



Investor Update

March 2021

BetMakers Technology Group

ASX: BET



Disclaimer

This shareholder update is dated **29 March 2021**.

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This update contains “forward-looking statements”. These can be identified by words such as “may”, “should”, “anticipate”, “believe”, “intend”, “estimate” and “expect”. Statements which are not based on historic or current facts may be forward-looking statements. Forward-looking statements are based on assumptions regarding the Company’s financial position, business strategies, plans and objectives of management for future operations and development and the environment in which the Company will operate; and current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties. The forward-looking statements contained within the update are not guarantees or assurances of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause the actual results, performance or achievements of the Company to differ materially from those expressed or implied by the forward-looking statements. For example, the factors that are likely to affect the results of the Company include: general economic conditions in Australia and globally; exchange rates; competition in the markets in which the Company does, and will, operate; conduct of contracted counter parties; whether and climate conditions; and the inherent regulatory risks in the businesses of the Company. The forward-looking statements contained in this announcement should not be taken as implying that the assumptions on which the projections have been prepared are correct or exhaustive.

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About BetMakers

BETMAKERS TECHNOLOGY GROUP creates technology and software tools that are used by wagering operators and racing bodies across the world. As a leading B2B supplier of data and technology through wagering innovation and integrity platforms, BetMakers is a technology touch-point for millions of bets placed within regulated global markets.

BetMakers supplies tools for bookmakers to grow their commercial returns through enhanced product offerings to their customers and provides integrity platforms to racing bodies through commercial models to support the horse racing industries across the globe.

BetMakers is in the process of completing an acquisition of Sportech's Racing and Digital businesses to expand its global footprint and scale its current assets and capabilities. After completion, the combined group will be one of the leading technology providers for racing services in more than 30 countries globally.

These services include tote services, fixed odds solutions, retail terminals, digital platforms, race day controls, data and trading solutions and integrity and compliance tools.

OUR BRANDS



GLOBAL RACING NETWORK



OUR CUSTOMERS



The BetMakers Team

BetMakers has assembled a leading team of international wagering, racing and technology experts.

