

bet365i

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 De

nise 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] Ma

lta,[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 bus

iness 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. B

et365 sold its betting shop

chain in 2005 for £40 million to Coral and paid off its loan to &

#127803; RBS.[6]

Bet365 chairman

Peter Coates was also the chairman at Stoke City and in May 2012 Bet36

5 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 season st

adium for the next six seasons,

replacing fellow local enterprise the Britannia Building Society.[8] I

n the summer of

2024, Bet365 also signed shirt sponsorship deals with Bulga

rian clubs Ludogorets

Razgrad and Slavia Sofia for the upcoming two seasons.[9][failed verif