

BetMakers Technology Group Ltd

ABN 21 164 521 395



INVESTOR PRESENTATION

The Global Market Leader for Racing Technology Solutions

JUNE 2025

www.betmakers.com

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This update contains “forward-looking statements”. These can often be identified by the use of certain words such as “may”, “should”, “anticipate”, “believe”, “intend”, “estimate” and “expect”. However, any 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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BetMakers has established a scalable, global platform that powers betting on racing.

1

LEADING PLATFORM

The leading global platform for software and data related to racing led wagering, servicing key segments of the global wagering market

2

CRITICAL INFRASTRUCTURE

Products that simplify access to global racing content while powering critical wagering infrastructure for the world's leading operators

3

EXPANDING NETWORK

An expanding presence in a large global market that is currently fragmented and is experiencing increased levels of corporate activity

4

INCREASING PIPELINE

Increasing pipeline and accelerating growth, driven by upgraded products, a streamlined growth strategy & transformative international partnerships

5

TRACK RECORD

A track record of executing on key deliverables, including a transformative cost base reset and upgraded technology

6

INFLECTION POINT

At a financial inflection point - recent financials shows increasing revenue, improving gross margin and profitability, driven by strong operating leverage



Our network extends all over the world, powering market leaders in both Tote and Fixed Odds.

60+

online wagering operators

45+

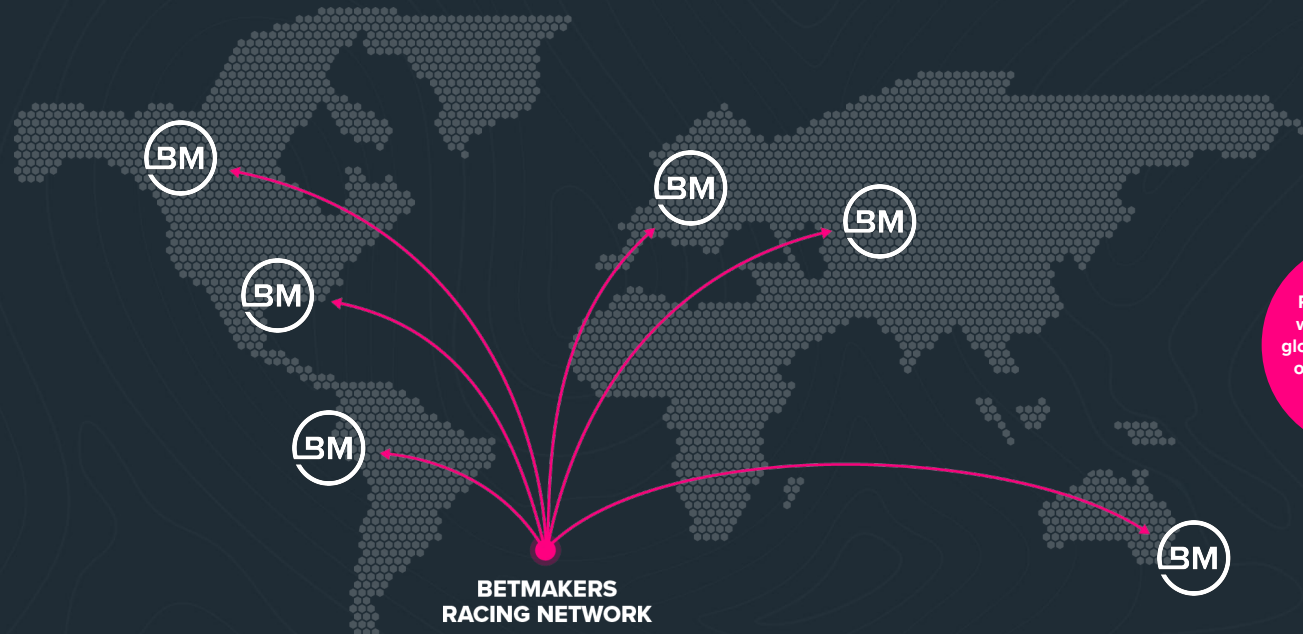
regulatory licenses

30+

active countries

230+

racing partners



Recent contract wins in all major global markets with opportunities for future growth

Our clients are the global leaders in wagering and our network is expanding.



BetMakers has signed binding terms¹ to acquire LVDC.

Who is LVDC?

