

6 May 2019

## **BetMakers DNA sign distribution deal for US Racing, US Harness and further US Greyhounds**

- GWS is the Fixed Odds wagering rights holder for US Racing, Harness and Greyhound content.
- BetMakers to enhance the data and include the vision for operators.
- 10 bookmakers integrated with data and already betting on US Racing content currently including Sportsbet, Ladbrokes, BetEasy, Neds, Bet365 and Pointsbet.
- Total of 1000+ weekly races now available on BetMakers DNA distribution network, including vision.
- BetMakers DNA customised TV Widget already live on 2 bookmakers.

The Board of The BetMakers Holdings Ltd ("**Company**") is pleased to announce that its wholly-owned subsidiary, BetMakers DNA Pty Ltd ("**BetMakers DNA**"), has entered into a distribution and services agreement with wagering rights holder, TSG Global Wagering Solutions LLC ("**GWS**") for delivery of its US Racing, Harness and Greyhound content to bookmakers in Australia and New Zealand ("**Agreement**"). The Agreement will commence immediately and run until 31 March 2020 (unless terminated earlier).

GWS already contracts to leading Australian operators Sportsbet, Ladbrokes, BetEasy, Bet365, Neds, Unibet, Pointsbet and others.

While the terms of the Agreement are confidential and commercially sensitive, the Company believes the revenue which may be generated by BetMakers DNA under the Agreement will have a material economic impact on the business.

BetMakers DNA has recently released its customised TV widget on operators, NEDS and TopBetta, and will be looking to roll out onto the other sites in the coming months. Now with over a thousand races available with Live Vision customised to each operator's website, management believes this will be a popular product in the Australian market.

The Company's CEO – Todd Buckingham said: "This is an exciting deal not only for BetMakers DNA but for our clients as well, given they will now have access to more than 1,000 races each week on their own personalised channel for their site. It's a fantastic point of difference for our clients and we look forward to building this channel up further with even more content."

### *PlayUp Update*

As announced on 18 April 2018, the Company has a software and services agreement in place with PlayUp Limited ("**PlayUp**") which provides for The BetMakers to receive a percentage of gaming revenues generated on certain PlayUp subsidiary platforms in return for TBH providing a software license and certain services. The Company and PlayUp have renegotiated this agreement to the

effect that PlayUp is now responsible for all costs associated with the provision of TBH's services to PlayUp. In consideration, PlayUp will pay TBH a 'fixed' monthly fee for TBH's software license(s). This revised arrangement reduces the costs incurred by The Betmakers and, otherwise, is not expected to have a material impact on the financial position of the Company. The parties are finalising the documentation to formalise these revised terms but have otherwise implemented the revised arrangement.

#### Other Updates

The Company advises that it is in advanced discussion with a number of parties for software licenses of its products and expect to be entering into further agreements throughout 2019 to provide wagering software licenses on similar terms to those agreed with PlayUp.

For further information on the Company, please contact:

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