



CANACCORD GENUITY ANNUAL GROWTH CONFERENCE

BetMakers Technology Group | ASX:BET

Disclaimer

This document is dated 10 August 2022.

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This update 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. The forward-looking statements contained within the update 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 the 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; conduct of contracted counter parties; whether 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.

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The BetMakers Team – Presenting Today



Christian Stuart

Chief Executive Officer – North America

Christian has been a frontrunner in the US gaming industry for over fifteen years, holding executive leadership positions with Caesars Entertainment Inc., the largest gaming company in the United States.

Christian's previous roles included SVP Business Development of Caesars Digital, Head of Caesars Sports and Online Gaming – where he oversaw the expansion of sports betting, online gaming, and poker – and EVP Gaming & Interactive Entertainment.

Christian has domestic and international gaming experience across numerous disciplines. He has leadership expertise in developing world-class gaming strategies, managing executive operations, facilitating large scale mergers and acquisitions, and building online gaming and sports betting divisions.



Jake Henson

Group Chief Operating Officer

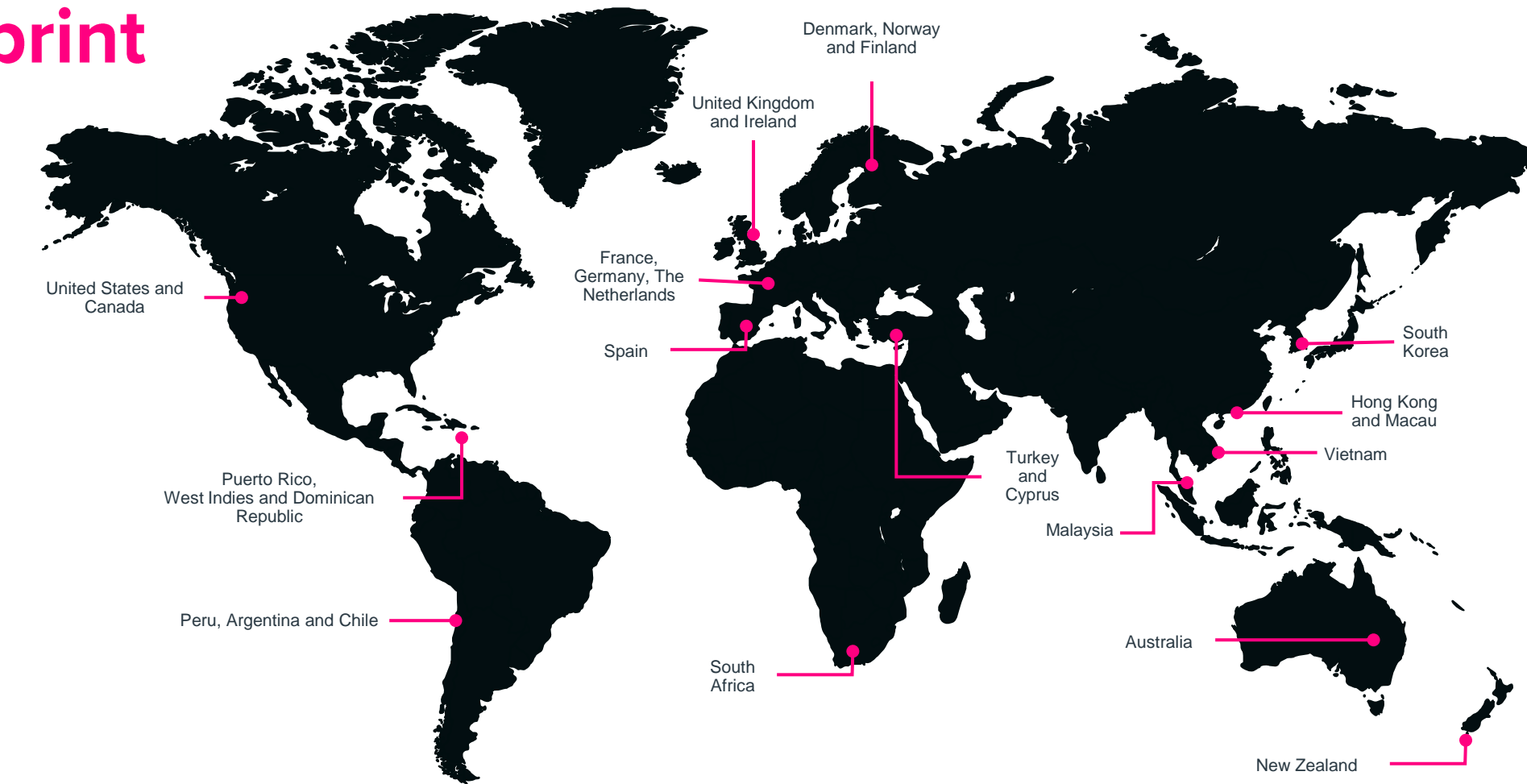
Jake has been a key member of the BetMakers team since 2013 and holds over a decade of experience in the sports, racing and wagering industries. As Group COO, Jake is responsible for various functions of the BetMakers global business including; Trading, Product, Technology, Delivery and Commercial.