BOARD OF DIRECTORS



Nicholas Chan
Chairman



Todd Buckingham
Chief Executive Officer



Matt Davey
Non-Executive Director



Simon Dulhunty
Non-Executive Director

EXECUTIVE TEAM



Jake Henson
Chief Operating Officer



Anthony Pullin
Chief Financial Officer



Karl Begg
Chief Technology Officer



Oliver Shanahan
Chief Information Officer

KEY ADVISORS



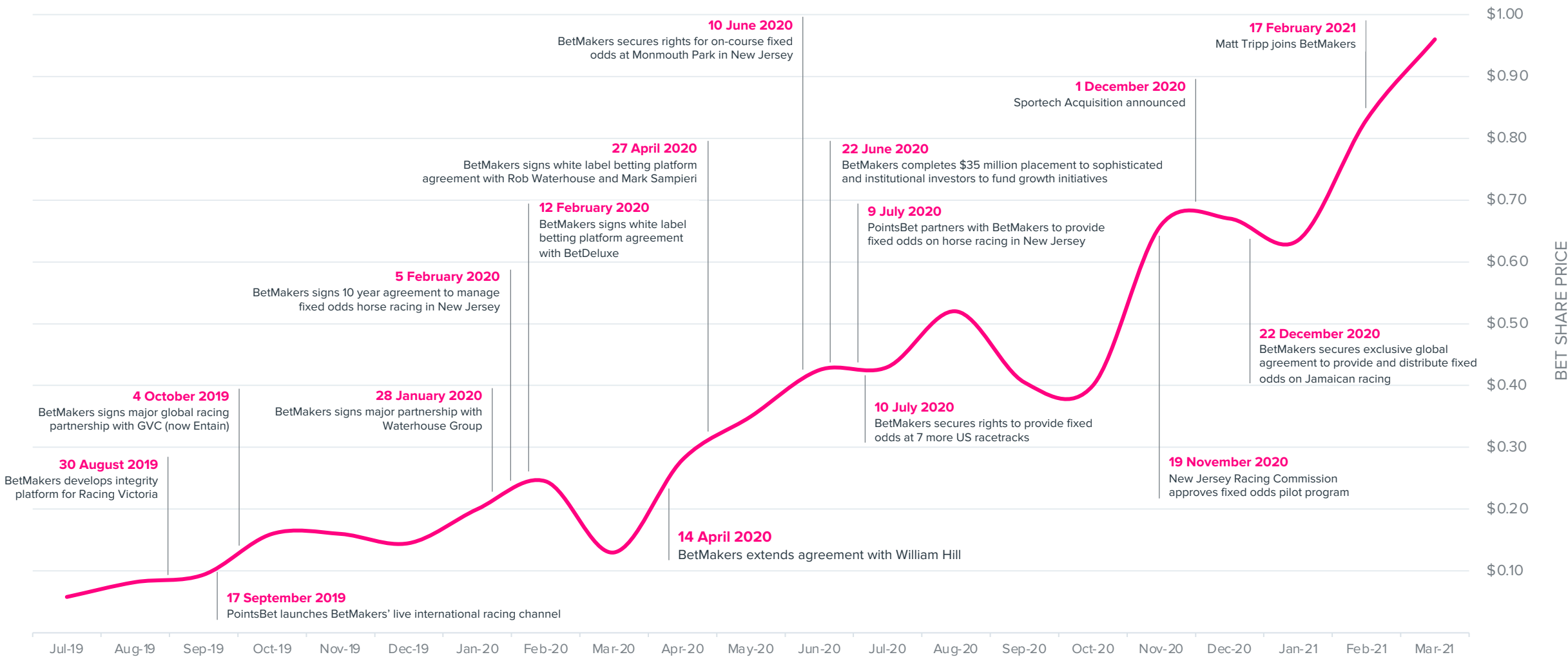
Matthew Tripp
Strategic Advisor and Investor



Paul Bittar
Strategic Advisor
AP2 Advisory

Our Journey

BetMakers has a proven record of identifying and realising opportunities that deliver material value for shareholders



Our Global Footprint

After completion of the acquisition of Sportech's Tote and Digital businesses, BetMakers will be a global operator with significant scale

