



BetMakers

GOLDMAN SACHS VIRTUAL TECH FORUM, 22nd OCT

BetMakers Technology Group - ASX : BET

OVERVIEW OF OPERATIONS

Summary of Key Business Areas

BetMakers provides critical software services to the racing industry, from racing bodies and rights holders, to wagering operators globally.



BetMakers services racing stakeholders with its proprietary technology which is scalable and applicable to global markets.

WHO USES BETMAKERS' SERVICES

Racing Bodies, Rights Holders & Wagering Operators

Racing Bodies & Rights Holders

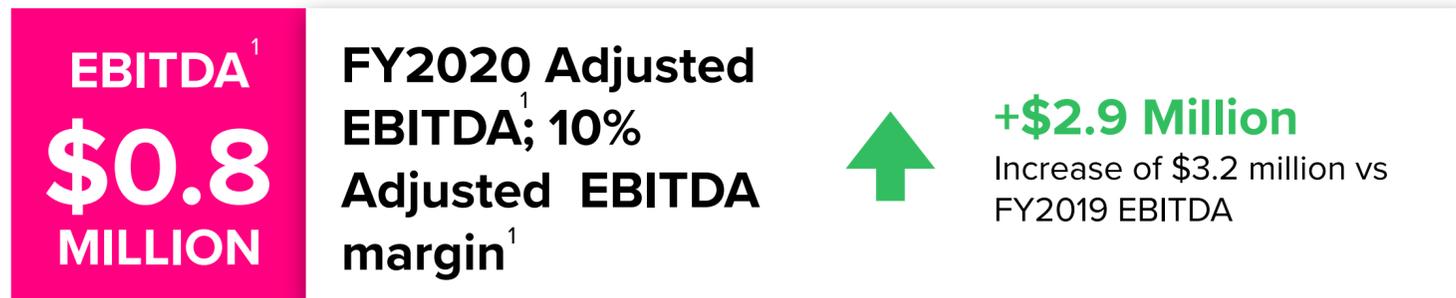
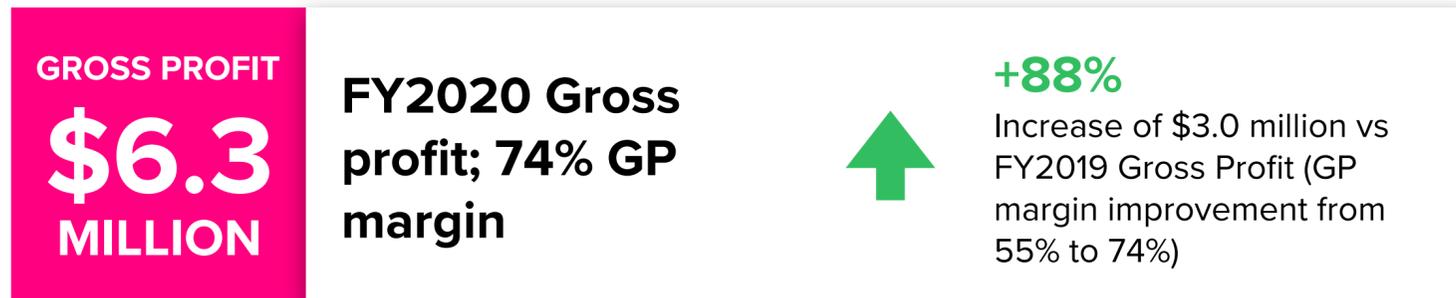
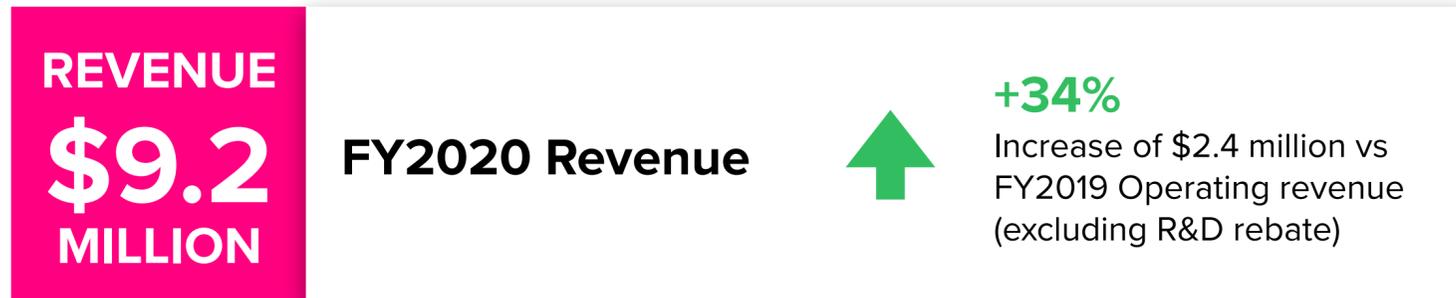


