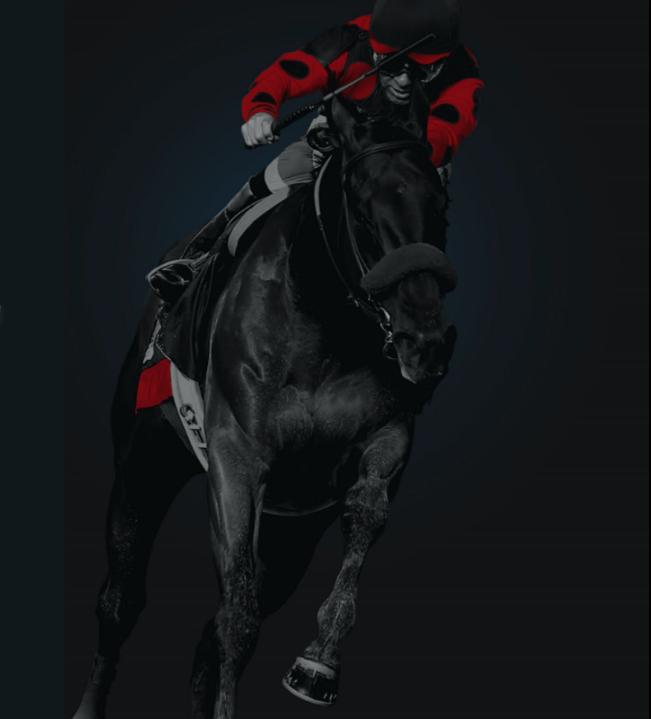
# PONTS3E

**Q2 FY24 QUARTERLY ACTIVITIES REPORT Investor Presentation January 2024** 





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This presentation has been authorised for lodgement to the ASX by the PointsBet Board of Directors.



#### Q2 FY24 KEY HIGHLIGHTS: A RECORD NET WIN QUARTER FOR AUSTRALIA AND CANADA

#### **Australia**

- Total Net Win of \$59.5m, up 3% vs the PCP, a record quarter
- Continued improvement in promotions efficiency vs the PCP, with promotions as a % of Gross Win at 32.5% vs 38.2% in the PCP
- Marketing expense was 33% lower than the PCP
- Improved mix of CY23 Cash Active Clients vs CY22

#### Canada

- Total Net Win of \$10.5m, up 109% vs the PCP, up 95% QoQ, a record quarter
- Net Win from Sports Betting up
   94% vs the PCP
- Net Win from iGaming +119% vs the PCP
- Sports Betting gross win margin expanding driven by higher mix of parlays
- Marketing expense was 12% lower than the PCP

#### Corporate

- Ownership of 13 out of 14 US state legal entities have transferred to Fanatics Betting and Gaming
- Subsequent completion and receipt of balance of consideration (US\$50 million), and second capital distribution<sup>1</sup> on track for completion in early to mid Q4 FY24
- First quarter of positive operating cash flows<sup>2</sup> in the Company's history of \$0.1m. The Company expects total operating cash flows<sup>2</sup> for H2 FY24 to be positive.



#### **GROUP CONTINUING OPERATIONS Q2 FY24 TRADING METRICS**<sup>1</sup>

	All figures in A\$	Q2 FY23	Q2 FY24	PCP
	Turnover / Handle <sup>2</sup>	\$1,018.9m	\$976.4m	(4%)
SPORTS BETTING	Gross Win Margin %	9.5%	9.7%	+0.2pp
	Gross Win³	\$97.0m	\$94.4m	(3%)
	Net Win Margin %	5.9%	6.5%	+0.6pp
	Net Win⁴	\$59.8	\$63.5m	+6%
iGAMING	Net Win	\$2.9m	\$6.4m	+119%
TOTAL	Total Net Win	\$62.8m	\$69.9m	+11%

Record Net Win Quarter

<sup>1.</sup> Average AUD/CAD rate was 0.8864 for Q2FY24 and 0.8922 for Q2FY23

<sup>2.</sup> Turnover / Handle is the dollar amount wagered by clients before any winnings are paid out or losses incurred

<sup>3.</sup> Gross Win is the dollar amount received from clients who placed losing bets less the dollar amount paid to clients who placed winning bets, excluding the cost of pricing promotions.

