



31 January 2022

ASX Announcement (ASX:BBT)

Q2 FY22 Investor Presentation

BlueBet Holdings Limited (ASX:BBT) (**BlueBet** or the **Company**) is pleased to provide the attached Q2 FY22 Investor presentation.

AUTHORISATION

This announcement has been authorised for lodgement to the ASX by the BlueBet Board of Directors

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For further information, please contact:

Investor Enquiries

Darren Holley

CFO

investor@bluebet.com.au

Media Enquiries

M&C Partners

Mel Hamilton

Melissa.Hamilton@mcpartners.com.au

About BlueBet

BlueBet is a mobile-first, online bookmaker with a vision to provide more innovative wagering products to customers of Australian and international racing and sports.

BlueBet offers wagering products on 31 sports in Australia and internationally, plus entertainment and politics wagering markets. BlueBet provides customers a wide range of traditional wagering products as well as more innovative products, such as Exotics, Same Game Multis and Same Race Multis.

BlueBet is powered by a scalable, cloud-based technology platform, which has been materially customised and enhanced by the Company to focus on providing customers with the best experience possible. BlueBet has developed its customer-facing technology platform, website and native apps with a mobile-first strategy, to deliver a premium mobile experience to the customer.



Q2 FY22 INVESTOR PRESENTATION & APPENDIX 4C

January 2022



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This presentation contains forward-looking statements, forecasts, estimates, projections, beliefs and opinions (**Forward-Looking Statements**).

Forward-Looking Statements can be identified by the use of terminology, including, without limitation, the terms 'believes', 'estimates', 'anticipates', 'expects', 'projects', 'predicts', 'intends', 'plans', 'propose', 'goals', 'targets', 'aims', 'outlook', 'guidance', 'forecasts', 'may', 'will', 'would', 'could' or 'should' or, in each case, their negative or other variations or comparable terminology.

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Authorisation

This presentation has been authorised for lodgement to the ASX by the BlueBet Board of Directors.

Strong performance in Australia as BlueBet beats Prospectus forecasts across all key metrics, while progress continues in the US with the establishment of US headquarters and market access in Colorado



Record Q2 FY22 Turnover of \$138.6 million (up 54.8% vs. PCP) driven by a strong Australian Spring Racing Carnival.



Melbourne Cup week delivered new records for weekly Turnover (up 62.2% vs. PCP) and Betcount (up 63.3% vs. PCP)



Strong growth in Active Customers¹ of 76.5% to 45,087



Successfully deployed new Android and iOS mobile apps providing our customers with our fastest app ever with new product enhancements



Increased marketing investment drove First Time Depositors (FTD) up by 86.9% with healthy CFTD to Annual Customer Value ratio of 3.6x



US headquarters established in Denver, Colorado, with office secured and recruitment of key talent well progressed



Second US market access agreement secured, partnering with Colorado-based casino operator, The Wild Card Saloon & Casino to operate a new B2C online sportsbook²

