

29 August 2018

TBH Signs Second US Greyhound Distribution Deal

Highlights

- **BetMakers DNA signs second distribution deal with US greyhound racing track, bestbet Jacksonville**
- **BetMakers DNA to create and distribute fixed-odds data and Global Tote access across bestbet Jacksonville's 6,000 races annually**
- **BetMakers DNA has commenced integration of data and vision in 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 second US greyhound racing track, Jacksonville Greyhound Racing Inc. trading as bestbet Jacksonville ("bestbet Jacksonville") to distribute data and vision.

bestbet Jacksonville hosts venues, Orange Park Kennel Club and Jacksonville, both located in North Florida, USA and hosts over 6,000 races annually.

The Agreement between bestbet Jacksonville and BetMakers DNA will allow BetMakers DNA to offer clients data and vision across the bestbet Jacksonville venues.

Integration into the GBS system has commenced and will allow BetMakers DNA to feed the US greyhound products directly into its clients' backends system. Both the recently announced Palm Beach Kennel Club and this new agreement are expected to be integrated and available to clients in early September.

The BetMakers CEO, Todd Buckingham, commented: *"This Agreement with bestbet Jacksonville provides us with another value-add product which we can offer to our clients. With both bestbet Jacksonville and the Palm Beach Kennel Club agreements, wagering operators can now add an additional 11,000 greyhound races each year."*

"We're looking forward to completing this integration and expect to announce additional international racing tracks over the coming weeks."

bestbet Jacksonville Director of Racing Industry Relations, Tim Leuschner, commented: *"We are very excited to see this project get underway and we look forward to a great relationship with BetMakers. We are especially thrilled to bring our racing into a new market."*



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 bestbet Jacksonville:
 - customised fixed-odds pricing data using underlying data sourced and supplied by bestbet Jacksonville; 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.

For further information on the Company, please contact:

Charly Duffy
Company Secretary
companysecretary@thebetmakers.com
+ 61 (0) 409 083 780

Jane Morgan
Investor & Media Relations
investors@thebetmakers.com
+ 61 (0) 405 555 618

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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.

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