The only approved pari-mutuel service provider for Nevada's gaming industry, servicing sportsbooks, racebooks, bars, taverns, and online platforms.

LVDC provides pooling (through its hub) into hosted racing pools from around the world including on North American racing.

Expected to generate approximately A\$4m² revenue for BetMakers.

Select Customers



Strategic Footprint

Expanded Network

Platform Synergies

1. Refer to ASX Announcement lodged with ASX on 4 June 2025. See Slide 21 for a summary of the material terms of the Heads of Agreement. The binding Heads of Agreement requires the parties to execute a long form purchase agreement and obtain regulatory approvals and third party consents as conditions precedent to completion of the acquisition. There is no guarantee that this acquisition will be completed on the agreed terms.
2. Based on LVDC's historical financial performance and assuming existing contracts are novated to BetMakers and consistent revenue is derived from these contracts, the total revenue acquired by BetMakers may vary and will be subject to due diligence and dependent on whether all current customer contracts are assumed by BetMakers.

BetMakers will leverage its technology and network to monetise LVDC's customer relationships and Las Vegas footprint.



Dominant Market Position

Establishes a foothold in the heart of global gaming, cementing BetMakers' presence alongside Nevada's premier casino operators.



Content Expansion

Enables a broader racing content offering for casino partners, opening new revenue channels.



Product and Platform Synergies

Integrates BetMakers' advanced global wagering technology to elevate the end-user experience across retail and digital channels.



Return Profile

Expected to be cashflow positive within 12 months supported by cost efficiencies and technology-driven growth opportunities

1. Assuming (among other things) normal trading conditions, existing contracts are novated to BetMakers and consistent revenue is derived from these contracts, cooperation of third parties on reasonably commercial terms, and that there are no unexpected difficulties in transitioning and integrating LVDC's business.

COMPANY OVERVIEW

Operational Discipline

BetMakers is uniquely positioned to service the racing sector.



INTEGRATIONS AND RELATIONSHIPS
A deep network of established client relationships and integrations tailored for racing

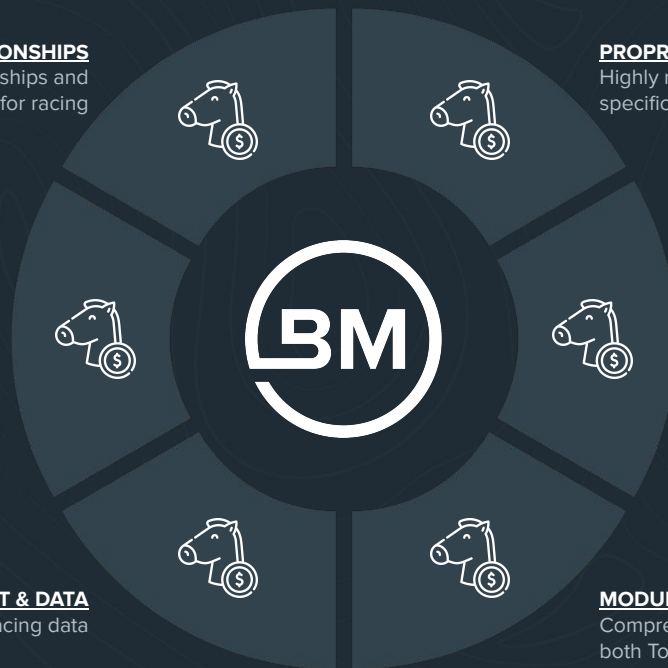
PROPRIETARY & INNOVATIVE TECHNOLOGY
Highly resilient tech stack. Years of innovation & racing specific know-how

