

# TopBetta Investor Presentation

January 2018



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# Corporate Snapshot

## TBH:ASX

Outstanding Shares

**164.7M**

Market Cap @ 39c / Share (25th Jan 2018)

**AUD \$64.2M**

Cash Balance at 31 Dec 2017

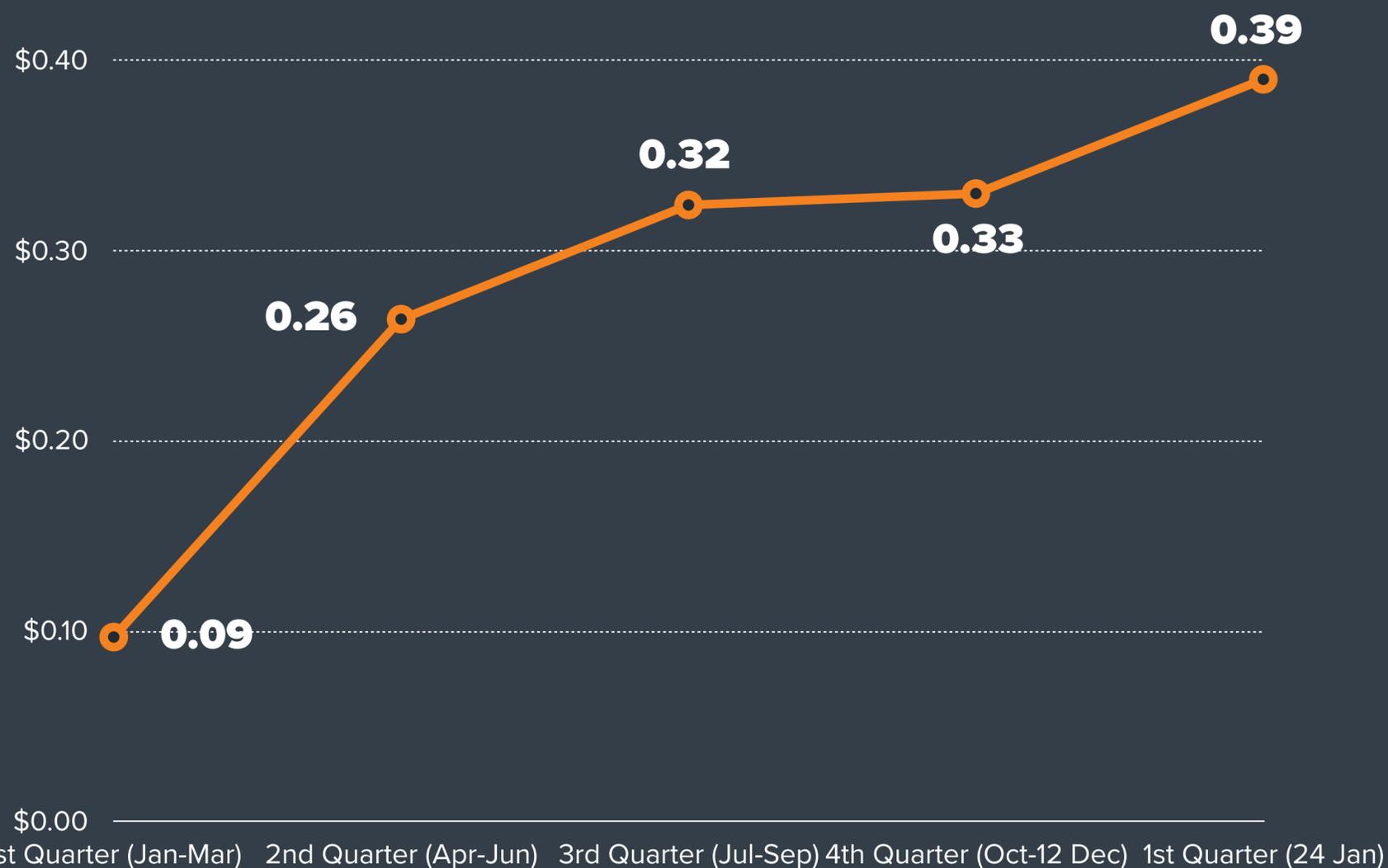
**AUD \$4.71M**

## Substantial Shareholders

Substantial Holders are as at 25 January 2018

RBW Nominees	6.2%
IFM Investors	7.1%
Ryder Capital	6.7%
Directors and Management	9.3%

