



27 April 2023

ASX Announcement (ASX:BBT)

## Q3 FY23 Quarterly Results & Investor Presentation

BlueBet Holdings Limited (ASX:BBT) (**BlueBet** or the **Company**) is pleased to provide the attached Q3 FY23 Investor presentation.

### **AUTHORISATION**

This announcement has been authorised for lodgement to the ASX by the BlueBet Board of Directors

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### **About BlueBet**

BlueBet is a mobile-first, online bookmaker with a vision to provide more innovative wagering products to customers of Australian and international racing and sports.

BlueBet offers wagering products on 31 sports in Australia and internationally, plus entertainment and politics wagering markets. BlueBet provides customers a wide range of traditional wagering products as well as more innovative products, such as Exotics, Same Game Multis and Same Race Multis.

BlueBet is powered by a scalable, cloud-based technology platform, which has been materially customised and enhanced by the Company to focus on providing customers with the best experience possible. BlueBet has developed its customer-facing technology platform, website and native apps with a mobile-first strategy, to deliver a premium mobile experience to the customer.



# Q3 FY23 QUARTERLY RESULTS & INVESTOR PRESENTATION

April 2023

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This presentation should be read in conjunction with BlueBet's Results Announcement for the quarterly period ended 31 March 2023, as well as other periodic and continuous disclosure information lodged with the ASX, which are available at [www.asx.com.au](http://www.asx.com.au) and the BlueBet Investor Centre accessible via [www.bluebetplc.com](http://www.bluebetplc.com).

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## Authorisation

This presentation has been authorised for lodgement to the ASX by the BlueBet Board of Directors.

Continuing to gain share in Australia and make progress in the US

## Q3 HIGHLIGHTS



Market share growth continues, with Active Customers<sup>1</sup> up 27.4% to 63,118 and Bet Count up 7.9% to 2.6m



Net Win margin back above 10%, reflecting improved trading performance



Effective promotional activity drives 48.6% increase in Sport Turnover



Australian business returned to cash flow positive



Significant technology progress with launch of multi-jurisdictional app and additional payments functionality



ClutchBet now live in 2<sup>nd</sup> US state, Colorado<sup>2</sup>, with two more states expected in 2023



Strong interest from potential partners for B2B Sportsbook-as-a-Solution model

1. Customers who have placed a cash bet in the 12 months preceding the relevant period.

2. Post-quarter end

## Q3 FY23 KEY METRICS DASHBOARD - GROUP<sup>1</sup>

Strong growth in Active Customers & Bet Count with marketing efficiencies driving improved Cost per Acquisition



1. All comparisons relate to the prior corresponding period (pcp) unless otherwise stated  
 2. Customers who have placed a cash bet in the 12 months preceding the relevant period  
 3. Australian business only, US excluded given Iowa first bets were 30 August 2022

