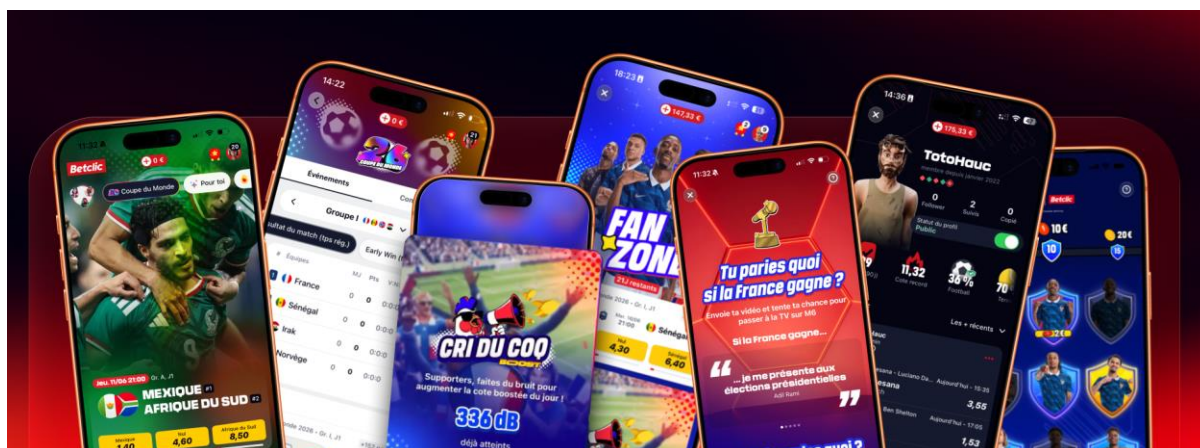


Betcl Group unveils its unique activation for the 2026 World Cup

Bordeaux, June 10, 2026 – Just days before the kick-off of the 2026 FIFA World Cup, Betcl, Official Partner of the French National Football Team, is unveiling its most ambitious activation yet for this landmark competition. A brand-new version of its app, an enhanced betting offering, exclusive promotions and content around Les Bleus, exclusive live streaming of every match for betting purposes, and enhanced Safer Gaming measures: Betcl is pulling out all the stops to deliver an exceptional World Cup experience for football fans.

A brand-new app designed to experience the World Cup like never before



To celebrate the FIFA World Cup, Betcl is launching a special edition of its mobile app.

Designed as a true World Cup "super app", this is the richest and most ambitious version ever developed by Betcl. It combines a comprehensive betting offer with the most competitive odds, live streaming of every match for betting purposes, and, for the first time on the French market, a built-in social experience where bettors and football fans can invite friends and enjoy the tournament together.

Official Partner of the French Football Teams since 2021, Betcl has become the go-to app for Les Bleus supporters since the 2022 FIFA World Cup in Qatar.

At the heart of the experience is an all-new **World Cup Center**, bringing together every feature and experience dedicated to the tournament:



- An immersive **Fan Zone** featuring dedicated entertainment, the tournament schedule, daily fixtures and exclusive experiences celebrating key moments throughout the competition.
- **Personalized gaming experiences** before, during and after each match, including missions and rewards inspired by Les Bleus.
- **A new social hub, integrated directly into the app**, the first of its kind in France, allowing fans to create profiles, follow friends and share bets and predictions to experience every match together.
- **An expanded betting offer** with more player performance markets and new live betting mechanics designed around the defining moments of each match.

The new app will also offer unprecedented betting depth, with up to **600 betting markets available on every France match.**

An exclusive live experience throughout the tournament

Throughout the 2026 FIFA World Cup, Betclic users will be able to place bets while watching matches directly within the app through its Watch & Bet experience.

Betclic will be the only operator in France to offer this premium experience exclusively throughout the tournament, alongside official broadcasters M6 and beIN Sports.

This feature will enable players to access live odds and betting features in real time while following every match directly from the app.

Responsible advertising

Betclic has planned a media campaign matching the scale of the tournament, spanning TV, out-of-home advertising and digital media, including sponsorship of the broadcast of the tournament's key matches through its partnership with M6.

In accordance with French regulations, Betclic's 2026 advertising investment plan was reviewed and approved in advance by the French National Gaming Authority (ANJ).

In addition, alongside M6 and beIN Sports, Betclic voluntarily committed to responsible advertising practices by choosing not to advertise during the additional commercial breaks introduced for official cooling breaks.



Enhanced Safer Gaming measures throughout the tournament

Given the unprecedented nature of this World Cup, including later kick-off times, a larger number of matches and an expanded tournament format, Betclic will further strengthen its Safer Gaming measures throughout the competition.

The operator will reinforce its marketing safeguards by limiting the number of promotional messages sent to players, adapting communication schedules, and introducing a night-time marketing blackout between 1:00 a.m. and 8:00 a.m.

Betclic will also roll out dedicated prevention and awareness messages before and during matches, encouraging players to set betting limits, monitor their activity and make use of the Safer Gaming tools available to them, including taking a break when needed.



About Betclic Group

Betclic Group is a leading European GameTech company and market leader across its core markets—France, Portugal, Poland and Côte d'Ivoire. The Group offers a comprehensive portfolio of sports betting, horse racing betting, online poker and online casino products, serving millions of players.

Having enjoyed continuous growth for more than a decade (€1.4 billion in revenue in 2024), Betclic develops and operates its proprietary technology platforms entirely in-house. This enables the Group to deliver innovative, seamless and responsible gaming experiences, placing entertainment, player protection and integrity at the heart of its business model.

Headquartered in Bordeaux, France, Betclic Group employs more than 1,500 people worldwide and is recognised internationally for its technological expertise.

Working alongside clubs, leagues and sports federations across all the countries where it operates, Betclic Group actively contributes to the economic development of sport while promoting a safe, well-regulated and responsible gaming environment through robust player protection and prevention measures.

PRESS CONTACTS

Agence Insign

Sara Durand : sara.durand@insign.fr / 06 98 35 87 23

Orlane François : orlane.francois@insign.fr / 06 63 80 45 14

