

# bet365m

British gambling company

Bet365 is a British gambling company founded in 2000. Its

product offering includes sports betting, online casino, online

4; poker, and online

bingo. Business operations are conducted from its headquarters in Stok

e-on-Trent,

alongside a satellite office in Malta. It was founded by Deni

se 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,<sup>[1]</sup> Malt

a,<sup>[2]</sup> Bulgaria and

Australia. The group employed over 4,000 people as of 2024.<sup>[3][4]</sup>

Bet365 is a trading

name of Hillside (New Media) Ltd.<sup>[5]</sup> and operations.

History [ edit ]

Bet365 was

founded in 2000 in a portable building<sup>[3]</sup> in Stoke-on-Trent b

y Denise Coates. Denise

developed a sports betting platform and trading team to launch the bus

iness

March 2001. The business borrowed £15 million from Royal Bank of

Scotland against the

family's betting shop estate; which had been started by Pe

ter Coates in 1974 and had

been run by Denise Coates as managing director from; 1995. Bet

365 sold its betting shop

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

127824; RBS.<sup>[6]</sup>

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.<sup>[7]</sup>

] In April 2024,

company became the new title sponsors for the club's; stad

ium for the next six seasons,

replacing fellow local enterprise the Britannia Building Society.<sup>[8]</sup> I

n the summer of

2024, Bet365; also signed shirt sponsorship deals with Bulgari

an clubs Ludogorets

Razgrad and Slavia Sofia for the upcoming two seasons.<sup>[9]</sup><sup>[failed verif</sup>