1. Customers who have placed a cash bet in the 12 months preceding the relevant period.

2. Agreement signed after quarter end.

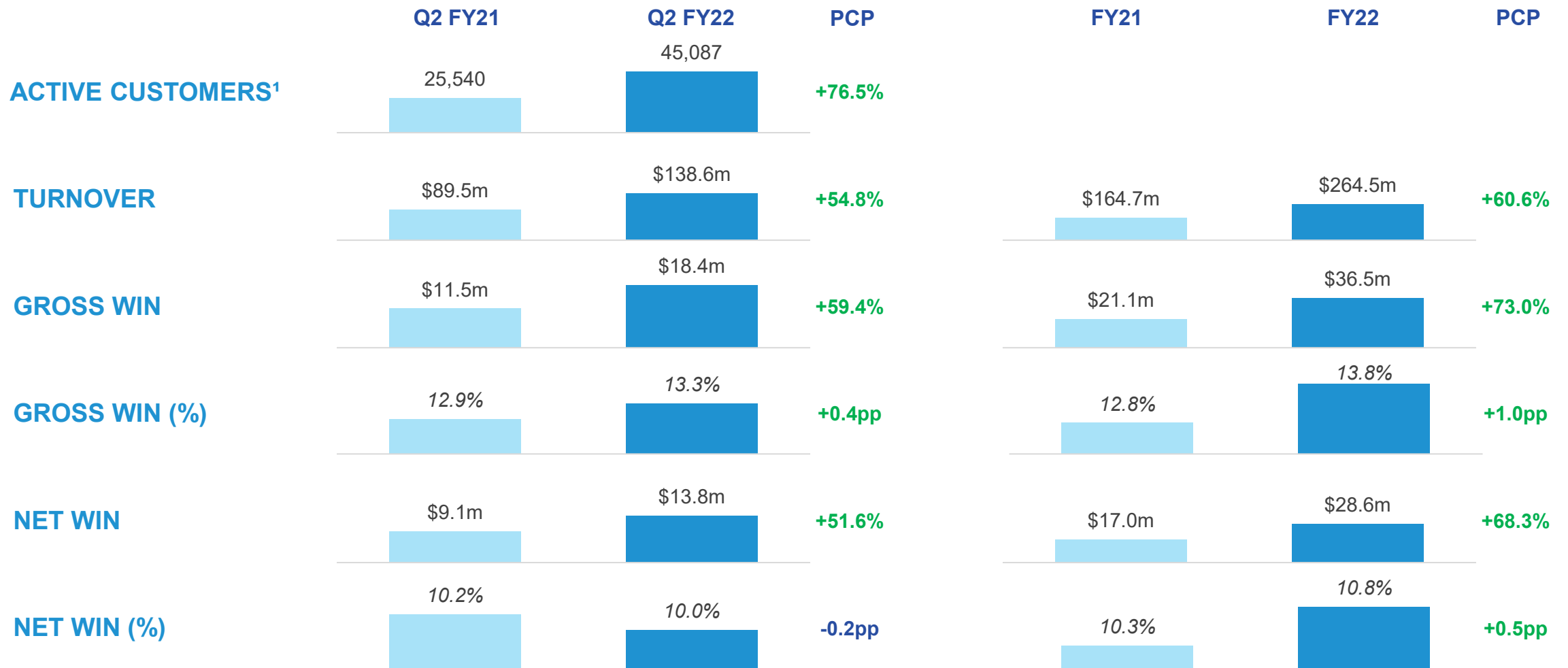
Record quarter for Betcount and Turnover driven by growth in Active Customers



