



PointsBet Obtains Approval to Go Live with Online Sports Betting in Michigan

21 January, 2021 - Melbourne, Australia - PointsBet Holdings Limited (ASX: PBH) today announced its wholly owned subsidiary PointsBet Michigan LLC (the “Company”) has been authorised by the Michigan Gaming Control Board (MGCB) to commence online sport betting operations on Friday, 22 January 2021 at 12 noon (US EST time).

Michigan will become the sixth operational US state for PointsBet, following successful launches in New Jersey, Iowa, Indiana, Illinois, and Colorado.

The Company recently announced a partnership with the Detroit Pistons of the NBA while also adding former NBA Champion Rip Hamilton as a brand ambassador. In addition, the Company has partnered with Detroit Red Wings of the NHL as well as their home venue, Little Caesars Arena, to feature a PointsBet Sports Bar. The Company also announced a partnership with the Detroit Tigers of the MLB last July to promote the PointsBet brand in Michigan.

Commenting on the approval, PointsBet Group CEO Sam Swanell said: *“PointsBet is pleased to have been approved to launch in Michigan in the first wave of operators. We look forward to providing this sports-loving state with a fast, premium sports betting product.*

Michigan will also see the inaugural launch of PointsBet’s iGaming product in H2 FY21 following receipt of the necessary MGCB approvals.

- Ends -

About PointsBet

PointsBet is a corporate bookmaker with operations in Australia and the United States. PointsBet has developed a scalable cloud-based wagering Platform through which it offers its clients innovative sports and racing wagering products. PointsBet’s product offering includes Fixed Odds Sports, Fixed Odds Racing and PointsBetting.

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