REGULATIONS AND INTEGRITY
Able to solve complex regulatory hurdles

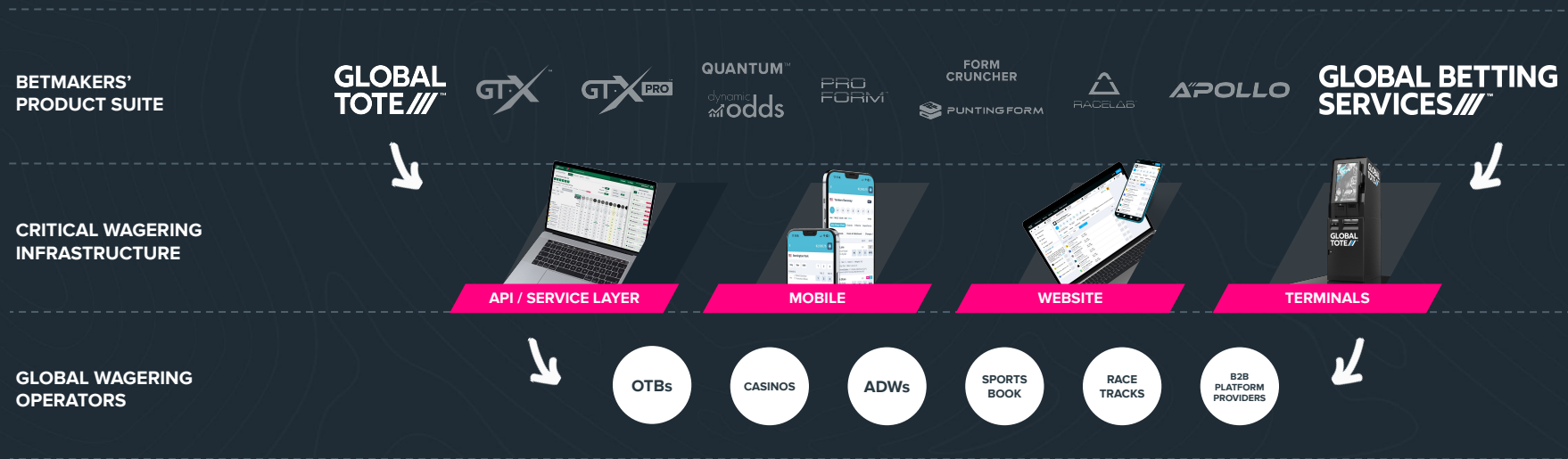
NETWORK EFFECTS
An expanding global network in major racing jurisdictions

CONTENT & DATA
Market leading content and racing data

MODULAR PLATFORM
Comprehensive modular solutions in a single ecosystem for both Tote and Fixed Odds customers



BetMakers' products power critical wagering infrastructure for the world's leading wagering operators.



The breadth of our product portfolio provides a clear competitive advantage.

		BetMakers	Peer 1	Peer 2
FIXED ODDS:	Fixed Odds Pricing	●	●	●
	Turnkey Wagering Platform	●	●	●
	Embedded Racebook	●	<i>In development</i>	●
	In-house Managed Trading Services	●	<i>In development</i>	●
TOTE AND ON-TRACK BETTING:	Fully Managed Tote Hosting Solution	●	●	●
	Point of Sale Software and Systems	●	●	●
	Lite Integration for Digital Sportsbooks	●	●	●
	Tote Commingling and Interfacing	●	●	●
DATA:	Race Day Data Feeds	●	●	●
	Global Racing Streaming	●	●	●
	Racing Informatics and Content	●	●	●
	24/7 Global Race Day Control Centre	●	●	●

