

24 May 2019

BetMakers DnA sign UK Greyhound distribution deal

- **Sports Information Service Limited (SIS) appoints BetMakers DnA to distribute its 33,000 annual greyhound races**
- **BetMakers DnA to distribute British and Irish Greyhound racing to its clients in Australia and New Zealand**

The Board of The BetMakers Holdings Limited (ASX: TBH) (the “**Company**”) is pleased to announce that its wholly owned subsidiary, BetMakers DnA Pty Ltd (“**BetMakers DnA**”), has signed a deal with Sports Information Services Limited (“**SIS**”) to distribute SIS’s 33,000 annual British and Irish Greyhound racing content into the Australian and NZ markets on a non-exclusive basis for an initial term of 12 months commencing on 31 May 2019.

SIS has the global rights to distribute British and Irish greyhound racing, which includes live streaming, race day control and fixed odds betting.

BetMakers DnA will take the core data and vision and enhance this for its clients to provide a complete ‘Life cycle’ solution for British and Irish Greyhound racing to its clients.

Under the deal, BetMakers DnA will integrate the live racing vision into the BetMakers DnA racing widget so that SIS-approved operators can allow their customers to view races directly from their website.

The SIS deal means the International racing content which may be delivered by BetMakers DnA into the Australian and NZ markets now exceeds 100,000 races annually.

CEO of the Company, Todd Buckingham, commented: *"The SIS deal takes our international distribution content to more than 2,000 races each week. This is great news for our clients in Australia and New Zealand where we will now provide content for around 16 hours from 8pm until 12pm the following day."*

"Extra content that produces high margins is what our customers are looking for and now we have what we believe to be the most comprehensive International Racing distribution available in the world."

While the terms of the agreement are confidential and commercially sensitive, the agreement is on terms customary for an arrangement of this type, including (without limitation) provisions regarding service levels, reciprocal termination rights and confidentiality. Under the agreement, SIS will pay BetMakers DNA a fee equivalent to a percentage of the turnover on British and Irish greyhound racing generated by certain clients of BetMakers DnA.

Given the non-exclusive nature of the arrangement, the Company is not able to determine the financial impact of the agreement and, accordingly, does not have a reasonable basis to expect the arrangement will have a material economic impact on the Company.

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