

bet365 o que aconteceu

British gambling company

Bet365 is a British gambling company founded in 2000. Its product offering includes sports betting, online casino, online poker, and online bingo. Business operations are conducted from its headquarters in Stoke-on-Trent, alongside a satellite office in Malta. It was founded by Denise Coates, who remains the majority shareholder and joint-chief executive, alongside her brother John Coates.

Overview [edit]

Bet365 is an online gambling company offering sports betting and casino type games.

In addition to the company headquarters in Stoke-on-Trent, Bet365 have further offices in Manchester, Gibraltar,[1] Malta,[2] Bulgaria and Australia. The group employed over 4,000 people as of 2024.[3][4]

Bet365 is a trading name of Hillside (New Media) Ltd.[5] and operations.

History [edit]

Bet365 was founded in 2000 in a portable building[3] in Stoke-on-Trent by Denise Coates. Denise developed a sports betting platform and trading team to launch the business online in March 2001. The business borrowed £15 million from Royal Bank of Scotland against the family's betting shop estate which had been started by Peter Coates in 1974 and had been run by Denise Coates as managing director from 1995. Bet365 sold its betting shop chain in 2005 for £40 million to Coral and paid off its loan to RBS.[6]

Bet365 chairman Peter Coates was also the chairman at Stoke City and in

May 2012 Bet365 signed a three-year contract with the club to become shirt sponsors.[7] In April 2024, the company became the new title sponsors for

the club's stadium for the next six seasons, replacing fellow local enterprise the Britannia Building Society.[8] In the summer of 2024, Bet365

also signed shirt sponsorship deals with Bulgarian clubs Ludogorets Razgrad and Slavia Sofia for the upcoming two seasons.[9][failed verification]

Bet365's reported figures (March 2024-21) showed revenue of £2.8 billion and a profit of £470 million before tax.[10]