ASX Investor Series

Investor Presentation

Ken Carr

CEO & Managing Director

March, 2015

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Who We Are

Company Overview

ASX listed with **$70[1]m** market capitalisation

Leading **gaming systems** and **business intelligence** provider

Head office **North Ryde**, NSW

145 employees with a network of **>67,100** gaming machines (EGMs) across Australia & Asia

Commitment to **excellence**, **innovation** and **superior** client service

Local Australian development

Extensive **management experience** in gaming

Company Overview

eBet Limited
ASX: EBT - 12 Mar 3:57 pm AEST

3.75 ↑0.00 (0.00%)

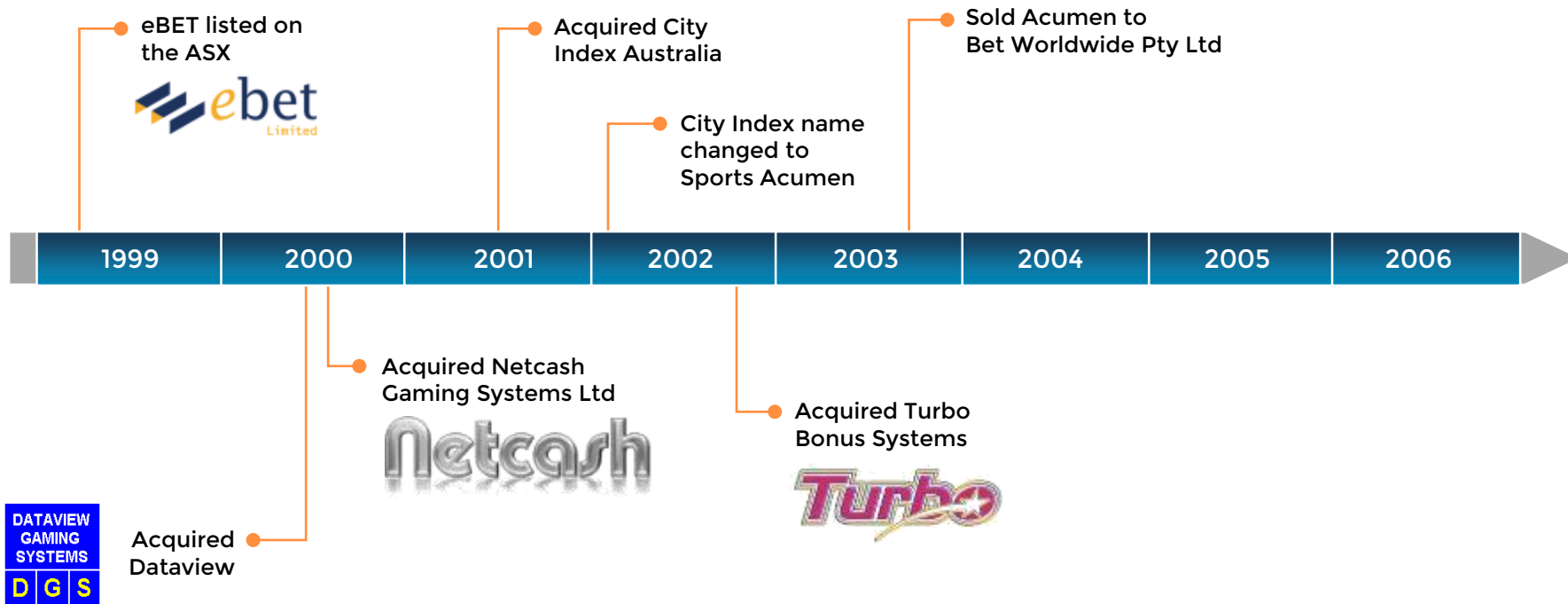| 1 day	5 day	1 month	3 months	1 year	5 years	max