1. Customers who have placed a cash bet in the 12 months preceding the relevant period.

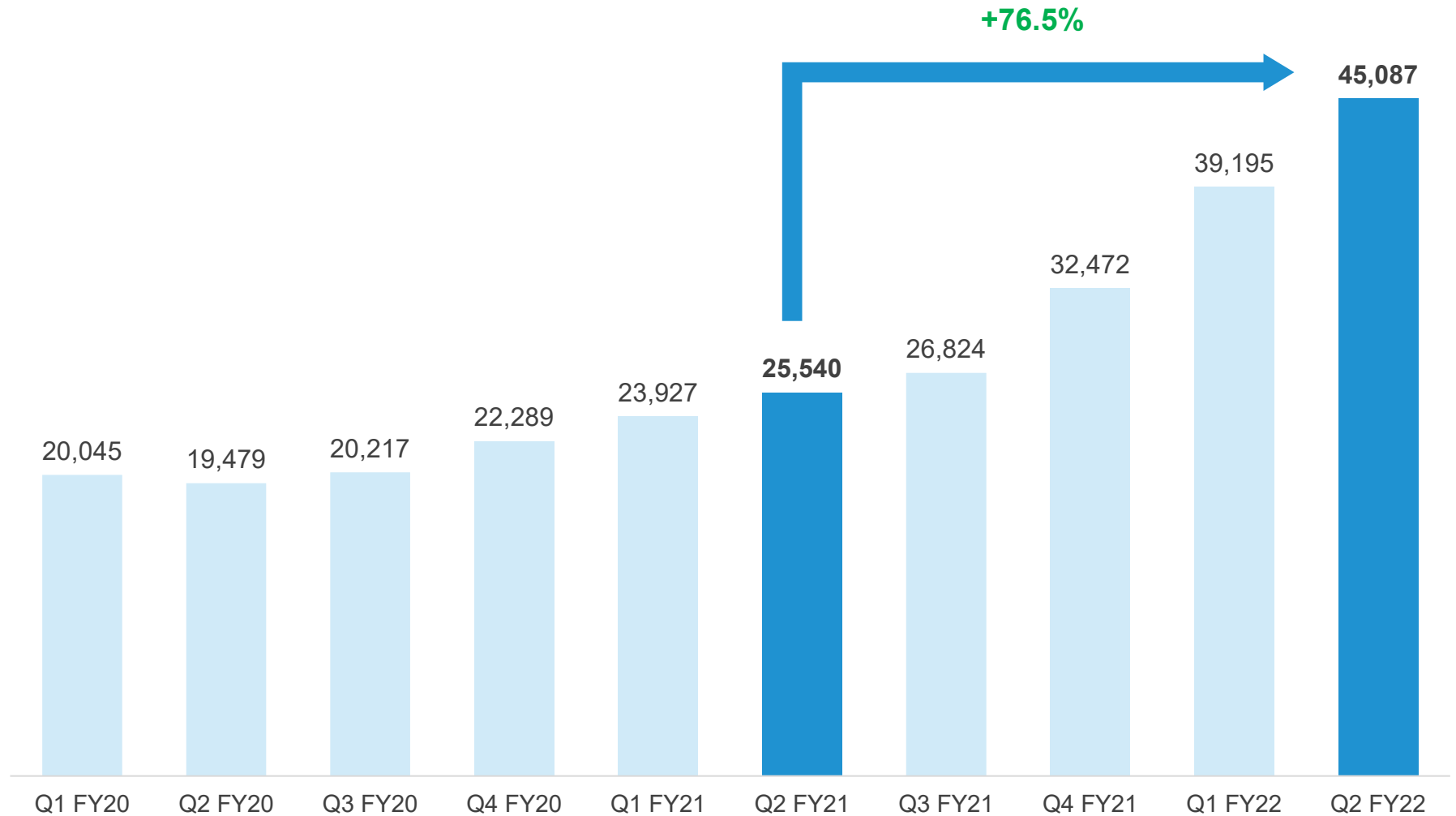


KEY Q2 & FY22 (6 MONTHS) METRICS



1. Customers who have placed a cash bet in the 12 months preceding the relevant period

Effective marketing investment drives customer acquisition momentum



1. Customers who have placed a cash bet in the 12 months preceding the relevant period.

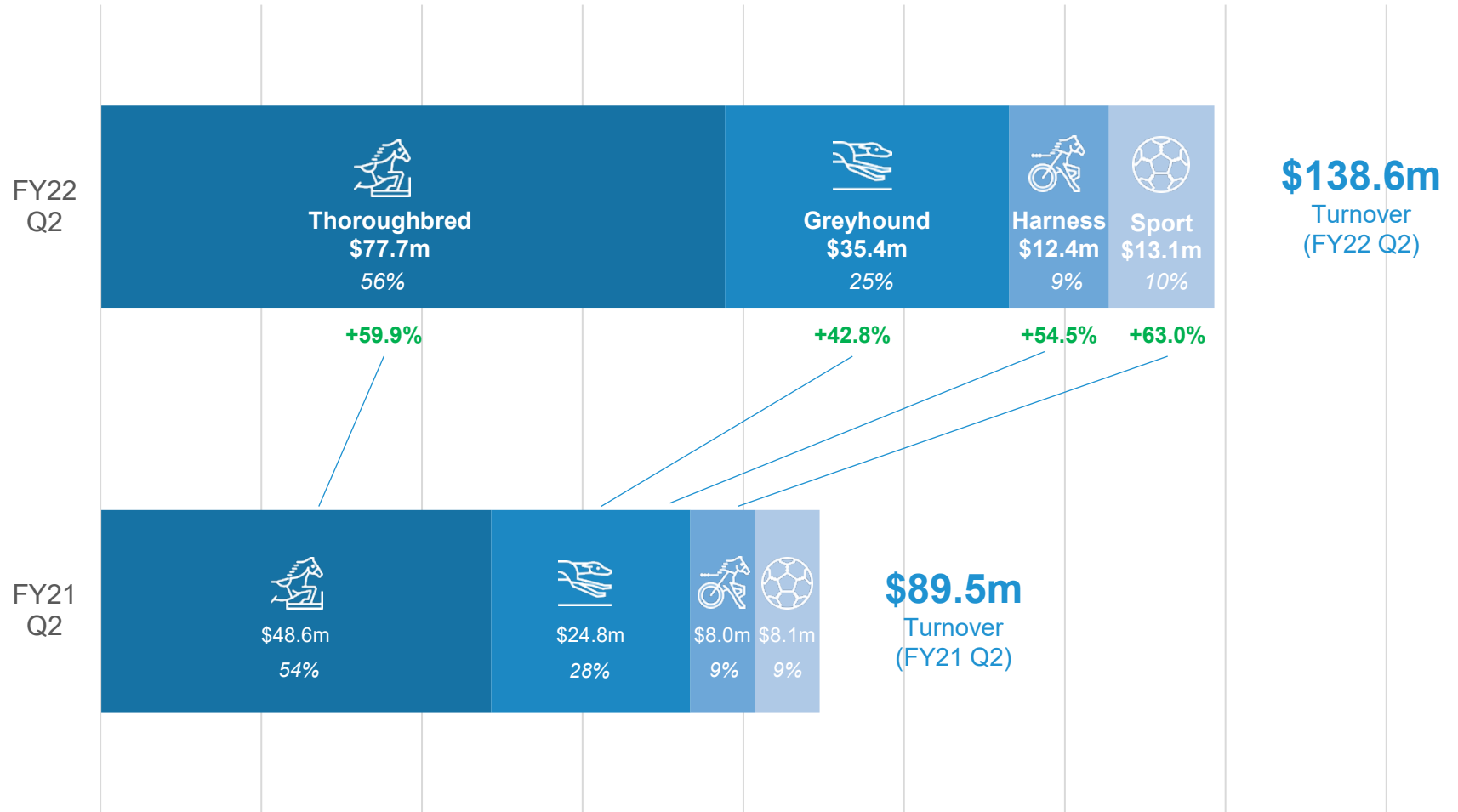
BlueBet beats CY21 Prospectus forecasts across all key metrics



