

# RAS Technology completes Hong Kong acquisition

## Highlights

- **RAS Technology, through its subsidiary Racing and Sports Asia ("RASA"), has now completed the acquisition of six established racing publications and a data service for HKD\$20.0 million (around \$A4.02 million) as first announced to the market on 25 February 2025.**
- **Publications include the Hong Kong Daily News Racing Booklet and Newspaper, The Sun Racing Journal, WQ Racing Booklet, Turf Timers and Mark Six Lottery. We will also provide key services to the Hong Kong Jockey Club.**
- **Acquisition provides RAS with a significant presence in Hong Kong, one of the world's largest wagering markets.**
- **Provides diversification of revenue and significant growth opportunities in Hong Kong and Asia more broadly through leveraging RAS's data, digital and technology assets.**
- **Assets acquired delivered FY24 revenue of \$A3.60 million and a profit of \$A404k.**
- **Acquisition expected to be earnings accretive within the first year with considerable future growth opportunities.**

RAS Technology Holdings Limited (ASX: RTH) ("RAS" or the "Company") is pleased to announce that its subsidiary, Racing and Sports Asia Limited ("RASA"), has successfully completed the acquisition of six leading Hong Kong-based racing data and editorial publications. The strategic acquisition provides RAS with a significant presence in Hong Kong, one of the world's largest wagering markets, and is expected to drive substantial growth opportunities across Hong Kong and the broader Asian region.

### Business benefits and strategic impact

The acquisition brings several business benefits, including cost efficiencies through automation, price optimisation, and future increases in Hong Kong Jockey Club (HKJC) race meetings. It also supports the promotion of a growing number of international events and provides significant expansion opportunities across Asia by leveraging RAS's data, technology, and media assets.

By integrating these newly acquired publications, RAS will enhance its ability to deliver a comprehensive suite of solutions and services, supporting both established and emerging markets. This includes offering a premium mix of international and local racing products tailored for Hong Kong and other key regions in Asia.

Additionally, the acquisition aligns with RAS's strategic goals of diversifying revenue streams, optimising existing business operations, and expanding into high-growth Asian markets. RAS plans to create additional value from the assets through a range of initiatives and to streamline and improve the six publications under the RAS Asia umbrella.

Providing an expanded range of services to the HKJC offers further business opportunities and enhances RAS's global credibility.

### **Optimisation and growth of existing business**

The optimisation and growth of the existing business will be driven by several initiatives, including the consolidation of operations in Hong Kong to improve efficiency, digital innovation to expand market reach, and revenue and cost synergies achieved by integrating existing RAS products into the Hong Kong racing businesses. Additionally, expanded coverage of international race meetings will be supported by RAS's extensive resources. Ownership of key promotional channels in Hong Kong will further strengthen the value proposition for international rights holders and other customers.

### **Expansion across Asia**

Expansion beyond Hong Kong is another key opportunity, with growth potential for the acquired businesses in markets such as Japan, South Korea, Singapore, Malaysia, India, the Middle East, and Mainland China. This expansion will be driven by RAS's expertise in data, technology, and digital media, creating new revenue streams across the region.

### **Future growth opportunities**

Looking ahead, the Hong Kong racing calendar is expected to include more race meetings per year as well as an increase in the number of international meetings offered to Hong Kong punters. This expansion will create further growth opportunities for racing publications and related services.

To capitalise on these opportunities, RAS plans to develop and launch a new state of the art technology platform and digital offerings to help drive innovation in the region. This initiative will drive business growth, improve customer engagement, and elevate brand awareness. It will also provide data, print, and digital support for International simulcast races in the region.

### **Commenting on the acquisition, RAS CEO Stephen Crispe said:**

"This acquisition marks a major milestone, strengthening RAS's position in one of the world's largest wagering markets while unlocking new opportunities for long-term growth and innovation. RASA is anticipated to deliver strong growth in its first full year and is expected to scale significantly in the years ahead."

- Ends -

This announcement was authorised for release by the Board of RAS.

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## About Racing and Sports

Founded in 1999, RAS Technology Holdings Limited ('Racing and Sports') is a leading provider of fully integrated premium data and enhanced content to the global racing and wagering industries. It services consumer and enterprise markets and its clients span the spectrum of the racing and wagering industries such as Entain Group (including Ladbrokes and Neds), Flutter Group (including Sportsbet, Paddy Power and Betfair), Tabcorp, BlueBet Holdings Limited (ASX: BBT), Bet365, Singapore Pools, Australian Turf Club, Hong Kong Jockey Club and Racing Victoria.

## Important Notice

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