Wagering Operators

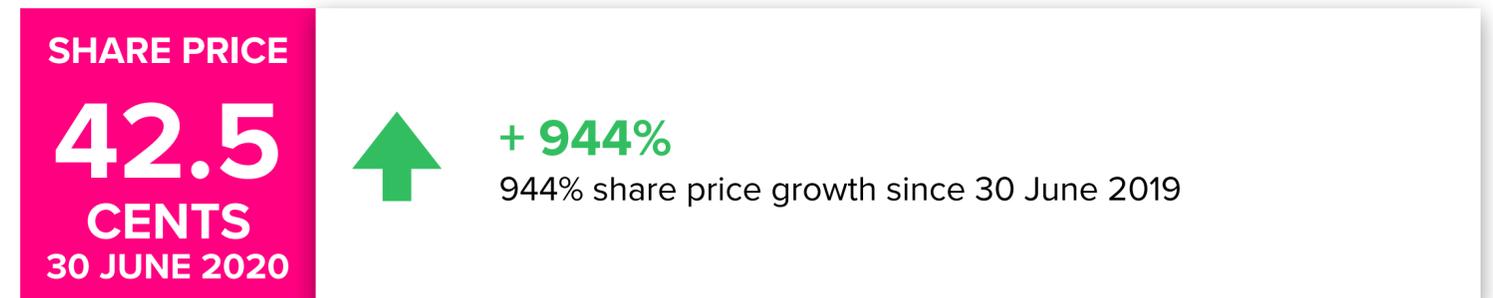
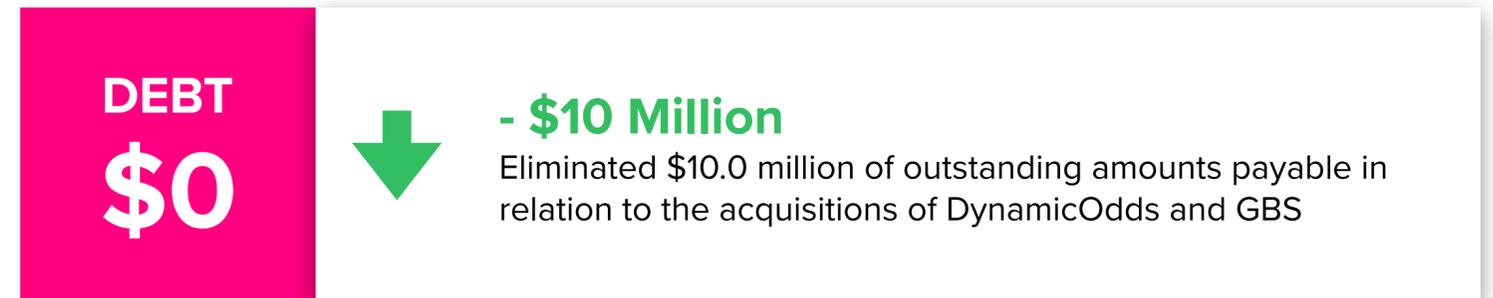


FY2020 FINANCIAL SNAPSHOT

Profit & Loss



Balance Sheet



¹ : adjusted EBITDA excludes the P&L impact in relation to employee loan impairment/reversal of impairment, and Share Based Payments expense.

