

A black and white photograph of a horse race in progress. Several jockeys on horses are visible, with a large crowd of spectators in the background. The image has a high-contrast, slightly grainy aesthetic. Orange splatters are scattered across the left side and bottom of the image. The TopBetta logo is overlaid in the center-right.

T_B TopBetta

Get in the game!

TechKnow Conference 2016

Investor Presentation

WHO ARE WE?

The TopBetta business started in 2009 with the vision of developing a platform that incorporates social gaming into sports betting. With the growing market globally for online tournament betting, the founders felt similar “gamification” could be extended to betting on sports.

The rapid growth of fantasy sports in the US has certainly vindicated the founders’ belief that social sports would be a growing market over the ensuing years.



ASX:TBH

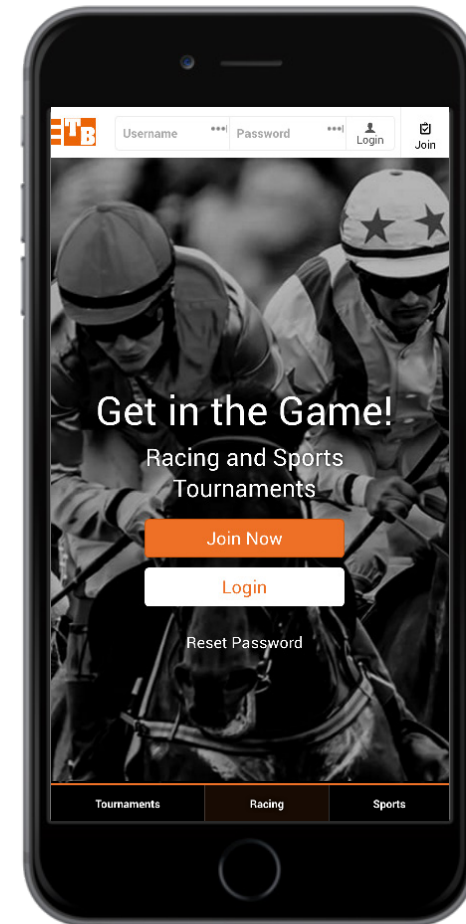
WHO ARE WE? CONT.

In TopBetta's fantasy wagering business, the Company has been working on integrating modern software applications that allow the user to get more out of watching a game, often without the degree of risk normally associated with betting.

TopBetta's proprietary software allows effective customisation that adapts to the user's preferences. We believe we are well positioned to execute a unique experience as the platform develops.

Our CEO, Todd Buckingham, together with the other founders, have refined the platforms and established a comprehensive wagering business which combines fantasy wagering with traditional wagering and betting supported by extensive content, which we expect to deliver exciting results as an ASX listed company.

The Company is led by a committed and highly experienced CEO and management team. Our Board include individuals that have operated at senior levels in some of Australia's leading companies.



CORPORATE SNAPSHOT

ASX: TBH

Outstanding Shares

96.36M

Market Cap @ \$0.20 / Share

\$19.27M

Cash Balance at 31 March 2016

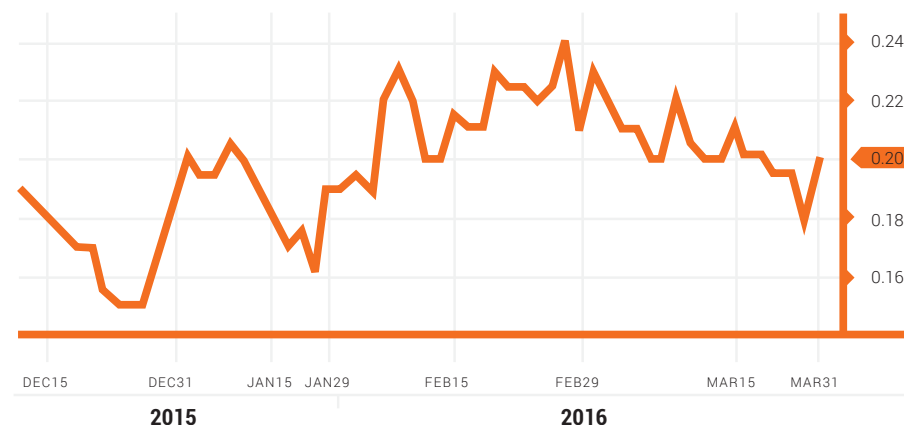
\$3.94M

Enterprise Value

\$15.33M

SHARE PRICE PERFORMANCE SINCE LISTING

TBH.ASX



MARCH 2016 QUARTER RESULTS

	QI	QII	QIII	% Increase QII-QIII
Total quarterly active unique individuals	1,262	2,882	4,247	↑ 47%
Wagering and Tournament Turnover	\$2,034,638	\$3,807,398	\$7,484,988	↑ 97%
Wagering and Tournament Revenue	\$117,743	\$372,120	\$487,441	↑ 31%
Total revenue, including Wagering Tournament, Content and Other	\$445,463	\$773,424	\$830,498	↑ 7%

SUBSTANTIAL SHAREHOLDERS

RBW Nominees Pty Ltd

11.75%

Todd Cameron Buckingham

5.03%

WHAT WE DO

CONTENT

Form Analysts and professional punters partner with 12Follow to provide an overview pre and post on Australian racing and sports and provide this content to racing and sport enthusiasts for free.

