

RAS Technology Holdings Limited CEO's Presentation

Racing And Sports Services The Global
Wagering Industry Providing Premium Data,
Enhanced Content And SaaS Solutions

AGM Update | November 2022

RACING by **SPORTS**™



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BUSINESS OVERVIEW

BUSINESS OVERVIEW

GLOBAL PRESENCE, COVERAGE AND OPERATIONS

KEY SEGMENTS



Racing Bodies & Rights Holders



Wagering Operators



Aggregators



Media and Digital



Retail and Private Clients

BUSINESS LINES

	Wholesale Data and Premium Content Distribution	B2B products and services for wagering operators.
	Wagering Technology and Services	Trading services, pricing services, Wagering-360 platform, EziBetta, solutions for efficiency & innovation.
	Specialist Data Services	Premium products and data services available to our retail and private customers.
	Digital and Media	Wagering focused media, digital, and publishing services.
	Integrity and Consulting	Provision of professional consulting services and data-driven integrity solutions.

KEY LOCATIONS

- 

Head office in Canberra since 1999 with additional satellite offices planned in 2022/2023
- 

UK office opened in York in 2019 to support UK and Europe operations
- 

IT Development, operations and support office in Colombo, Sri Lanka established in 2016
- 

USA co-location with Sky Racing World in Las Vegas

Core Platform: Processing Intelligence

- 

Source Data & Feeds: from across the globe, ingested into the Racing and Sports Platform for storage, processing and product creation
- 

Storage: Normalise, curate and value-add data into the core database, containing over 15 billion data elements, and growing.
- 

Processing: Analytical processing frameworks with data feeds from multiple sources globally
- 

Product Creation: Automation and artificial intelligence used to power creation of enriched and enhanced content and products for global customers

