



ASX Announcement (ASX:BBT)

2 January 2025

Chair Succession

As disclosed to the market in April 2024, BlueBet Holdings Limited (ASX:BBT) (**BlueBet** or the **Company**) confirms that Matthew Tripp has succeeded Michael Sullivan as Chairman of the Company effective from 1 January 2025, with Mr Sullivan to remain on the Board as a Non-Executive Director.

Commenting on his commencement as Chairman, Mr Tripp said: “I am honoured to become Chairman of Bluebet and look forward to working with our world-class Board and management team to deliver value for BlueBet shareholders.

“With the combination of BlueBet and betr already delivering results, we are rapidly advancing towards our goal of becoming the leading independent Australian wagering operator, focused entirely on the domestic market.

“Our market-leading technology, strong brand and customer-first approach positions us strongly to execute our ambitious organic and inorganic growth strategy and capture market share.

“I would like to thank Michael Sullivan for his outstanding leadership of BlueBet. The Company is in its strongest ever position for accelerated growth and I am delighted that we will continue to benefit from Michael’s significant experience on the Board. ”

Reflecting on his time as Chairman, Mr Sullivan said: “I am proud to have led the Board of BlueBet through the Company’s formative years, from our beginnings as a “True Blue Bookie” in 2015, through our listing on the ASX in 2021, and through our transformative merger with betr in 2024.

“Now the time is right to handover the Chairmanship to Matthew Tripp, who I have known for three decades and whose track record of success gives me every confidence that he is the right person to steward the Company through the next stage of its growth.

“I would like to thank my fellow directors, the BlueBet team and our valued shareholders for their ongoing support, and I look forward to continuing to serve shareholders as a director of the Company.”

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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 (ASX:BBT)

BlueBet (ASX:BBT) is an international online wagering provider and bookmaker listed on the Australian

Stock Exchange, with operations in Australia. BlueBet is powered by a highly scalable proprietary cloud-based technology platform that can also be delivered as a white-labelled technology solution for B2B partners. BlueBet's websites and apps have been developed using a mobile-first strategy, delivering a premium mobile user experience. On 1 July 2024, BlueBet merged with leading Australian online wagering company, betr, creating a major player in the Australian online wagering market. The company has a world-class board led by prominent Australian wagering industry figures Michael Sullivan and Matthew Tripp, and a highly experienced management team. From 14 August 2024, BlueBet adopted the betr brand for its Australian consumer facing operations.