW POKERSTARS SELECT FOR HIGH RAKING PLAYERS

Two new exclusive tiers, "Select" & "Select Plus", are added on top of the base program

Each player will have an account manager as direct point of contact

Access to exclusive promotions

Select players to be excluded from regular promotions

MORE GENEROUS POKERSTARS REWARDS

Up to 40% rakeback on base program (previously up to 25%)

Up to 60% for top rakers with two new added exclusive "Select" levels



INCREASING GENEROSITY HOW DOES IT LOOK?

BASE PROGRAM		
Rewards Level	Rake (\$) / month	Reward
Blue (no completion)	0-19	Daily Reward
Blue	20-59	15% RB + Daily Reward
Bronze	60-199	17.5% RB + Daily Reward
Silver	200-499	20% RB
Gold	500-1.2k	25% RB
Diamond	1.2k-2.5k	30% RB
Black	2.5k+	40% RB
SELECT		
Rewards Level	Rake (\$) / year	Reward
Select***	50k-100k/year	50% + exclusive promos
Select Plus***	100k+/year	50% base + 60% SAGs and Zoom + exclusive promos

.ES - €100k ROW - \$100k

PREVIOUS PROGRAM		
Rewards Level	Rake (\$) / month	Reward
Blue	0-9.35	15% RB
Bronze	9.35-28.5	16% RB
Silver	28.5-108	17.5% RB
Gold	108-375	18.5% RB
Diamond	375-1k	20% RB
Black	1k+	25% RB
Weekly Challenges	Not based on volume, personalized to activity	+10% RB
		+40% RB

MARKETS

Markets included:

COM, EU, UK, EE, BG, GR, ES

Markets excluded:

RO (pending regulatory approval, target 4th march launch)

FR, PT, IT, DE, SE, CH, DK, CZ and BE (regulatory restrictions/commercial reasons)

Austria will be included but will not be eligible for select and level of generosity will be lower (70 reward points will be earned for each \$1 rather than 100 – Rewards from 10.5% - 28%)



WHAT IT MEANS FOR OUR PLAYERS

OVERALL IMPACT BY GROUP

Group	% of Players	Impact
Completing 40% RB Weekly Challenge	6.7%	Most will receive less rakeback*
Completing 10% RB Weekly Challenge	0.3%	Most will receive more rakeback
Not eligible for, or not completing challenges	93%	All players will receive better generosity

*Based on player behaviour in 2023

*Players are counted as completed if they completed 1 challenge in 2023

*Differs at a player level based on individual activity

DETAIL ON GROUP NOT COMPLETING WEEKLY CHALLENGES

Rake	Old	New
\$3	Nothing	50c Power Path every day (max \$15.50 per month)
\$9	15% (\$1.35)	50c Power Path every day (max \$15.50 per month)
\$20	16% (\$3.2)	15% + 50c Power Path every day (max \$18.5 per month)
\$60	17.5% (\$10.5)	17.5% + 50c Power Path every day (max \$26 per month)
\$200	18.5% (\$37)	20% (\$40)
\$500	20% (\$100)	25% (\$125)
\$1.2k	25% (\$300)	30% (\$360)
\$2.5k	25% (\$625)	40% (\$1000)
\$50k/year+	25% (\$12.5k)	50% (\$25k)
\$100k/year+*	25% (\$25k)	Up to 60% (\$60k)*

*50% base rate + 60% SAG and Zoom activity



REWARDING FREQUENCY POWER PATH & MORE PROMOS

How does the new program benefit casual and recreational players?

It's not fair to set casual and recreational players' targets with the same criteria that we use for regular players. Instead, we'll be rewarding the loyalty of these players through their frequency, rather than their volume.

Power Path success, Daily Reward here to stay

We're making the Power Path Daily Reward a permanent feature of our rewards program due to its success. Many of our recreational players consistently playing step 1 daily to try and reach tournaments and events that they wouldn't normally be able to buy-in to or qualify for.

This means that all players in the Blue and Bronze reward levels at PokerStars, regardless of how much they spend, can get an automatic reward worth \$0.50 to play Power Path and try to win their way into our best events.

