

roulette italiana bet365

British gambling company

Bet365 is a British gambling company founded in 2000. Its

product offering includes sports betting, online casino, online

ker, 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 Denise Co

ates, 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 Den

ise 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 C

oates in 1974 and had

been run by Denise Coates as managing director from £, 1995. Bet365 s

old 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 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 £, stadium f

or 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 Bulgarian cl

ubs Ludogorets

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