<sup>4.</sup> Net Win is the dollar amount received from clients who placed losing bets less the dollar amount paid to clients who placed winning bets, less client promotional costs (the costs incurred to acquire and retain clients through bonus bets, money back offers, early payouts and enhanced pricing initiatives)



#### **AUSTRALIA Q2 FY24 TRADING METRICS AND COMMENTARY**

	All figures in A\$	Q2 FY23	Q2 FY24	PCP
	Turnover / Handle	\$938.5m	\$901.6m	(4%)
	Gross Win Margin %	10.0%	9.8%	(0.2pp)
SPORTS BETTING	Gross Win	\$93.5m	\$88.1m	(6%)
	Net Win Margin %	6.2%	6.6%	+0.4pp
	Net Win	\$57.7m	\$59.5m	+3%

Record Net Win Quarter

- Net Win contribution from racing was in line with the PCP
- Net Win contribution from sport grew vs the PCP
- Mass market client base delivered 5% Net Win growth versus the PCP
- Gross Win Margin of 9.8% was lower than the long-term average of 12% 13%, as a result of significant sport turnover in the high staking client's cohort in the second half of the quarter that did not yield at expected margins
- Gross win margin is expected to return to the long-term average of 12 13% in H2



#### **AUSTRALIA Q4 FY 24 - PROMOTIONS, MARKETING AND CLIENT MIX STRATEGY**

#### More efficient promotions spend

- Promotions efficiency in Q2 FY24 continued to improve at 32.5% of Gross Win vs 38.2% in the PCP
- Enabled by tokens, data science and CRM capabilities
- Shifted our promotions investment from 'same for all customers' to more personalised offers

#### More efficient marketing spend

- Q2 FY24 Marketing expense<sup>2</sup> of \$13.6 million, down 33% vs
   the PCP
- Improved brand consideration<sup>3</sup> from 34% to 37%
- Renewed tier one assets in core Racing and Sports verticals



#### **Improved mix of Cash Active Clients**

- Cash Active Clients<sup>1</sup> were 218,288 at 31 December 2023, down 7% vs 30 September 2023
- Increase in no. of positive Net Win Cash Active
   Clients CY23 vs CY22
- Reduction in no. of negative Net Win Cash Active
   Clients CY23 vs CY22



Expect Cash Active Clients<sup>1</sup> to grow in Q3 and Q4 whilst maintaining the improved client mix

<sup>1.</sup> Cash Active Clients are clients that have placed a cash bet in the 12 months preceding the relevant period end.

<sup>2.</sup> Marketing expense includes all direct and indirect marketing costs, including production, agency/placement fees and working media, expensed as incurred during the period including amounts unpaid at the end of the period.

<sup>3.</sup> Internal company research commissioned comparing the 3 months ending 30 November 2023 to the 3 months ending 30 November 2022.





#### **CANADA Q2 FY24 TRADING METRICS**<sup>1</sup>

	All figures in A\$	Q2 FY23	Q2 FY24	PCP
SPORTS BETTING	Turnover / Handle	\$80.4m	\$74.8m	(7%)
	Gross Win Margin %	4.4%	8.5%	+4.1pp
	Gross Win	\$3.5m	\$6.4m	+81%
	Net Win Margin %	2.6%	5.4%	+2.8pp
	Net Win	\$2.1m	\$4.0m	+94%
iGAMING	Net Win	\$2.9m	\$6.4m	+119%
TOTAL	Total Net Win	\$5.0m	\$10.5m	+109%

Record Net Win Quarter





#### **CANADA Q2 FY24 TRADING COMMENTARY**

#### **Sports Betting**

- Record Net Win quarter
- Sports betting gross win margin improved to 8.5%, as a result of growth in parlay handle mix
- Sports betting promotions efficiency in Q2 FY24 improved to 36.7% of Gross Win vs 40.9% vs PCP
- In-play mix of sportsbook handle grew to 65% in Q2 FY24, up from 63% in the PCP

#### **i**Gaming

- Record Net Win quarter
- Integrating Strive, a leading iGaming platform, which will increase game and promotional offerings, key elements to growing market share

#### **Cash Active Clients**

- Cash Active Clients<sup>1</sup> reached 38,627 at 31 Dec 2023, up 18% from Q1 FY24
- Highest quarterly number of first time betters since Ontario launch in April 2022

#### **Marketing Expense**

Q2 FY24 marketing expense<sup>2</sup> C\$7.2m, down 12% on the PCP

<sup>1.</sup> Cash Active Clients are clients that have placed a cash bet in the 12 months preceding the relevant period end.

<sup>2.</sup> Marketing expense includes all direct and indirect marketing costs, including production, agency/placement fees and working media, expensed as incurred during the period including amounts unpaid at the end of the period.