## Share Price Chart



# Corporate Snapshot

	31-Dec-16	31-Mar-17	30-Jun-17	30-Sep-17	31-Dec-17	Dec17 vs Sep17 % Qtr change
<b>Total quarterly active unique clients*</b>	8,730	7,106	9,093	10,904	14,223	 30%
<b>Wagering and tournament turnover ('000)*</b>	\$14,634	\$13,249	\$42,459	\$54,621	\$82,906	 52%
<b>Wagering and tournament revenue ('000)*</b>	\$1,020	\$884	\$2,282	\$3,337	\$6,680	 100%
<b>Total revenue including Wagering, Tournament, Content and Other ('000)*</b>	\$1,377	\$1,203	\$2,576	\$3,553	\$6,915	 95%

Approximately \$2.5M spent over the December quarter on client acquisition for the retail business adding an additional 8,000 Clients. It is intended that client acquisition/marketing spend will be reduced significantly into 2018.



# TopBetta 2018

## A significant year for TopBetta Holdings Limited



### **TURNOVER UPLIFT**

Up 95% vs last quarter.



### **REVENUE UPLIFT**

Up 100% vs last quarter.



### **FOCUSED GROWTH STRATEGY**

Business focus directed to the main business divisions  
- Retail + Wholesale.



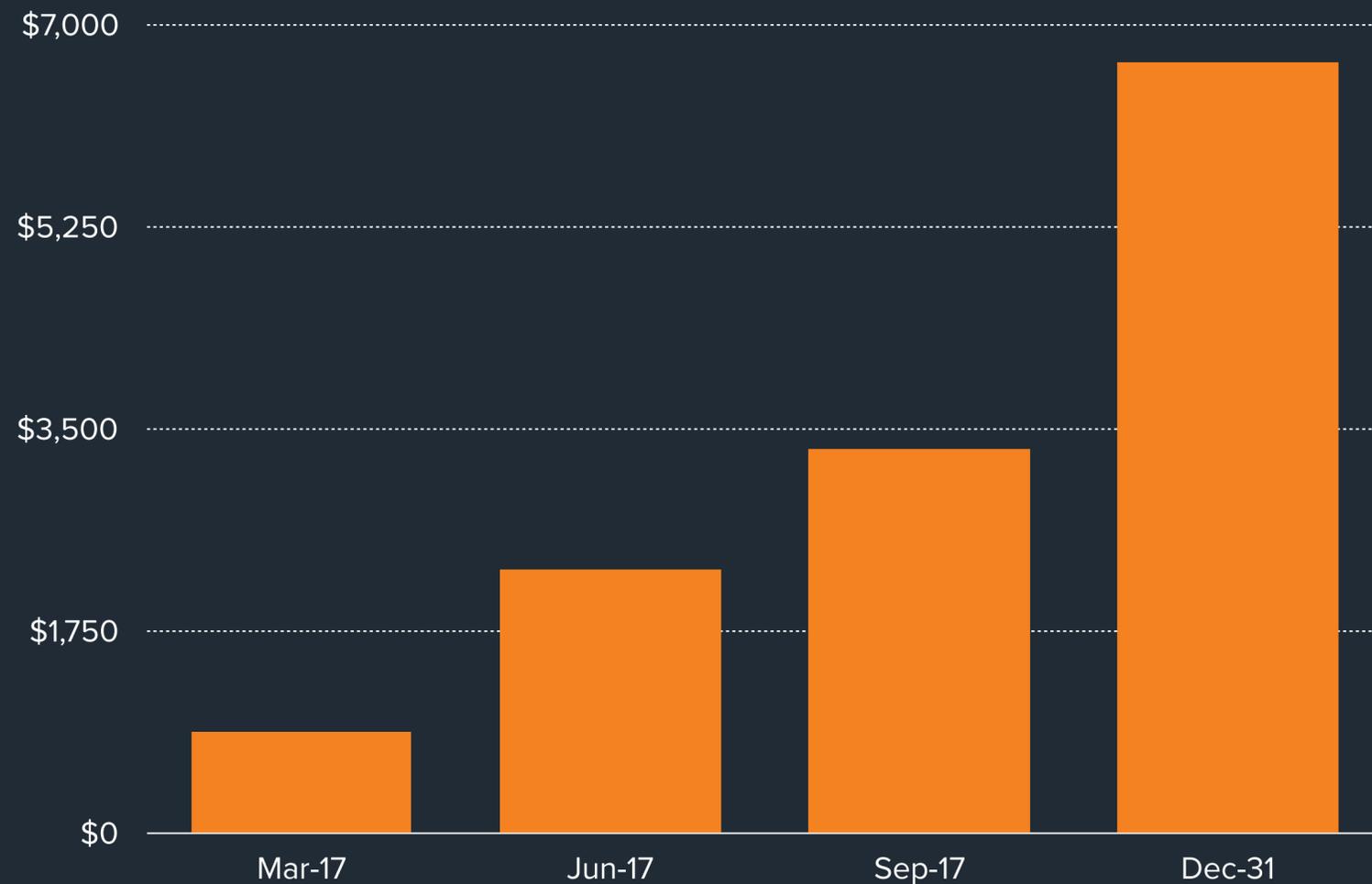
**Introduce GT Fixed odds and Informatics solution for Wagering Operators**



