

14 April 2020

## **WILLIAM HILL GROUP UPGRADES AND EXTENDS AGREEMENT WITH BETMAKERS**

- **Existing agreement upgraded and extended until end of 2022**
- **BetMakers now preferred distribution partner**
- **William Hill significantly increases racing content**

The Board of BetMakers Technology Group Ltd (ASX:BET) (the “Company” or “BET”) is pleased to announce that Global Betting Services Pty Ltd (“GBS” or “BetMakers”), a wholly owned subsidiary of the Company, has extended and upgraded its commercial agreement with leading global wagering operator William Hill Group International Ltd.

Under varied terms of the agreement, BetMakers has been signed as preferred distribution partner and will continue to provide William Hill Group with existing wagering technology services, including Pricing and Trading solutions, and also provide additional access to its expanded racing products until 31 December 2022. The varied terms provide for incremental increases in the fees payable to BetMakers over the extended term and provides BetMakers with the right to supply content to William Hill Group where it can match or provide a better rate charged on any third party, local or international racing content globally. Please see the Company’s announcement dated 14 November 2018 for further details regarding the commercial agreement with William Hill Group.

**William Hill Director of Racing Mr Mark Howarth** said:

“Over the past two years we have made enormous strides in diversifying our racing content to include products from all over the globe, which was one of our key strategic ambitions.

“This success could not have happened without the excellent collaboration of William Hill Group Trading and BetMakers, who offer an incredible wealth of experience in International racing. This transition has seen William Hill increase its racing content significantly.”

**BetMakers Technology Group Chief Executive Officer, Mr Todd Buckingham**, said:

“This a significant and positive endorsement of the BetMakers business and we are delighted to be working with the William Hill Group, which as one of the world’s largest sports-betting and gaming companies has been one of BetMakers’ foundation clients outside of Australia.

“The extension and upgrading of BetMakers’ racing services and solutions to William Hill at an international level comes during a challenging time for wagering operators with the suspension of many sports globally.

“BetMakers is buoyed by the support of our International and Australian customers as demand remains strong for racing products and services, which has seen our teams working overtime to continue to deliver racing from around the world to our extensive customer base.”

**About William Hill PLC:**

Founded in the UK in 1934, William Hill is a recognised and trusted brand in the global sports betting and gaming market. William Hill employs more than 12,000 people in 10 countries globally and are unified by



our Group value to always 'Go one better' and continually innovate to bring our customers engaging ways to bet and game, whether in betting shops, sports books, online or on their mobile devices. William Hill is committed to enabling their customers to gamble in a positive way, with a range of tools and systems that promote customers' control as part of our Nobody Harmed ambition.

William Hill started as a UK business and this is still their home market, accounting for 86% of our business last year. But the share of their international revenues will go up as they have been licensed to deliver online betting and gaming in Italy and Spain since 2011 and 2012 respectively, and we have been operating in the US since 2012. Their European footprint significantly increased following the acquisition of Mr Green, a high-growth European gaming business, in January 2019, and continue to grow rapidly in the US as more states choose to regulate sports betting.

William Hill PLC is listed on the London Stock Exchange under the symbol WMH.

For further information please contact

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

Jane Morgan  
Investor and Media Relations  
[investors@thebetmakers.com](mailto:investors@thebetmakers.com)  
+ 61 (0) 405 555 618

Todd Buckingham, Managing Director of BetMakers, authorised the release of this announcement to ASX.

#### **Disclaimer**

This announcement contains "forward-looking statements." These can be identified by words such as "may", "should", "anticipate", "believe", "intend", "estimate", and "expect". Statements which are not based on historic or current facts may be forward-looking statements. Forward-looking statements are based on:

- 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
- current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties.

Actual results, performance or achievements of the Company could be materially different from those expressed in, or implied by, these forward-looking statements. The forward-looking statements contained within the presentations are not guarantees or assurances of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause the actual results, performance or achievements of the Company to differ materially from those expressed or implied by forward-looking statements. For example, the factors that are likely to affect the results of the Company include general economic conditions in Australia and globally; exchange rates; competition in the markets in which the Company does and will operate; weather and climate conditions; and the inherent regulatory risks in the businesses of the Company. The forward-looking statements contained in this announcement should not be taken as implying that the assumptions on which the projections have been prepared are correct or exhaustive. The Company disclaims any responsibility for the accuracy or completeness of any forward-looking statement. The Company disclaims any responsibility to update or revise any forward-looking statements to reflect any change in the Company's financial condition, status or affairs or any change in the events, conditions or circumstances on which a statement is based, except as required by law. The projections or forecasts included in this presentation have not been audited, examined or otherwise reviewed by the independent auditors of the Company.

You must not place undue reliance on these forward-looking statements.