KEY STRENGTHS

- 

Comprehensive Global Database
- 

Long Standing Customer Relationships
- 

Innovative Wagering and Trading Solutions
- 

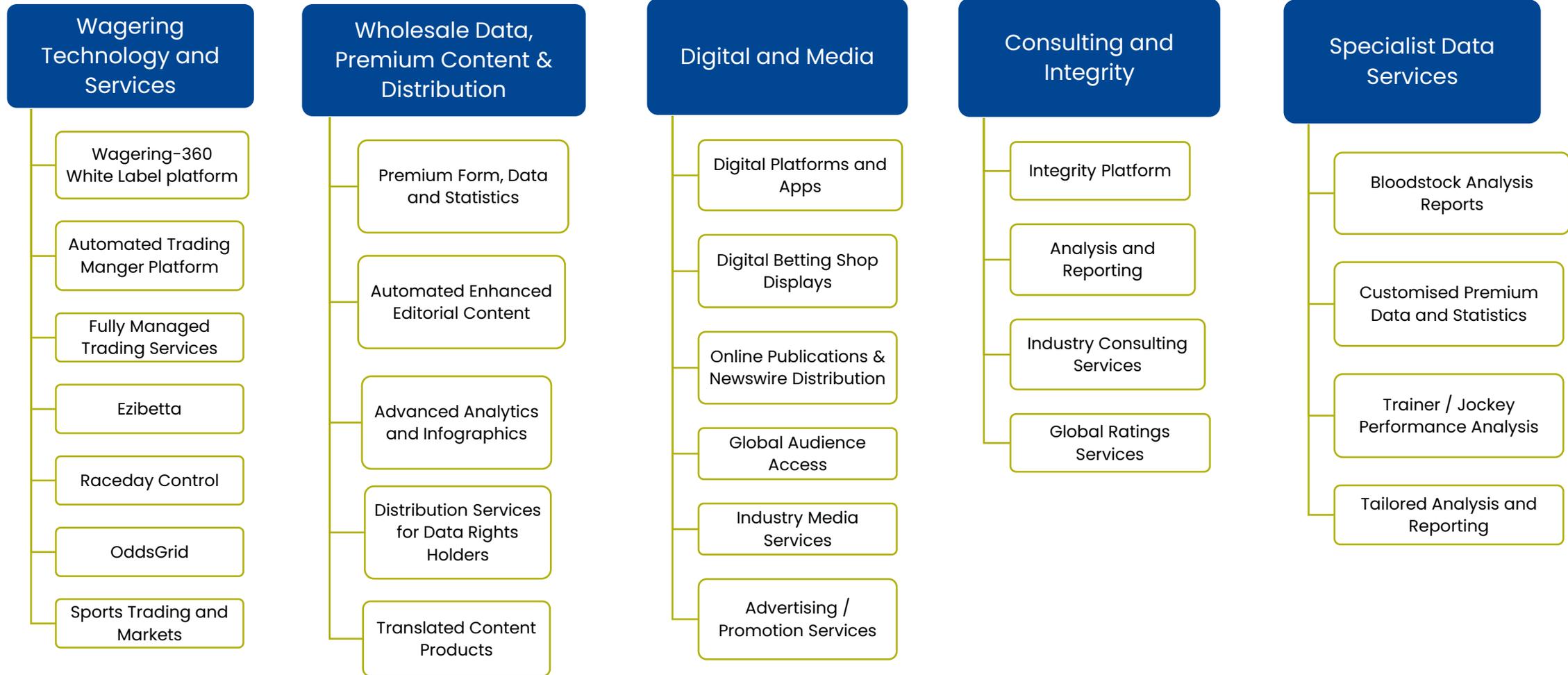
Highly Respected and Trusted Brand
- 

Built for Scalability

BUSINESS OVERVIEW

CORE PRODUCTS AND SERVICE OFFERINGS

Racing and Sports is a leading provider of B2B products, services and solutions for global racing and wagering industries



BUSINESS OVERVIEW

KEY CUSTOMERS BY BUSINESS LINE

Wagering Technology and Services

Innovative wagering and trading solutions



Wholesale Data, Content and Distribution

Fully integrated premium racing data and content

WAGERING OPERATORS



WAGERING AND DATA



DATA PARTNERS



Digital and Media

Content, media, journalism and digital services



Specialist Data Services

Fully integrated premium data, products and services to retail and private clients

