

14 August 2018

## **TBH SIGNS US GREYHOUND DISTRIBUTION DEAL FOR VISION, DATA, FIXED ODDS AND GLOBAL TOTE POOLS**

### **Highlights**

- **BetMakers DNA signs 2-year data and vision distribution deal with one of the USA's most prominent greyhound racing tracks – Palm Beach Kennel Club, which hosts over 5000 races per year**
- **BetMakers DNA to create and distribute fixed-odds data and Global Tote access for races across the Palm Beach Kennel Club meetings**
- **BetMakers DNA to pull data and vision from Palm Beach Kennel Club and distribute to global wagering operators**
- **BetMakers DNA has already commenced integration of data and vision into the Global Betting Solutions Pty Ltd ("GBS") platform**

The Board of The BetMakers Holdings Limited ("BetMakers", "TBH" or the "Company") is pleased to announce that its wholly owned subsidiary, BetMakers DNA Pty Ltd ("BetMakers DNA"), has signed a data and vision distribution deal with one of the USA's most prominent greyhound racing tracks, Palm Beach Kennel Club ("PBKC").

Founded in 1932, PBKC is a major destination for greyhound racing, poker and table games which hosts over 5000 races per year. BetMakers DNA has signed a 2-year deal with PBKC to distribute vision, data, fixed odds and Global Tote pools into International markets such as Australia, UK and Asia and any territory approved by PBKC. It is expected to launch in September 2018.

**The BetMakers CEO, Todd Buckingham, commented:** *"This is a very exciting deal and the first of what we hope are many similar deals. We believe this model will be the future of international distribution where wagering operators are given all the tools they need to strike a bet, including all of the data, fixed odds pricing, tote pricing, and the vision to enable their clients to engage."*

*"For racing bodies such as PBKC, to get a distribution network, such as the one offered by the BetMakers DNA and GBS to more than 20 racing-focused wagering operators from around the world, is a perfect solution."*

*"The deal includes an all-encompassing fee for operators based on turnover, which means the operator has minimal risk with no upfront cost as the information is distributed through GBS. The GBS platform is already integrated into many major global wagering operators, which means there will be minimal integration work required."*

*"It is an exciting time for TBH and, through the acquisitions of GBS and Dynamic Odds, we are able to continue to offer global wagering operators a full package solution and expect to announce additional distribution and client onboarding deals in the coming weeks."*

The material terms of the deal are as follows:

- BetMakers DNA will create and distribute to licensed bookmaking customers in such territories as authorised by PBKC:
  - customised fixed-odds pricing data using underlying data sourced and supplied by PBKC; and
  - Global Tote services, (together, the “Services”).
- In consideration for providing the Services, BetMakers DNA will receive a fee calculated on turnover.
- The term of the agreement is 2 years, unless otherwise terminated by either party providing 90 days’ written notice or immediately for cause.

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(a) 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

(b) 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 announcement 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 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; weather and climate conditions; technology and infrastructure; conduct of contracted counterparties; 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. The Company disclaims any responsibility for the accuracy or completeness of any forward-looking statement. The Company disclaims any responsibility to update or revise any forward-looking statement to reflect any change in the Company’s financial condition, status or affairs or any change in the events, conditions or circumstances on which a statement is based, except as required by law. The data, projections or forecasts included in this announcement have not been audited, examined or otherwise reviewed by the independent auditors of the Company. You must not place undue reliance on these forward-looking statements.