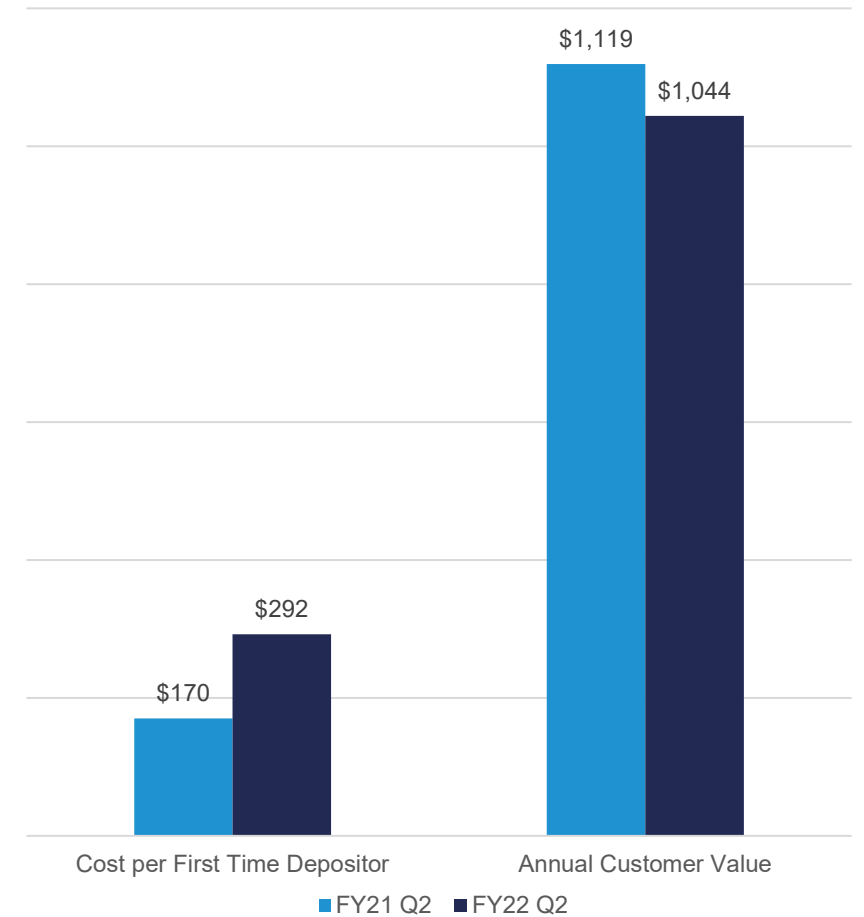
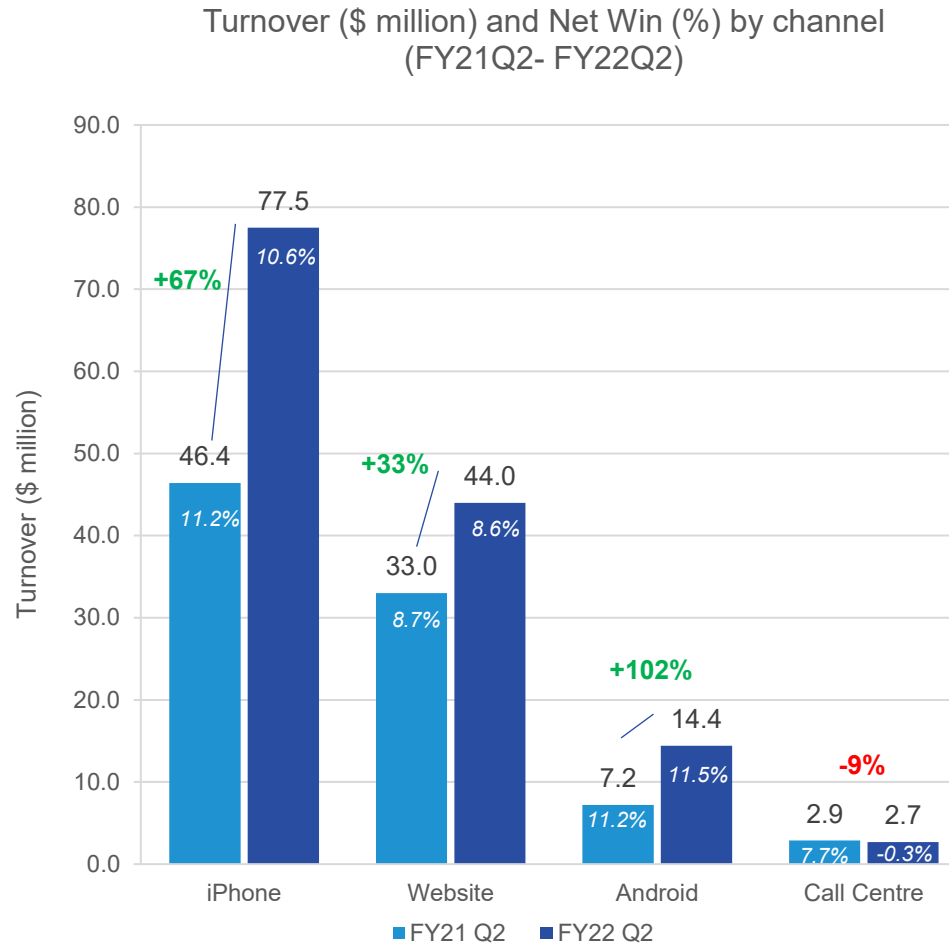
1. Customers who have placed a cash bet in the 12 months preceding the relevant period.