REVENUE

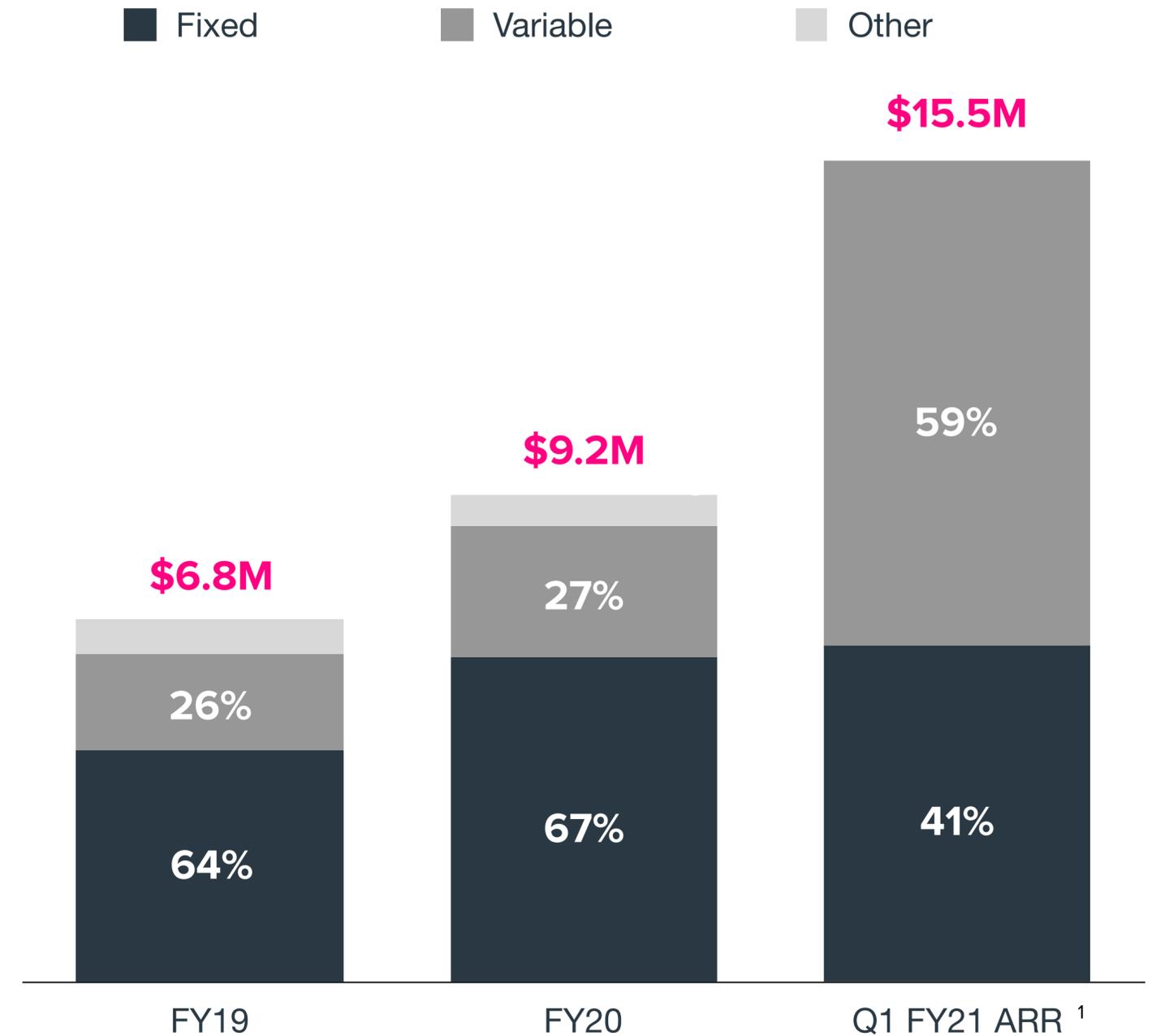
Fixed Fee v Revenue Share

Shift from fixed fee to variable revenue model

Management has been focusing on shifting the commercial model for new products and new customers to be more aligned with its customers' financial performance – offering % of turnover or % of revenue deals giving customers flexibility with products and services.