More recently, Jake has overseen the successful integration of the Company's key acquisitions – DynamicOdds, Global Betting Services, and the former Sportech Racing and Digital business – into the BetMakers ecosystem and through to BetMakers' global client base.

Global Footprint

Corporate Overview

- ASX-listed: BET
- Share price A\$0.465 (as of 8 August 2022)
- Top 10 shareholders: 38.7% (as of 15 July 2022)
- 903m shares on issue (as of 8 August 2022)
- 164m unlisted options and rights (as of 8 August 2022)
- Market Capitalization: A\$420m (undiluted as of 8 August 2022)
- Net Cash: A\$87.6m (as of 30 June 2022)
- Share Buyback: Announced 24 June 2022 for up to 10% of outstanding shares



30+

COUNTRIES

60+

**ONLINE
WAGERING
OPERATORS**

225+

**RACING
PARTNERS**

45+

**REGULATORY
LICENCES**

479

**EMPLOYEES
(AT 30 JUNE 2022)**

10

OFFICES

Our Brands

BetMakers is a leading B2B technology provider for racing services worldwide

GLOBAL BETTING SERVICES

GLOBAL TOTE

GLOBAL RACING NETWORK

CUSTOMERS /
PARTNERS

Wagering Operators	Media and Content Suppliers	Aggregators and Affiliates
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Racetracks	Retail Wagering Venues	Online Wagering Operators
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Racetracks	Rights Holders	Regulators
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PLATFORMS /
PRODUCTS

Platform Development	Fixed Odds Pricing	Data Lifecycle
Form and Content	Managed Trading Services	Dynamic Odds

Quantum™ Tote Engine	Tote Hosting	Tote Pooling
Betting Terminals	Venue Services	Interface Management

Official Price	Race Day Controls	Rights Management
Racing Vision	Integrity Platform	Reporting and Analysis