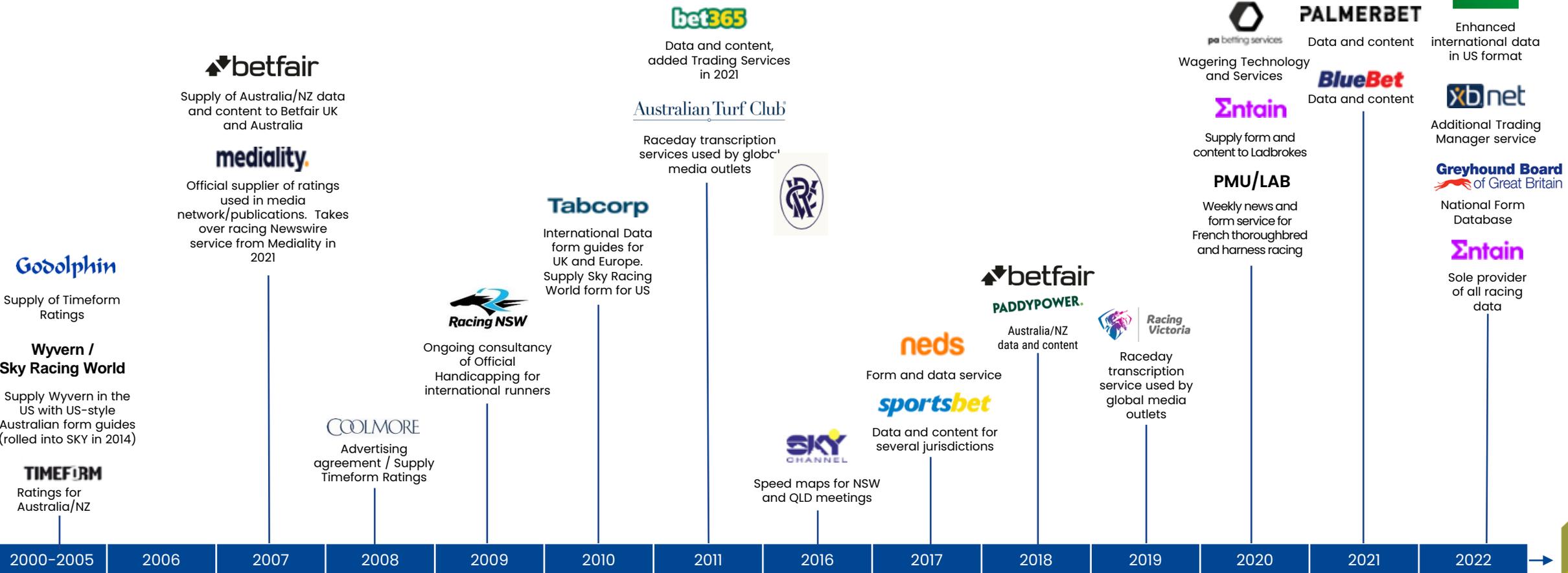


BUSINESS OVERVIEW

CUSTOMER MILESTONES, SERVICES AND TENURE

 Longstanding, established customers with the majority on multi-year contracts

 Strong track record of product and service expansion



VRC Data and Content



Picklebet MTS



Enhanced international data in US format



Additional Trading Manager service



National Form Database



Sole provider of all racing data



BUSINESS OPERATIONS

BUSINESS OPERATIONS

Update from Q1 FY2023

-  Continued to grow the business, with revenue increasing 62% PCP for the Quarter to 30 September 2022
-  Leveraged strong foundations for continued momentum into international markets with new products and services
-  Increase in sales teams in the UK and Australia
-  Leveraged strategic partnerships in the UK/Europe and North American markets

Grew The Underlying Business



-  On 23 November 2021, RAS Technology Holdings Limited (RTH) completed an Initial Public Offering (IPO)
-  RTH has been sensibly deploying these funds in support of the strategic growth initiatives of international expansion and product evolution in sports and wagering technology

Completed the Initial Public Offer



-  Focus on expanding domestically and internationally through key strategies with the most exciting expansion seen in the wagering technology space.
-  Development of new B2B products focused on racing and sports for wagering operators globally
-  Strong pipeline into FY2023 driven by FY2022 sales activities
-  Continue deep penetration into Australia and New Zealand
-  Achieving direct integration with customers in UK and European markets
-  Expand sales and integration through channel partnerships

Growth Strategies



BUSINESS OPERATIONS

Update from Q1 FY2023

- Commenced development of sports databases and products which leverages the same techniques and processing technology used for global racing products

- Targeted at existing and new customers using a variety of integration methods for rapid deployment

Development of Sports Database



- Resourcing uptick to take advantage of opportunities

- Increase enterprise customers and positioning in the UK, Europe and North America

- Trusted technology and data provider selected through a competitive tender process for Greyhound Board of Great Britain (GBGB)

- Strategic Partnership with Sky Racing World in the US

Expanded International Reach



- Entain Holdings Pty Limited (a subsidiary of Entain plc) was established as a significant investor through the IPO process. Entain plc is one of the world's largest wagering operators

- Expanded relationship with XB-Net which represents over 70% of US racetracks for export globally

- Strategic partnership agreement with Australian Turf Club

- MOU in place with Planet Sport in the UK to partner in the digital and media space.

- Signed extended 5-year contract with Entain Australia as sole provider of racing data, form and enhanced content to brands Ladbrokes and Neds

- Partnership with Racebook HQ to supply Risk Managed Trading Services and signed first customer, Picklebet