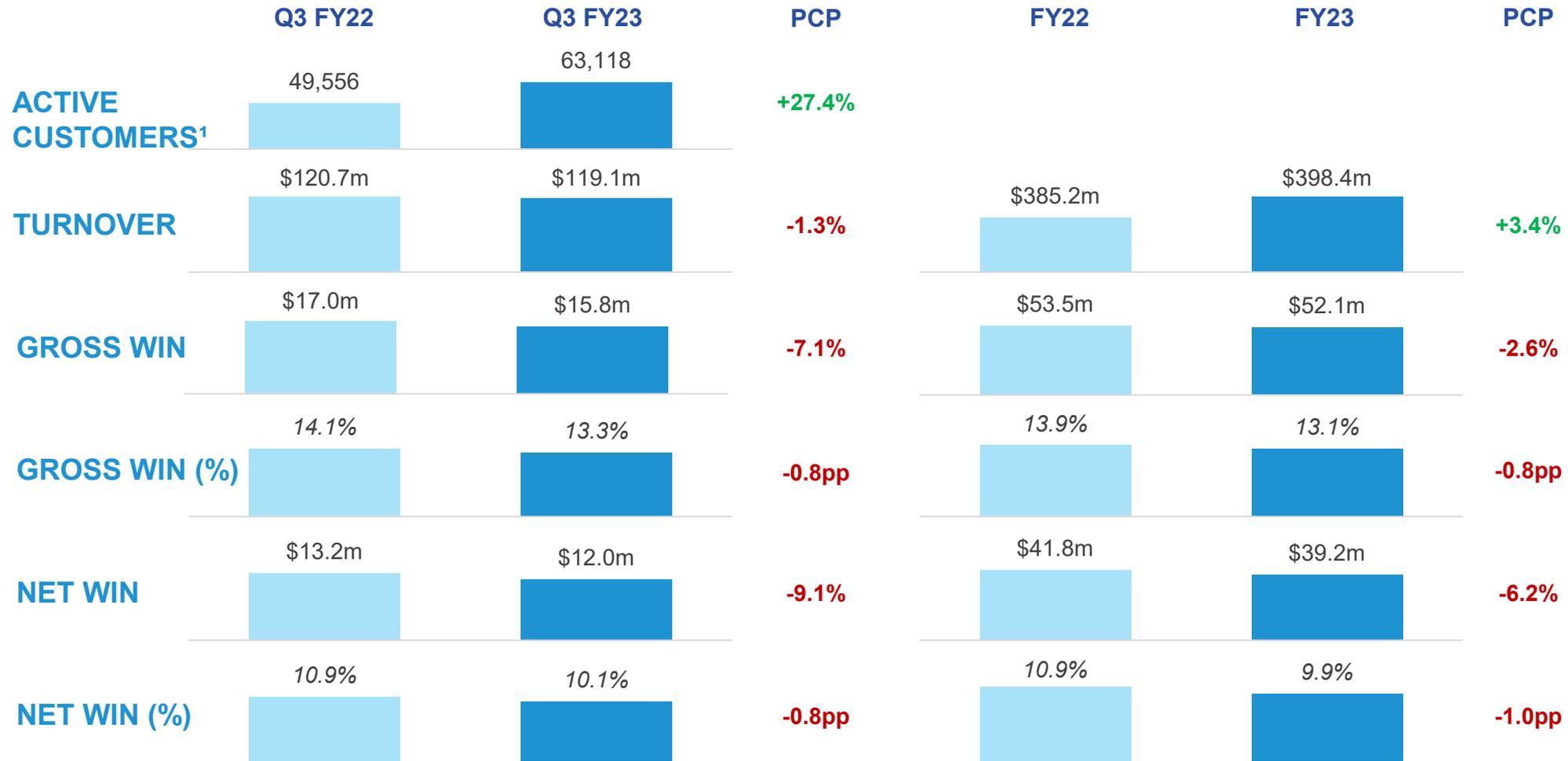


# AUSTRALIAN TRADING BUSINESS

**BlueBet STADIUM**

# AUSTRALIA KEY Q3 & FY23 (9 MONTHS) METRICS

Market share gains continue to drive strong Australia performance despite increased competition