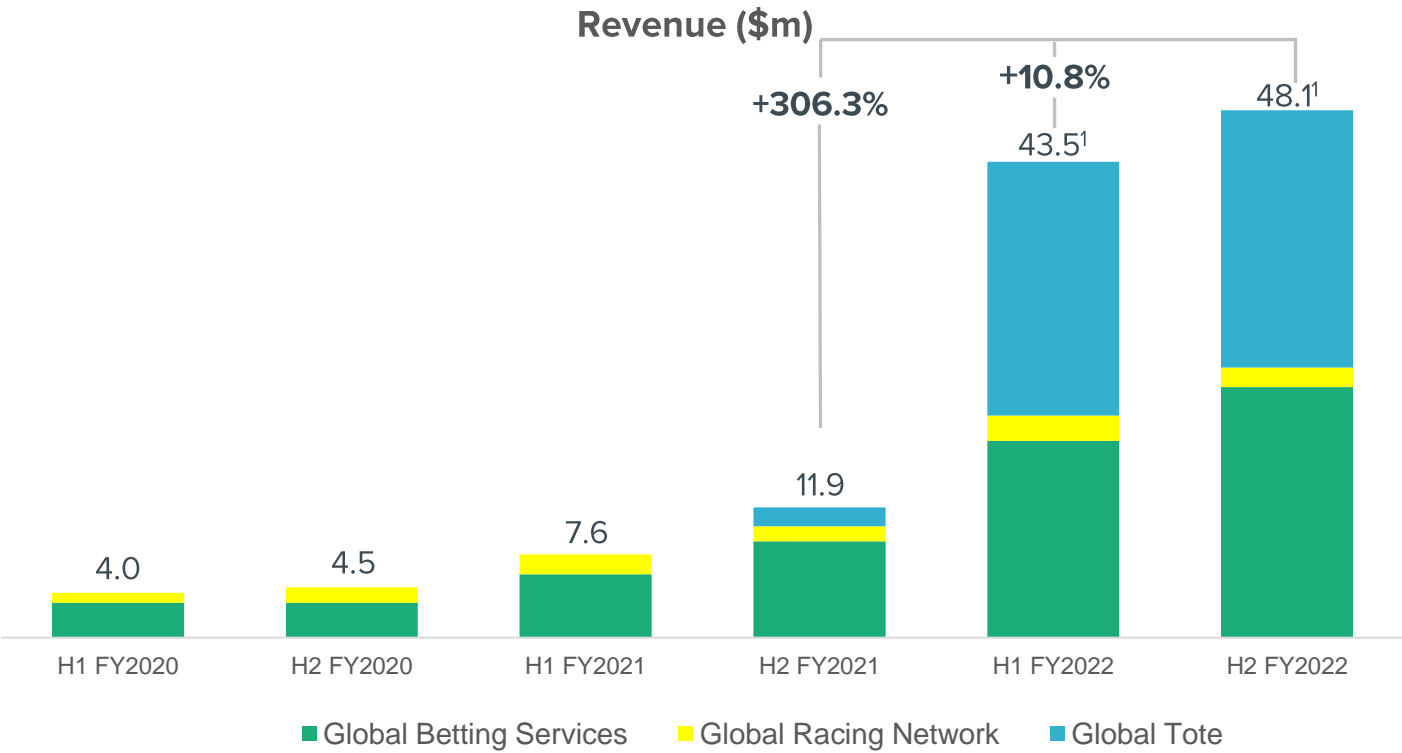
Revenue Overview

FY2022 Revenue

- FY2022 Revenue of A\$91.6m ¹ (+370% vs FY2021).
- Key revenue drivers include:
 - Growth of Platform and Managed Trading Services clients
 - Integration of Sportech’s Racing and Digital assets
 - Expansion of content distribution rights and wagering operator integrations

H2 FY22 Revenue

- 10.8% growth vs H1 FY22
- 306.3% growth vs H2 FY21
- Q4 FY22 Revenue annualized run rate in excess of A\$100m ²



¹: Unaudited revenue based on management reporting
²: Q4 FY22 unaudited revenues multiplied by 4

Global Betting Services

Performance & Outlook

H2 FY22 Performance

- Added 8 new platform clients in H2
- Total of 18 Active Australian platform clients at 30 June 2022 (up from 10 at 31 December 2021)
- 2 additional platforms launched since 30 June 2022, and another 7 contracted platform clients, yet to launch
- Annualised turnover¹ of global platform and MTS clients exceeds A\$2bn
- Rebuilt core price management technology