Established Strategic Partnerships



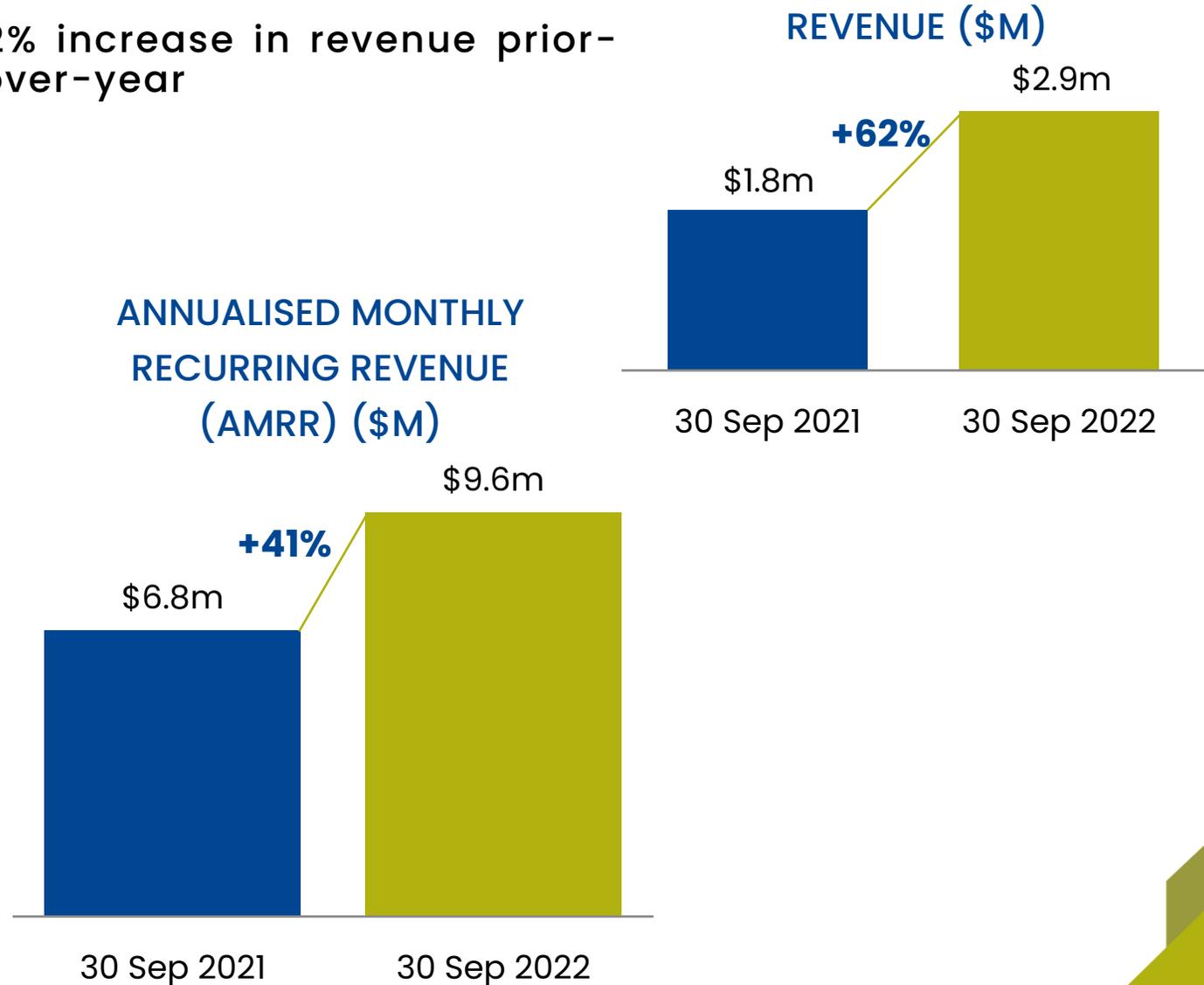
BUSINESS OPERATIONS

UPDATE FROM Q1 FY2023

Strong start to FY2023 with Q1 delivering 62% increase in revenue prior-comparative-period and 41% in AMRR year-over-year

Driven By:

- 🐎 Increased take-up of Trading Manager platform by wagering operators with Risk Managed Trading Services also launched in Q1 FY2023
- 🐎 New data and content deals with both domestic and international customers
- 🐎 Strong momentum in digital advertising and media services
- 🐎 Continued development and expansion of new content products for wagering operators
- 🐎 Investment and establishment of foundations for growth into FY2023 across all business lines and geographies



