

The BetMakers Holdings Ltd

ASX - TBH
November 2018



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Corporate Snapshot

Shareholder Breakdown

Top 40

143,518,457 shares (64.04%)

Directors, employees and related parties

13,707,221* (7.57%)

Capital Structure

ASX Code	TBH
Shares on Issue	224,105,390
Share Price (22 November 2018)	\$0.055
Market Capitalisation	\$12.326M
Number of shareholders	1,102

Board & Executive



Nicholas Chan
Chairman &
Non-Executive Director



Todd Buckingham
Chief Executive Officer



Simon Dulhunty
Non-Executive Director



Jake Henson
Chief Operations Officer



Anthony Pullin
Chief Financial Officer



Oliver Shanahan
Chief Information Officer

CEO Address

Firstly, I would like to take the opportunity to thank you for your continued support over the last year.

During my address, I will be explaining our ongoing strategy, outlining why we're so excited about this market opportunity, explaining how we intend to execute our plans and what we expect in terms of financials in the short to medium term.

RECENT BUSINESS DEVELOPMENTS

As you're all likely to be aware, we have made a strategic decision to focus the business on products developed for the B2B wagering market. It was with this strategy in mind that we acquired both the GBS and Dynamic Odds businesses. Our vision is to become the leading data, analytics, and service provider for wagering operators globally specialising in racing (in the first instance).

We see a growing market for data, product and informatics for wagering operators not only in Australia but internationally.

Further, the Australian wagering market has changed with regulators and government increases in taxes, which has created a need for operators to look at alternate solutions that can increase products, and increase margin while reducing overheads.

We believe that our product suite (that has already been successful in the highly competitive and innovative Australian racing environment) can also be exported into international markets. In fact, this is already underway, with some of the world's leading bookmakers taking our racing solution to power their racing offering globally.

We will continue to leverage our existing domestic relationships with these operators, capitalise on our established distribution network and systematically introduce the extensive product roadmap that we have developed and are continuing to develop.

We are packaging and distributing products to Australian-based operators and international operators, matching their core data with our pricing solutions allowing them to expand their offering, aiming to ensure that their margins are maintained or increased, while allowing for resources to be kept as minimal as possible.

The core of our business is not only the technology platforms that aim to provide consistent and reliable delivery of data and information at speed, but also the accuracy and integrity of our information which is compiled in partnership with the various racing bodies in Australia.

CEO Address

This is supported by a suite of products such as Price Manager, Futures Manager and The Global Tote, which have been developed in consultation with our key client base of wagering operators. These are products designed to make their businesses more efficient, profitable and scalable.

BUSINESS OVERVIEW

The BetMakers business has three key areas of focus with each having multiple revenue streams:

1. Data and Analytics Division or BetMakers DnA as we call it.

This is the most established part of the business and is predominately recurring revenue via subscriptions from bookmakers and punter/traders.

- DnA division has more than 20 bookmakers across Australia and UK for Data and Pricing solutions
- DnA division has more than 1,000 subscriptions for odds comparison by punters and traders

Our DnA division has been delivering some strong results post The BetMakers' recent acquisitions of Dynamic Odds and Global Betting Services, with a number of our core clients upgrading and extending their agreements while we have also on-boarded some other key clients across Australia and the UK.

We now have more than 20 operators across Australia and UK that utilise the BetMakers DnA products and more than 1,000 paying subscribers to our pricing solutions.

The BetMakers offering has the ability to cross jurisdictions and deliver a racing solution, which we view as being second to none for international racing.

Global wagering operators that are looking to expand their offering outside of their current domestic offering are excited by what The BetMakers DnA division can deliver.

CEO Address

2. Integrity and Distribution division

The Integrity and Distribution division is a more recent addition to the business that has been developed through the recent acquisitions and has seen strong growth already with the signing of several racing bodies from Australia and the US, with plans to expand into other markets throughout 2019

Currently the Integrity division has more than 12 racing bodies that utilise The BetMakers services, including creating and distribution of the “Official Price”

The newest product that we would like to introduce you to is our Global Racing Solution where we package up the content from the racing bodies with our pricing solution and distribute this to our existing network of bookmakers from around the world.

The initial launch will include more than 2,000 races per month and is expected to go live in January 2019.

These events are packaged with fixed odds pricing, Global Tote pricing and will also include rolling jackpots across the races, which we expect will deliver the most engaging products available for international wagering.

3. The Global Tote:

The last revenue division is Global Tote, operated by The Global Tote Limited, the Company’s wholly owned subsidiary, which is licensed in Alderney in the UK. The Global Tote is also licensed through the UK Gaming Commission to operate a tote throughout the UK, holds a licence in the US through the North Dakota Racing Commission, and is currently the only International Tote licensed in the United States.