Increased focus on recreational promotions

Growing our recreational player base is key. As well as positive changes to our rewards for these players, we will also be putting a greater focus on bigger and better recreational promotions.



ABOUT POWER PATH

Wanting to address the challenge of making marquee events more accessible to recreational players, we launched Power Path last year including a) steps mechanic that fosters a protected environment (excluding buy-in options on last step), b) passes component to facilitate choice across our wide offer, and c) amazing value both with the daily reward and added value and GTDs on the offer.

Power Path has been a great success, positioning itself as an appealing proposition allowing us to fulfil our goal to get more recreational players to our events.

- Currently 75% of PokerStars active customer base are engaging with Power Path
- We expect to issue \$1.5M worth of Power Path tickets each month, primarily going to our most recreational player base
- Currently awarding over 500 silver+ passes each month, providing recreational customers with the chance to play prestigious events
- More than 1,000 players in the Sunday Million each week are coming from Power Path qualifiers





SELECT+

REWARDING HIGH VOLUME: **SELECT**

Exclusive levels for high volume players.

Two new rewards Tiers, on top of the base program: Select and Select+. Designed specifically for the top bracket of players, normally professional poker players, who are very committed to playing on PokerStars.

Select players will get a dedicated account manager as a direct point of contact and access to exclusive offers and promotions

Automatic qualification on launch

Players who have already met the criteria on the last 12 months will be onboarded on Select/Select+ automatically after launch.

Application Available

Players who can demonstrate the volume required and would like to be considered for Select and Select Plus can contact select@pokerstars.com and we'll review each application.

SELECT CRITERIA AND RAKE OFFER

Rewards Level	Rake (\$) / year	Reward	Maintenance
Select	50k – 100k/year	50% + exclusive promos	Players must rake an average of \$5,000 monthly in the previous 3 months or \$50,000 in the previous 12 months to maintain their status
Select Plus	100k+/year	50% base and 60% on SAGs & Zoom + exclusive promos	Players must rake an average of \$10,000 monthly in the prior 3 months or \$100,000 in the previous 12 months to maintain their status

- Select/+ players will no longer have access to our regular promotions and offers. However, Select/+ players will receive exclusive promotions, better suited to their level of activity
- As an example, take the launch promotion, with weekly rake races.
 - Select \$12k weekly prizepool paying 125 places
 - Select+ \$17k weekly prizepool paying 70 places





REWARDS

APPENDIX

TABLE DETAILS - COMPARISON

PREVIOUS										
Tier	RPs	Rake per chest	Jump in RPs	Chest per tier up	...To reach prev tier	...To maintain	...To move up	Maintain % of move up	Rakeback %	Chest Value
1	333	\$3.33		5			\$17		15.0%	\$0.50
2	935	\$9.35	2.8X	5	\$17	\$9	\$47	56%	16.0%	\$1.50
3	2,850	\$28.50	3X	7	\$47	\$29	\$200	61%	17.5%	\$5.00
4	10,800	\$108.00	3.8X	7	\$200	\$108	\$756	54%	18.5%	\$20.00
5	37,500	\$375.00	3.5X	10	\$756	\$375	\$3,750	50%	20.0%	\$75.00
6	100,00	\$1,000.00	2.7X		\$3,750	\$1,000		27%	25.0%	\$250.00

NEW										
Tier	RPs	Rake per chest	Jump in RPs	Chest per tier up	...To reach prev tier	...To maintain	...To move up	Maintain% of move up	Rakeback %	Chest Value
1	2,000	\$20.00		5			\$100		15.0%	\$3.00
2	6,000	\$60.00	3X	5	\$100	\$60	\$300	60%	17.5%	\$10.50
3	20,000	\$200.00	3.3X	5	\$300	\$200	\$1,000	67%	20.0%	\$40.00
4	50,000	\$500.00	2.5X	5	\$1,000	\$500	\$2,500	50%	25.0%	\$125.00
5	120,000	\$1,200.00	2.4X	5	\$2,500	\$1,200	\$6,000	48%	30.0%	\$360.00
6	250,000	\$2,500.00	2.1X		\$6,000	\$2,500		42%	40.0%	\$1,000.00
Select	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	50.0%	N/A
Select+	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	60.0%	N/A





POKERSTARS

R E W A R D S