30+

Countries in which BetMakers and Sportech operate

200+

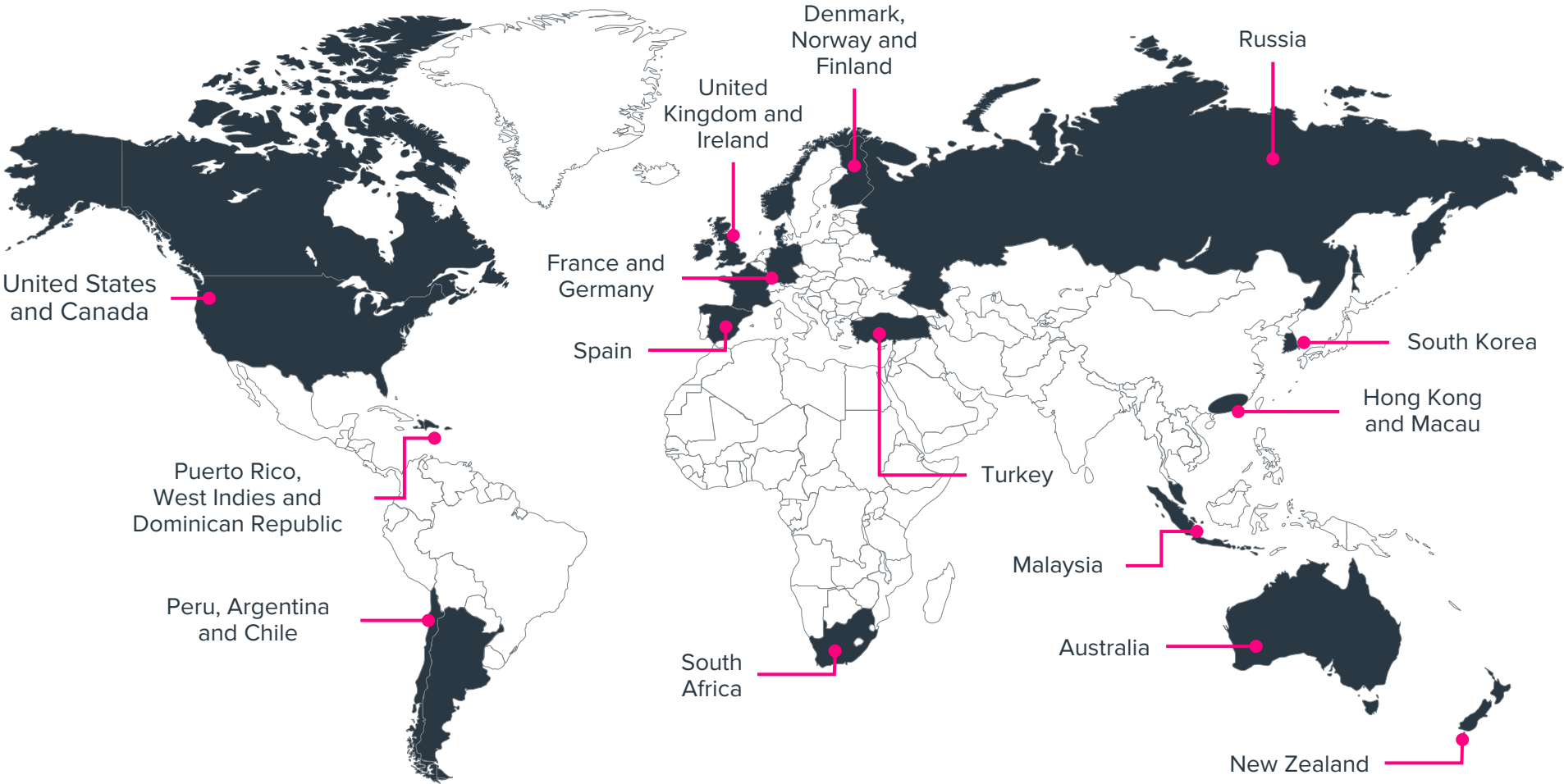
Global bookmaking, racing, sport and digital customers

\$56.1m

Combined Revenue (FY20, AUD)

