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English businesswoman

Denise Coates (born 26 September 1967) is a British billionaire businesswoman, the founder, majority shareholder and joint chief executive of online gambling company Bet365.[1]

As of July 2024, Forbes estimates Coates's net worth at R\$7.7 billion.[2] In 2024, she earned a salary of R\$22 million and dividends of R\$48 million.[3] As of 2024, she has been the highest paid chief executive in Britain for several years,[3] and is one of the wealthiest women in Britain, according to the Sunday Times Rich list.[4]

Early life [edit]

Denise Coates was born the eldest daughter of Peter Coates, chairman of Stoke City F.C. and a director of Bet365. She earned a first class degree in econometrics from the University of Sheffield.[5]

Business career [edit]

While at school, Coates started work in the cashiers' department of Provincial Racing, a bookmaking firm owned by her family. After leaving university, she continued to work at Provincial Racing, as an accountant.

Following this, Coates became managing director over the small chain of shops in 1995. That same year, Coates obtained a loan from Barclays to acquire a neighbouring chain of shops.

Bet365 [edit]

In January 2000, Coates purchased the domain name Bet365.[7] Bet365 was launched in 2001 as an online betting site. The business borrowed R\$15 million from RBS against the family's betting shop estate. In 2005, these shops were sold to Coral for R\$40 million, which allowed Coates to pay off the loan to RBS.

As of 2024, Bet365 is one of the world's largest online gambling companies, with R\$2 billion in revenues and facilitating R\$45 billion in yearly bets. The company also owns a majority stake in Stoke City Football Club. In 2024, Bet365 moved its headquarters from Stoke to Gibraltar because of its favourable regulations. C