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ASX Announcement (ASX:BBT)

BlueBet announces strategic investment in sports gamification platform provider Low6

Highlights

- BlueBet has made a strategic investment in Low6, a leading free to play sports gamification platform provider
- Low6 provides white-labelled gamification services to global betting operators, enabling them to create personalised and branded gaming experiences for their customers to drive customer acquisition and engagement

Mobile-first online wagering provider, BlueBet Holdings Ltd (BlueBet) (ASX:BBT), is pleased to announce a strategic investment in Low 6 Limited, a leading UK-based free to play sports gamification platform provider.

Low6 specialises in providing white-labelled gamification services to global betting operators and sports brands, driving higher customer acquisition, engagement, and retention with branded gaming experiences across multiple game formats including Fantasy, Picks, Trivia and Brackets.

BlueBet expects to leverage its investment in Low6 to expand its product offering into free to play games, to assist in onboarding and engaging its customer base.

The US\$500,000 investment enables BlueBet to launch products on Low6's platform for a five-year period, and underscores BlueBet's commitment to add new and innovative products to its portfolio.

BlueBet Chief Executive Officer, Bill Richmond, commented:

"We are excited to announce our strategic investment in Low6, one of the global leaders in sports gamification technology."

"We see free to play gaming as a huge adjacent opportunity to our core sports books and know there is real appetite from our customers – particularly our younger customers who make up a considerable portion of our book – to extend their playing time with BlueBet into new formats such as Fantasy sports."

"We look forward to working with Low6 to create bespoke iGaming solutions which fit with our differentiated consumer brands, which will attract new customers to BlueBet in Australia and ClutchBet in the US."

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AUTHORISATION

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

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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.

About Low6

Low6 is an award-winning leader in sports gaming technology with a platform that is now available as a white-label gamification service to global betting operators.

Low6 has been gamifying audiences globally, powering franchises with their own branded experiences to engage and monetize their digital fanbases, through innovative and creative solutions that redefine future sports mobile gamification.

Low6 won the "Virtual and Fantasy Operator" and "Rising Star" Awards at the 2021 EGR Operator Awards, "Freeplay Gaming Supplier" at the EGR North America Awards 2022, Industry Rising Star at SiGMA Americas Award 2022 and Fantasy & DFS Supplier at the EGR B2B Awards 2022.

For more information, visit low6.com.