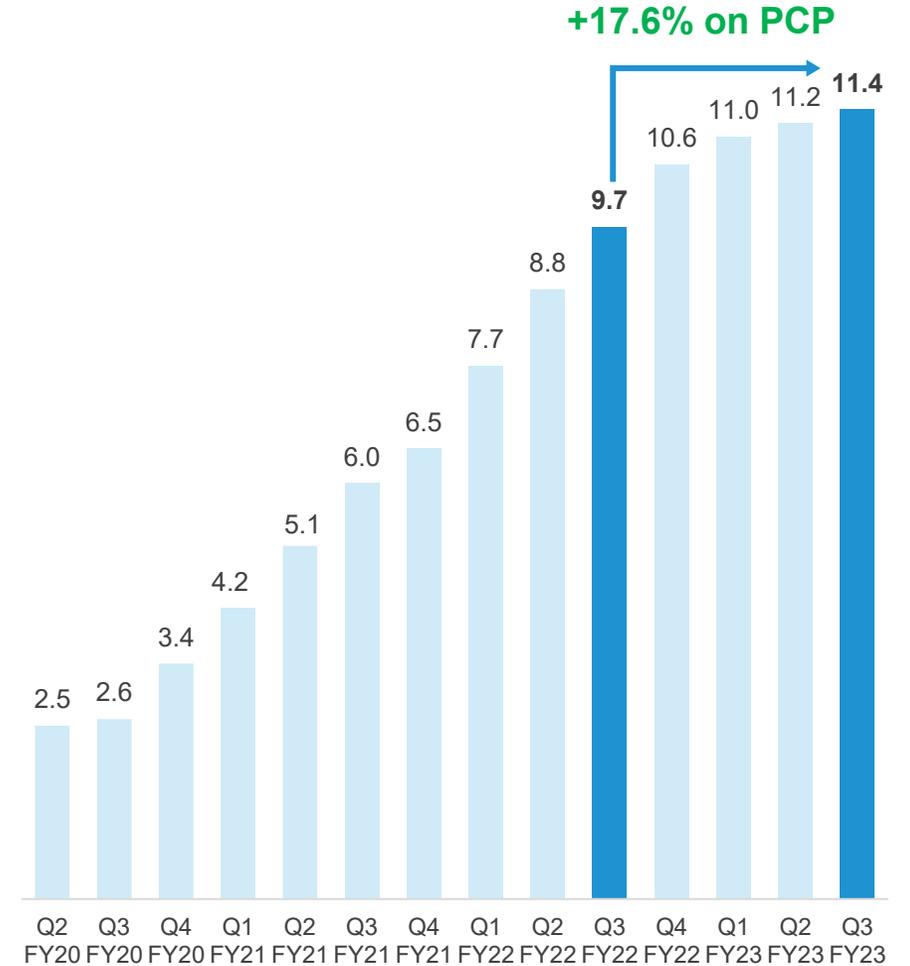
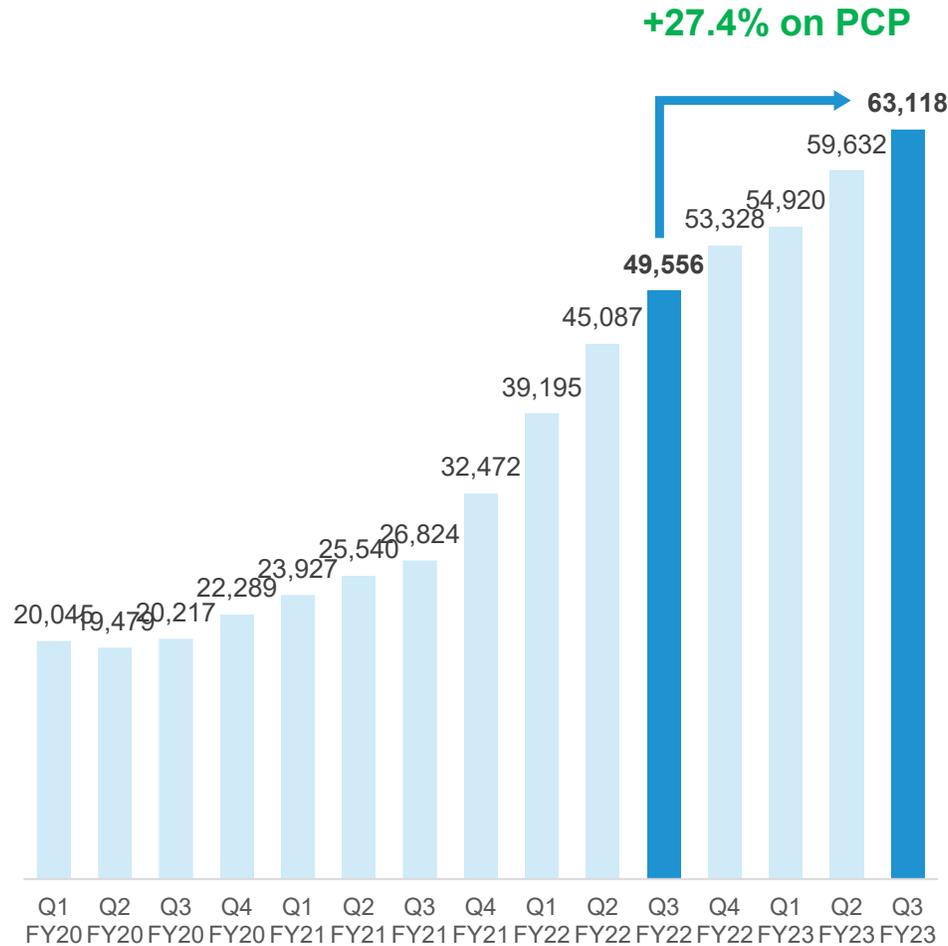