- Strong growth in revenue of 62% *
- Growth in recurring revenues of 101% *
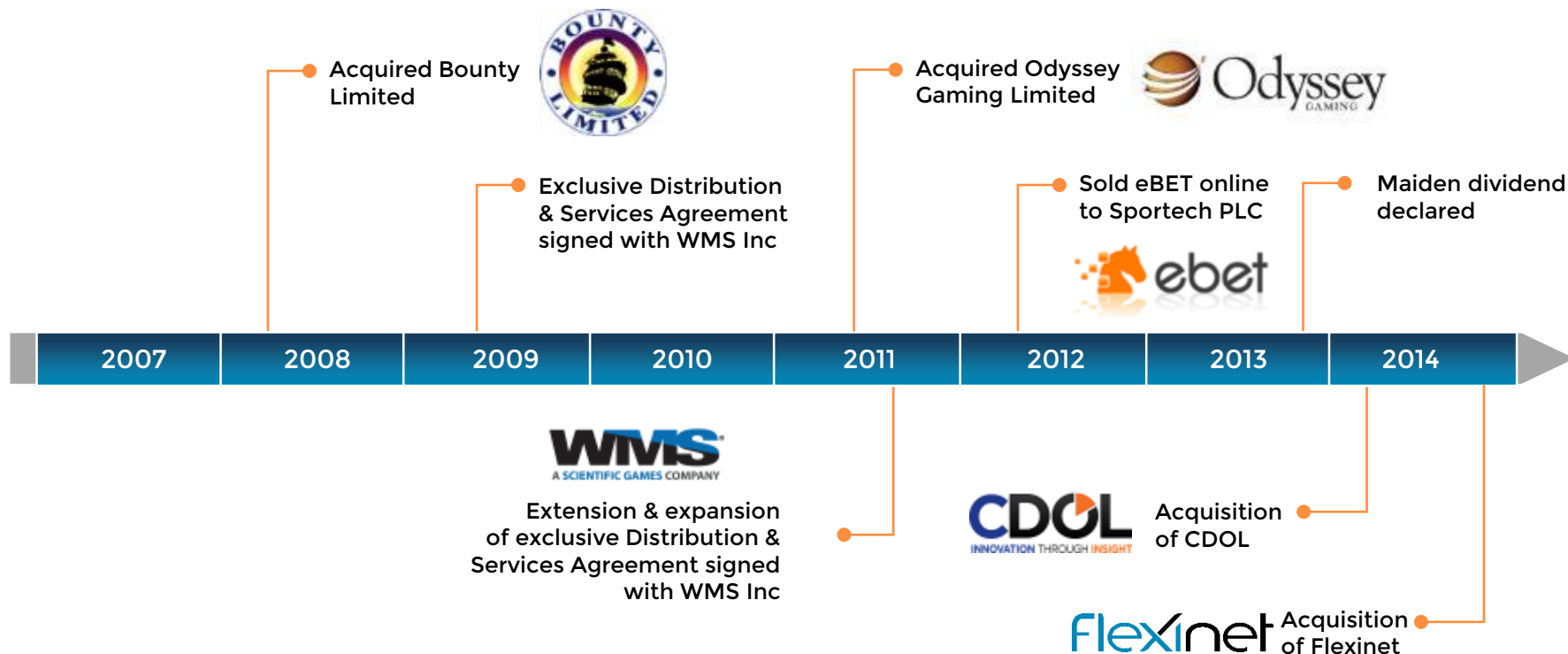- Gross margin expansion from 63% to 71%*

  *FY2014 compared to FY2009

Board of Directors
- Paul Oneile, Chairman
- Ken Carr CEO MD
- Tony Toohey Deputy Chairman & Executive Director
- Michael Hale Non Executive Director
- Ian James Non Executive Director
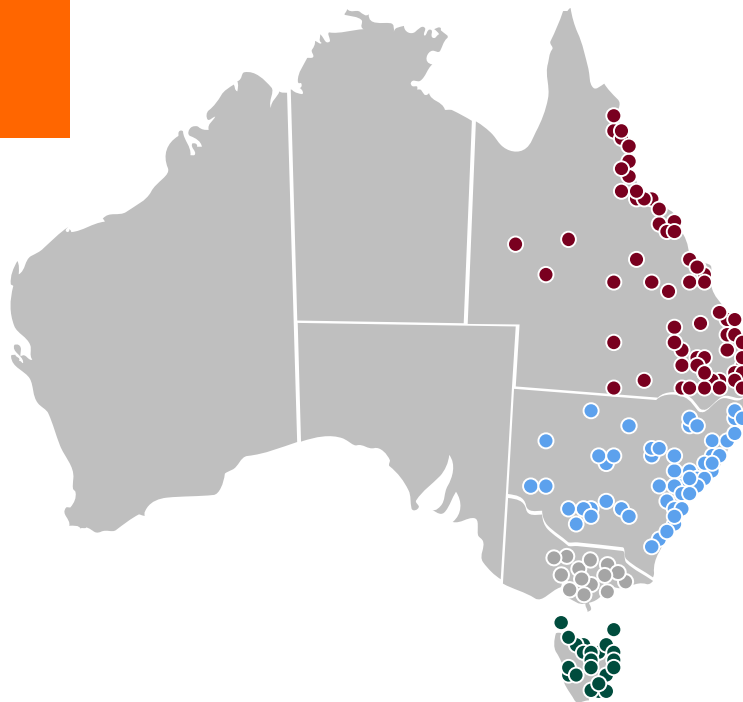- Allan Sullivan Non Executive Director