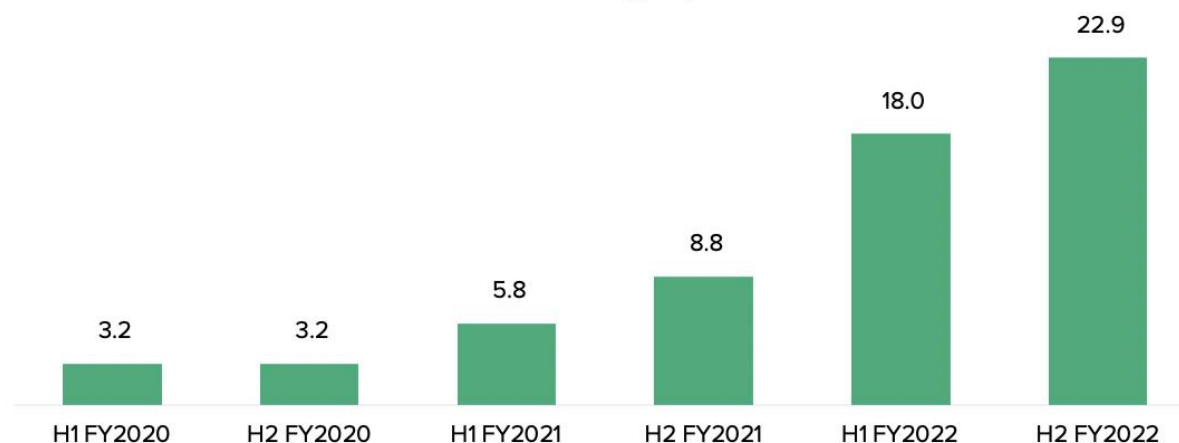
Strategic Focus

- Delivery and launch of NTD Platform for Australian market
- Continue to support racing bodies through the delivery of automated technology solutions, including delivery of updated deduction process on behalf of Racing Victoria, automated race day controls project roll out for GRNSW
- Next generation ADW / tote wagering platform roll out for North America
- Upgrades to core racing services products such as Price Manager, BetMakers ratings engine, Race Streaming platform and bespoke content creation platform
- Grow MTS platform into new markets – i.e. MonmouthBets, CrossBet Canada

FY23 Execution and Outlook

- MonmouthBets – Launch the first online fixed odds horse racing wagering platform and managed trading services offering in the US
- Launch of CrossBet Canada (Ontario) platform
- NTD – Launch of the NTD consortium platform and managed trading services offering in the Australian market
- Continue to strategically partner with licensed bookmakers offering platform and managed trading services in Australia – 2 launched since 30 June 2022, 7 contracted platforms yet to go live
- Continued strong growth in the Global Betting Services division revenues expected

Revenue (\$m)



¹: Turnover equals 'bets taken' by platform clients. Annualized turnover equates to June 2022 turnover multiplied by 12

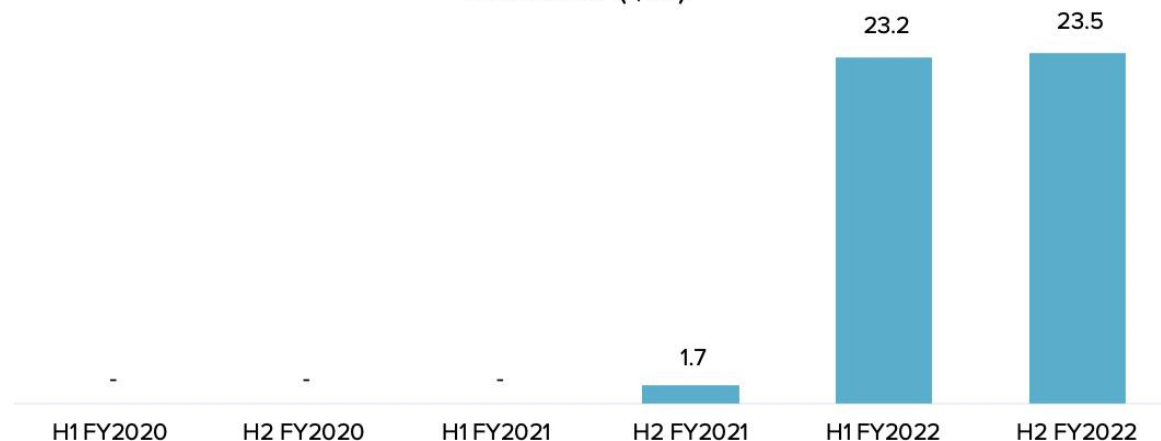
Global Tote

Performance & Outlook

H2 FY22 Performance

- Signed a 10-year exclusive agreement with Monmouth Park for exclusive tote and pari-mutuel services¹
- Secured a 10-year tote technology and services contract with Norsk Rikstoto, Norway
- Initial launch in Iowa on Caesar's contract in June 2022 after signing HOA to provide exclusive pari-mutuel solutions for Caesars Entertainment's retail sportsbooks
- Extended tote contracts and services agreements with Puerto Rico, Peru, Chile, and Suffolk Off-Track Betting locations
- Successfully delivered the technology and tote solutions for the world's richest handicapping tournament, the NTRA – NHC Tour