The variable revenue model enables BetMakers to earn between 0.5%-3% of client racing turnover, whilst providing the clients with a flexible cost base. This model is expected to improve revenue, profits and growth compared to the traditional fixed fee model.

The key contributors to this shift are our products such as content distribution (i.e. the Global Racing Network), white label platform offerings, and Managed Trading Services.



¹ : Q1 FY2021 unaudited annualised recurring revenue

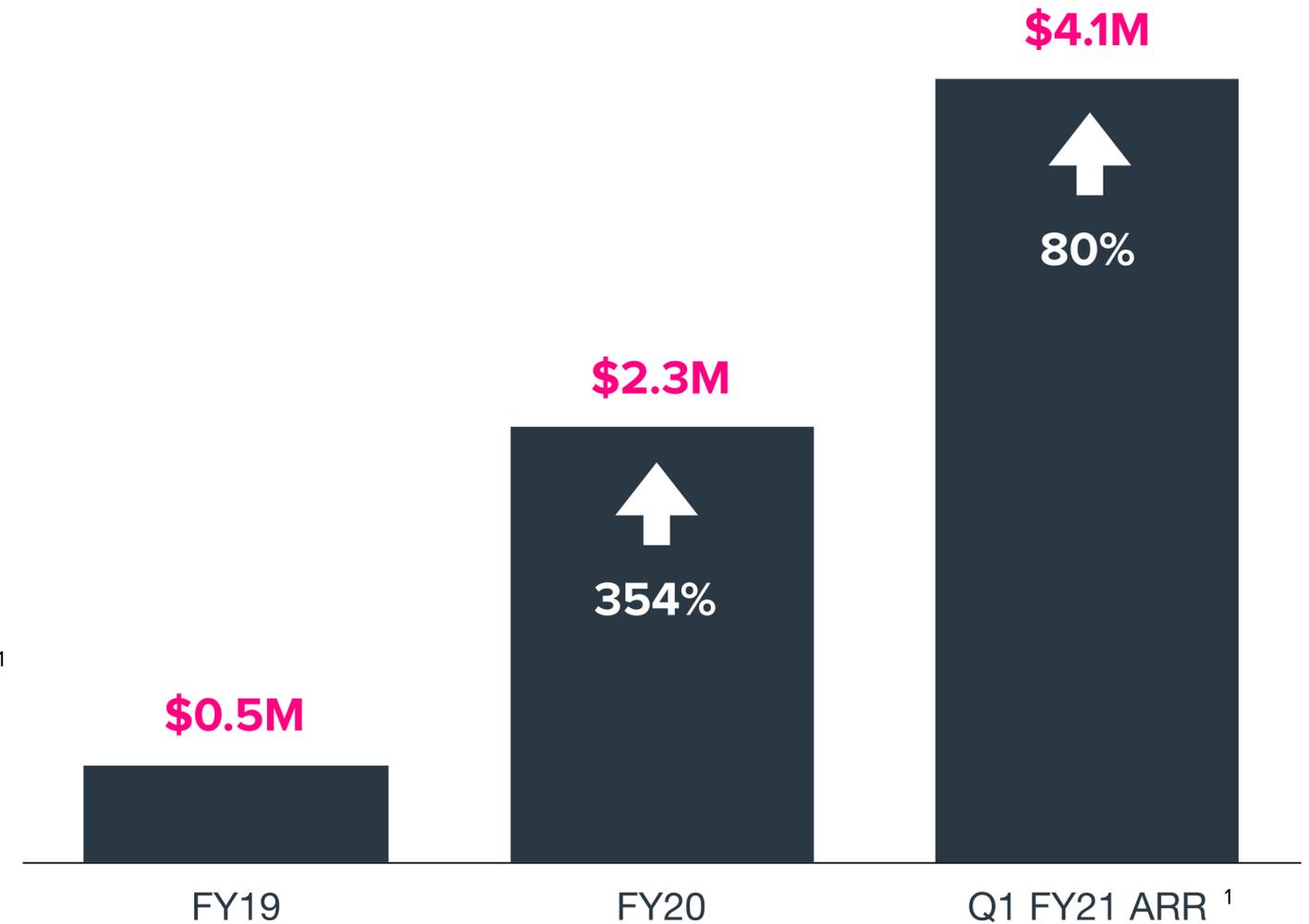
REVENUE PRODUCT SEGMENT

Racing Bodies (Content & Integrity)