eBET 1999–2006

1999 — eBET listed on the ASX

2000 — Acquired Netcash Gaming Systems Ltd

2000 — Acquired Dataview

2001 — Acquired City Index Australia

2002 — City Index name changed to Sports Acumen

2002 — Acquired Turbo Bonus Systems

2003 — Sold Acumen to Bet Worldwide Pty Ltd

| 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 |

eBET 2007–2015

Acquired Bounty
Limited

Exclusive Distribution
& Services Agreement
signed with WMS Inc

Acquired Odyssey
Gaming Limited

Sold eBET online
to Sportech PLC

Maiden dividend
declared

2007	2008	2009	2010	2011	2012	2013	2014

Extension & expansion
of exclusive Distribution &
Services Agreement signed
with WMS Inc

Acquisition
of CDOL

Acquisition
of Flexinet

Footprint

67,100+
EGMs

353 Venues
16938[1] EGMs
QLD

590 Venues
40090 EGMs
NSW

98 Venues
4857 EGMs
VIC

167 Venues
3526 EGMs
TAS

14 Venues
1765 EGMs
INTERNATIONAL

[1] EGMs connected in QLD are CMS + in venue gaming systems combined

Financial Overview

Consistent Growth

SHARE PRICE

March 14
2.750

→

Current
3.750

TOTAL GROSS MARGIN

HY 14	$16,492
HY 13	$14,178

0　　5　　10　　15　　20
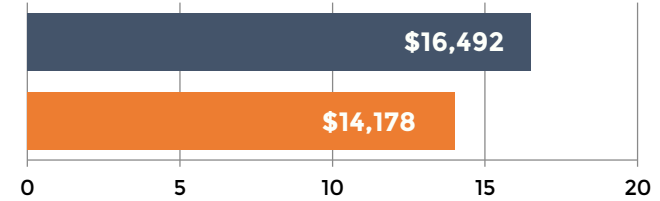
REVENUE BY BUSINESS SEGMENT

Dec 2014 ($,000)

Up 6%

- TOTAL $22,372
- Gaming Systems $9,289
- Gaming Machines 255
- Gaming Operations $12,518
- Other 310