Q2 TURNOVER BY PRODUCT

Turnover of \$138.6m up 55.2% vs. PCP and driven by strong growth across all wagering products



Increased marketing & advertising spend drove an 87% increase in First Time Depositors and healthy CFTD to annual customer value ratio of 3.6x



Notes

1. Cost per First Time Depositor (CFTD) is defined as the cost of acquiring a Registered Customer that has deposited money into their account for the 12 months ending 31 December 2021.
2. Annual Customer Value is defined as Net Win divided by Active Customers for the 12 months ending 31 December 2021

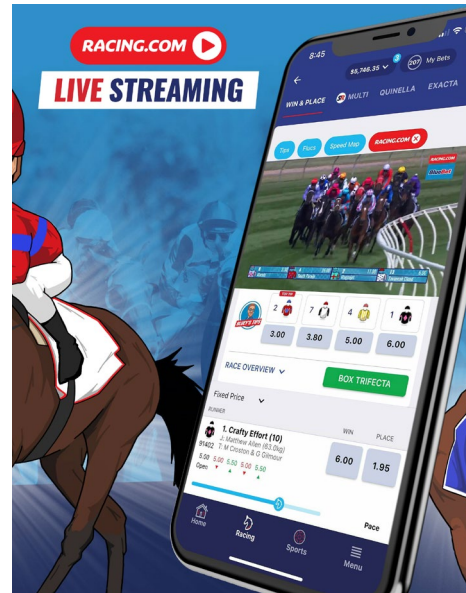
New codebase produces fastest app ever and agile platform to develop & optimise product enhancements across iOS and Android