STRATEGIC FOCUS FOR FY2023

PRODUCT & SERVICES STRATEGY

- 🐎 Development of enhanced sports products for B2B and B2C offerings
- 🐎 Leverage proprietary processing technology, using automation, analytics and AI techniques for cost effective scalability
- 🐎 Sports trading included within the Trading Manager Platform
- 🐎 Source, ingest, process and productise hard-to-find sports data for significant value-added products

Sports Data and Products



- 🐎 Expansion of the industry leading Trading & Pricing Manager platforms and Raceday control services to clients globally
- 🐎 Launch of the Risk Managed Trading Service with Racebook HQ to provide a turnkey solution for wagering operators
- 🐎 Release of the EziBetta wagering app aimed at the under 40yo demographic
- 🐎 Launch the Wagering-360 white label wagering platform for new entrants to online wagering landscape

Wagering Technology and Services



- 🐎 Launch of UK and US digital platforms to promote and monetise both brand and product offerings
- 🐎 Leverage brand, media, and digital assets to expand retail products on the digital platforms that currently attract circa 3 million unique users per annum
- 🐎 Continue the digital content and product strategy to increase the global digital audience for Racing & Sports
- 🐎 Engage with customers and partners to create opportunities that grow the digital revenue base and unlock possibilities globally

Digital & Media Platforms



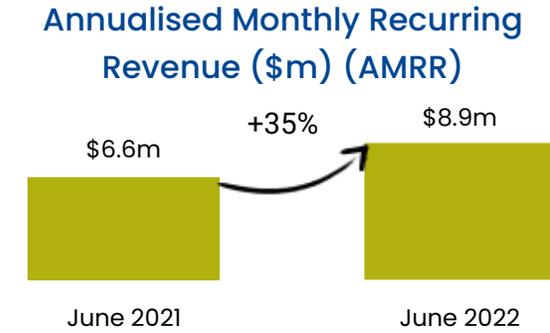
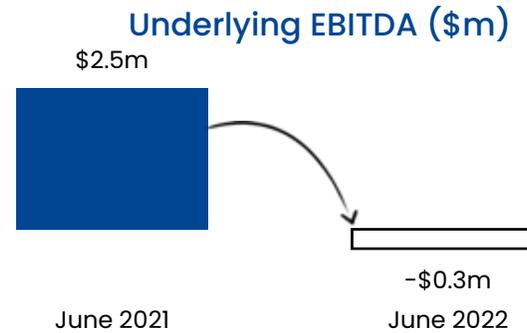
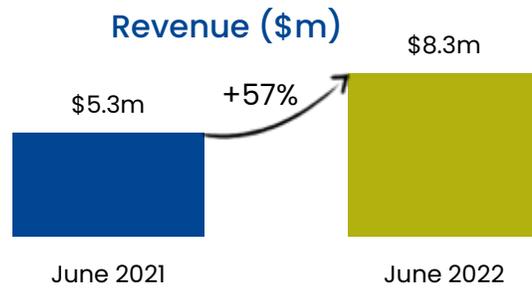


FULL YEAR PERFORMANCE
June 2022

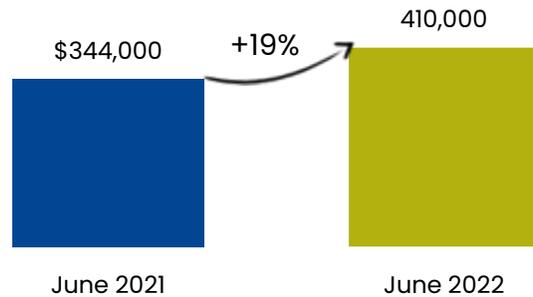
FULL YEAR PERFORMANCE

KEY PERFORMANCE METRICS

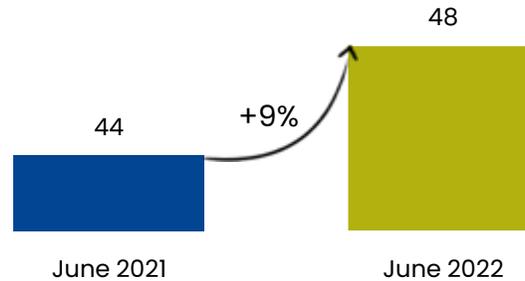
Revenue growth from new customer acquisitions and additional product and service offerings. Underlying EBITDA excludes IPO costs and nonrecurring expenses.