#### **POINTSBET CANADA + STRIVE GAMING**

#### **What Customers Will See:**

- Vastly increased game selection, 3x
- More flexible & powerful promotions capabilities
- Progressive Jackpots and improved engagement tools

#### **Key Benefits:**

- Enhanced acquisition of casino-first customers
- Higher gross win margins
- Improved retention and customer lifetime values





#### **SUMMARY OF QUARTERLY CASH FLOWS**

All amounts in A\$m <sup>1</sup>	Q2FY24	Q1FY24
Receipts from customers (inclusive of GST)	69.9	58.2
Cost of sales	(31.6)	(22.1)
Sales and marketing <sup>3</sup>	(21.0)	(21.4)
Staff costs	(8.7)	(12.4)
Administration, corporate costs and GST paid on Net Win	(9.4)	(13.6)
Other operating cash flows	0.9	0.9
Net cash inflow/(outflow) from operating activities excluding movement in player cash	0.1	(10.4)
Change in player cash accounts	(1.3)	1.0
Net cash (outflow) from operating activities	(1.2)	(9.4)
Purchase of property & equipment	(0.0)	(0.0)
Payments for capitalised software development	(3.9)	(4.3)
Other non-current assets	(0.0)	(0.0)
Proceeds/Payments related to disposal of businesses (Sale of US Business)	(3.9)	220.5
Cash flows from loans to other entities	(0.0)	(20.5)
Net cash inflow/(outflow) from investing activities	(7.9)	195.6
Proceeds from exercise of share options	0.1	0.5
Return of Capital	(0.0)	(315.4)
Other financing cash flow	(0.2)	(0.4)
Net cash (outflow) from financing activities	(0.2)	(315.3)
Cash and cash equivalents at beginning of the period	71.8	212.1
Net cash flow excluding movement in player cash	(8.0)	(130.1)
Net cash flow	(9.3)	(129.1)
Effect of movement in exchange rates on cash held	(1.3)	(11.2)
Cash and cash equivalents at end of the period <sup>2</sup>	61.2	71.8
Corporate cash at end of the period	46.3	55.5
Adjusted Corporate cash at end of the period <sup>4</sup>	74.3	83.5

- Total cash receipts from customers were \$69.9 million, including \$63.5 million from Sportsbook and \$6.4 million from iGaming.
- First quarter of positive operating cash flows<sup>5</sup> in the Company's history of \$0.1 million. The Company expects total operating cash flows<sup>5</sup> for H2 FY24 to be positive.
- Payments related to disposal of US Business of (\$3.9 million) includes transaction costs such as legal, tax and financial advisor fees, and a portion of the agreed funding requirement.
- At 31 December 2023, the group had \$46.3 million of statutory Corporate Cash, with adjusted Corporate Cash<sup>4</sup> of \$74.3 million.

<sup>1.</sup> End of period AUD/CAD FX rate 0.9027.

<sup>2.</sup> Cash and cash equivalents at end of the period includes \$14.9 million in player cash accounts.

<sup>3.</sup> Sales and Marketing payments includes all direct and indirect marketing costs, including production, agency/placement fees and working media incurred during the period, including net working capital relating to the settlement of payables/accruals from prior periods and unpaid marketing expenses at the end of the period.

**<sup>4.</sup>** Adjusted Corporate Cash is Corporate Cash of \$46.3m adjusted for 1. an amount of \$20.5 million held by PointsBet USA Holdings Inc as required to operate the US Business until Subsequent Completion, this amount will be transferred to PointsBet Holdings Limited by 31st March 2024. PointsBet USA Holdings Inc is currently a legal entity of the PointsBet Holdings Group but is no longer consolidated into the PointsBet Group for statutory reporting purposes; and 2. as reported in the Q4 FY23 4C Activities Report, an amount of \$7.5 million being a reimbursable US Business sale related payment, paid in Q4 FY23 that will be re-imbursed at Subsequent Completion.

