Tabcorp

ASX ANNOUNCEMENT

28 June 2022

ASX Market Announcements Australian Securities Exchange 20 Bridge Street Sydney NSW 2000

Investor Day presentation

Attached is the presentation regarding Tabcorp Holdings Limited's (**Tabcorp**) Investor Day.

This presentation will be webcast on Tabcorp's website at www.tabcorp.com.au from 10.00am (Sydney time) today.

This announcement was authorised for release by the Tabcorp Disclosure Committee.

For more information:

Media

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INVESTOR BRIEFING JUNE 2022



Investor Briefing June 2022

THINGS ARE CHANGING



RENEWED BOARD

A strong and diverse Board with commercial and governance expertise.



BRUCE AKHURST Chairman since June 2022 NED since 2017

- Director, McMillan Shakespeare
- Previously NED of Vocus Group and Paul Ramsay Holdings
- Executive career in telecommunications and law including CEO of Sensis, Chairman of Foxtel and Group General Counsel at Telstra



KAREN STOCKS¹
Appointed Jun 2022

- Senior technology and media executive
- Current MD, Global Measurement Solutions at Google
- Previous roles include founding MD of Twitter Australia, senior leadership roles at Google Australia and Vodafone Australia



BRETT CHENOWETH¹
Appointed Jun 2022

- Chairman of Madman Entertainment, Canberra Data Centre and Adairs Retail
- Director, Vodafone NZ
- Previously CEO of APN, and executive roles at Telecom NZ, PBL and Village Roadshow



JANETTE KENDALL
NED since Aug 2021

- Director, Vicinity Centres, Costa Group and KM Property Funds
- Previously NED of Nine and Australian Venue Co
- Executive
 experience across
 Marketing and
 Senior Management
 roles with Galaxy
 (China), Crown,
 Pacific Brands,
 emitch and
 Clemenger BBDO



JUSTIN MILNE
NED since Aug 2011

- Former Chairman of NetComm Wireless, MYOB and ABC
- Executive career in telecommunications, marketing and media, including Group MD of Telstra's broadband and media businesses, and CFO of OzEmail



RAELENE MURPHY¹
Appointed Jun 2022

- Director, Elders, Bega, Integral Diagnostics, Altium
- Executive career in finance and business turnaround, including CEO of The Delta Group and MD of KordaMentha's 333 Management practice



DAVID GALLOP AMNED since July 2020

- Chair, Step One Clothing and MOSH
- Board member Cricket NSW
- Previously CEO of Football Federation of Australia and National Rugby League
- Served on Australian Sports Commission; Rugby League International and Asian Football Federation

EXPERIENCED MANAGEMENT AND NEW CAPABILITIES



ADAM RYTENSKILD
CEO & Managing Director

- +20 years experience in betting entertainment industry
- ELT member since 2010
- MD Wagering & Media from 2017, previously led Gaming Services and Keno business



ANGUS TIET

Chief Strategy & Ventures Officer

- Extensive global experience in strategy, M&A and business operations
- Previously SVP Strategy and CFO Aristocrat Digital
- Appointed in April 2022



REBECCA RIANT

Chief Operating Officer - Wagering and Media

- AFMA accredited executive with ~30 years experience in financial services
- Senior leadership experience at CBA and Westpac
- Experience across risk, regulatory remediation and business transformation and optimisation
- Appointed COO Wagering & Media June 2022



JOHN FITZGERALD

Chief Legal & Risk Officer

- Extensive experience spanning legal, risk, audit, regulatory and corporate governance
- Previously General Counsel AGL Energy
- Expected to commence July 2022

Broad skill set across customer, technology, innovation, media and stakeholder engagement.



DAN RENSHAW
Chief Financial Officer

- +20 years experience in finance, strategy, commercial and investor relations
- Previously GM Finance & Commercial since 2014



ALAN SHARVIN

Chief Information Officer

- Senior technology experience across digital strategy, transformation and wagering
- Previously held senior technology roles at Reece, Tabcorp, Amazon and Sportsbet
- Appointed as CIO in April 2022



PAUL CAREW

Chief Operating Officer – Gaming Services

- +25 years experience in the gaming and hospitality sector
- Previously held senior roles in the Gaming, Wagering and Keno businesses
- COO Gaming Services since February 2020



JENNI BARNETT

Chief Customer Officer

- +20 years experience in large organisations covering digital transformation, marketing and product management
- Previously Executive Director, Telstra
 Digital and senior executive roles at CBA
 in Digital and Consumer
- Appointed as CCO in May 2022