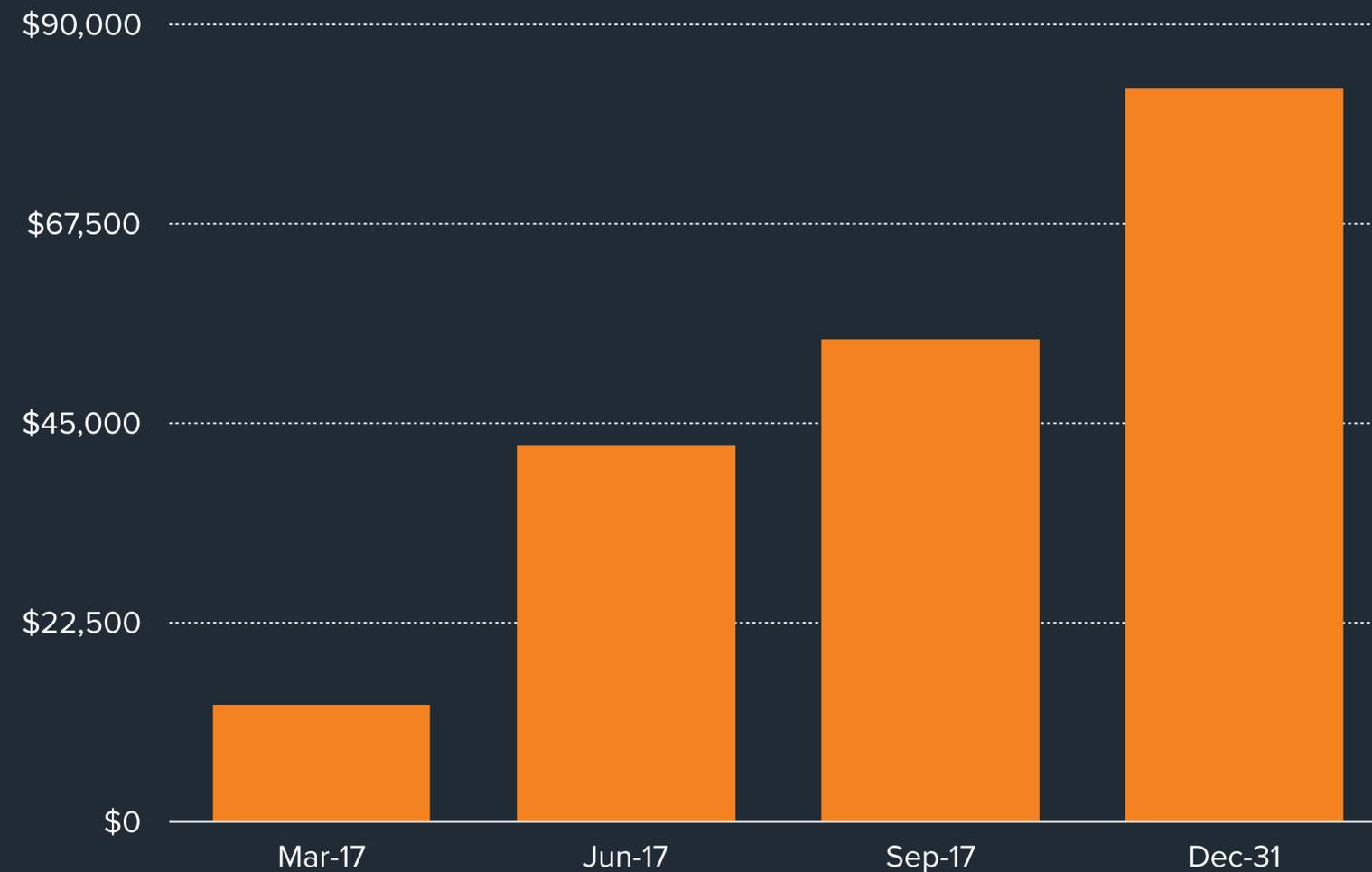
**On board current opportunities in 2018 through US, UK and Australia**