RECURRING REVENUE

$ Millions

Up 12%

- HY13 $11,144
- HY14 $12,518

DEBT/BORROWING

$ Millions

Down 36%

- HY13 $2.49
- HY14 $1.60

1HFY15 Overview
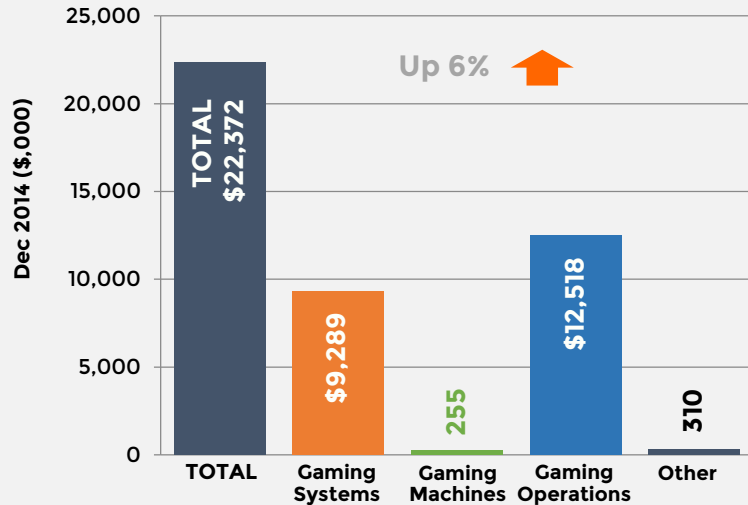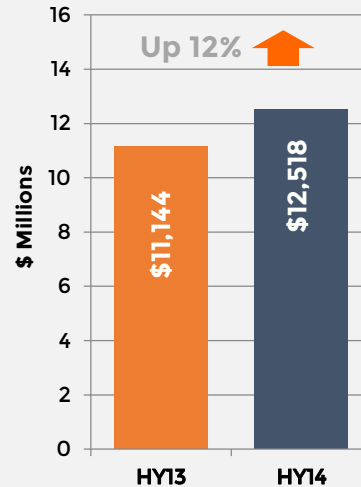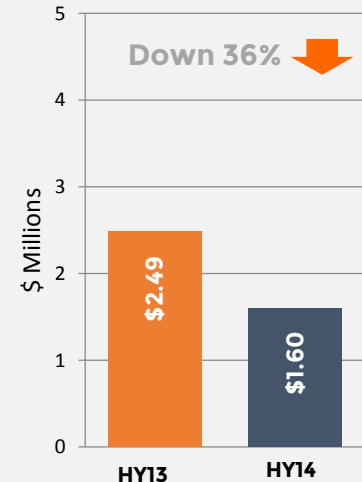
STRONG RESULT IN CORE SYSTEMS BUSINESS

Gaming systems revenue up 44.5% pcp

Gaming operations revenue up 12.3% pcp

CONTINUED FOCUS ON GROWING RECURRING REVENUE

Up from 53% to 56%

IMPROVED PROFITABILITY

Gross margin increased to 74% from 67% pcp*

EBITDA of $4.4m up 17%pcp

BALANCE SHEET STRENGTH

Debt reduced from pcp by 52% to $1.6m

Debt gearing ratio of 1:22 (debt to equity)

Net cash positive position of $7.5m

*Margin increase attributable to a significant software sale in first half.

Segment Review

Gaming Systems

Gaming Systems

Gaming Operations

Gaming Systems

Features

- Metropolis is the gaming industry's most innovative system solution
- Innovative promotions system with advanced member-tiering capacity
- Sophisticated management reporting systems with extensive gaming and member reporting

Benefits

- Member tiering is unlimited enabling targeted promotions to specific customer groups
- Manages diverse promotions across the venue at the various facilities
- Capable of third party integration ie. POS, Trace, and many more
- Single card based system ensuring operational efficiencies
- Full reporting functionality in-house
- User friendly Windows based application

# Gaming Systems – Substantial Expansion of EGM Network

- Revenue: $9.3million, up 44.5% pcp
- Growth in EGM network due to acquisition of Flexinet
- Entry into hotel market with Australia's largest independent hotel group, Redcape
- Strong growth in technology sales
  - Metropolis install base of 23,256[1] EGMs up from 13,230[1] EGMs in 1H14
  - CardIT™ install base of 16,727[1] EGMs up from 13,195[1] EGMs in 1H14
  - Engage take up increased to 1,397 EGMs from 157 EGMs in 1H14

[1] Group install base

Gaming Systems Revenue

$6.4m Dec 13

$9.3m Dec 14
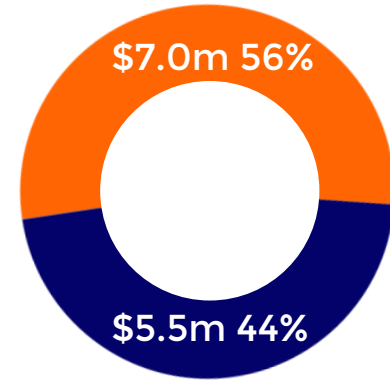
44.5%
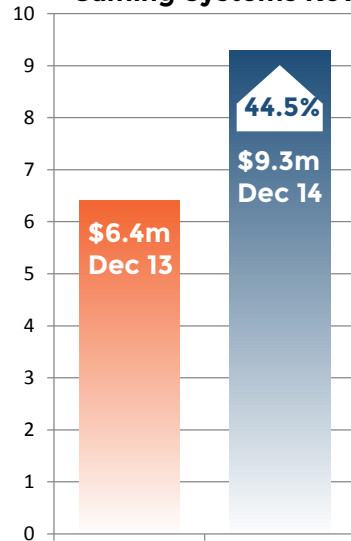
Gaming Operations