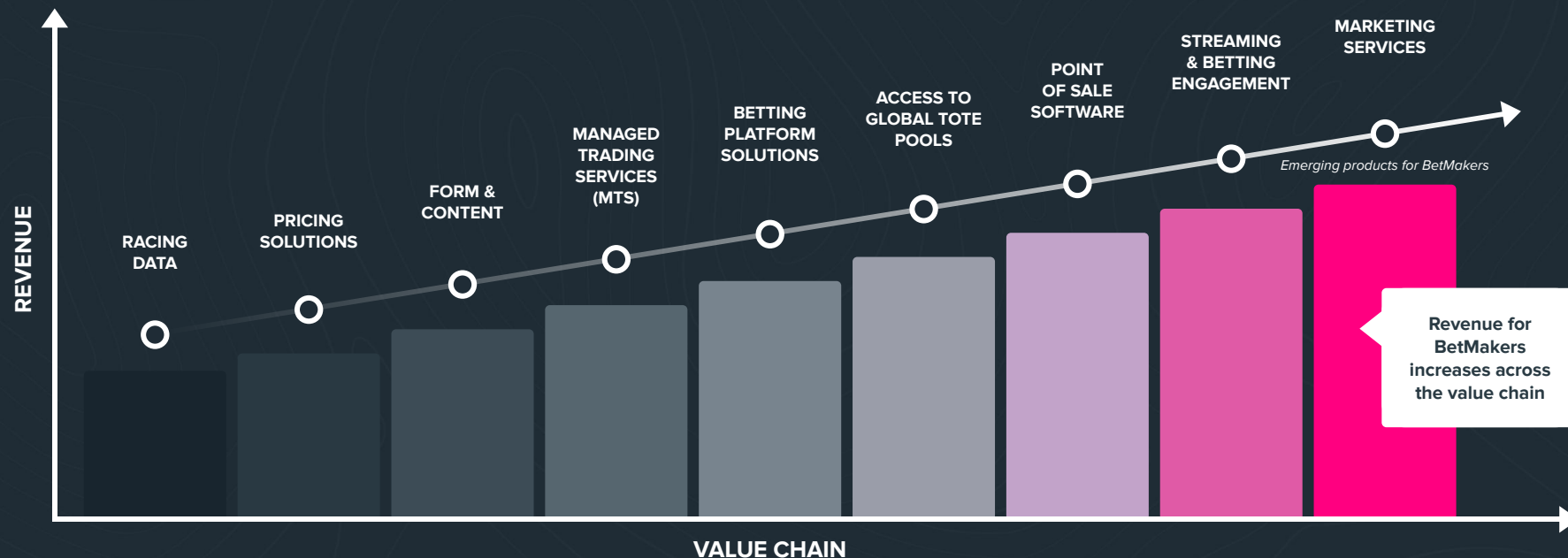
No global competitor offers a full service horse racing product offering for both Tote and Fixed Odds.

Our strategic partnerships with Sportsbook and iGaming platform providers are expected to further accelerate the distribution of our turnkey products internationally.



1. See announcement dated 20 February 2025 for further details regarding BetMakers' partnership with Sportradar.

There is significant opportunity to upgrade our global racing and sportsbook clients along the BetMakers value chain.



FINANCIAL UPDATE

Focus on growth

BetMakers has demonstrated that it can execute on key financial promises¹.

- 1 Delivering on growth initiatives - Q3 FY25 revenue was up 3.7% QoQ
- 2 Improved gross margin from 57.8% in Q1 FY25 to 63.9% in Q3 FY25
- 3 Reduced annualised cost base from \$65.3m for FY24 to \$53.9m (excluding restructuring costs) for Q3 FY25
- 4 Delivered positive \$3.0m operating cash-flow and \$1.2m Adjusted EBITDA for 3Q FY25

1. Refer to ASX Announcement dated 14 April 2025 for further details.

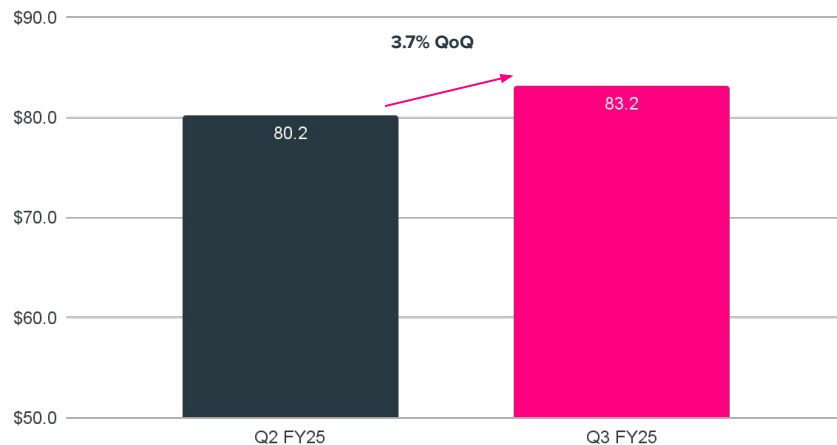


GROWTH MOMENTUM

Recent revenue trajectory shows that growth is accelerating.