# TopBetta Group Business Snapshot



(Unaudited) Wagering and Tournament revenue ('000)



(Unaudited) Wagering and Tournament Turnover ('000)



# 2018 Developing and Expansion

## Global Tote

The expansion of the Global Tote product into a full suite of data and analytics completes any race book offering.

## Products will include

Fixed odds - data and analytics driven fixed odds, delivered to bookmakers in real time

Tote Betting - Global Tote pools offered to bookmakers for creating products and pricing

Tote derivative - A derived product generated by a combination of fixed and tote prices to deliver competitive alternate pricing

Fixed odds exotics - Complete solution for operators fixed odds exotics like never before with high margins and seem-less user experience

Tote exotics - New high margin products developed utilising Global Tote pools

Informatics - Operators can access a range of customer engagement products such as Comments, Ratings, Selections, Race overviews, and Speed maps

## Wagering Operators

With a single integration solution, operators will be able to offer their customers a complete solution for their racing book.

A range of products to both manage the wagering operators odds while also creating customer engagement tools to encourage betting on their platform

## Racing Bodies

Racing bodies can get a far greater reach for their product through the delivery of the Global Tote products with all operators needing to sign integrity agreements to get access to these range of products



# The Products **Business Model**

## Global Tote

- Global Tote odds feed -
- Access to Global Tote pools -
- No risk betting solution -

### Available for

Win	Place	Exotics	Super Exotics
10%	10%	15%	20%
2%	2%	2%	4%
2%	2%	2%	2%

## GT Fixed Odds

- Dynamic data driven odds -
- High margin solution -
- No risk operation available -

### Available for

Win	Place	Exotics	Derivatives
10%	10%	20%	10%
2%	2%	4%	2%
2%	2%	2%	2%

**Bookmaker (WO)**  
**Global Tote**  
**Racing Bodies**

## Informatics:

Speed maps | Race comments | Rating | Runner comments

Free if an operator takes, the Global Tote or GT Fixed Odds Solution.

Informatics available as stand alone SAAS product at a fixed monthly fee.