Brand new app interface brings enhanced user experience

Quicker, slicker, faster, sharper

Racing.com live streaming



Racing and Sports race previews, form, speed maps and expert tips

All the punters' favourites including Same Game Multi & Same Race Multi

Strong customer response to date



SUMMARY OF QUARTERLY CASH FLOWS

Net Cash used in operating activities was \$1.0m as we deployed some of the IPO funds towards Australian marketing and US set up costs

YTD Net Cash from operating activities was \$2.3m

Total Corporate Cash at end Q2 was \$52.4m

<i>All amounts in A\$000's'</i>	Q2 FY22
Receipts from customers	33,355.0
Cost of Sales	(6,301.2)
Advertising and marketing	(2,937.6)
Leased assets	(124.6)
Staff costs	(2,536.1)
Administration and corporate costs	(2,490.5)
Interest received	11.0
Interest and other costs of finance paid	(28.4)
Income taxes paid	(228.0)
Other (Payments to customers incl. GST)	(19,748.6)
Net cash from / (used in) operating activities	(1,029.0)
Property, plant and equipment	(46.2)
Intellectual property	(1346.3)
Net cash from / (used in) investing activities	(1,392.5)
Bonds paid in relation to new office premises	(28.0)
Net cash from / (used in) financing activities	(28.0)
Cash and cash equivalents at beginning of quarter/year to date	57,832.0
Net cash from / (used in) operating activities	(1,029.3)
Net cash from / (used in) investing activities	(1,392.5)
Net cash from / (used in) financing activities	(28.0)
Cash and cash equivalents at end of quarter	55,382.5

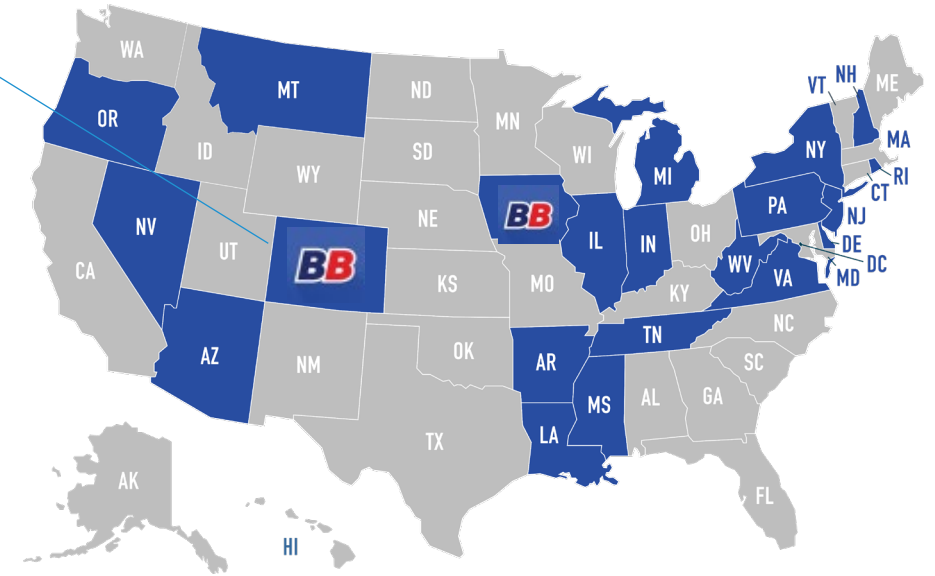
Note: (1) End of period AUD / USD FX Rate 0.7256

US expansion continues with new market access agreement in Colorado

Colorado – BlueBet’s second state

- Agreement with The Wild Card Saloon & Casino
- Enables BlueBet to conduct B2C online sportsbook operations
- 10-year agreement
- First bets expected Q1FY23