Revenue (\$m)



Strategic Focus

- Focus on enhancing global integrations for operators globally to improve liquidity across racing content from all jurisdictions
- Roll-out of BetLine terminals to improve customer experience, terminal functionality and data driven decision making
- Launch Global Tote Hub by connecting existing and new customers to enhance liquidity across network of clients
- Integration of Quantum tote engine into BetMakers' front end platform technology (for both tote only "ADW" offering and dual fixed odds / tote offering)

FY23 Execution and Outlook

- Commence the roll-out and delivery of Norsk Rikstoto pari-mutuel technology solution
- Expand Caesars pari-mutuel solution to the wider Caesars Entertainment network (including Nevada)
- Deliver on extended tote integrations and comingling opportunities
- Launch B2B hub for global comingling
- Consolidating gains in FY23, whilst setting the platform for FY24 and beyond

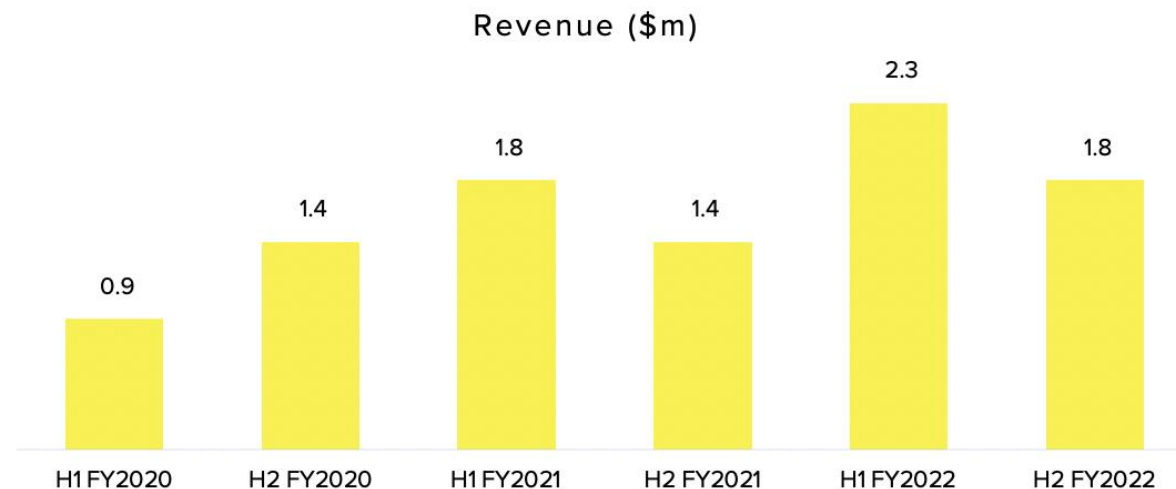
¹ See ASX announcement dated 24 January 2022.

Global Racing Network

Performance & Outlook

H2 FY22 Performance

- Signed an extended 15-year exclusivity agreement with Monmouth Park and the New Jersey Thoroughbred Horseman Association¹. Commenced the global distribution of Monmouth Park racing for fixed odds wagering
- Awarded the rights to offer Penn National Gaming's racing content outside of the US and Canadian markets, for fixed odds wagering
- Racing content from the North American market now exceeds 12,000 races each year to distribute into international jurisdictions
- Enhanced integrations with UK and European wagering operators



Strategic Focus

- Progress regulation of fixed odds horse race wagering in the US
- Expand domestic and international fixed odds thoroughbred content globally
- Contract additional rights holders to facilitate distribution of racing content globally
- Progress contracting and integration within US wagering operators for the delivery of horse racing for fixed odds content
- Roll out the GRN reporting tool within New Jersey to provide racetracks, rights holders and operators with oversight and transparency