# TopBetta Wholesale Business To Business Snapshot

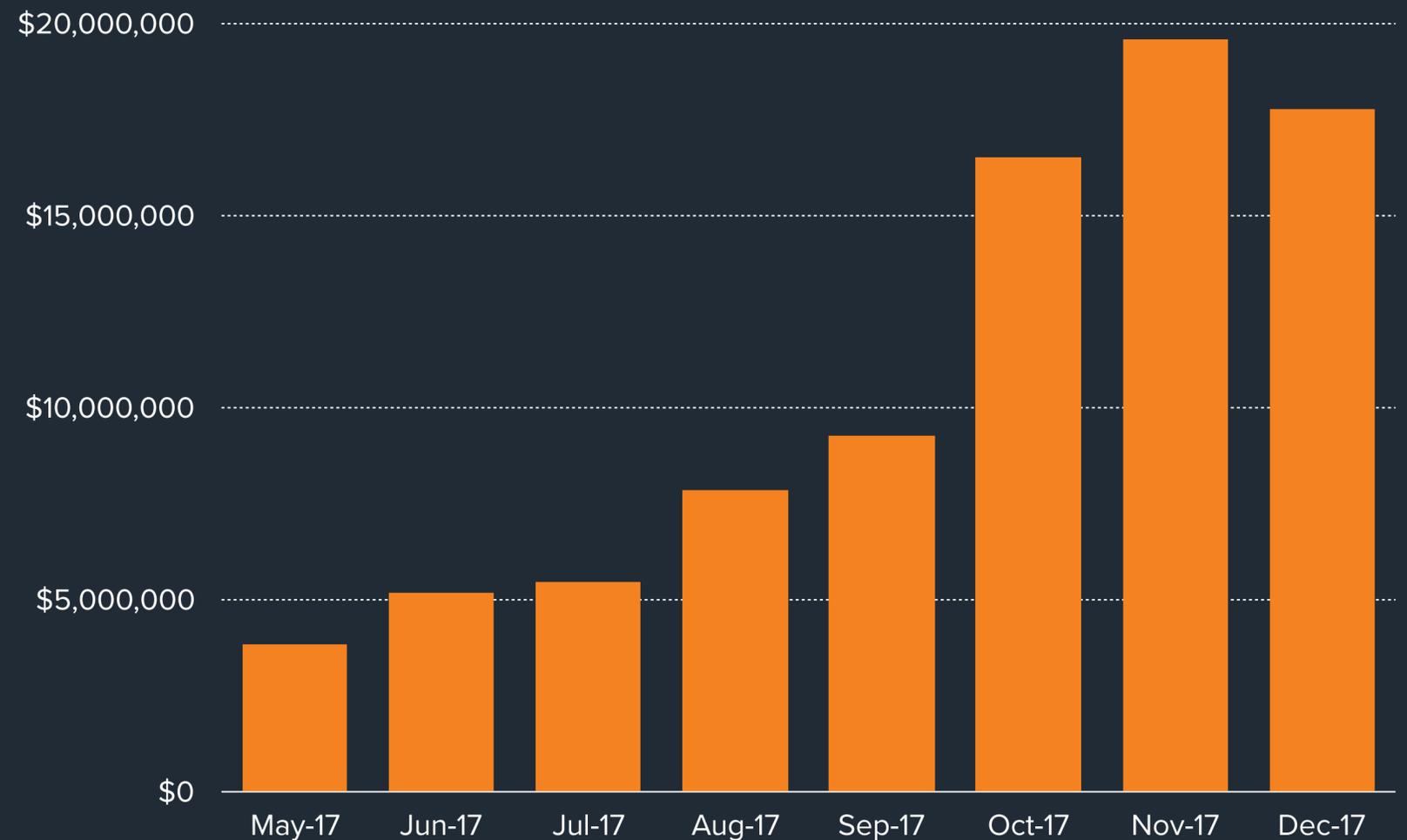
Since the launch of Global Tote in May

## Highlights:

1381 race meetings to 30 November.

Unaudited turnover of \$67.63M to 30 November.

Expansion of coverage to UK, Ireland and South African race meetings.



Global Tote Wholesale Unaudited Monthly Turnover



# Global Distribution



## Highlights

22 December 2017 - The Global Tote announces deal with the official UK Tote operator Totepool Alderney Limited.

UK wagering operators can offer punters access to Global Tote pools on Australasian Racing for the first time via the Totepool platform.

Totepool is currently integrated into more than 9,000 betting shops in the UK and Ireland, as well as 5,000 outside of the UK, and is on some of the world's biggest betting company websites such as Betfred, Betfair, Skybet and Paddy Power.

27 December 2017 - The Global Tote announces distribution deal with US based [watchandwager.com](http://watchandwager.com).

North American punters will be able to access The Global Tote's pools on Australian thoroughbred, harness and greyhounds fixtures.

Last calendar year WatchandWager.com processed over US\$360M worth of wagers into pools around the globe.

WatchandWager.com is currently the fourth largest Advance Deposit Wagering ("ADW") platform in the US.

North American punters will be able to access The Global Tote's pools on Australian thoroughbred, harness and greyhounds fixtures which may be distributed by Watchandwager.com.

**US**

US punters betting into Global Tote pools through US based ADW Watch and Wager.

**UK**

Over 10,000 Betting shops may bet into Global Tote hosted pools through Totepool.

**AUS**

Taking Australian racing to the world. Punters from the UK and US will be able to get access to Australian racing for Thoroughbred, Harness and Greyhound events.



# TopBetta Holdings Limited Team

## Board of Directors



**Nicholas Chan**  
Chairman and  
Non-Executive  
Director



**Todd Buckingham**  
Chief Executive Officer



**Matthew Cain**  
Non-Executive  
Director



**Simon Dulhunty**  
Non-Executive  
Director

## Senior Management Team



**Paul Jeronimo**  
Chief Operations  
Officer



**Oliver Shanahan**  
Chief Technical  
Officer



**Craig Pearce**  
Head of  
Operations  
Global Tote



# Enquiries

## **Todd Buckingham**

CEO - TopBetta Holdings

M 0400 464 064

E [todd@topbetta.com](mailto:todd@topbetta.com)

## **Jane Morgan**

PR & Investor Relations

M 0405 555 618

E [investors@topbetta.com](mailto:investors@topbetta.com)