\$7.7m

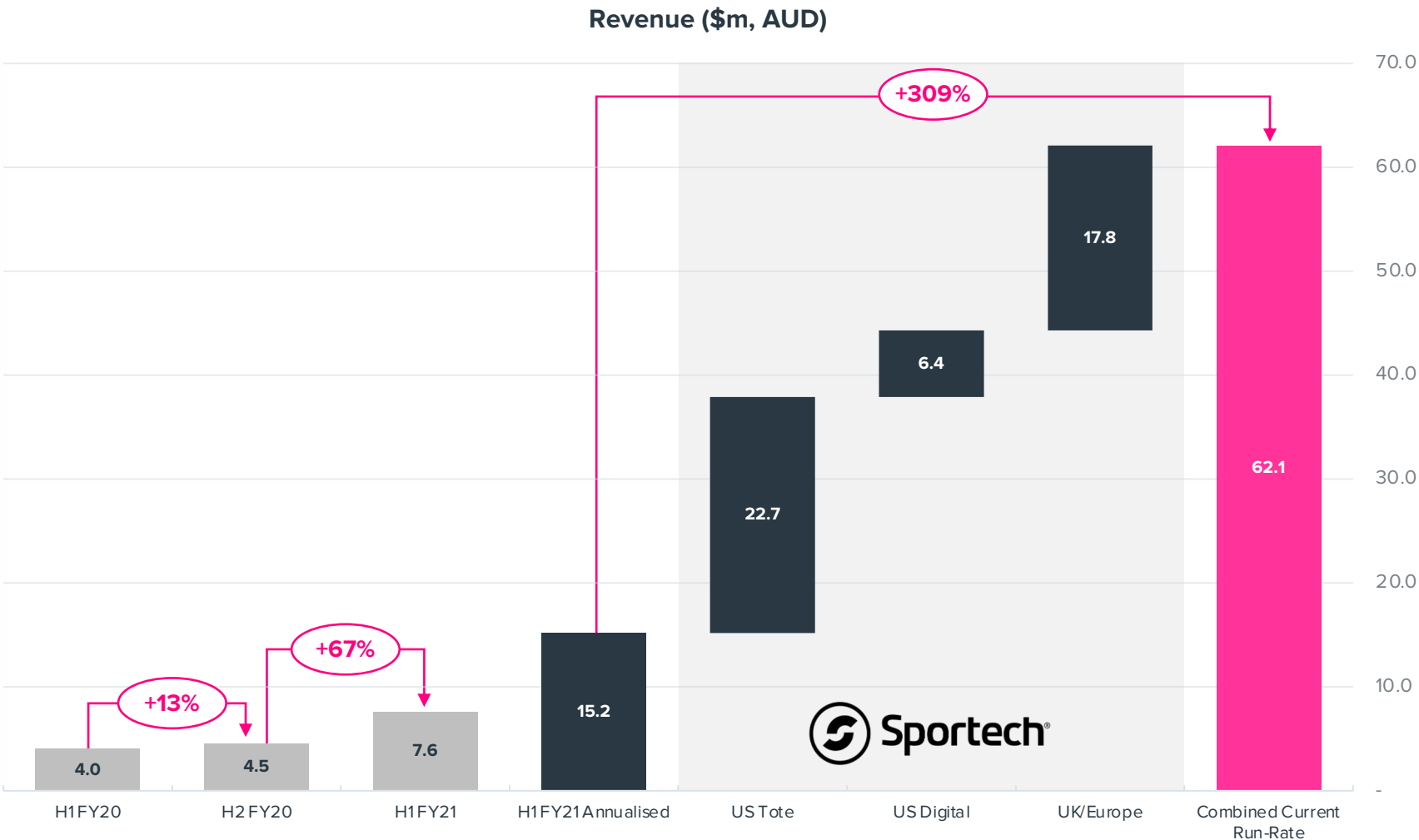
Combined EBITDA (FY20, AUD)



Financial Overview

BetMakers is well positioned to continue to deliver strong growth in its domestic market as well as key international markets including the US

- H1 FY21 revenue growth of 67% half-on-half driven by Managed Trading Services and Content Distribution, with a strong pipeline of new platform clients.
- Q3 FY21 update - The Company is expected to generate revenues of approximately \$5 million, which will deliver a 25% increase quarter-on-quarter.
- Sportech continues to perform in line with expectations and offers immediate growth opportunities through global strategic partnerships and cross-selling of BetMakers' product offering.
- Sportech acquisition expected to complete Q4 FY2021.
- Projected cash balance in excess of \$100m post-completion of the Sportech acquisition and strategic investment by Matthew Tripp.