FY23 Execution and Outlook

- Continued roll out of US racing content, including Penn National Gaming's racing content, to global wagering partners (commenced 1 July 2022)
- Expand fixed odds betting on horse racing in the United States beyond New Jersey and into other states
- Global Racing Network revenues are expected to more than double in FY23 based upon executing on the above-mentioned opportunities

FY23 Strategic Focus: Execution

GLOBAL BETTING SERVICES

- Launch NTD platform using BetMakers' proprietary Next Generation digital wagering platform in Australia
- On-board 9 new recently contracted platform operators in H1 FY23
- Expand BetMakers' proprietary Next Generation software into the US market

GLOBAL TOTE

- Launch Global Tote Hub to drive connecting existing and new tote customers
- Routine release of new features into the tote market, further separating our products from the competition
- Continued roll out of BetLine terminal hardware and technology in the US and into new markets
- Integrating our GRN content into Global Tote network to maximize returns

GLOBAL RACING NETWORK

- Expand digital roll out of fixed odds in New Jersey
- Deployment of proprietary racing integrity and reporting platforms into new global racing jurisdictions
- Export more than 12,000 races into international markets for US racing partners including Penn Gaming, Monmouth Park, Kentucky Downs, Century Downs and others, into BetMakers' global network

US Fixed Odds Opportunity

BetMakers has now launched fixed odds betting on horse racing in New Jersey in partnership with the industry

Sports Betting Live or Regulated in 32 states

The rapid roll out of sports betting bolsters the opportunity to bring fixed odds racing wagering to the US. Millions of newly acquired customers now know how to fixed odds wager and are expected to easily adopt fixed odds horse racing. It's also an opportunity for legacy players to expand their wallets with new wager types

Fixed Odds for Horse Racing

On 6 August 2021, the New Jersey Governor signed a bill to authorize fixed odds betting on horse racing in the state of New Jersey. New Jersey is the only state live with fixed odds betting on horse racing. Colorado has released regulations and is working to go live. Other states are expected to follow once the benefits are demonstrated in NJ and CO (as happened with Sports Betting)