TOM CALLACHOR

Chief Industry & Corporate Affairs Officer

- Executive with +20 years experience in government and public affairs
- Former Chief of Staff for various NSW
 Government Ministers
- Previously GM Government and Industry Relations since 2015



SHARON BROADLEY

Chief People Officer

- +20 years experience in organisational development, talent and performance management
- Previously GM Talent and Employee Experience since 2010



Where we are headed

How we are going to get there

Our investment proposition

LEVELING THE PLAYING FIELD

Supports sustainability of local racing, associated jobs and retail venues such as clubs and pubs.



OLD

Level playing field in Queensland¹

Indicatively on CY21 QLD revenue of \$315m, combined fees and taxes would reduce from 44.5% – 35% New point of consumption tax (POCT) for all wagering operators Up from 15% – 20%

Conditional settlement of litigation Combined payment of \$150m

NSW

New point of consumption tax (POCT) for all wagering operators Up from 10% – 15%

Transitional, "no worse off" payments to Tabcorp for 18 months

Investor Briefing June 2022

WHERE WE ARE TODAY

Strong foundation for growth



Things are changing

Where we are today

Where we are headed

How we are going to get there

Our investment proposition

Tabcorp

OUR BETTING ECO-SYSTEM

A unique eco-system, with scale, interacting with customers across digital, destinations, vision and content.



65%

Turnover is digital¹

+4,000 Venues **25**%

Digital Market Share²

~145,000

Live races p.a. on SKY

641,000

Quarterly Active Users³

~760,000

Weekly SKY customer touchpoints (ex Retail)⁴

VENUE MODE

Launched July 2020

AGGREGATED CONTENT





















- 1. Digital proportion of wagering turnover in 1H FY22. Digital includes digital and call centre channels
- 2. For period 1 Jan 2022 30 April 2022. Based on data supplied by industry partners which account for approximately one-third of the wagering market. All data is before generosities
- 3. December quarter 2021
- 4. Data for the week beginning 29 May 2022. Total customer interactions across all channels excluding Retail

Things are changing

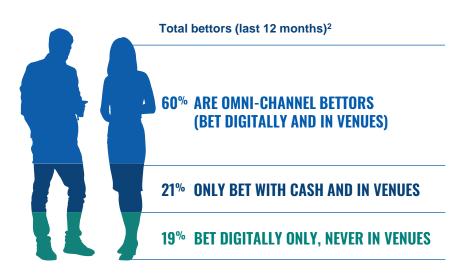
Where we are today

Where we are headed How we are going to get there

Our investment proposition

BETTING ECO-SYSTEM: CUSTOMER METRICS

Our omni-channel customers are ~2 times¹ more valuable than digital only customers. They engage more frequently and are less subject to churn.



Omni-channel bettors (last 6 months)



Higher daily spend (vs. digital only customers)



Continue to spend with TAB outside of venue



Digital turnover is from deposits in retail channels

^{1.} Omni channel customers includes those that have placed at least 10 digital in-venue bets in the period. Digital only customers excludes customers that have had less than 10 active days in the period

Where we are headed

How we are going to get there

Our investment proposition

BETTING ECO-SYSTEM: SOCIAL EXPERIENCES

Bettors value social experiences with brands they trust as part of their wagering experience.



42%¹ of bettors rank TAB as most trusted wagering brand

(2nd most trusted wagering brand at 33%)



70%

Expect to bet at same level or more often in venue in next 12 months vs. pre COVID¹



63%

of 18-34 year-olds prefer to bet socially¹

Where we are headed

How we are going to get there

Our investment proposition

BETTING ECO-SYSTEM: VISION & MEDIA CONTENT

Bettors value media content as part of their wagering experience.



72%

of bettors¹ watch SKY Racing

(87% of regular weekly bettors)



77%

of bettors¹ value racing and sports vision as part of their wagering experience



36%

of bettors¹ that are SKY Racing viewers watch SKY most in venues

(32% at home; 32% digitally)

Where we are headed

How we are going to get there

Our investment proposition

MEDIA & INTERNATIONAL: EXTERNAL REVENUE SOURCES

DISTRIBUTION

RETAIL

- Directly to TAB's venue network (4,790 agencies & licensed venues nationally)
- In-home to pay TV subscribers

DIGITAL

On an exclusive and non-exclusive basis to wagering operators in Australia (Sportsbet, Entain, Bet365, RWWA)

INTERNATIONAL

- Portfolio of international media rights
- Distributed to global wagering operators in 65 countries
- Through Sky Racing World in the US (BetMGM, Caesers, Xpressbet, TVG, twinspires)
- · PGI: Global tote hub for international premium customers

A source of resilient B2B contracted revenue with exposure to global racing turnover growth.