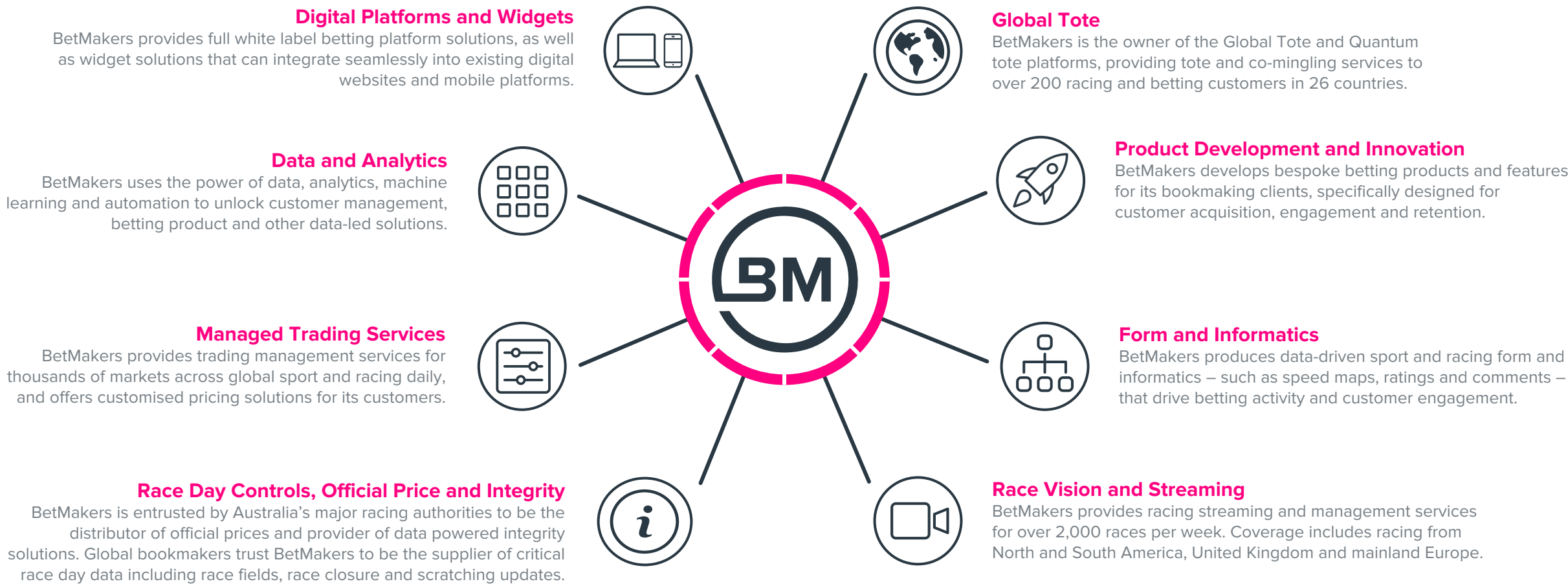


Sportech figures: based on the 12mth period ending 30 June 2020 as reported in the investor presentation dated 1 December 2020.
USD/AUD: 1.37, GBP/AUD: 1.78



Our Capabilities








BetMakers provides critical B2B technology, data and development solutions to the global racing and wagering industry.



BetMakers' data and technology powers racing

BetMakers is at the centre of the racing ecosystem for its customers, connecting racing authorities with wagering operators globally



 PLATFORM DEVELOPMENT	 CONTENT DISTRIBUTION	 MARKET CREATION	 PRICING AND TRADING	 CUSTOMER MANAGEMENT	 RESULTING	 INSIGHTS AND INTEGRITY
<p>BetMakers develops white label betting platforms and widget plug-in solutions for bookmakers.</p> <p>BetMakers' platform solutions provide a full suite of functionality and technology, including:</p> <ul style="list-style-type: none">• web and native app platforms;• betting and trading engine;• form, content and informatics;• risk management platform; and• price management.	<p>BetMakers is entrusted by racing authorities and rights holders to distribute content to bookmakers, including:</p> <ul style="list-style-type: none">• the Official Price;• live racing vision;• form, silks and runner comments;• fields and scratchings; and• official results. <p>BetMakers also provides a broad range of sporting data and content to its bookmaker clients.</p>	<p>Using BetMakers' data feed and integrated platforms, BetMakers' bookmakers are able to automate the creation of over 250,000 global thoroughbred, harness and greyhound races per year.</p> <p>BetMakers creates a single source of race field creation delivered to operators utilising officially approved racing information from data rights holders globally.</p> <p>BetMakers also provides a 24/7 Race Day Control centre, updating key information such as scratchings, track conditions, race start times and more.</p>	<p>BetMakers' Price Manager platform allows bookmakers to manage their fixed odds racing offering in a single, easy to use platform.</p> <p>Bookmakers are able to set their own tailored trading rules or provide BetMakers with a set of parameters allowing for automated pricing and trading.</p> <p>BetMakers also offers Managed Trading Services, a fully managed trading solution across fixed odds and tote-derivative betting, overseen by expert trading analysts.</p>	<p>BetMakers' bespoke risk and customer management tools allow personalisation across all aspects of a customer journey.</p> <p>BetMakers' risk management tools, which ensure maximum returns for operators in the management of risk liabilities and customer segmentation for marketing purposes, provides operators the tools to be able to effectively manage their business.</p>	<p>With more than 5,000 races per week in action, automation is imperative for operators and BetMakers delivers everything required to ensure each customer's race book is updated in real time.</p> <p>BetMakers' 24/7 Race Day Control centre is the source of truth for many of the world's largest operators with official results and updates delivered directly through the BetMakers data delivery engine.</p>	<p>BetMakers also provides bespoke integrity solutions to racing bodies that significantly expand the information and data points available to stewards and investigators. BetMakers' technology capabilities have and continue to be used by some of the world's leading racing authorities.</p> <p>BetMakers' data capabilities also allow its bookmaking customers to create customised reporting and analysis to better understand their business performance and effectively manage their business.</p>