FY19 > +354% FY20 > +80% Q1 FY21 ARR¹

This includes services offered to racing bodies such as integrity systems, on track technology solutions and content distribution. This division continues to show strong growth primarily driven by the increased content distribution facilitated by BetMakers. More content to more bookmakers than ever before.



¹ : Q1 FY2021 unaudited annualised recurring revenue

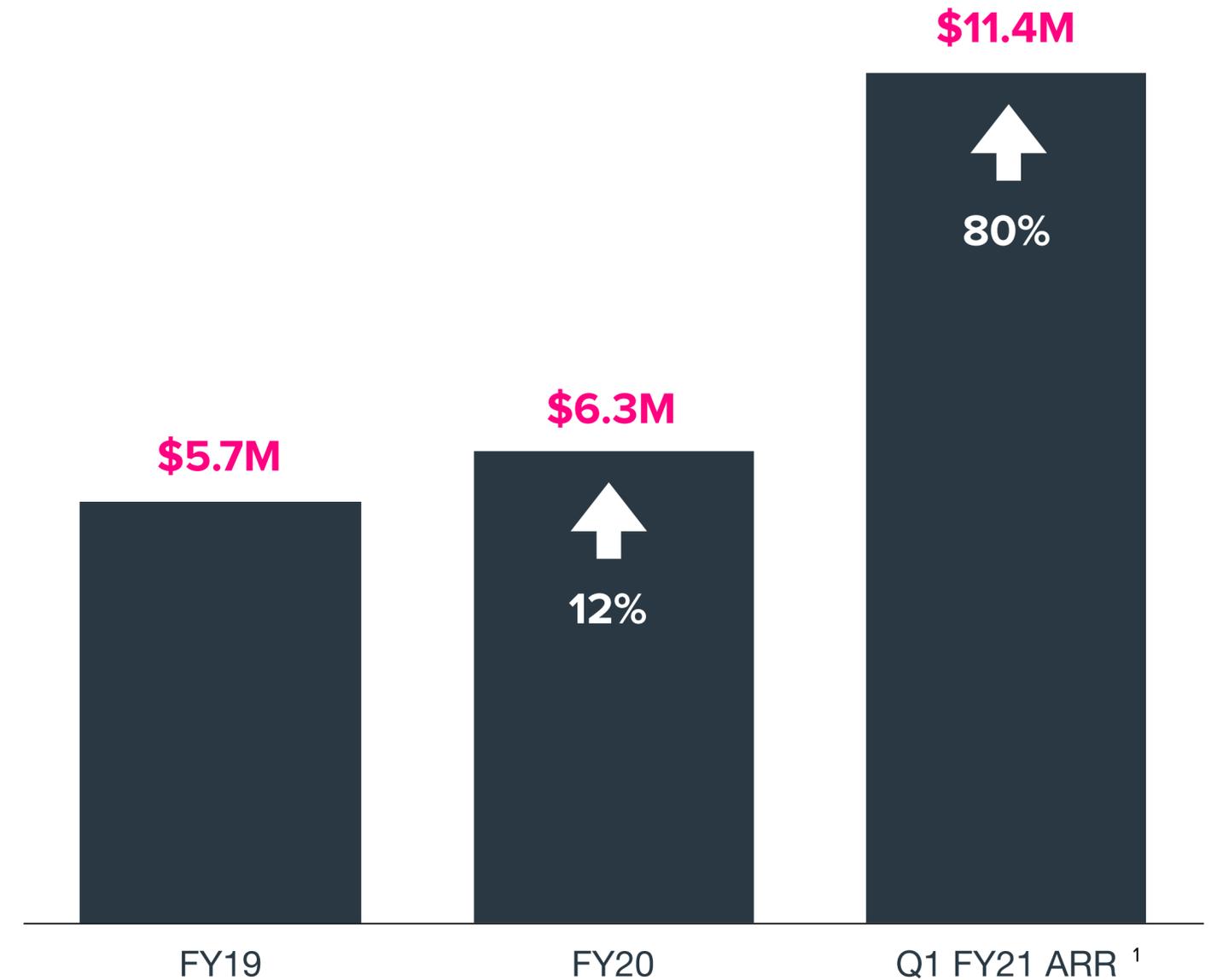
REVENUE PRODUCT SEGMENT

Bookmakers (Wholesale Wagering Products)



FY19 > +12% FY20 > +80% Q1 FY21 ARR¹

This includes services offered to wagering operators such as Price Manager, data supply, white label platforms and Managed Trading Services. The division continued to perform well during Q1 FY2020 supported by the roll out of platform clients and Managed Trading Services.



¹ : Q1 FY2021 unaudited annualised recurring revenue

WHERE TO NOW

FY2021

INTERNATIONAL EXPANSION

- Racing from around the world generates in excess of \$180bn in annualised turnover¹ from more than 70 countries
- While all countries offer Pari Mutuel betting, only 9 countries currently offer Fixed Odds betting on their racing¹. BetMakers sees this as a significant opportunity to expand and grow racing Internationally.
- The U.S. Racing industry generates more than AU\$3bn in annualised revenues from \$16bn in turnover.²
- The Company sees racing as a key component of the U.S Sports betting market and believes operators will need a racing solution to fit alongside its sports offerings.
- BetMakers, as announced to the market, has signed an exclusive 10 year deal to manage Fixed Odds betting on horse racing in New Jersey on behalf of Monmouth Park and NJTHA, subject to obtaining regulatory approval.

¹ : International Federation of Horseracing Authorities 2018 Annual report

² : 2020 Fact Book - www.jockeyclub.com

SCALING UP FOR GROWTH

- The company has seen a significant uplift in enquiries for its products and services.