■ US States that have legalised sports betting



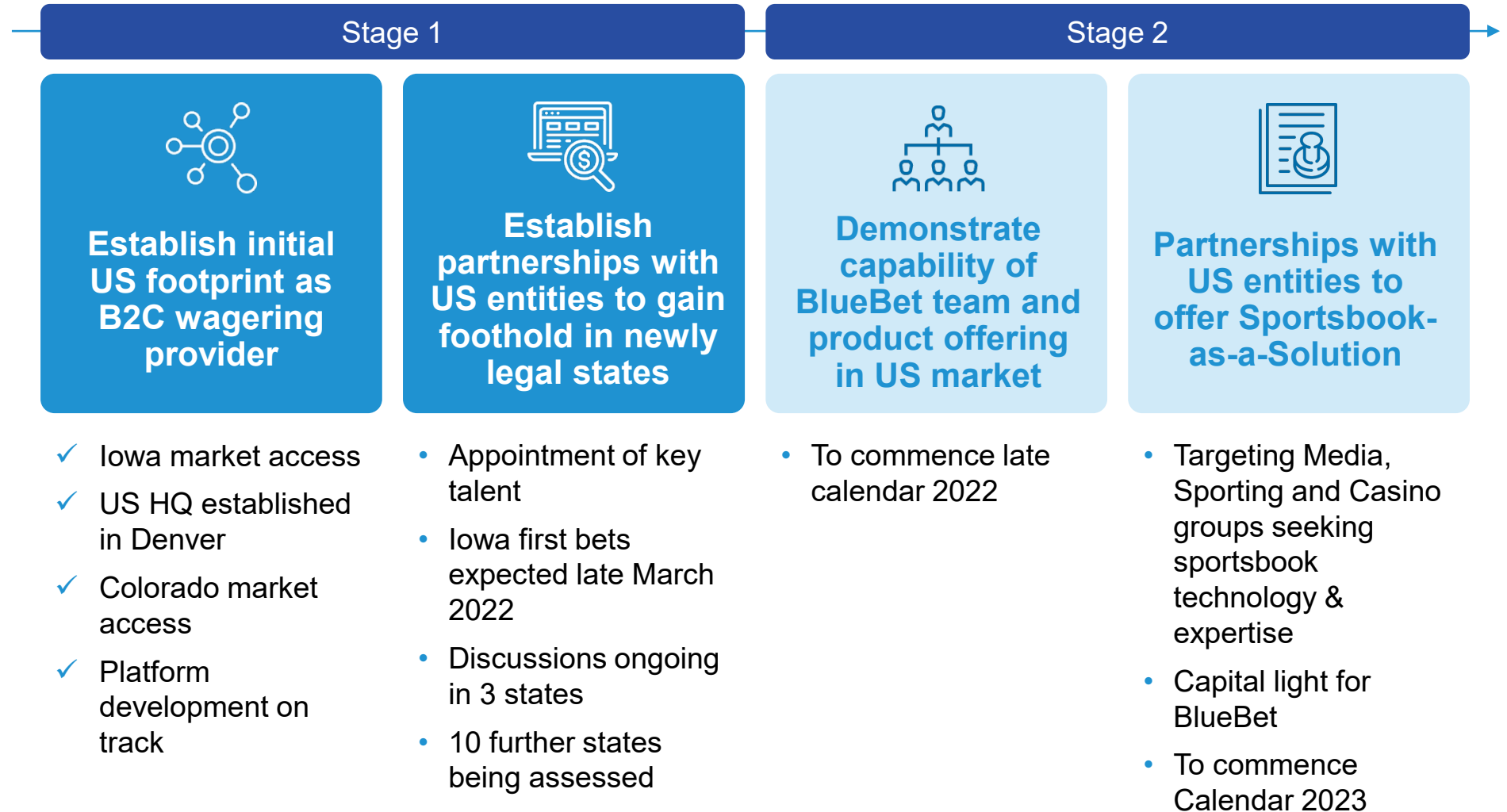
6th
largest US
sports
wagering
market

\$3.7bn
handle in
2021

98%
wagered
online

>400%
growth
2020-21

US market entry strategy unchanged with progress made in Stage 1





BlueBet

The logo features the word "BlueBet" in a bold, italicized sans-serif font. "Blue" is dark blue, "e" is white with a dark blue outline, "B" is red with a white outline, and "et" is red with a white outline. The background is a blue-tinted image of a jockey on a horse.