<sup>5.</sup> Excluding movement in player cash accounts



#### RE-ITERATE PREVIOUS GUIDANCE AND PROVIDE FY24 NORMALISED EBITDA<sup>5</sup> GUIDANCE

The Company expects
FY24 TOTAL NET WIN<sup>1</sup>
TO BE 10%-20% HIGHER
THAN FY23

The Company expects
FY24 NORMALISED
OPERATING EXPENSES<sup>3</sup>
(EXCL. MARKETING
EXPENSE) TO BE BETWEEN

The Company expects **GROSS PROFIT MARGIN** 

<sup>4</sup> IN FY24 TO BE c. 50%

The Company expects
NORMALISED GROUP
EBITDA<sup>5</sup> TO BE AT OR
CLOSE TO BREAKEVEN
FROM APRIL 2024

\$60 - \$70 MILLION

The Company expects
FY24 TOTAL MARKETING
EXPENSE<sup>2</sup> TO BE 15% - 20%
LOWER THAN FY23

The Company expects
FY24 NORMALISED
GROUP EBITDA<sup>5</sup> LOSS TO
BE BETWEEN (\$9 - \$14
MILLION)

THE COMPANY EXPECTS
TO DELIVER POSITIVE
GROUP EBITDA IN FY25

<sup>1.</sup> FY23 total net win for Australia and Canada was \$230 million

<sup>2.</sup> FY23 total marketing expense for Australia and Canada was \$90.3 million

<sup>3.</sup> FY23 normalised operating expenses for continuing operations was \$64.4 million

**<sup>4</sup>**. FY23 group gross profit margin was 50.3%

<sup>5.</sup> Normalised EBITDA excludes any US business sale transaction related costs, share based payments, discontinued operations, and any one-off items.



#### **GROUP CONTINUING OPERATIONS H1 FY24 TRADING METRICS<sup>1</sup>**

	All figures in A\$	H1 FY23	H1 FY24	PCP
SPORTS BETTING	Turnover / Handle	\$1,651.8m	\$1,587.4m	(4.0%)
	Gross Win Margin %	10.4%	10.7%	+0.3pp
	Gross Win	\$171.6m	\$169.7m	(1%)
	Net Win Margin %	6.5%	7.5%	+0.9pp
	Net Win	\$107.8	\$118.6m	+10%
iGAMING	Net Win	\$4.2m	\$9.5m	+124%
TOTAL	Total Net Win	\$112.0m	\$128.1m	+14%

<sup>1.</sup> Average AUD/CAD rate was 0.8822 for H1FY24 and 0.8922 for H1 FY23.

<sup>2.</sup> Turnover / Handle is the dollar amount wagered by clients before any winnings are paid out or losses incurred

<sup>3.</sup> Gross Win is the dollar amount received from clients who placed losing bets less the dollar amount paid to clients who placed winning bets, excluding the cost of pricing promotions.

<sup>4.</sup> Net Win is the dollar amount received from clients who placed losing bets less the dollar amount paid to clients who placed winning bets, less client promotional costs (the costs incurred to acquire and retain clients through bonus bets, money back offers, early payouts and enhanced pricing initiatives

## Thankyou

https://investors.pointsbet.com.au/



## Q&A



# Appendix







#### RELATED PARTY TRANSACTIONS AS PER ASX LISTING RULE 4.7C.3 - \$0.70m

- Payments of \$0.67m for Salaries and Wages (inclusive of Superannuation and applicable taxes withheld) of Key Management Personnel and of Executive Directors and Non-Executive Directors Fees.
- Payments of \$0.03m to Arete Security Inc. dva DruvStar the company's managed security provider.
   Non-Executive Director Manjit Gombra Singh is the founder, owner and director of DruvStar.
   Manjit receives no compensation from DruvStar and transacts on an arms-length basis with the company.

#### **Appendix 4C**

### Quarterly cash flow report for entities subject to Listing Rule 4.7B

#### Name of entity

PointsBet Holdings Limited

#### ABN

#### Quarter ended ("current quarter")

68 621 179 351

31 December 2023

Con	solidated statement of cash flows	Current quarter \$A'000	Year to date (6 months) \$A'000
1.	Cash flows from operating activities		
1.1	Receipts from customers	69,905	128,063
1.2	Payments for		
	(a) research and development	-	-
	(b) product manufacturing and operating costs (Cost of Sales)	(31,554)	(53,678)
	(c) advertising and marketing	(20,979)	(42,340)
	(d) leased assets	-	-
	(e) staff costs	(8,739)	(21,139)
	(f) administration and corporate costs and GST <sup>1</sup>	(9,419)	(23,002)
1.3	Dividends received (see note 3)	-	-
1.4	Interest received	1,027	1,918
1.5	Interest and other costs of finance paid <sup>2</sup>	(98)	(148)
1.6	Income taxes paid	-	-
1.7	Government grants and tax incentives	-	-
1.8	Other (provide details if material) Net increase/(decrease) in Player Cash Accounts <sup>3</sup>	(1,266)	(237)
1.9	Net cash from / (used in) operating activities	(1,123)	(10,563)

Includes GST paid to the ATO, including GST collected and paid on Receipts from Customers relating to Australian Net Win.

