



PointsBet Appoints NFL Great Drew Brees as Global Brand Ambassador

8 July 2021 - Melbourne, Australia - PointsBet Holdings Limited (ASX: PBH), today announced that it has appointed NFL all-time great and future Hall of Famer Drew Brees as a global brand ambassador.

Brees, who this season is transitioning to a broadcasting career with NBC Sports (PointsBet's official sports betting partner) will deepen the NBC Sports and PointsBet relationship as the Company continues to expand and realise the growing North American online sports betting opportunity in 2021 and beyond. Brees will both star in and help develop original content for PointsBet, provide sports betting education and commentary, host events and steer marketing and promotional concepts, among other areas.

"Today is a massive day for our company as we welcome the legendary Drew Brees into the PointsBet family," said Johnny Aitken, PointsBet USA CEO. *"Drew is renowned for his tireless work ethic and achieved great success in his career regardless of the obstacles in front of him. He possesses the scrappy, well-prepared challenger, win-at-all-costs mentality that embodies PointsBet's DNA. We look forward to collaborating for years to come and integrating Drew across our portfolio of brand channels, including linear and digital content, while unlocking unique ways to jointly weave PointsBet into greater sports and sports betting narratives."*

As part of the exclusive, multi-year relationship and to further align the parties, the Company has agreed to issue Drew Brees 202,940 fully paid ordinary PBH shares. The shares will be in a holding lock, released in equal proportions after 12, 24 and 36 months from issue respectively.

"I am excited to team up with PointsBet, a leader in the future of sports entertainment built off elite technology," said Drew Brees. *"Sports betting is growing across the country and will positively impact sports engagement, and I am proud to be at the forefront alongside PointsBet and NBC Sports."*

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FOR FURTHER INFORMATION

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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.

About Drew Brees

Drew Brees is the 2009 Super Bowl MVP-winning quarterback for the New Orleans Saints. A native of Austin, TX, Brees attended Westlake High School and lettered in football, basketball, and baseball and as a senior in 1996 led his football team to a perfect 16-0 record and the 5A State Championship while garnering 5A Offensive Player of the Year honors. He attended Purdue University where he earned a bachelor's degree in Industrial Management from the prestigious Krannert School of Management while lettering in football from 1997-2000. A two-time Heisman finalist, Brees led the Boilermakers to a Big Ten Championship and Rose Bowl appearance during the 2000 season. In that same year, he won the Maxwell Award as the nation's top collegiate player as well as being named Academic All-American Player of the Year and was a recipient of the National Football Foundation's post-graduate scholarship. In Brees' five years with the San Diego Chargers and fifteen years with the New Orleans Saints, he has been elected to 13 Pro Bowls while being named 2004 Comeback Player of the Year, 2006 All-Pro Team, 2006 Walter Payton NFL Man of the Year, 2008 and 2011 NFL Offensive Player of the Year, and Super Bowl XLIV Champion and MVP.