- The business grew revenue by 3.7% QoQ
- Revenue pipeline remains strong
- Growth expected in FY26

Annualised Revenue (\$m)

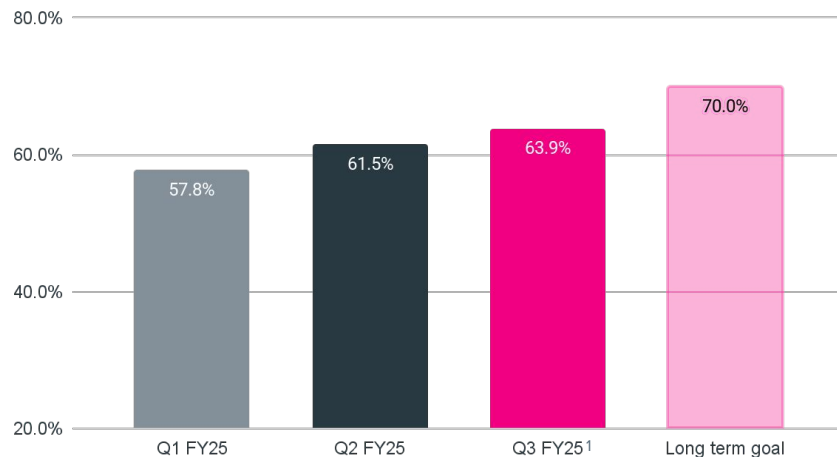


GROSS MARGIN MOMENTUM

BetMakers continues to deliver uplifts in gross margin, moving towards its long term goal of at least 70%.

- Gross Margin continues to improve, supported by lower cloud costs serving existing GBS customers with Apollo technology
- Additional incremental gross margin expected from any future revenue growth

Gross Margin FY25 By Quarter



Gross Margin for April 2025 was 65%²

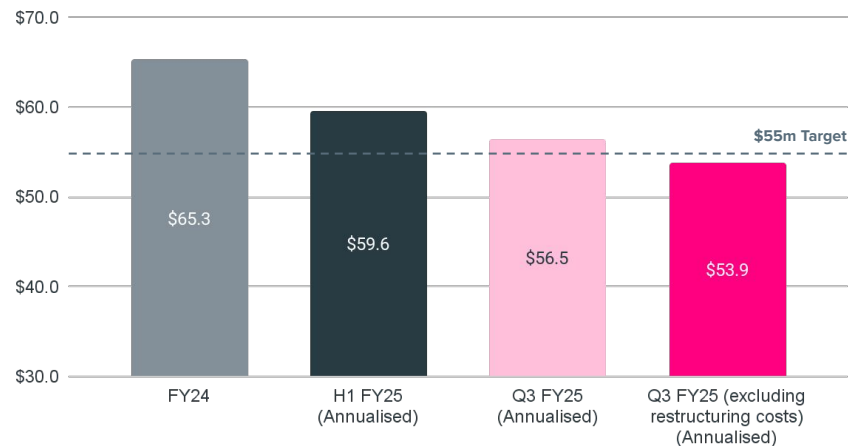
1. Gross Margin of 63.9% for 3Q FY25 is after adjusting for a one-off inventory write off of \$284k.
 2. Refer to trading update released to ASX on 22 May 2025.

COST BASE REDUCTION

Cost base reduction in line with previous guidance.

- ➔ Material reduction of the operating cost base has continued
- ➔ Q3 FY25 was impacted by restructuring costs (\$0.65m)
- ➔ Operating cost base for Q3 FY25 was below \$55m target (excluding one-off severance costs)

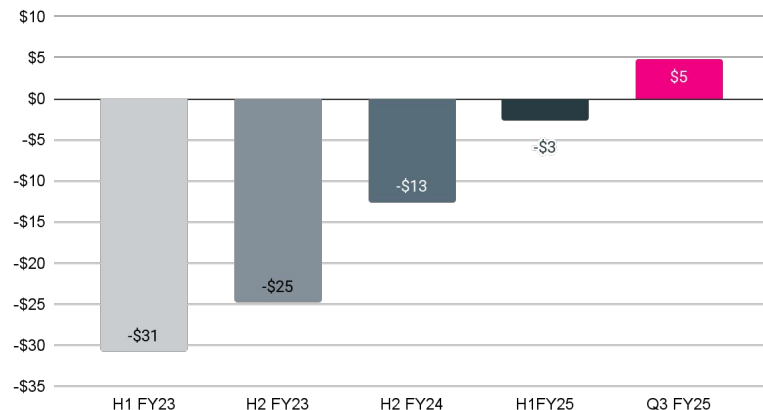
Annualised Operating Cost Base



Note: Operating Cost Base refers to operating expenses (excluding COGS) calculated on a AASB 16 basis. Figures show gross operating costs, prior to any impact from capitalisation of staff costs.