Product Update

BetMakers will utilise its base of customers and jurisdictions to expand on its product rollout

White Label Betting Platform

- Currently six brands live in Australia using BetMakers' white label wagering platform.
- 20+ Digital customers (ADW) live in the US (after completion of the Sportech acquisition).
- Mobile and native apps developed and due for release in April 2021.
- Further 4 customers expected to launch in Q4 FY21.
- Platform built and tested and looking to partner with a key entrant in the established Australian market due to continued consolidation.

Managed Trading Services (MTS)

- Currently Four Australian MTS partners live.
- Signed International Caribbean partner Supreme Ventures to manage all fixed odds betting for horse racing in both venue and online. Due to go live in Q4FY21.
- Key customer expansion expected across the broad range of jurisdictions through the Sportech customer base.
- New entrants expected in the Australian market looking for fast, reliable path to market.

Long Term Data and Pricing Partnerships

- Entain brands Ladbrokes and Neds
- Sportsbet – Preferred supplier of Flutter
- Pointsbet – Australia and US supplier
- Unibet – Global supplier
- William Hill – Global Supplier

Continued Growth in the Global Racing Network (GRN)

- UK horseracing with RMG representing 35 of the best British racecourses.
- Irish horseracing, UK and Irish greyhounds and Latin American horseracing.
- European and Canadian horseracing plus European harness racing.
- 15+ wagering operators participating in races distributed through the GRN.
- Launch of BetMakers bespoke reporting engine expected in H1FY22.

70%

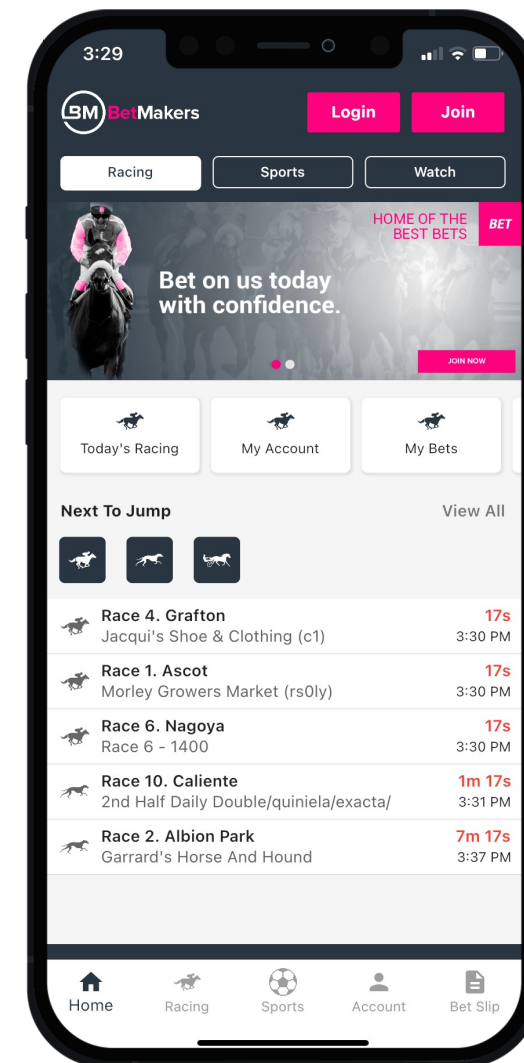
Revenue from Australasia
in H1 FY21

26+

Digital White Label
Bookmakers Globally

100k

Races on the Global Racing
Network



BetMakers' new white label native app, due for release in April 2021.
Example only, BetMakers does not have a B2C wagering business.