- Importantly our proprietary Managed Trading Services solution has been keenly sought after both domestically in Australia and into the U.S. as a stand alone product.
- To meet these needs, the Company has begun scaling up its staff across the group domestically and internationally, with a particular focus on bolstering the U.S. team.
- 2nd half of FY2020 saw an almost 50% increase in headcount and we continue to recruit quality staff across the group.
- Our U.S. expansion will see a number of key hires in FY2021 ensuring that BetMakers capitalise on the unique deals it has already announced and continue delivering new opportunities in this market.

STRATEGIC OPPORTUNITIES

- BetMakers is in the process of building a global racing data and technology business.
- With its successful Capital Raise in FY2020, and strong balance sheet, the Company is now well positioned to look for opportunities within global wagering markets, in particular horse racing.
- The Company is currently looking at a number of strategic opportunities that complement its existing offering, both domestically and Internationally.
- The company will look at opportunities within global racing whereby it can leverage its technology and distribution network to drive value accretion.

CAPITAL STRUCTURE

BetMakers Technology Group

Capital Structure	
ASX Code	BET
Shares on Issue	600,251,846
Share Price (20 October 2020, Intraday)	\$0.465
Market Capitalisation	\$279.1 Million
Options on Issue	27,812,500

Tekcorp Holdings LLC, a company controlled by Non-Executive Director, Matt Davey, is the largest shareholder with 19.16% of the ordinary shares on issue.¹

KMP hold ~24% of the ordinary shares and ~31% of the options on issue.²

¹ :Based on the substantial holder notice dated 15 September 2020

² As at 20 October 2020

DISCLAIMER

This shareholder update is dated 20 October 2020. The material contained in this document is a presentation of general information about the activities of BetMakers Technology Group Limited (the “Company” or “BET”) as at the date of this update.

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