Where we are headed

How we are going to get there

Our investment proposition

MAX GAMING SERVICES

A source of resilient B2B contracted revenue with exposure to integrity services growth.

REGULATORY PERFORMANCE SOLUTIONS (MPS)

TECHNICAL SERVICES (MTS)

INTEGRATED SYSTEMS (MIS)

100% Sole monitoring operator in

NSW/NT

73% Monitoring share in QLD **84**% of national EGMs¹

3,955 Venue footprint **120,000** EGMs

EGMs monitored daily

Monitoring Licences Maturity & Renewal Rights (year)



^{1.} As at 31 December 2021. Based on total number of electronic gaming machines that MAX provides at least one product or service to

Things are changing

Where we are today

Where we are headed How we are going to get there

Our investment proposition

Tabcorp

FSG

COMMUNITY & ENVIRONMENT

Ethical Procurement

- · Supplier Code of Conduct
- · Human Rights Policy

Environment and Climate Change Position Statement 20211

• GHG reduction targets of 45% in operating emissions by 2030 from 2019 levels, net zero by 2050

Animal Welfare

- · Major sponsor of 'Thoroughbreds are Go'
- · 'Thoroughbred Welfare Initiative' backer
- Proceeds from sale of TAB's Sock Stable socks donated to equine welfare charities

Industry-linked Community Support:



In support of the Women's Cancer Foundation



Partnership supporting injured iockevs and apprentices and families of injured riders

Community Sponsorships:







PEOPLE

Signatory to HESTA 40:40 Vision gender diversity initiative



Gender Affirmation Statement of Support

Domestic and Family Violence Statement of Support

Health, safety and wellbeing is a priority:

- 44% reduction in Lost Time Injury Frequency Rate in FY21
- Safety Week
- R U OK? Day
- · Men's Health Week
- · International Women's Day
- Harmony Day



WORKPLACE GENDER EQUALITY AGENCY

Awarded WGEA citation as Employer of Choice for Gender Equality

CURRENT ESG RATINGS

Dow Jones Sustainability Indices

Ranked 1st in World Casinos and Gaming sector



Ranked at 100th percentile and lead the world Travel & Leisure sector



AA Leader



Take a break, deposit limits,

CUSTOMER CARE / RESPONSIBLE BETTING

RESPECT THE CUSTOMER DECISION



We always respect the customer decision, however, there are times when we will take action including proactively closing a customer's account for problem gambling

marketing collateral and

ENABLE INFORMED



- Responsible betting microsite on tab.com.au
- One stop shop responsible betting information
- Responsible betting signage and information in our retail venues

CREATE TOOLS

self-exclusion



INTERACT RESPONSIBLY



- Provision of Responsible Betting Training to all Tabcorp team members
- Additional specialised Responsible Betting training for customer facing teams including CSC, VIP team, **Retail and Oncourse Operators**

CUSTOMER CARE BY DESIGN

promotions







Early Intervention Program





Online Self-Exclusion





Responsible betting assessments Best-in-class cyber security to when implementing new products protect customers' privacy and Player Tracking Retail Self-Exclusion and customer initiatives security Responsible betting review of



STRATEGY ON A PAGE: WE'RE RAISING THE GAME

OUR PEOPLE



OUR PRODUCTS, SERVICES & TECHNOLOGY



OUR COMMITMENT TO CUSTOMER

Will be fundamental to...