- The Global Tote received positive news from NTRC in October, determining that its licensed bookmaker, NEDS, can utilise the Global Tote.
- The Global Tote is in the final testing phase for its integration to the UK Tote, which will allow UK Tote customers the ability to access the international pools of the Global Tote, expected from December 2018
- We expect to be increasing the events on The Global Tote in December and through the first quarter of 2019.
- The Company also expects to conduct betting on more than 6,000 races throughout the March quarter.

CEO Address

BUSINESS OUTLOOK

Both the Board and I are very happy with the recent developments and the re-focus of the business on wagering data and analytics.

With the current opportunities, the Company expects to be profitable from both a P&L and cashflow perspective in the March Quarter 2019, and, assuming no material changes in market conditions, is on target to generate more than \$10M in revenues for FY20 with an EBIT of more than \$4M for that year.

For the Financial Year 2020 we expect to produce a profit margin in excess of \$4M based on the execution of our current deals.

Current deals within The BetMakers DnA division are expected to drive more than \$6M in revenues.

It is expected that the Integrity and Distribution deals will generate in excess of \$2M through the current distribution agreements with racing bodies internationally.

The Company also expects The Global Tote to generate in excess of \$2M in net revenues for the FY20 period.

The Company would like to point out that 'Net revenues' from The Global Tote will be viewed as the margin remaining after all expenses including rebates, race field fees and taxes.

Mr. Todd Buckingham

Year in Review



Strategic acquisitions to complete offering

- Acquired leading wholesale wagering supplier, Global Betting Services
- Acquired leading odds comparison and Racing Authority technology partner, DynamicOdds



Transitioned to B2B model

- Sale of retail brands TopBetta and MadBookie
- Reduction in costs by approximately 50%
- Secured long term contracts with key partners



Company Developments

- Name change to The BetMakers Holdings
- NTRC approved Neds to utilise The Global Tote
- Signed agreements with US Greyhound racing bodies to distribute their races (data and vision) for 500 per week into international markets including UK and Australia
- New management team
- Signed William Hill Group - world's leading (largest) AWO, to 2-year deal for Fixed Odds and Tote Access

Investment Highlights



Comprehensive B2B offering

The BetMakers technology coupled with the recently acquired technologies from GBS and DynamicOdds now position the Company globally as the wholesale wagering partner of choice for racing.



Global customer base

The BetMakers customer base has expanded globally with punters, major wagering operators and racing bodies now using The BetMakers offerings. With a diversified customer base across multiple products, the company is positioned well to handle market & regulatory changes.



Diversified revenue

The BetMakers now have multiple revenue streams generated from its key stakeholders including wagering operators, punters and principal racing authorities.

BetMakers DNA



1,000 + Subscribers to odds comparison
10+ Bookmakers marketing their odds

A leading 'Premium Odds Comparison'
website in the world with more paying
customers globally than any other site.

With over 17 Million bets placed

\$2 Billion transacted through DO



20 International wagering operators globally

Data compilation with approximately 150,000
races each year

The most comprehensive racing solution
available globally

Automated price management of more than
1,000 markets simultaneously



Complete wagering technology solution

Customised web sites and mobile
applications

Risk management solutions

Client management systems



Data & Analytics

Our customers take more than \$100Bn in bets

Our DnA division has been delivering some strong results post The BetMakers recent acquisitions with a number of our core clients upgrading and extending their agreements while we have also onboard some other key clients across Australia and the UK.

We now have more than 20 operators across Australia and the UK that utilise The BetMakers DnA products and more than 1,000 paying subscribers to our pricing solutions.

The BetMakers offering has the ability to cross jurisdictions efficiently and deliver a racing solution, which we view as being second to none for international racing.

Wagering operators globally are looking to expand their offering outside of the current localised offering.

Wagering Operators
20+



Punters
1,000+

Our Clients

bet365

UNIBET

sportsbet
.com.au

Ladbrokes

neds

William HILL

BET EASY

TopSport

TopBetta

BlueBet

watch and wager

POINTSBET

TOTEPOOL

And Others

Integrity & Distribution

Integrity and Distribution division is a developing division of the business and has seen strong growth already with the signing of Principle Racing Authorities (PRA's) from Australia and the US with plans to expand into other markets throughout 2019

Currently the Integrity division has more than 12 PRA's that utilise The BetMakers services including creating and distributing the Official Price, packaging data solutions and in some cases distributing their vision as a complete package.

Global Racing Solution is where we package up content from PRA's with our pricing solution and distribute this to our existing network of bookmakers from around the world.

The initial launch will include approximately 2,000 races per month and is expected to go live in January 2019.