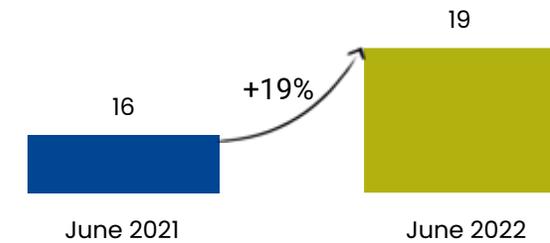
Average Annualised Revenue Per Enterprise Customer (\$) (AARPEC)



Total Number of Customers



Total Enterprise Customers¹

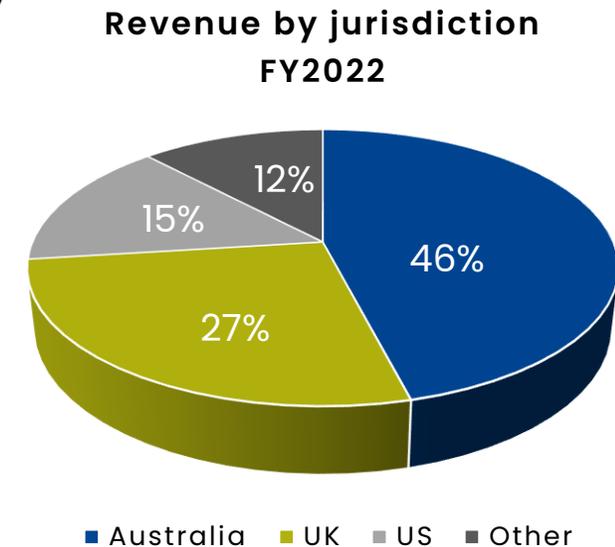
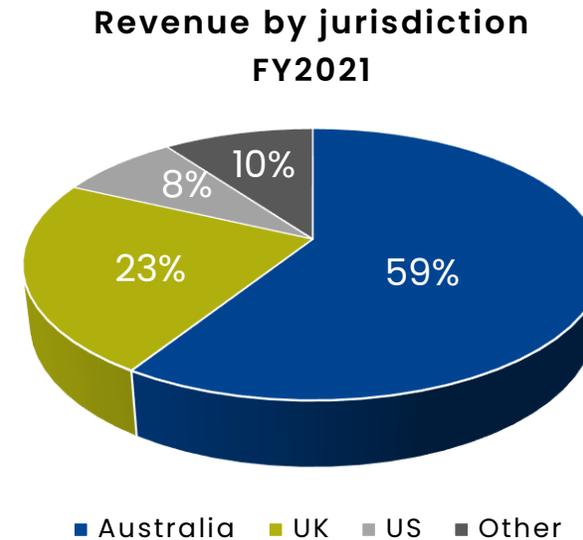
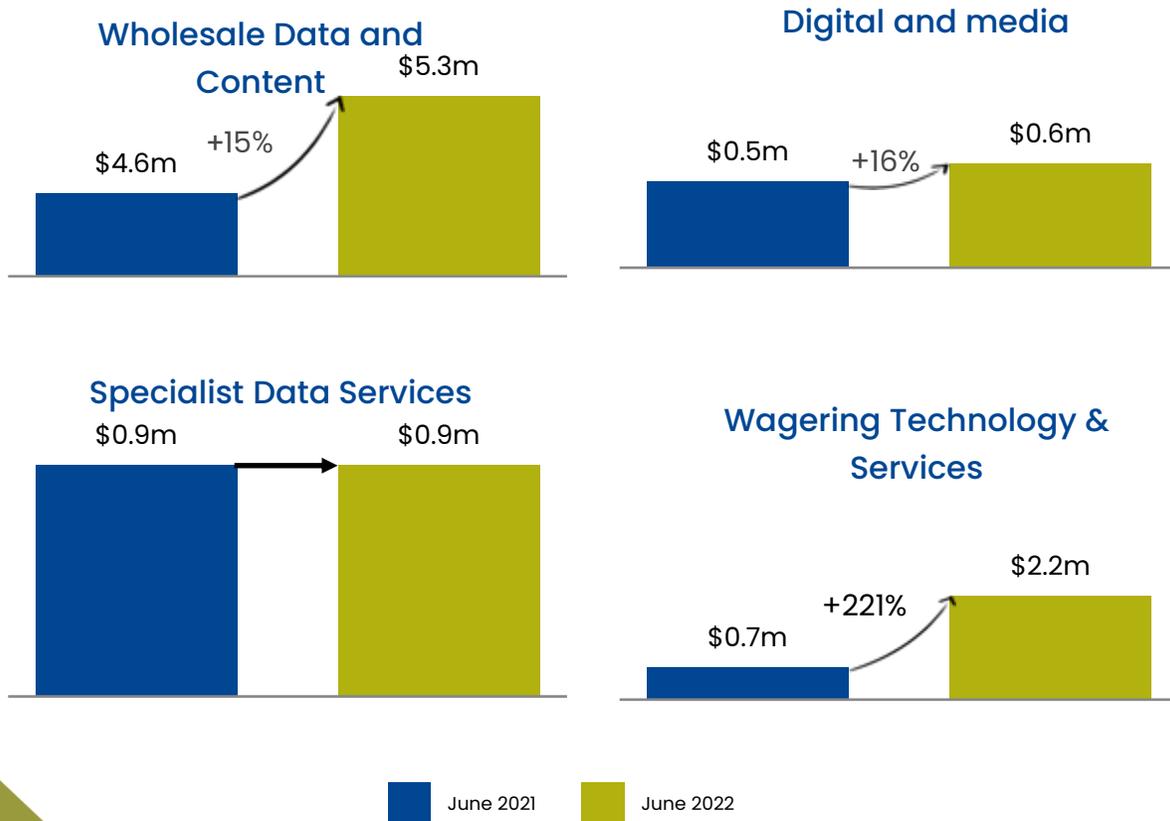