GROWTH

- Leverage our core betting ecosystem to drive digital growth across all channels
- Media differentiated content to enhance TAB customer experience
- Move faster, and invest in digital and data capability

COMPETITIVENESS

- Structural reform supporting industry sustainability
- ESG customer care, community and industry contribution
- Pivot Gaming Services to Integrity Services

FINANCIAL STRENGTH

- · Capital discipline
- Cost management

How we are going to get there

Our investment proposition

GROWTH: CREATE THE MOST INTEGRATED CUSTOMER EXPERIENCE ACROSS OUR BETTING ECO-SYSTEM



Market leading digital experiences Personalised and seamless

interactive betting experiences with category leading insights and tools



Next-gen

Digitally enhanced, social betting and entertainment experiences at tracks, stadia, pubs and clubs



DESTINATIONS

At a destination

VISION & CONTENT

Revolutionise

Unrivalled access to the most comprehensive live racing and sports vision coupled with stats and analysis delivered by the best talent in market

Where we are headed

How we are going to get there

Our investment proposition

GROWTH: ACTIVE CUSTOMER ACCELERATION

Use our betting eco-system to attract and maintain customers that are:



STICKIER



HIGH VALUE



MORE ENGAGED





WIN IN DIGITAL

Improve digital journeys

Rebalance marketing spend

Maximise retail and oncourse channels

MOVE FASTER & EXTRACT VALUE SOONER

Agile operating model

Start with the customer first:

- · customer centred design
- data driven tech innovation

Get on the front foot

FOCUSSED DIFFERENTIATION

Localised media and marketing strategy

Accelerate analytics and data science foundations

Differentiated on demand content

INVEST IN TALENT FOR MUST WIN AREAS

Data science and analytics

Digital acquisition and optimisation

Digital content, Product Management, Engineering & Design Things are Where we changing are today

Where we are headed

How we are going to get there

Our investment proposition

Tabcorp

GROWTH: OUR RENEWED TECHNOLOGY FRAMEWORK

People & Culture

New leadership to drive technology renewal

New approach to culture and technology development

Process

Deliver high quality pipeline faster

Optimise workflow, significant shift to more modern and contemporary practices

Build on customer insights and preferences

Technology

Focus on areas where Tabcorp can create value, such as digital and omni-channel enablement and Fixed Odds

Maintain areas that are reliable and robust but not critical to facilitate achievement of our strategic goals Balanced, disciplined approach to evolve, transform and modernise the systems that will lead to success

Maintain systems that are robust

New TAB App exemplifies our approach – addresses core customer needs and improves development agility (Google Flutter tech)

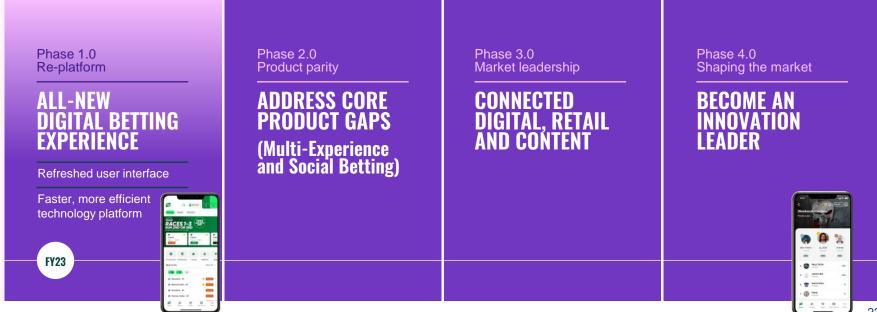
Where we are headed

How we are going to get there

Our investment proposition

PHASE 1 APP LAUNCH: FIRST STEP IN EVOLVING OUR DIGITAL COMPETITIVENESS

Phase 1 App launch provides platform for accelerated future product innovation and reduced cost of product delivery.



Where we are headed

How we are going to get there

Our investment proposition

WAGERING: CUSTOMER RESPONSE TO PHASE 1 APP

New App resonating with customers¹ – seen as easy to use, functional and modern.



FREQUENT TAB CUSTOMERS

~80%

Said the new App looks better



INFREQUENT TAB CUSTOMERS

~30%

Said they'd move more of their wallet to TAB



INFREQUENT TAB CUSTOMERS

~75%

Said the new App makes me more positive towards TAB



NON-TAB CUSTOMERS

~50%

Said the new App makes me more positive towards TAB



NON-TAB CUSTOMERS

~80%

Said the new App design would be easy to transition my betting to

Where we are headed

How we are going to get there

Our investment proposition

COMPETITIVENESS

Addressing inequities in our license and regulatory environment will create a more sustainable industry in the long run.

