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BETMAKERS DEVELOPS INTEGRITY PLATFORM FOR RACING VICTORIA AND AGREES TO GLOBAL PARTNERSHIP

- **New technology provides greater transparency for racing authorities**
- **Racing Victoria Integrity Platform developed for Victorian thoroughbred racing**
- **BetMakers signs exclusive global distribution deal for expansion of platform**

The board of BetMakers Technology Group Ltd (ASX:BET) (the “Company” or “BET”) is pleased to announce that BetMakers DNA Pty Ltd (“BetMakers” or “BetMakers DNA”), the Company’s wholly owned subsidiary, has formed a new commercial partnership with Racing Victoria Limited (“Racing Victoria” or “RVL”), a leading Principal Racing Authority (“PRA”) in Australia, to develop and commercialise a racing integrity platform to help manage RVL Integrity requirements.

Under a software development agreement, BetMakers has developed and delivered a custom-built technology solution for Racing Victoria known as the *Racing Victoria Integrity Platform* (“RVIP”), which will be implemented across their racing program.

The RVIP manages a range of data points, identifies and flags irregularities and maintains data in easy-to-use formats for stewards and authorities.

The new RVIP uses BetMakers technology and its custom built features enhance transparency and monitoring by racing authorities, including:

- Real-time tracking of data, such as price movements and associated betting patterns;
- Host engine that ingests ratings and performance indicators created by the racing authority and BetMakers, and matches these with actual performances;
- An alerts system to flag inconsistencies;
- Database and library functionality that stores and recalls any integrity comments associated with individual horses, trainers, jockeys, owners and wagering movements;
- Video analysis and management portal for tracking past performances; and
- Linked to betting patterns and comments for recording and recall capabilities.

As part of the new partnership, BetMakers and Racing Victoria have entered into a licence agreement pursuant to which BetMakers has been granted an exclusive licence to distribute and commercialise the integrity platform technology as a customisable solution to racing authorities in Australian and International markets, including thoroughbred, harness and greyhound racing authorities.

The Company expects the new deal, the terms of which are annexed to this announcement, will have a material impact on its business.



BetMakers Chief Technology Officer, Mr Karl Begg, said: “In working with Racing Victoria on delivery of this new integrity platform over the past 12 months we are now excited for RVL to launch it into the market as a first-of-its-kind solution for racing authorities anywhere in the world.”

Racing Victoria Executive General Manager - Integrity Services, Jamie Stier, said:

“Integrity is vital to the ongoing success and health of the Victorian thoroughbred racing industry.

Over the past 12 months we have worked closely with BetMakers to develop a global standard platform that will be critical to the digital evolution of Racing Victoria’s ability to analyse form data in a timely and effective manner.

BetMakers has a great understanding of the Victorian racing industry, and we are delighted to work with a like-minded organisation to create the RVIP; a powerful tool to access real-time and historical data in a central, easy-to-use system.

The introduction of this bespoke platform is an important technological development that will not only benefit our integrity staff to better manage the unique challenges they face, but is a long term investment to ultimately support the wider industry.

The development of the RVIP software also showcases Racing Victoria’s commitment to further strengthen its digital capabilities and integrity structures to support the longevity of racing in Victoria.”

BetMakers Chief Executive Officer, Mr Todd Buckingham, said: “The BetMakers group is delighted to extend its commercial partnership with Racing Victoria. The delivery of the *RVIP* follows last month’s implementation of the BetMakers’ new *Barrier Tech* products at Victorian racecourses and we are very happy with the end solution delivered for the management of Integrity across their racing. The exciting part of this deal for BetMakers is the exclusive license to commercialise this product Domestically and Internationally. We see this as a must have solution for any racing body who wants to provide its Integrity unit with the best available tools to ensure its racing is of a high quality from an Integrity point of view.”

About RVL:

RVL is a public company which was established in 2001 to provide independent governance of the Victorian thoroughbred racing industry.

RVLs objectives are to develop, encourage, promote and manage the conduct of thoroughbred racing by encouraging broad participation and sustainably growing the industry’s economic and social value.



RVLs vision is “Racing For All”. RVL want more people, more often engaging and enjoying our sport.

For more information on RVL, please visit www.racingvictoria.com.au.

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Annexure: Material Terms

The material terms of the development agreement between BetMakers DNA and RVL are as follows:

- until 29 August 2021 (“Term”), BetMakers DNA must develop, host, support and maintain the RVIP for use by Racing Victoria (“Services”);
- Racing Victoria will exclusively own the intellectual property rights in the RVIP and associated ratings methodology;
- in consideration for providing the Services, BetMakers DNA will be paid development fees, and an ongoing support fee during each year of the Term and any Renewal Period. These commercial terms are confidential and considered to be commercially sensitive;
- Racing Victoria may extend the Term by two years, followed by an additional two years (each a “Renewal Period”), by providing written notice to BetMakers DNA by no later than three months prior to the expiry of the Term or the relevant Renewal Period; and
- either party may immediately terminate the agreement by written notice if:
 - the other party materially breaches the agreement and fails to rectify the breach within 14 days of notice;
 - a change of control event occurs; or
 - an insolvency event occurs.

The material terms of the licence agreement between BetMakers DNA and RVL are as follows:

- Racing Victoria grants to BetMakers DNA an exclusive licence to sub-licence the RVIP to any racing authority, including thoroughbred, harness and greyhound racing authorities in Australia, as approved by Racing Victoria (“Approved Licensed Entities”);
 - in consideration for the exclusive license, BetMakers DNA must pay Racing Victoria a one-off fee. The Parties have agreed to terms in relation to retention of net annual licensing fees paid by Approved Licensed Entities. These commercial terms are confidential and considered to be commercially sensitive;
 - either party may terminate the agreement:
 - by giving the other party six months’ written notice; or
 - by written notice if the other party materially breaches the agreement and fails to rectify the breach within 14 days of notice; and
 - Racing Victoria may also terminate the agreement if either of the following occurs in respect of BetMakers DNA:
 - a change of control event; or
 - an insolvency event.
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