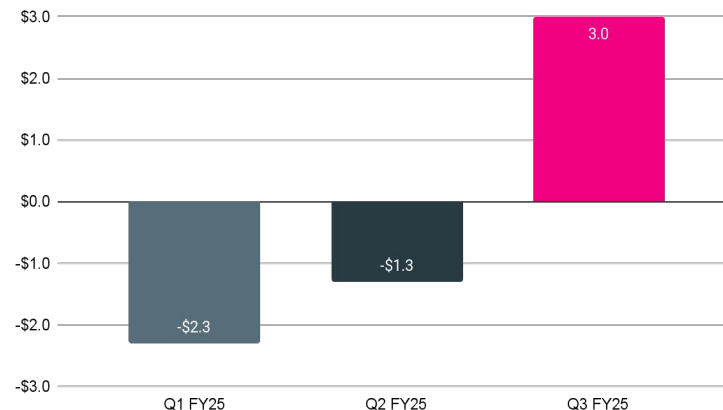
BetMakers' transformation strategy continues to deliver improved profitability.

Adjusted EBITDA Annualised (\$m)



The month of April 2025 delivered Adjusted EBITDA of \$0.9m¹, ahead of the annualised monthly run-rate during 3Q FY25.

Operating Cash-Flow per Quarter (\$m)



Strong operating cash-flow in Q3 FY25 due to a combination of improving financial performance as well as a focus on collection and billing processes.

1. Refer to trading update released to ASX on 22 May 2025.

BetMakers is moving closer towards its long term goals¹.

	FY19		FY23		3Q FY25 (Annualised)		LONG TERM GOALS	Q3 FY25
Revenue	\$6m	BUILD	\$95m	CONSOLIDATE	\$83m ²	ACCELERATE	10%+	3.7% QoQ
GM%	60%		58%		64%		70%+	64%
Adjusted EBITDA ³	-\$6m		-\$28m		\$5m ⁴		25%+ Margins	6%

Q3 FY25 delivered \$3.0m operating cash-flow, \$1.2m Adjusted EBITDA and 3.7% QoQ revenue growth.

1. Long term goals are to be achieved over a period of 3 to 5 years. These goals were first released with the Company's FY24 results.
2. Based on revenue for 3Q FY25, annualised.
3. A reference in this presentation to Adjusted EBITDA refers to EBITDA on AASB 16 basis and as adjusted for various items, where appropriate, including capitalised staff costs, provisions, share based payment and restructuring costs.
4. Based on Adjusted EBITDA for Q3 FY25, annualised.
5. See the Company's ASX Announcement dated 22 May 2025 for further details.

ADDITIONAL INFORMATION



AGREEMENT SUMMARY

Parties	BetMakers Technology Group, Ltd. (or subsidiary) and Las Vegas Dissemination Company (LVDC)
Date	4 June 2025
Acquisition Price	USD \$800,000 (cash)
Exclusivity Period	LVDC cannot negotiate with other parties during the agreement period. Initially 45 days and then extended by 60 days on payment of the Acquisition Deposit. Further extensions by agreement between the parties.
Acquisition Deposit	USD \$250,000, payable after 45-day due diligence period. \$25,000 is due to LVDC regardless of whether or not BetMakers elects to proceed with the transaction after due diligence, and the remaining \$225,000 is only payable if BetMakers elects to proceed after the Due Diligence Period. Once paid, the Acquisition Deposit is non-refundable except for any intentional, uncured violation by LVDC or if LVDCs fails to work with BetMakers in good faith to finalise a Purchase Agreement prior to the end of the Exclusivity Period.
Due Diligence Period	BetMakers has 45 days for due diligence, with LVDC providing customary and reasonable access to information and personnel.
Conditions Precedent	The Acquisition is conditional on: execution of Purchase Agreement, regulatory approvals, no material adverse changes in LVDC's business, and any required third-party consents.
Termination	The Heads of Agreement can be terminated by mutual consent, a breach by either party, a failure to sign a Purchase Agreement during Exclusivity Period (as extended), or by BetMakers in its sole discretion where it is not satisfied with the results of its due diligence.
Dispute Resolution	Disputes to be resolved through good faith negotiation. If unresolved, court proceedings can commence in state and federal courts of the State of Nevada.
Governing Law	Laws of the State of Nevada.