PREMIUM CONTENT

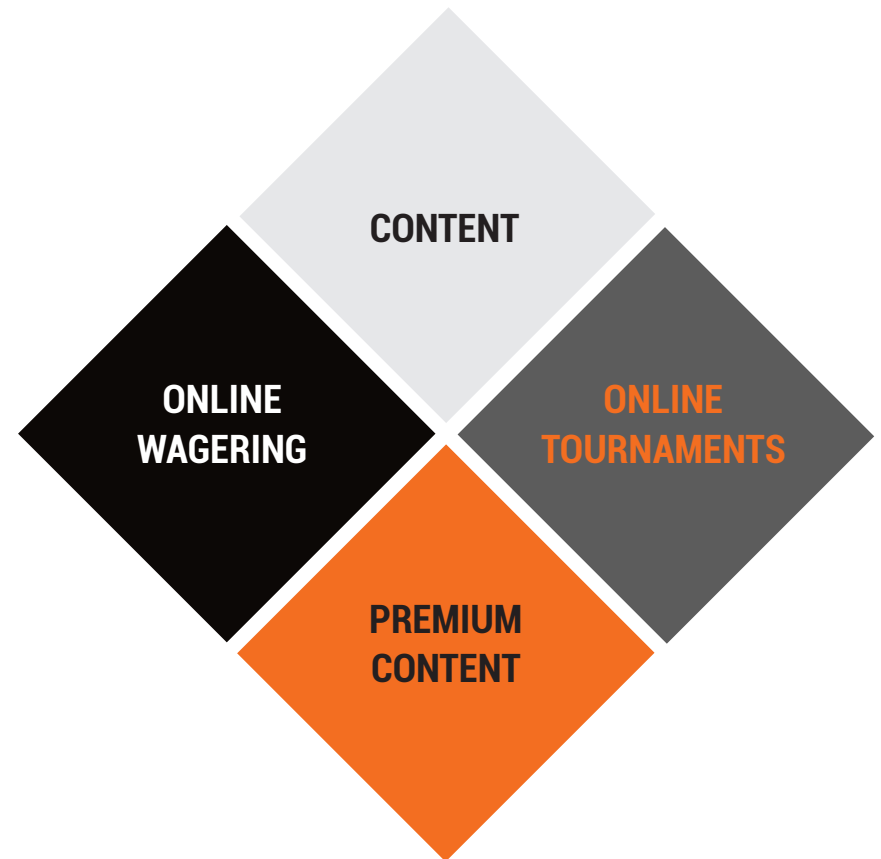
12Follow is a premium content platform where users to subscribe to receive premium content from more than 20 products priced between \$5 and \$99/week.

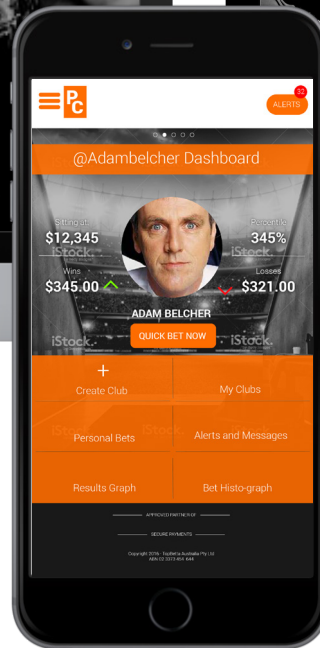
ONLINE WAGERING

TopBetta's proprietary built software allows users the ability to place traditional wagers on sports and racing products.

ONLINE TOURNAMENTS

TopBetta tournaments are used to engage the user across race day and sports events. They allow users to compete and engage with each other rather than the bookmaker.





WHAT IS FANTASY?

TopBetta offers **fantasy wagering** with revenue generated from entry fees that are charged when a customer enters a tournament. TopBetta customers “buy-in” to the tournament, and each buy-in increases the prize pool.

Clients also pay an entry fee of 10% to 25% of the buy-in depending on the nature of the tournament, which is TopBetta revenue.

The price point for tournaments ranges from free-entry tournaments up to major tournaments with \$1,000 buy-ins

Across a range of National and International Sports and Racing:

- Australian Rules
- Rugby League
- Rugby Union
- Football (Soccer)
- Basketball
- Grid Iron
- Cricket
- Tennis
- Boxing & More

COMMUNITY OPPORTUNITY

Support local sporting codes through community level sporting tournaments. Position the TopBetta brand by helping local sports fans back their favourite team and **get in the game!**

GROWTH THROUGH CHANNEL PARTNERS

TopBetta Sports & Racing Content & Fantasy Tournaments will support channel partners to increase:

Traffic & readership

Revenue via user sign-ups & subscriptions

**Sponsorship and advertising revenue
through print and digital**

New and existing user engagement

CURRENT PARTNERS

Current Topbetta partnerships have attributed to tournament user and cash pool growth.

