
BetTube announces execution of first Platform as a Service (PaaS) deal with Daily Mail Australia

Sydney, Australia, 10 March 2023 – BetTube Corporation Ltd (NSX:BOX) (“Company”) is required under 674 of the Corporations Act and Listing Rule 6.4 to disclose that its wholly-owned subsidiary, IRPSX Pty Ltd trading as Bet Right (“Bet Right”), and Dailymail.com Australia Pty Ltd (“Daily Mail Australia”), a subsidiary of DMG Media Limited, have entered into a 3-year Wagering Data Rights Agreement, a Platform as a Service (PaaS) agreement, whereby Bet Right will provide Daily Mail with access to its wagering platform as a service.

TRANSACTION SUMMARY

- The PaaS agreement provides Daily Mail Australia with an additional pillar of revenue by leveraging its data and media capabilities in referring potential sports, entertainment and political bettors to Bet Right, the Company’s B2C brand in Australia.
- Bet Right will derive additional gross margin from new clients referred to it under the PaaS agreement.
- The precise terms of the revenue to be generated are confidential but the Company can disclose that the respective revenue and costs resultant from the PaaS deal are based on performance for the mutual benefit of both parties.
- In exchange for the right to performance-based revenue generated by referred wagering clients, Bet Right has been granted by Daily Mail Australia the exclusive rights to display digital advertising relating to wagering and betting across its Australian media properties for a minimum period of two years.
- To maximise the commercial benefits available, both parties will collaborate to undertake research and analysis on the massive amounts of data generated by the parties to formulate customer profiles and customer segmentation for the purpose of provision of safer gambling products and practices to readers across Daily Mail Australia media properties in Australia.
- The data collaboration will involve exchanges of data but the PaaS agreement ensures the conduct of the parties complies with the Australian Privacy Principles (APP).

Anthony Waller, the Company CEO and Legal Counsel, says: “The PaaS deal with Daily Mail Australia is the first execution of BetTube’s strategy to utilise its scalable infrastructure to allow data and rights holders the opportunity to create an additional pillar of income from their rights. Through the use of data, the strategy aims to provide safer gambling

advertisements by limiting exposure to wagering engagements to people who are interested in sports betting entertainment products.”

“Daily Mail Australia is an ideal partner for our first PaaS as it aims to provide an alternative to traditional media and they have a willingness to innovate. They have a spirit for experimentation and we’re looking forward to the relationship,” BetTube CEO & Legal Counsel Anthony Waller.

Peter Holder, Managing Director of Daily Mail Australia: “We are delighted to join forces with BetTube, a dynamic company which in a very short time has become a significant player in a very competitive space.”

“What we like most about BetTube is its considered approach – the attention to detail, the importance it places and its huge appetite for innovation.”

-ENDS-

FOR FURTHER INFORMATION

Anthony Waller
CEO & Legal Counsel
a.waller@bettube.com

ABOUT BETTUBE CORPORATION LTD

The Company is a Platform as a Service (PaaS) for wagering and sports entertainment products and has developed proprietary scalable cloud-based technology which powers its infrastructure for both its wagering and data capabilities delivering innovative sports, esports, racing and entertainment betting products. Through the use of data analytics, the Company seeks to optimise betting and provide a safer gambling experience. The Company’s proprietary PaaS drives its B2C brand “Bet Right” which commenced trading on 1 June 2021.

ABOUT DAILY MAIL AUSTRALIA

Daily Mail Australia forms part of a phenomenal global offering attracting over 230 million readers world-wide, making it the world's largest English-speaking news website. Consistently breaking exclusives in local and global news, celebrity, entertainment and sport while reporting on what's trending in fashion, beauty, health and technology.