LEVEL THE PLAYING FIELD

Change the way we participate in the domestic wagering category

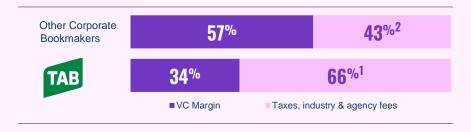
- Proactively engage to reshape licences that level the playing field
- Selectively pursue licence structures that maximise economic value

HARMONISE REGULATIONS

Work towards driving national regulatory reform

- Promote a unified national regulatory framework making our participation simpler and more efficient
- Improve approvals processes and speed to market for new products

Taxes & Fees as a % of revenue



Source: Sportsbet Investor Day presentation, September 2021

^{1.} Based on TAB revenue including Victorian Racing Industry interest 12mo to May 2022. Excludes GST

How we are going to get there

Our investment proposition

Tabcorp





OUR PRIORITIES

OUR

GOALS

Deliver customer-centric

CUSTOMER

harm

CARF

- responsible wagering and gaming initiatives designed to minimise
- Build and maintain cyber security controls that protect our customers' privacy and security and drive competitive advantage through customer and stakeholder trust

CONTRIBUTE TO OUR COMMUNITY

- · Sharing economic benefits and providing industry support
- Strategic community partnerships and investment in the communities. we operate in
- Engage on key industry issues such as animal welfare and sports integrity

SUPPORT OUR PEOPLE TO SUCCEED

- Foster a diverse, equitable and inclusive workplace
- Invest in the health, safety and wellbeing of our team
- Attract the best talent and support our team to shape their careers

BUILD A SUSTAINABLE FUTURE

- Deliver a robust, transparent and effective approach to ESG
- Develop a Net Zero roadmap
- Source products and services responsibly and sustainably

ALIGNMENT WITH UN SUSTAINABLE DEVELOPMENT GOALS















COMPETITIVENESS & SUSTAINABILITY: PIVOT GAMING SERVICES



OPPORTUNITY

Growing demand for regulatory monitoring services

- Regulatory Technology (Integrity Services) market is growing rapidly
- Well positioned to provide integrity services given existing monitoring services capabilities in Gaming



FUTURE STATE

Transform & Grow

To: A trusted and diversified B2B/B2G Integrity Services provider to Government and highly regulated industries across landbased and digital gambling categories

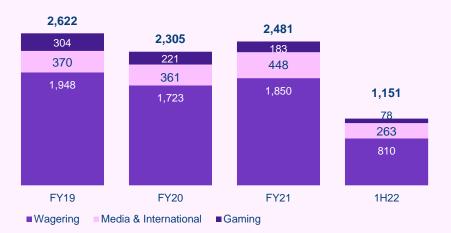
Things are Where we changing Where we are today Where we are headed

How we are going to get there

28

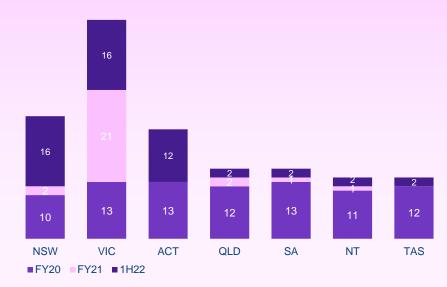
HISTORICAL FINANCIALS: REVENUE

Pro Forma Historical Revenue (A\$m)¹



Wagering & Media:

Weeks Impacted Fully or Partially by Lockdown



Gaming Services was also impacted fully or partially by lockdowns in retail venues for FY20: 14 weeks, FY21: 48 weeks, and 1H22: 22 weeks

Things are Where we changing are today

Where we are headed

How we are going to get there

Our investment proposition

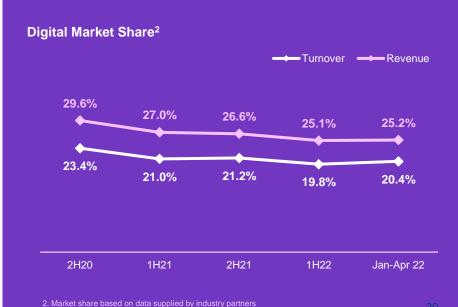
SIGNS OF RECOVERY FROM COVID-19 IMPACTS

Wagering Retail Turnover¹

Relativity FY22 to FY21 turnover levels – cash and digital-in-venue



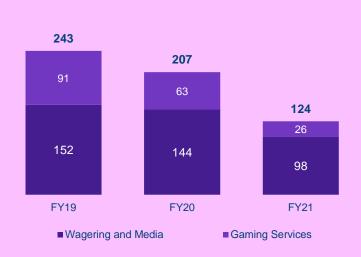
Following significant COVID-19 impacts in FY20, FY21 and 1H22, signs of recovery are evident.