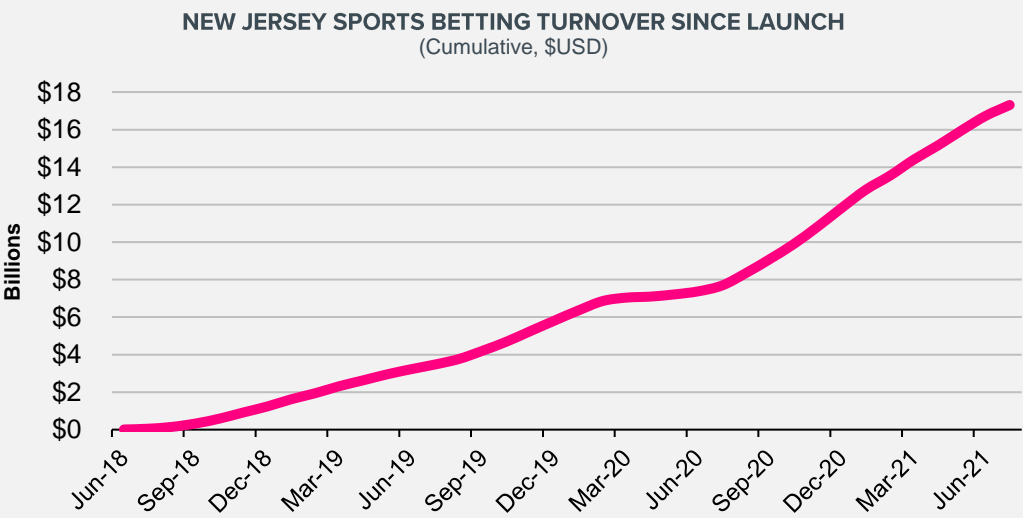
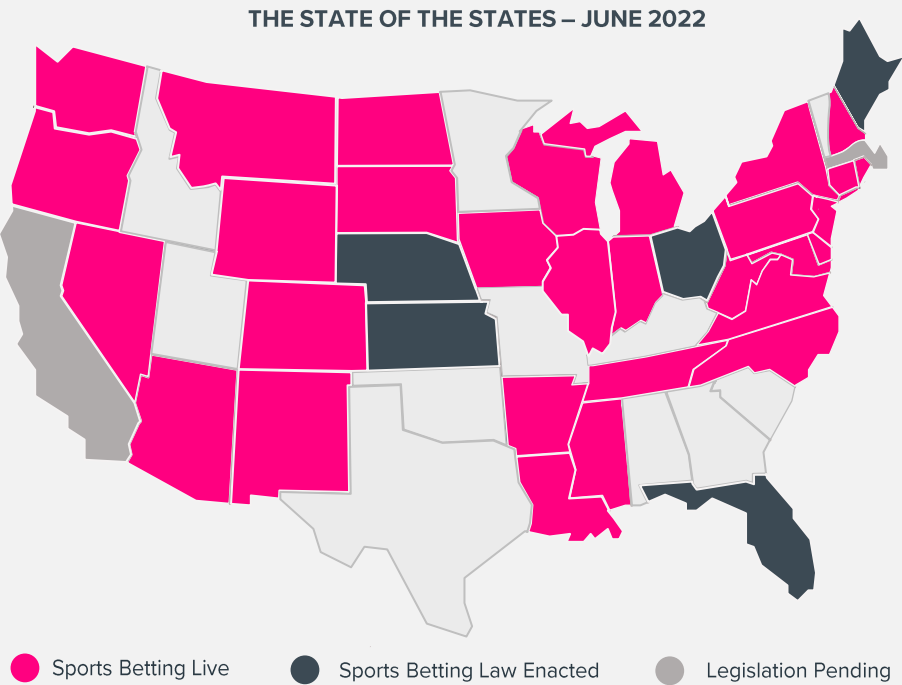
New Jersey Fixed Odds Exclusive Contract

BetMakers has exclusive arrangements with Monmouth Park racetrack, and the New Jersey Thoroughbred Horsemen Association (together "NJ Partners") to deliver and manage fixed odds thoroughbred horse racing into New Jersey. These arrangements mean that any wagering operator who wishes to offer fixed odds on the NJ Partners' thoroughbred racing can enter into a commercial agreement with BetMakers and go live post technical approval from the DGE

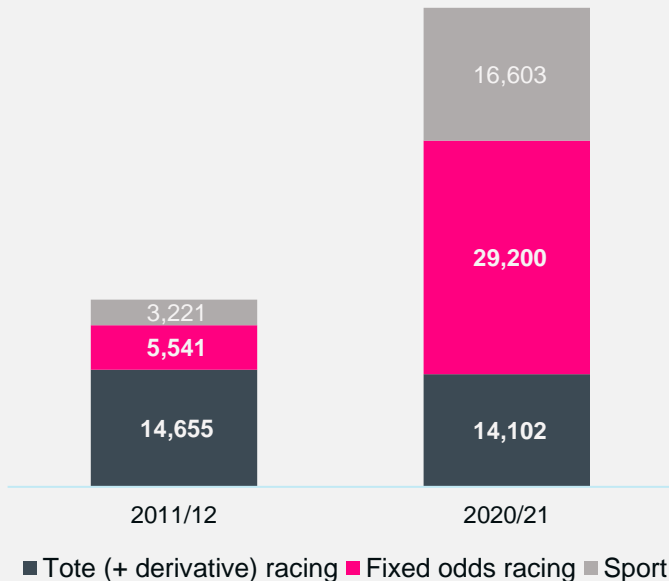
Content Distribution Opportunities

BetMakers is currently working with multiple parties on commercial arrangements that would see BetMakers distribute fixed odds betting on interstate and international racing to wagering operators in New Jersey

Source of charts: <https://www.njoag.gov/about/divisions-and-offices/division-of-gaming-enforcement-home/financial-and-statistical-information/monthly-press-releases-and-statistical-summaries/>



Australian wagering turnover over a 10 year period (in A\$m)



Source: Racing Australia Fact Book 2010/2011 and 2021. Management have assumed that 15% of fixed odds racing turnover in 2011/12 comprised tote derivatives, increasing to 20% in 2020/21.