Notes:
 1. Enterprise Customer determined as a customer on a contract exceeding \$50,000 per annum

FULL YEAR PERFORMANCE

KEY PERFORMANCE METRICS

Wagering Technology and Services is the fastest growing sector with a 200% increase in AMRR. Continued strong growth in Data and Enhanced Content for both wholesale and specialist segments, with strong demand from international customers.





**Appendix A:
EXECUTIVE AND BOARD**

EXECUTIVE TEAM



GARY CRISPE

Executive Director and Chief Commercial Director

Gary is a co-founder of Racing and Sports and a highly respected thoroughbred industry expert.

Gary heads the executive team within Racing and Sports, driving strategic growth and overseeing the expansion of the business model globally, with a specific immediate focus on the US market.

Gary has been part of the executive team that has led Racing and Sports since 1999 and has developed the strategy that has seen the overseas expansion.

Gary holds bachelor's degrees in economics and civil engineering.



STEPHEN CRISPE

Chief Executive Officer

Stephen is an experienced business builder who has founded, operated and sold successful technology services and consulting businesses.

He is a proven leader and has demonstrated business acumen.

Over the past 20 years, Stephen has held various positions at Racing and Sports, across technology, strategy and business development, providing him with an extremely comprehensive perspective in his role as Chief Executive Officer.



TIM OLIVE

Chief Financial Officer (Oct 2022)

As announced on the 6th July 2022, Tim Olive has joined the Company as Chief Financial officer (CFO). Mr Olive has performed senior roles as CEO of Aon subsidiary HIAIS since 2017, following a 14-year career at the Housing Industry Association (HIA) where he held the positions of CFO, COO and CE of Business Services.