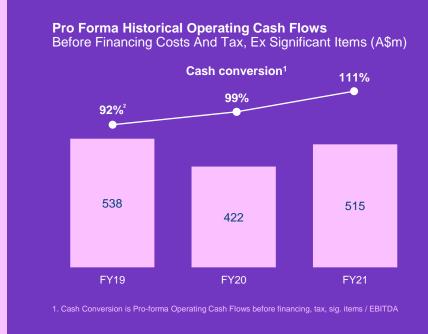


HISTORICAL FINANCIALS: CASHFLOW AND CAPEX

History of strong cash conversion and free cashflow.

Pro Forma Historical Capital Expenditure (A\$m)





Where we are headed

How we are going to get there

Our investment proposition

FINANCIAL STRENGTH: CAPITAL DISCIPLINE – INVESTMENT PRIORITIES

Investment discipline to create value over the medium/long term.

01 GROWTH & TRANSFORMATION

- Pursue growth opportunities (customer & digital)
- Structural reform
- ROIC > WACC return

02 SUSTAINABILITY & RISK

- Governance & regulatory
- Customer care leadership

03 MAINTENANCE CAPEX

• Core business including technology and systems

FY23F CAPEX \$150M

Maintenance Capex **35-40%** (FY21 47%)

Growth & Transformation **40-50%** (FY21 38%)

Sustainability & Risk 10-25% (FY21 15%)

Things are Where we changing are today

Where we are headed

How we are going to get there

Our investment proposition

FINANCIAL STRENGTH

Balance sheet provides capacity and flexibility to fund future growth initiatives.

Target Net Debt to EBITDA¹

1.0-1.5x

Ex Significantly Restricted Cash Target Dividend Payout Ratio

50-70%

of NPAT Excluding Significant Items

Expected Opening Net Debt²

<\$100M

Excluding Lease Liabilities

Committed Bank Facilities Capacity

\$950M

\$400m 3-yr, \$550m 5-yr Revolving Loan Facilities Strong cash generation

\$515M

FY21 pro-forma operating cashflows pre finance costs & tax (ex. Significant items) Forecast CAPEX FY23 Up to

\$150M

Pro-forma FY22F Capex of \$130 -\$140 million

Net Debt including lease liabilities, excluding significantly restricted cash

^{2.} Net Debt excluding lease liabilities, excluding significantly restricted cash. Excludes estimated remaining one-off demerger costs of approximately \$64m to be paid by New Tabcorp and FY22 final dividend funding requirement

FINANCIAL STRENGTH: COST DISCIPLINE

Financial strength and commercial rigour are priorities

- Build on success of 3S cost program with launch of Genesis cost program
- Look to contain inflationary pressures and manage post demerger costs
- Target:
 - FY23 3% 4% cost growth on FY22 pro-forma, 2H skew

02 Key areas of focus

- Process simplification Make it easier to get things done
- Digitisation and automation of customer interactions to reduce transactional support activities
- Technology Partnering and optimised service/delivery models
- Utilise data to improve procurement (e.g. travel, materials/supply, corporate services, marketing)



Investor Session
June 2022

HOW WE ARE GOING TO GET THERE

Immediate Priorities



Things are changing

Where we are today

Where we are headed

How we are going to get there

Our investment proposition

Tabcorp

OUR FY23-24 PRIORITIES

Growth

Launch new technology development platform and new APP (version 1.0)

Maximise the value in our core betting ecosystem

Leverage unique **Media content** to drive customer acquisition & retention

Industry leader in **safe** betting

Culture reinvigoration program

Competitiveness

Advocate for structural reforms and regulatory harmonisation

Gaming Services – Focus on growing Integrity Services offering

Financial Strength

Capital investment, focus on value creation

Rigorous cost management

Investor Session
June 2022

CONCLUSION

Our Investment Proposition



THINGS ARE CHANGING NEW BOARD, EXECUTIVE TEAM, AND STRATEGY

WE'RE RAISING THE GAME.

GROWTH

- Strong foundation to deliver growth
- Leverage our unique betting ecosystem to drive digital growth

Where we

are today

- Investment in technology and innovation
- Capitalise on Integrity Services opportunities

COMPETITIVENESS

- Upside potential from industry reform – Queensland the first step
- Leader in customer care and ESG

FINANCIAL STRENGTH

- Strong free cashflow generation
- Re-opening of venues post COVID lockdowns
- Balance sheet flexibility to pursue value accretive growth
- Disciplined capital and cost management



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