United States

The Sportech acquisition will provide BetMakers with a significant presence across racetracks, casinos and other venues in 36 states across the US. Extensive coverage and entrenched operations are expected to perfectly position BetMakers in the transforming US wagering landscape and places the Company as a trusted operational partner for US racing.

Racing Partnerships

BetMakers continues to identify opportunities to partner with racing authorities in the US that are seeking data and technology led solutions to improve customer experience, bolster integrity, enable growth and ultimately, drive revenue outcomes.

BetMakers' data, technology and trading solutions ideally places the Company to lead the transformation of the US racing landscape through innovation and investment.

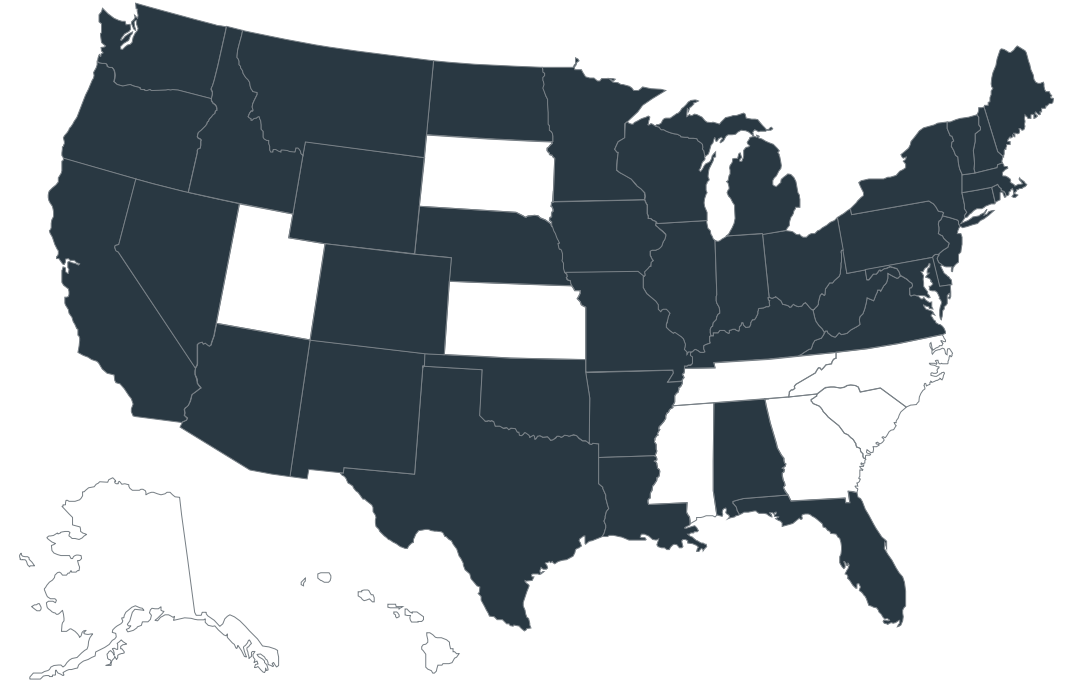
Content Import and Export Opportunities

BetMakers' established Global Racing Network, together with the international scale and customer base of the Sportech Tote and Digital businesses, provides a compelling opportunity for racing authorities and rights holders to expand and better monetise the distribution of their racing content.

On completion of the Sportech acquisition, BetMakers will be able to distribute racing content (including betting markets, data and vision) to over 100 customers in 36 states across the US and over 30 countries globally.

BetMakers Product and Platforms

BetMakers has commenced development to integrate the Sportech Tote and Digital platforms into its existing enterprise platforms. Once completed, customers of the Sportech Tote and Digital businesses will have access to the broad range of data, content and betting feeds currently provided to BetMakers customers.



