

22 May 2019

BetMakers to power Betgenius racing offering

- Leading global data supplier Betgenius engages BetMakers to supply racing offering
- Bet Genius to offer racing to client base of approximately 150 operators

The BetMakers Holdings Limited (ASX:TBH) ("**BetMakers**" or the "**Company**") is pleased to announce that its wholly-owned subsidiary, Global Betting Services Pty Ltd ("**GBS**"), has entered into an Agreement (the "**Agreement**") with global wagering technology company, Betgenius Limited ("**Betgenius**"), for the distribution of its complete racing solution.

Betgenius provides services to over 150 licensed bookmakers in regulated markets around the world with its premium sportsbook management solutions, which includes live data and outsourced trading for pre-match and in-play betting.

The Agreement provides Betgenius customers access to rich horse racing data via event-life cycle information, BetMakers' proprietary fixed pricing and enhanced data packages for around 250,000 races per year includes content from the UK and Ireland, Asia, Australasia, and North and South America.

BetMakers has contracts in place with relevant racing bodies and rights holders globally to distribute and monetise racing content and has also developed proprietary trading and pricing solutions to complement this content.

GBS commenced providing its services under the Agreement on 1 May 2019 and the Agreement will continue for 2 years from that date (unless terminated earlier). The Company would like to note that 'three' of Betgenius' tier one bookmaker customers are already live with the product.

CEO of BetMakers, Todd Buckingham, commented: "Betgenius is a world-wide leader in providing B2B solutions to wagering operators for their sports offering. We are delighted they have chosen BetMakers for their racing solution to offer their clients.

"This deal allows us to accelerate our racing product and pricing into a range of wagering operators globally and we believe it gives Betgenius clients the best horse racing product in the market, to sit alongside their already established sports services."

Matt Stephenson, Global Partnerships Director at Betgenius, said: "We are always striving to give our partners simple access to high quality content that will drive their turnover and margin, and this deal with BetMakers does exactly that."



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. In consideration for its services, GBS is entitled to be paid a fee equal to a percentage of the gross revenue earned by Betgenius under each contract it enters into with its customers for the supply of GBS' racing data. Management believe the financial impact of the Agreement may be material in terms of the expanded client base and potential revenues the Company may generate from that expanded client base.

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