



TB **TopBetta**
Get in the game!

Investor Presentation

August 2016

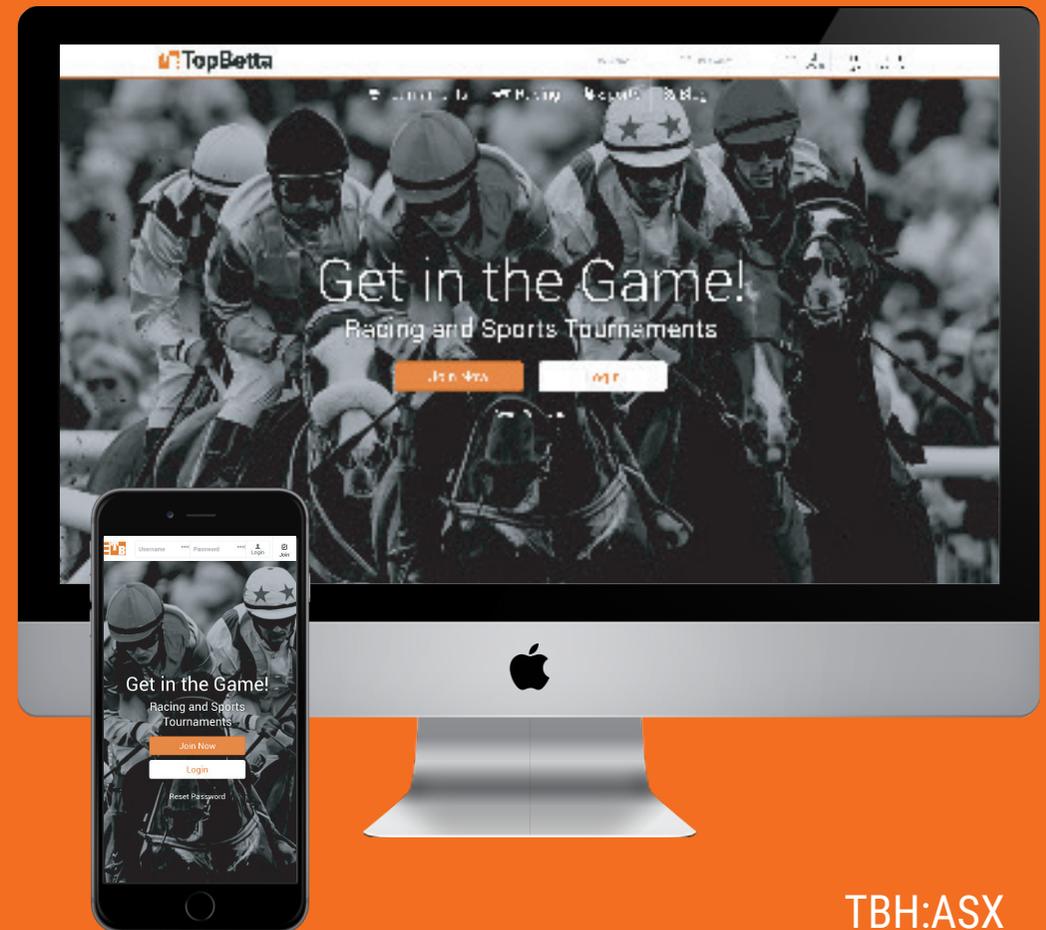
WHO ARE WE?

TopBetta is one of Australia's fastest growing wagering sites. With the unique advantage of proprietary technology, it has been at the forefront of innovation throughout the enormous online wagering sector in Australia.

Achieving over 400% growth in the past 12 months including 88% growth in the past quarter alone, it looks set to become entrenched in the wagering industry both here and abroad.

TopBetta has and will continue to leverage its technology to forge a dent in the Global Wagering market.

Already with a stack of awards under its belt, TopBetta is positioning itself as the innovation hub of Australian Wagering.



TBH:ASX

CORPORATE SNAPSHOT

TBH:ASX

Outstanding Shares

96.36M

Market Cap @ \$0.19 / Share (1st Aug 2016)

\$18.30M

Cash Balance at 30 June 2016

\$2.44M

Enterprise Value

\$15.86M

SHARE PRICE PERFORMANCE SINCE LISTING

TBH.ASX



JUNE 2016 QUARTER RESULTS

	QI	QII	QIII	QIV	% Increase QIII-QIV
Total quarterly active unique individuals	1,262	2,882	4,247	5,945	↑ 40%
Wagering and Tournament Turnover ('000)	\$2,034	\$3,807	\$7,484	\$11,173	↑ 49%
Wagering and Tournament Revenue ('000)	\$117	\$372	\$487	\$916	↑ 88%
Total revenue, including Wagering Tournament, Content and Other ('000)	\$445	\$773	\$830	\$1,432	↑ 73%