100+

Racetracks, casinos and other venues

36+

US States
(after completion of Sportech acquisition)

Sportech Acquisition

BetMakers is on track to complete the acquisition of the Sportech Tote and Digital businesses.

On Track

The acquisition of Sportech’s Tote and Digital businesses is on track with no material issues having emerged during the completion period and through integration planning.

As announced to the market on 26 February 2021, the acquisition is on target for completion during Q4 FY2021.

Licensing and Regulatory Approvals

The transaction is conditional on BetMakers receiving (or being approved for) all necessary regulatory licences and approvals required to operate the business. BetMakers is well progressed with the necessary applications in the US and Europe, with many approvals having already been granted.

Key Partners

BetMakers, with the assistance of Sportech, has been working to establish relationships with key customers of the Sportech Tote and Digital businesses and identify strategic, long term and mutually beneficial opportunities.

Integration Planning

BetMakers continues to progress its planning with respect to the integration of the Sportech Tote and Digital Businesses and has already identified a number of opportunities for strategic re-alignment and establishment of a global operating model. We look forward to updating the market on these matters in due course.

150+

Racing, wagering and digital customers

30+

Countries in which the Sportech Tote and Digital businesses operate

100+

Racing and wagering venues throughout the Unites States

9,000+

Betting Terminals

12b+

USD processed by the Quantum tote engine annually

Strategic Focuses

BetMakers has a clear strategic focus across its key jurisdictions and products to capitalise on its established platform



Major B2B Partnerships

BetMakers' technology, development capacity, data capability and reliability, together with Sportech's international tote network, positions BetMakers as a compelling global B2B partner for:

- expanding the BetMakers product range across its new and existing customer base;
- existing bookmakers, large and small, seeking to expand their product offering, increase reliability and realise operational efficiencies;
- domestic and international racing authorities wanting to bolster integrity and data capabilities, export racing content and vertically integrate wagering services;
- assisting and guiding jurisdictions considering the introduction of fixed odds on racing for the first time; and
- large organisations looking to enter the wagering market at scale across single jurisdictions or multiple jurisdictions simultaneously.



Global Racing Network

The acquisition of Sportech's global tote network and Quantum tote technology is intended to accelerate BetMakers' vision of creating a Global Racing Network featuring:

- a 'one stop shop' of racing and wagering technology and data solutions allowing bookmakers and tote companies to offer racing products from all over the world;
- a global content distribution network that allows racing rights holders to immediately monetise and export data, vision and other content internationally and at scale;
- an integrated and global approach to integrity and data solutions that enable betting transparency, threat monitoring and international investigations; and
- a focus on eliminating inefficiencies in distribution of racing content globally, enabling growth and strengthening racing codes in all markets.



US Strategy

BetMakers' Australian experience, together with its product suite and trading services, perfectly positions it as a key partner to support and lead the reinvigoration of US racing.

We believe there are several ways to do this, including:

- through cooperation and alignment of stakeholders, the Australian racing growth story can be used as a test case for significant opportunities for wagering and customer growth in the US;
- our technology has the ability to streamline the US racing model while delivering revenue efficiencies and enabling growth;
- enhance the current tote offering for both retail and digital customers through technology and infrastructure investment;
- the introduction of fixed odds on US racing can provide an additional source of funding for US racing bodies and, based on the Australian experience, materially grow total industry revenue if properly structured to both protect existing revenues and established through appropriate commercial arrangements; and
- BetMakers can help strengthen integrity controls in US racing through integrated data solutions along with market and bet monitoring.



Strategic Investment

As a debt free business with a strong cash balance, BetMakers is well positioned to identify and exploit corporate development opportunities, including investment in:

- businesses complementary to the BetMakers global business;
- technology and service solutions that would bring value to BetMakers' customers and be positive revenue drivers;
- media and other commercial rights allowing the distribution of content through BetMakers' network of wagering customers; and
- other strategic assets.

Contact us

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BetMakers