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## THE GLOBAL TOTE SECURES GLOBAL DISTRIBUTION RIGHTS IN KEY INTERNATIONAL DEALS

The Board of TopBetta Holdings Limited (ASX: TBH) ("TopBetta" or the "Company") is pleased to provide investors with an update on the progress of the Company's Alderney-based subsidiary, The Global Tote Limited ("TGT").

### Highlights:

- **Global distribution rights deal for UK and Irish greyhound racing**
- **Live vision distribution rights for approximately 28,000 greyhound racing events annually**
- **Deal signed with UK and Irish horse racing data distributor to operate pools across 50 racetracks**

In addition to this morning's ASX release announcing that the Northern Territory Racing Commission has approved a revised agreement between TopBetta Pty Ltd and TGT, TopBetta is pleased to announce its Alderney-based subsidiary, TGT, has secured two key international deals relating to greyhound racing distribution rights, the details of which are set out below. Further to these deals, technology integration with the respective UK and Irish entities is underway in preparation for the international launch of The Global Tote product.

A further market update regarding the launch of The Global Tote product will be made after completion of this integration, which is expected to be later this month.

### International vision broadcast rights deal

TGT has secured its first international vision broadcast rights deal after completing a commercial agreement with Sports Information Services Ltd ("SIS") for the non-exclusive rights to distribute the audio visual content of approximately 28,000 UK greyhound races annually.

The deal allows TGT to broadcast UK and Irish Greyhound racing events, which will see TGT distribute live vision content and The Global Tote odds services to international bookmakers for their punters around the world.

TopBetta CEO, Todd Buckingham, said *"It's a significant deal for all stakeholders; firstly that TGT can distribute both live vision and The Global Tote odds service to bookmakers to, in turn, offer their punters access to more content, as well as competitive pricing. Importantly for all parties, this is TGT's commercial model for how to monetise racing content into new jurisdictions – live content with a no-risk betting engine that generates revenue for race clubs, bookmakers and TGT - and at the same time gives punters the best value product in the market."*

*"TGT intends to apply this model across as many bookmaker channels around the world as it can, and will continue to work with bodies from all racing codes that would like to gain access to global markets."*

Paul Witten, Commercial Director of SIS, said: *"We are excited to be working with The Global Tote to provide them with some of the best horse and greyhound content in the world. We are sure that this content will prove popular with their customers globally and generate significant revenues."*

### The Press Association UK and Irish racing deal

TGT has also signed an agreement with UK and Irish racing data distributor, The Press Association, for the ability to create pools on races at its 50 tracks and ~10,000 races annually and distribute the relevant content via The Global Tote portal made available to its partners and customers.

Todd Buckingham believes *“UK Racing is at an important phase in its life cycle and attracting global revenues from its content will be an important part in its future. The Global Tote intends to help monetise UK Racing’s content through this deal by delivering a product that will be the most competitive pricing product in world racing.”*

TopBetta Pty Ltd has also signed an agreement with The Press Association that allows TopBetta Pty Ltd to use the extensive data on offer from The Press Association to provide TopBetta’s customers with access to form and racing replays that have not been available in Australia previously.

On the TopBetta agreement with The Press Association, Buckingham said *“Punters want to be able to get as much information as possible before placing a bet and the Press Association data is rich in content including race replays, pre-race shows and plenty of form to analyse before placing your bets. We look forward to giving our punters the best international form guide in the market.”*

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