SUBSTANTIAL SHAREHOLDERS

RBW Nominees Pty Ltd

11.75%

Todd Cameron Buckingham

5.03%

MILESTONES TO DATE

DECEMBER 2015 QTR

- ▶ ASX Listing 10 December 2015 - raising \$6m
- ▶ Market Cap -\$19m
- ▶ QtrRevenue - \$773k (+73%)
- ▶ Active Clients - 2,882 (+128%)

MARCH 2016 QTR

- ▶ Planning period post cap raise
- ▶ QtrRevenue - \$830k (+7%)
- ▶ Active Clients - 4,247 (+47%)

JUNE 2016 QTR

- ▶ Established Client Services and Tele-sales team (mid-May 16)
- ▶ Internal process and reporting improved
- ▶ QtrRevenue - \$1.432m (+73%)
- ▶ Active Clients - 5,965 (+40%)

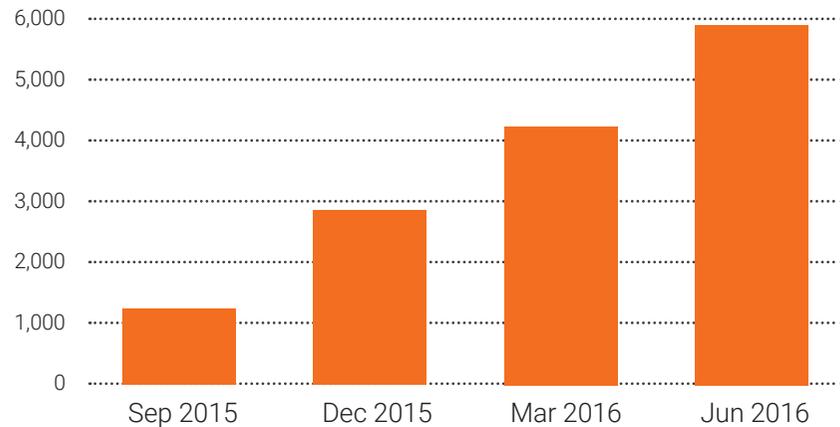
JULY 2016 QTD

- ▶ Website indexed
- ▶ Automated online marketing and chat functionality released to site