Includes interest costs on lease liability upon adoption of AASB 16 "Leases" accounting standard from 1 July 2019.

<sup>3.</sup> Represents Net Movement in Player Cash Accounts.

Con	solidated statement of cash flows	Current quarter \$A'000	Year to date (6 months) \$A'000
2.	Cash flows from investing activities		
2.1	Payments to acquire or for:		
	(a) entities	-	-
	(b) businesses – Sale of US Business <sup>5</sup>	(3,887)	(3,887)
	(c) property, plant and equipment	(2)	(65)
	(d) investments	-	-
	(e) intellectual property <sup>4</sup>	(3,904)	(8,204)
	(f) other non-current assets	(62)	(62)
2.2	Proceeds from disposal of:		
	(g) entities	-	-
	(h) businesses – Sale of US Business	-	220,488
	(i) property, plant and equipment	-	-
	(j) investments	-	-
	(k) intellectual property	-	-
	(I) other non-current assets	-	36
2.3	Cash flows from loans to other entities	-	(20,545)
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material) Global Business Development (Market Access, licensing costs)	(84)	(84)
2.6	Net cash from / (used in) investing activities	(7,939)	187,675

<sup>4.</sup> Includes Capitalised Development Costs.

 $<sup>^{5.}</sup>$  Includes transaction costs such as legal, tax and financial advisor fees, and a portion of agreed funding requirement (capped at \$21M USD).

3.	Cash flows from financing activities		
3.1	Proceeds related to issues of equity securities (excluding convertible debt securities)	-	-
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds related to exercise of options	55	582
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid / Return of Capital	-	(315,406)

Page 2

Cons	solidated statement of cash flows	Current quarter \$A'000	Year to date (6 months) \$A'000
3.9	Other (provide details if material) Principal repayment of Lease Liability	(233)	(631)
3.10	Net cash from / (used in) financing activities	(178)	(315,456)

4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	71,750	212,052
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(1,123)	(10,563)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(7,939)	187,675
4.4	Net cash from / (used in) financing activities (item 3.10 above)	(178)	(315,456)
4.5	Effect of movement in exchange rates on cash held	(1,322)	(12,520)
4.6	Cash and cash equivalents at end of period	61,188 <sup>7</sup>	61,188 <sup>7</sup>

<sup>&</sup>lt;sup>7</sup>. Cash and cash equivalents at the end of the quarter includes Player Cash Accounts of \$14.90M.

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	36,827	33,936
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details) Term Deposits	24,361	37,814
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	61,188	71,750

associates	\$A'000
Aggregate amount of payments to related parties and their associates included in item 1	704
Aggregate amount of payments to related parties and their associates included in item 2	-
-	Aggregate amount of payments to related parties and their

Note: if any amounts are shown explanation for, such payments.

7.	Financing facilities  Note: the term "facility" includes all forms of financing arrangements available to the entity.  Add notes as necessary for an understanding of the sources of finance available to the entity.	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
7.1	Loan facilities		_
7.2	Credit standby arrangements	35	6
7.3	Other (please specify)	-	-
7.4	Total financing facilities	35	6
7.5	Unused financing facilities available at qu	ıarter end	29
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7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.

Unsecured Commonwealth Bank Corporate Credit Card Facility. Interest rate:17.57%

8.	Estimated cash available for future operating activities	\$A'000
8.1	Net cash from / (used in) operating activities (item 1.9)	(1,123)
8.2	Cash and cash equivalents at quarter end (item 4.6)	61,1888
8.3	Unused finance facilities available at quarter end (item 7.5)	29
8.4	Total available funding (item 8.2 + item 8.3)	61,217
8.5	Estimated quarters of funding available (item 8.4 divided by item 8.1)  54.52	

Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.

- <sup>8</sup>. Cash and cash equivalents at the end of the quarter includes Player Cash Accounts of **\$14.90M**. Excluding the Player Cash Accounts the balance is **\$46.28M**. The estimated quarters of funding available excluding the Player Cash Accounts is 41.22.
- 8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions:
  - 8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

Answer: N/A

8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer: N/A

8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: N/A

Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.

#### **Compliance statement**

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

	31 January 2024
Date:	
	Board of Directors
Authorised by:	
•	(Name of body or officer authorising release – see note 4)

#### Notes

- 1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
- If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, AASB 107: Statement of Cash Flows apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
- 3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
- 4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
- 5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.