These events are packaged with fixed odds pricing, and The Global Tote pricing and will also include exotic products such as rolling jackpots across the races, which we expect will deliver the most engaging products available for International wagering

Racing Bodies



Tasmanian
Racing Club

PALM BEACH KENNEL CLUB

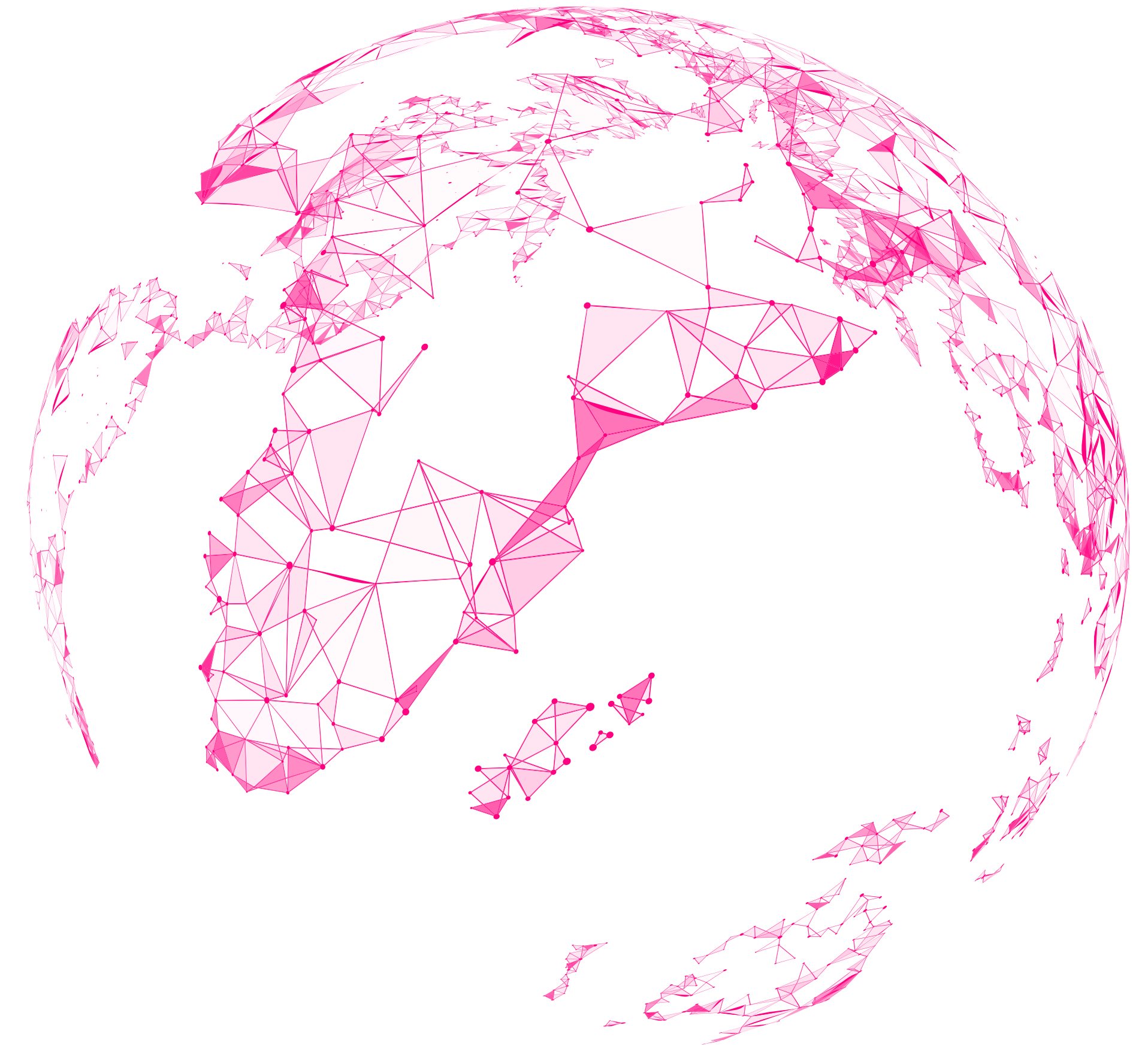


Global Tote

The Global Tote is licensed in Alderney in the UK. The Global Tote is licensed through the UK Gaming Commission to operate a tote throughout the UK, it also holds a license in the US through the North Dakota Racing Commission, and is currently the only International Tote licensed in the US.

The Global Tote received positive news from NTRC in September determining that its licensed bookmaker, NEDS, can utilise the Global Tote and also determined that, under the licensing regime, operators did not need to seek approval by NTRC to utilise the Global Tote.

The Global Tote is in the final testing phase for its integration to the UK Tote which will allow UK Tote customers the ability to access the international pools of the Global Tote from December 2018.



Revenue Predictions

Data and Analytics

20 Wagering Operators
1,000+ Subscriptions

Integrity and Distribution

12 Principle Racing Authorities
Global Data distributions

Global Tote

Tote products
Jackpot technology

	Revenues	Races	Revenues	Races	Revenues
Q3 - March	\$1.25M	2,000	\$150k	3,000	\$100k
Q4 - June	\$1.5M	3,000	\$400k	4,000	\$400k
FY - 2020	\$6.0M	50,000	\$2.0M	75,000	\$2.0M

Profit guidance: The company reiterates its guidance of \$4M Ebit in FY20

For Further Queries

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