

2 February 2016

**TOPBETTA EXPAND WITH ESPORTS DIVISION**

*We create a unique experience for the new generation of gamers by providing an engaging platform of eSports content, fantasy and wagering products*

**HIGHLIGHTS**

- **Expanding into the \$500 million international eSports market**
- **Leveraging our proprietary wagering and tournaments platform into a new complementary business unit**

Online Wagering and Fantasy Sports Company, TopBetta Holdings Limited (ASX:TBH) ("TopBetta" or the "Company"), is pleased to announce that it is entering the eSports space with the creation of the 'GameBetta' division.

The Board believe the GameBetta division will bolster TopBetta's market share through a uniquely positioned wagering product in the new and fast-growing E-Sports industry. The GameBetta division will leverage the current technologies used within the TopBetta group to set up the 'Gamers Show' and GameBetta which will contain free content, premium content, fantasy tournaments and wagering. The culmination of these products will create a new experience for eSports fans and gamers by having a feature rich integrated platform. *"Our product package will be tailored and customised specifically for the gamer and eSports viewer. It will be a place they can truly call home."* says GameBetta division CEO, Randall Noble.

TopBetta's CEO Todd Buckingham said; *"This model creates a unique opportunity in this space with more than 500 million participants globally.<sup>1</sup> The potential to convert these participants into revenue streams for TopBetta poses an exciting challenge for the group."*

The eSports industry has seen rapid growth over recent years and the industry data for 2015 indicate that this growth is unlikely to slow. ESports is forecast to become a multi-billion dollar industry backed by a projected 716 million viewers by 2020.<sup>2</sup>

The eSports market continues to boom in popularity. In total, the 'League of Legends World Championship 2015' saw 334 million cumulative daily unique impressions across all stages.<sup>3</sup> The global audience on Twitch.com has grown to reach 100 million viewers per month in less than 5 years<sup>4</sup>, with this number increasing month on month. In 2015, new records were set with the tournament prize pool for 'Dota 2: The International' amounting to USD \$18.5 million<sup>5</sup> and League of Legends World Championship Finals unique

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<sup>1</sup> <http://esportsobserver.com/deloitte-predicts-esports-will-generate-global-revenues-of-500-million-in-2016/>

<sup>2</sup> [https://images.eurogamer.net/2014/dan.pearson/Newzoo\\_Preview\\_Images\\_Global\\_Growth\\_of\\_Esports\\_Report\\_V4.pdf](https://images.eurogamer.net/2014/dan.pearson/Newzoo_Preview_Images_Global_Growth_of_Esports_Report_V4.pdf); <http://superdata-research.myshopify.com/products/esports-market-brief-2015>

<sup>3</sup> [http://www.lolesports.com/en\\_US/articles/worlds-2015-viewership](http://www.lolesports.com/en_US/articles/worlds-2015-viewership)

<sup>4</sup> <http://blogs.wsj.com/digits/2015/01/29/twitchs-viewers-reach-100-million-a-month/>

<sup>5</sup> <http://www.dota2.com/international/overview/>

viewer count reaching 36 million<sup>6</sup>, rivalling and exceeding many traditional sport prize pools and viewership numbers.

GameBetta's division CEO, Randall Noble said *"GameBetta will be the first in the world to offer a holistic product containing both content (free and premium) and wagering (real money and fantasy tournaments) on eSports. We will give gamers an engaging and entertaining product that will take their eSports experience to new levels. With TopBetta's innovative technology, we will be able to immerse gamers into the exciting world of eSports."*

Through TopBetta's wagering and content offerings, as well as the strategic partnerships announced to date, the TopBetta Board believe that the Company is uniquely positioned to grow it's share of the Australian and global wagering markets.

The Company is focused on achieving continued strong customer and revenue growth in 2016.

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<sup>6</sup> [http://www.lolesports.com/en\\_US/articles/worlds-2015-viewership](http://www.lolesports.com/en_US/articles/worlds-2015-viewership)