Mr Olive also has relevant racing industry experience. In 2010 he was first elected as Chairman of the Canberra Racing Club, becoming the youngest Chairman in the Club's history. He has served as Committee Member and Treasurer and was re-elected Chairman in 2020. Additionally, Mr Olive is a Fellow of CPA Australia (FCPA) which recognises both his financial and business acumen.



ROBERT VILKAITIS

Chief Technology Officer

Robert is one of Australia's foremost horseracing information technology specialists and co-founder of Racing and Sports.

Robert's key responsibilities include executive leadership, technology vision and product development, leading IT planning, software and the delivery schedule for high transaction applications.



BRENT DOLAN

Managing Director, UK

Brent brings more than 45 years of high-level experience in the betting and gaming industry in the UK.

Brent has proven results from his time working with large racing-related companies at the executive management level. He also maintains relationships with industry C-suite contacts around the world.

Brent has lead responsibility for driving Racing and Sports' expansion in the UK, Europe and the US.

BOARD OF DIRECTORS



KATE CARNELL

Non-Executive Chair

Kate has held positions at the Australian Small Business and Family Enterprise Ombudsman, and the position of CEO at the Australian Chamber of Commerce and Industry, Beyond Blue, Australian Food and Grocery Council, Australian General Practice Network, and National Association of Forest Industries. Additionally, Kate is a non-executive director of Mabel, Deputy Chair of Beyond Blue, Chair at Violet, and a non-executive Director for Australian Made Campaign Ltd.

Kate is a fellow of the Australian Institute of Company Directors and the Australian Institute of Management. She holds a bachelor's degree in pharmacy from the University of Queensland.

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Executive Director and Chief Commercial Director

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Gary has been part of the executive team that has led Racing and Sports since 1999 and has developed the strategy that has seen the overseas expansion.

Gary holds bachelor degrees in economics and civil engineering.

GREG NICHOLS

Non-Executive Director

Greg Nichols is an internationally renowned leader within thoroughbred horseracing, sport and wagering, with global prominence as a senior executive for more than 30 years.

Greg is currently a Non-executive Director of Racing Australia, having previously also held the position of Chairman. Greg is currently a Non-Executive Director of Racing Victoria and Chairman of the AFL Coaches Association. Greg was formerly the Chief Executive of the British Horseracing Board and has also held the position of Managing Director for Sporting Affairs at Betfair UK.

Greg holds a Graduate Membership of the Australia Institute of Company Directors (GAICD).

SOPHIE KARZIS

Non-Executive Director

Sophie is a qualified legal practitioner specialising in ASX Listing Rules and corporation law.

Sophie has provided general counsel and company secretarial services to a number of ASX-listed companies, such as Adacel Technologies Limited, Afterpay Limited, Gale Pacific Limited, Johns Lyng Group Limited, Maggie Beer Holdings Limited, Midway Limited and Whispir Limited.

Sophie currently holds non-executive directorship roles at Touch Ventures Limited and Collingwood Football Club Foundation. Sophie is a former non-executive director of ASX-listed Crowd Media Holdings Limited. Sophie holds bachelor's degrees in law and jurisprudence from Monash University.

JAMES PALMER

Non-Executive Director

James is an experienced CFO and Board Director, currently providing CFO advisory services to early-stage, fast growth companies and servicing on the boards of Lava Blue Ltd, Epicorp Ltd, ACT Auditor General (Chair of Audit & Risk Committee) and Project Independence Ltd (Audit & Risk Committee). James' previous experience includes CFO of ArchTIS (ASX:AR9), CFO of Seeing Machines Ltd (AIM:SEE), as an audit partner at Ernst & Young where he was managing partner of the Canberra audit practice for six years, and as a board member for a series of private and not-for-profit organisations. James is a fellow of the Institute of Chartered Accountants and is a Graduate of the Australian Institute of Company Directors. James holds a Bachelor of Science (Hons) from Manchester University.



THANK YOU

www.racingandsports.com.au