Case Study: Australian wagering landscape

The Australian example demonstrates how US racing can create new revenue streams and grow the overall market

Sports betting in Australia was in its relative infancy 10 years ago

Sports betting grew with the rise in online corporate bookmakers who offered exclusively fixed odds betting. In that same period, wagering on horse racing has grown more than sport, in absolute terms, increasing by +A\$23bn over that period

The single largest driving factor for this has been fixed odds betting

Fixed odds is +A\$30bn over the same period, driven by changing consumer preferences and a new audience of customers that were digital first, attracted by promotions and modern user experiences

Industry benefits from growth in the market

The growth in fixed odds wagering in Australia has led to increased returns and benefits for racing industry participants (owners, trainers, jockeys etc.), wagering operators, rights holders and customers

Horse racing is high margin for operators with excellent event frequency, allowing for global 24/7 operation

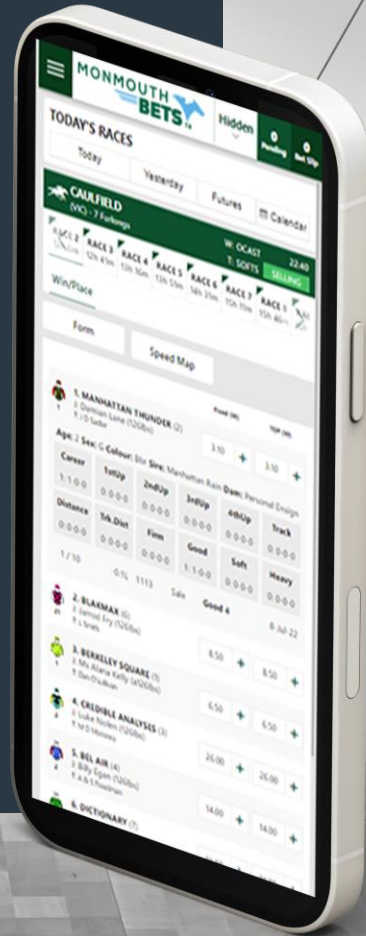
Fixed odds wagering has huge potential in the US

US racing handle is USD\$12.2BN today. NJ accounts for 6% of total wagers or ~USD\$0.7BN in Handle. Online wagering on horse racing is legal in 37 US states but pari-mutuel only

If the Australian experience were replicated in the US, the horse racing wagering industry could increase by 3X or ~USD\$37BN in handle. BetMakers technology and products have been developed to service the full ecosystem and in turn generate a revenue share from all operators as a stand alone B2B supplier

Monmouth Park / NJ Launch

Fixed odds wagering went live
on track in May 2022 and
online in July 2022



Global Growth Drivers and BetMakers' Competitive Advantage

Global Industry Drivers

- Shift to digital for Online Sports Betting and horse racing as retail customers shift to mobile and PC online experiences
- Deregulation and privatization as governments seek to reduce leakage to grey markets and increase tax revenue
- Outsourcing of technology platforms (from wagering operators to B2B tech providers) due to increasing tax, KYC / AML considerations, technical complexity and responsible gambling requirements
- Horse racing attractive to operators due to high margins and high event frequency, driving profitability and customer engagement

BetMakers' Competitive Advantage

- Unique group of assets create virtuous circle
 - Racecourse services create content opportunity for wagering operators, driving customer engagement and volume, driving benefit to the whole industry
 - Opportunity to offer services globally including global pooling in Tote products, driving opportunity, liquidity and scale
- Revenue share model reduces upfront costs and variabilizes the economic model for customers, lowering costs of entry
- Insight and experience from world-leading Australian horse racing industry being applied globally
- BET technology and trading systems proven at scale and over time, so lowest risk for B2B customers



Australian / US trends are increasingly evident globally

THANK YOU!

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