Gaming Systems

Gaming Operations
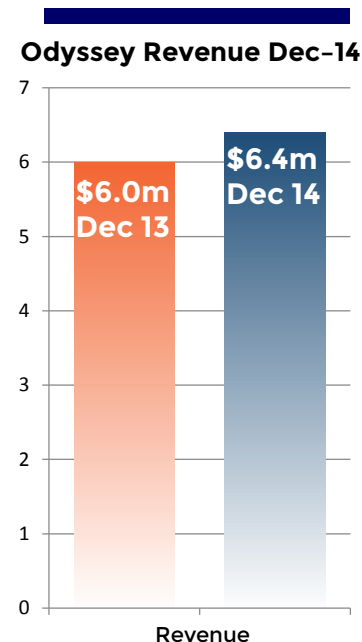
Gaming Operations

Features

- Providing regulatory monitoring for gaming (QLD)
- Support for venues to manage systems
- Gaming Operations Revenue is the combination of eBET Gaming Systems recurring revenues and revenue derived from Odyssey Gaming in Queensland.

$7.0m 56%

$5.5m 44%

Gaming Operations – Queensland Network

- **Queensland focus**
- **Total Queensland Revenue: $6.4 million, increased by 6.8% on pcp;**
  - 86% recurring revenues
  - 14% systems sales revenues
- **Network of 8,315 gaming machines**
- **27 CardIT™ venues operating 3,723 EGMs as at 31 Dec 2014, following approval in Nov 2013**

Odyssey Revenue Dec–14
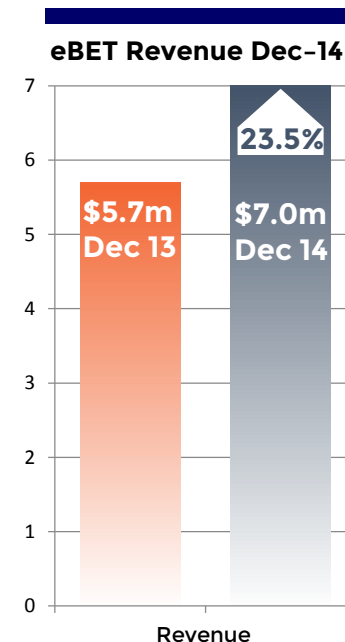
Bar chart:
- $6.0m Dec 13
- $6.4m Dec 14

(Revenue)

Gaming Operations – Strong Growth

- Network of 67,000+ gaming machines, increased by 17%
- Total Operations Revenue: $7.0million, up 23.5% pcp
- Integration of FlexiNet acquisition - +8,100EGMs
- CardIT™ sites increased to 173[1] venues with EGM network extending to 16,727[1] EGMs

[1] Group install base

eBET Revenue Dec–14

$5.7m Dec 13

$7.0m Dec 14

23.5%

Revenue

Powered by eBET

Segment Outlook

Gaming Systems – FY15 Opportunities

- Further penetrate the market with new products in NSW and Victoria i.e. Engage, CardIT™, Astute BI, Picture in Picture
- Consolidate legacy systems to drive uptake of Metropolis
- Launch new product in Qld through Odyssey
- Further penetration into the QLD market with CardIT™
- Approval and launch of TITO (Ticket in Ticket Out) into the club market (approval attained 3 Feb 2015)
- CRT approval and launch into hotels and clubs in QLD market
- Continued expansion into Asia with 3 system sales in Vietnam prior to 2014

Future Technology Directions

- Further development of Metropolis
- Migration upgrade paths for legacy systems and FlexiNet
- Upgrade all Gaming Systems to be 'Evergreen'*
- Developing an underlying architecture for new industry protocols (G2S, QCOM3) to futureproof systems across the market

*Evergreen – refers to a promise of upgradability of all Metropolis Systems, and availability of all new products for the life of ownership.

Gaming Operations – FY15 Opportunities

- Continue to target market share growth with aggressive customer acquisition strategy
- Continue to achieve highest customer service levels through resourcing and new best in class CRM system
- Expand product offering for the QLD market

Q&A

Thank You