



7 June 2024

ASX Announcement (ASX:BBT)

## Director announcement and update on trading

Online wagering provider, **BlueBet Holdings Ltd (BlueBet or the Company)** (ASX:BBT), is pleased to announce Non-Executive Director Nigel Payne will remain on the BlueBet Board following completion of the Company's acquisition of NTD Pty Ltd's (ACN 658 859 262) (**betr**) wagering business (BlueBet and betr, together the **Combined Business**) expected to occur on 1 July 2024.

Nigel will join Michael Sullivan (Executive Chair), Matthew Tripp (Non-Executive Director), Ben Shaw (Non-Executive Director) and Tim Hughes (Non-Executive Director) as directors of the Combined Business and will continue in his capacity as Chair of the Audit and Remuneration Committees.

Nigel brings over 30 years' executive and non-executive experience working for large private and public businesses in the UK. He has significant experience in the online gambling industry, including as a former CEO of Sportingbet plc, then one of the world's largest internet wagering businesses.

BlueBet also provides an update on its Australian trading performance for Q4 FY24, which has remained strong as BlueBet continues to outperform the Australian market. For the two months to the end of May, Turnover is up 12.7% on the prior corresponding period (pcp), with Net Win up 11.4% on pcp and the Net Win margin remaining very strong at 11.5%.

**BlueBet Chair, Michael Sullivan, commented:** *"As we near completion of our transformational proposed combination with betr, the Board is pleased to be retaining a director of the calibre of Nigel Payne. Nigel brings tremendous industry experience and a global perspective to the Board, and we benefit greatly from his valuable insights and expertise."*

*"It is similarly pleasing to see BlueBet continue to gain market share and outperform the Australian market. We expect our strong momentum to continue as we welcome the betr team in July and look forward to updating the market on our trading performance and integration progress at our Appendix 4C announcement at the end of July and full year results in August."*

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### **AUTHORISATION**

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

### **For further information, please contact:**

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### **About BlueBet**

BlueBet is an international online wagering provider and bookmaker listed on the Australian Stock Exchange, with operations in Australia and the United States. BlueBet is powered by a proprietary cloud-based technology platform which is highly scalable and enables BlueBet to scale rapidly, as well as offering the platform as a white-labelled technology solution for B2B partners. BlueBet's customer facing websites and native apps have been developed using a mobile-first strategy, delivering a premium mobile user experience.