

7 July 2021

## BETMAKERS SIGNS PARTNERSHIP FOR BRITISH AND IRISH HORSERACING

### Highlights

- **Multi-year agreement to live-stream British and Irish racing and content into Australia**
- **Partnership with SIS and RMG includes licensed rights for more than 50 racecourses**

BetMakers Technology Group Limited (ASX:BET) (“**BetMakers**” or the “**Company**”) is pleased to announce the Company has signed a multi-year live streaming agreement with Sports Information Services Limited (“**SIS**”) and Racecourse Media Group (“**RMG**”) for the distribution of live horseracing vision and wagering content from Britain and Ireland to approved corporate bookmakers in Australia.

The deal will see BetMakers as an authorised supplier of vision and content held under rights by SIS (which holds the rights to all 26 Irish racecourses plus Ascot and Chelmsford City) and RMG (which holds the rights to 34 British racecourses).

**SIS’s Commercial Director, Paul Witten, said:** “This is an important step in driving greater access for British and Irish horseracing content in Australia where we know it is popular with punters. SIS has over thirty years’ experience promoting and facilitating vision and data to grow racing revenues on an international basis and this deal with BetMakers allows us to grow that reach through a number of new integrations with Australian digital operators.”

**RMG’s Commercial Director Nick Mills said:** “We are pleased to see this deal eventuate with BetMakers, which builds upon our recent Sportsbet partnership and the long-standing relationship we have through Tabcorp and SKY Racing. The deal results in a bigger audience within Australia, driving new digital revenues for our racecourses through increased returns generated by wagering turnover growth.”

**BetMakers CEO and Managing Director Todd Buckingham said:** “The model of a global racing network, importing and exporting live vision and wagering-related data and content to promote racing across regulated jurisdictions across the world 24/7, is something BetMakers has been successfully promoting. We are delighted to partner with SIS and RMG to bring British and Irish racing to as many punters as we can through our partner operators in Australia. This deal also supports British and Irish racing by increasing commercial returns for the sport.”

For further information please contact

Charly Duffy

Company Secretary  
[companysecretary@thebetmakers.com](mailto:companysecretary@thebetmakers.com)

+61 (0) 409 083 780

Jane Morgan

Investor and Media Relations  
[investors@thebetmakers.com](mailto:investors@thebetmakers.com)

+61 (0) 405 555 618

Todd Buckingham, Managing Director of BetMakers, authorised the release of this announcement to ASX.

### **About Sports Information Services (SIS)**

SIS has been at the forefront of live picture and data delivery to the global betting industry for over 30 years. SIS has a rich heritage in creating betting events via the distribution of live streams, pictures, data, pricing and derivatives for horse and greyhound racing, as well as recent expansion and diversification into other verticals including esports and numbers games via the acquisition of the 49's business. SIS is a leading supplier of 24/7 live betting services to retail and online operators across the world, with a rapidly growing international customer base.

### **About Racecourse Media Group Ltd (RMG)**

RMG is the holding company responsible for a range of media rights management businesses involving the following racecourses (the shareholders): Aintree, Ayr, Beverley, Carlisle, Cartmel, Catterick Bridge, Cheltenham, Epsom Downs, Exeter, Goodwood, Hamilton Park, Haydock Park, Huntingdon, Kelso, Kempton Park, Leicester, Ludlow, Market Rasen, Musselburgh, Newbury, Newmarket, Nottingham, Perth, Pontefract, Redcar, Salisbury, Sandown Park, Stratford-on-Avon, Taunton, Thirsk, Warwick, Wetherby, Wincanton and York.