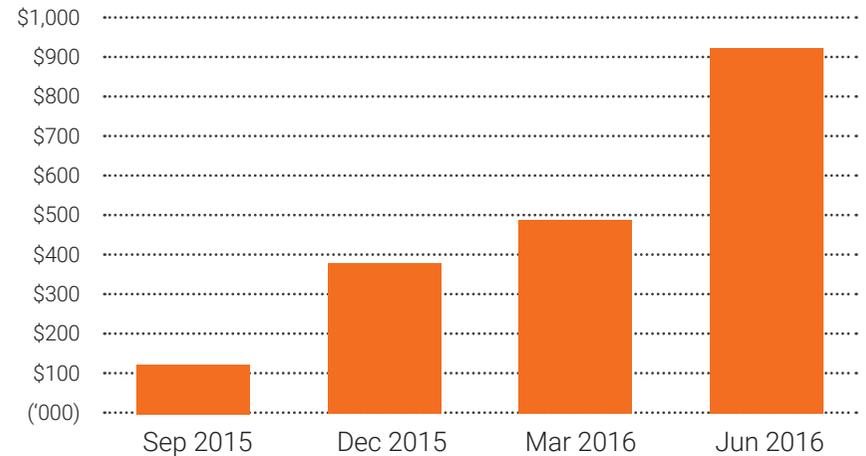


TOPBETTA KEY METRICS CHARTS

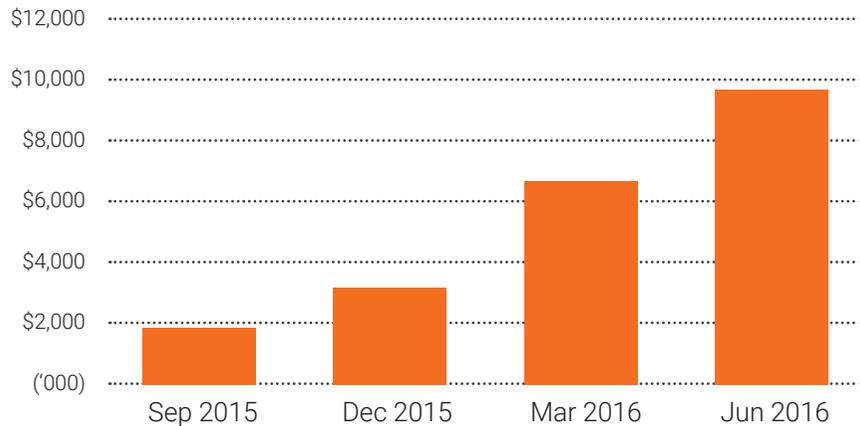
ACTIVE CLIENTS - QUARTER END



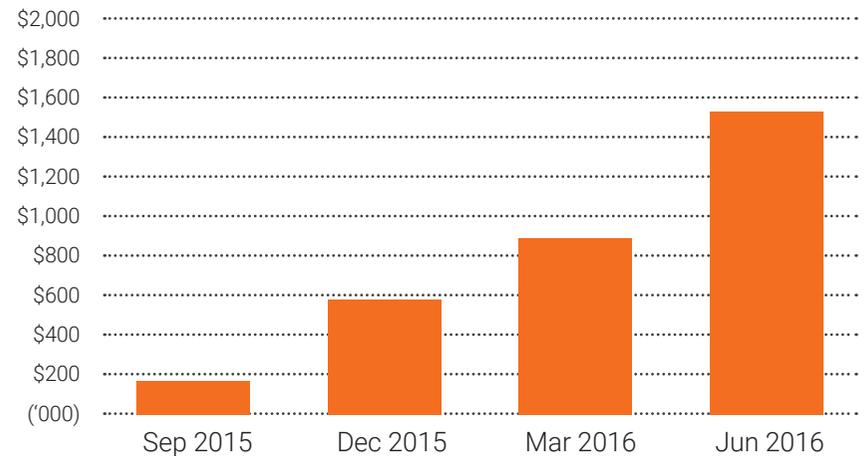
WAGERING + TOURNAMENT REVENUE - QUARTERS



WAGERING TURNOVER - QUARTERS



TOURNAMENT TURNOVER - QUARTERS



TARGETED ACTIVITY

CORE BUSINESS

- Complete NT licence approval by mid Aug-16
- Launch 'multi' betting option in Aug-16 (increase margin % and turnover)
- Full user journeys mapped supported by UX wireframes. Visual design commencing Aug-16 for web and mobile with incremental releases over next 5 months. (lower CoA and higher yield)
- Launch direct carrier billing 12Follow content product –establish cross sell database (lower CoA)

BUSINESS DEVELOPMENT

- Complete Alderney licence approval by September 2016
- Launch Global Tote by October 2016

GAMIFYING GAMING

In a world where almost every marketing division within Corporate Australia is trying to gamify the user experience by creating a “Social” and/or “Gamified” experience for users.

McDonalds have “Monopoly” when you buy a hamburger, car yards “Spin the Wheel” when you buy a car, sporting events “Kick for Cash” during halftime entertainment.

TopBetta gamifies the gaming experience.

TopBetta has achieved enormous success, winning the Social Gaming Operator for the past three years.

Adding to this, TopBetta was also awarded Highly Commended runner-up to William Hill’s “Click to Call” product in the prestigious Innovation of the Year award.

- TopBetta has been able to recruit the product developer of “Click to Call”, Bryan Kelly, from William Hill and now heads up the innovation at TopBetta coming on board as its new Head of Product. Bryan has been an instrumental part of the William Hill online brand being one of their first employees.
- The TopBetta team look set to continue developing the industry’s most innovative products and given this fast changing environment is well established to become the market leader across the industry.

THE INDUSTRY - ONLINE WAGERING GROWING AT 20%* YOY

With the industry growing at 20% each year, the market is ready to be innovated. Currently there has been little to no product innovation across the sector.

As the only technology first platform in Australia, TopBetta has the opportunity to become Australia's leading website for wagering.

Its unique ability to integrate and customise its offerings into other platforms TopBetta has become the operator of choice for many fringe industry operators such as media companies, affiliate sites, sporting organisations and more.

TopBetta will continue to use its technology to establish and build on those relationships.

TOPBETTA IS GOING GLOBAL

With a need for products to be more engaging and more entertaining while providing an increased margin to the operators, the need for a 'Global Tote' has never been more real.

Products that have previously been unable to be offered due to licensing, liquidity and technology are on the radar from the TopBetta team.



Note:

TopBetta is pleased to announce the expansion of its business outside Australia through the establishment of Global Tote.

Global Tote will be conducted through a European subsidiary of TopBetta Holdings. This business will be conducted separately from the Australian business conducted by TopBetta Pty Ltd under its wagering licence.

An application has been made to the Alderney Gambling Control Commission (AGCC) to conduct the Global Tote business.

BETTING PRODUCTS



QUIN PLACE



QUADDIE



PLACE CARD



TOPBETTA TOURNAMENTS



QUINELLA



PICK SIX



EXACTA



SHOW



WIN



Global Tote



TRIPLE TRIO



FIRST FOUR



TRIFECTA



PLACE



DOUBLE TRIO



JOCKEY CHALLENGE



GAMES

POTENTIAL OFFERINGS



THE TOTE THAT NEVER SLEEPS

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 TopBeta 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 currently runs his own private media relations and issues management company assisting national and international businesses and executives.

He is also Chairman of the Kennedy Foundation, a registered charity that supports journalists, and a Foundation Board Member of the Centenary Institute.

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Actual results, performance or achievements of the Company could be materially different from those expressed in, or implied by, these forward-looking statements.

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For example, the factors that are likely to affect the results of the Company include general economic conditions in Australia and globally; exchange rates; competition in the markets in which the Company does and will operate; weather and climate conditions; and the inherent regulatory risks in the businesses of the Company.

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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

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