SNAPSHOT

Weekly Rounds - NRL Tournament
10k cash pool with \$10 buy-in

Weekly Rounds - AFL Tournament
10k cash pool with \$10 buy-in

April - The Championships
250k tournament cash pool.



RACINGANDSPORTS.COM.AU



EON SPORTS RADIO




G1X.COM

MORE BENEFITS



Data Mining



Increased
Revenue
Streams



SUBSCRIPTIONS


Data insights - users - page
views - purchases - interests
- targeted marketing



Longer time on sites

Average 18mins per session

TOPBETTA.COM.AU



Users can log-in to
receive upgraded content meaning:

real data can be achieved



**Personalisation of
content for users**

What they want to view, when
and where they want to view it.

TOPBETTA EXPAND WITH eSPORTS DIVISION

GAMEBETTA

- Creation of 'GameBetta' division and 'Gamers Show' - free content, premium content, fantasy tournaments and wagering.
- '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 E-Sports.
- Bolstering TopBetta's market share through a uniquely positioned wagering product in the new and fast-growing E-Sports industry.
- 'GameBetta' division launch - Planned for mid 2016.

E-SPORTS MARKET

- The E-Sports market continues to boom in popularity.
- 'League of Legends World Championship 2015' saw 334 million cumulative daily unique impressions across all three stages.
- The global audience on Twitch.com has grown to reach 100 million viewers per months in less than 5 years.
- 'Dota 2: The International' amounting to USD \$18.5 million and League of Legends World Championship Finals unique viewer count reaching 36 million.

**\$500
MILLION**
International
eSports Market

IN THE MEDIA



- TopBetta signs strategic commercial advertising deal with Fairfax Media's regional publications.
- TopBetta to promote Fantasy Tournaments across Fairfax Australian Community Media (ACM) network of 140+ websites.
- TopBetta will conduct over \$1 million in fantasy tournaments through the ACM network.



KEY PEOPLE

NICHOLAS CHAN

Chairman and Non-Executive
Director



Mr Chan has more than 30 years experience in media. He has held senior leadership and operational roles with leading Australian media companies.

Mr Chan was most recently Group Chief Operating Officer at Seven West Media and prior to that, CEO of Pacific Magazines, a subsidiary of Seven West Media, for 9 years.

Mr Chan joined Pacific Magazines from Text Media, where he was CEO. He held a range of senior positions at ACP Publishing including Group Publisher and Chief Operating Officer.

Mr Chan is a former Chairman of The Magazines Publishers of Australia and is currently consulting to a number of businesses in the digital, technology and marketing sectors.

TODD BUCKINGHAM

Managing Director



Mr Buckingham has more than 20 years experience working in the Sports and Wagering industry in Australia.

After completing a double bachelor degree in teaching and health and physical education in 2000, Mr Buckingham taught secondary education for 5 years at Hunter Sports High School whilst simultaneously working as a sports manager at a successful sports management company, NSRT. During his time at NSRT, Mr Buckingham negotiated more than \$20M worth of sporting contracts, culminating in his appointment as Managing Director. As Managing Director of NSRT, Mr Buckingham's responsibilities included managing the affairs of Rugby League athletes, negotiating contracts, sourcing sponsorships, managing accounting and budgeting affairs, crisis management and media relations.

2009 - Founded 12Follow OpCo

2010 - Founded TopBetta OpCo

KEY PEOPLE CONT.

MATHEW CAIN

Non-Executive Director



With a Bachelor of Commerce (Hons in Finance) from University of Melbourne, Mr Cain has over 18 years experience in the financial services and banking industry.

Mr Cain brings a significant amount of senior management, financial and corporate experience to the Company.

Mr Cain has an extensive family background in racing and is involved with racing a number of horses with prominent Melbourne horse trainers, including Matchem Racing's Fontiton.

Mr Cain is currently a Committee Member of the Melbourne Racing Club and a director of Ferghana Capital.

Matthew is also a Board Trustee to the Caulfield Racecourse Reserve.

SIMON DULHUNTY

Non-Executive Director



Mr Dulhunty has 25 years experience in print and digital media in management and operational roles at the top of metropolitan and regional Australian media, including as an award-winning Editor of The Sun-Herald newspaper in Sydney and General Manager of Fairfax Media's mobile development team responsible for acclaimed iPad apps for The Age, The Sydney Morning Herald and The Australian Financial Review.

Mr Dulhunty is currently Director of media relations and digital advisory firm Bell Communications.

Mr Dulhunty is also an elected Board Member of the Kennedy Foundation and a Foundation Board Member for the Centenary Institute.

Enquiries

Todd Buckingham

CEO TopBetta Holdings

M 0400 464 064

E todd@topbetta.com.au

Jane Morgan

PR & Investor Relations

M 0405 555 618

E jm@janemorganmangement.com.au

topbetta.com.au

Get in the game!