1. Customers who have placed a cash bet in the 12 months preceding the relevant period

# ACTIVE CUSTOMERS<sup>1</sup> AND BET COUNT<sup>2</sup> - AUSTRALIA

Active Customers up 27.4% to 63,118

12-month rolling Bet Count reaches 11.4m

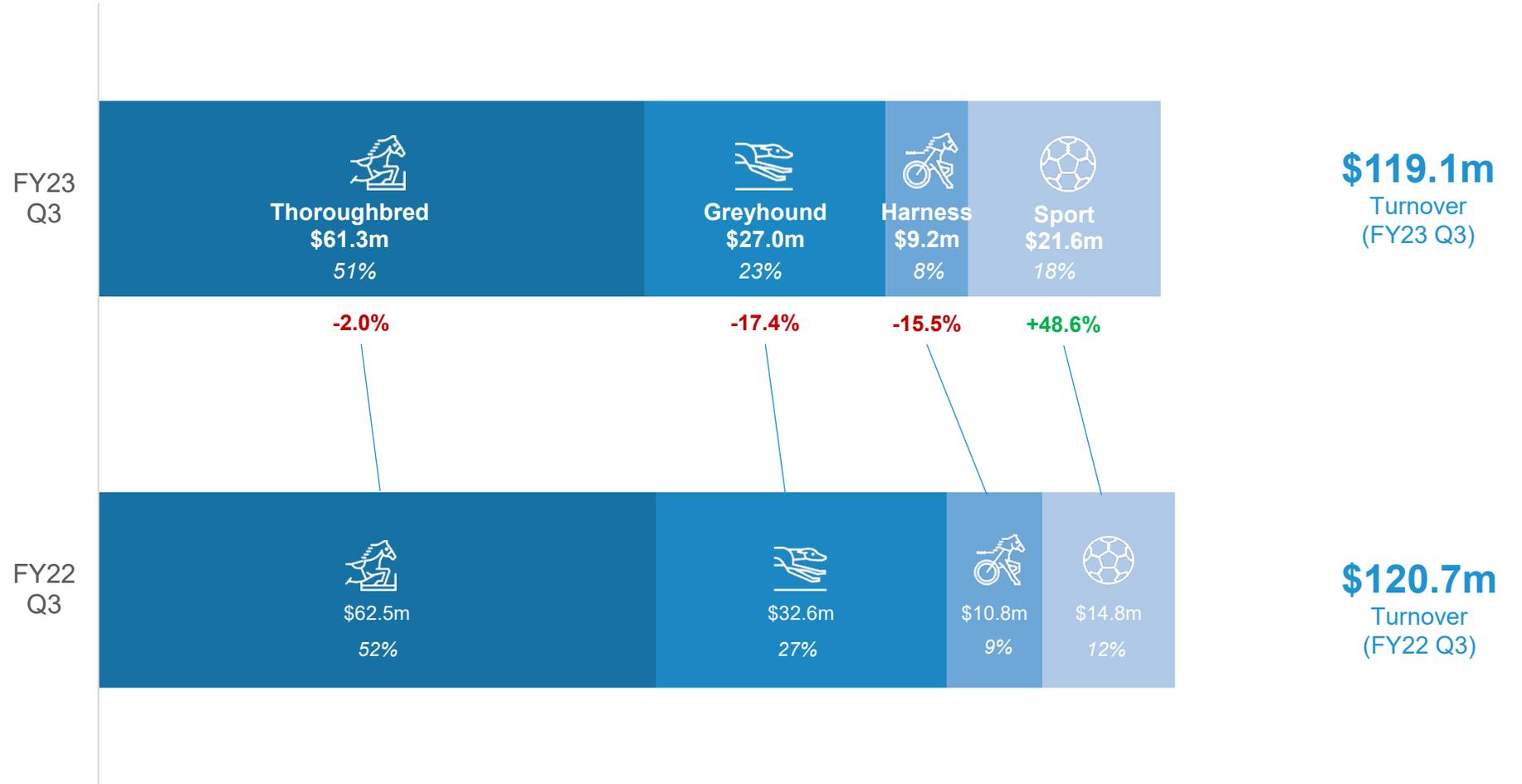


1. Customers who have placed a cash bet in the 12 months preceding the relevant period  
 2. 12 month rolling Bet Count

## Q3 TURNOVER BY PRODUCT - AUSTRALIA

Turnover slightly down in line with market, with strong growth in NRL and US sports offsetting reductions in racing products

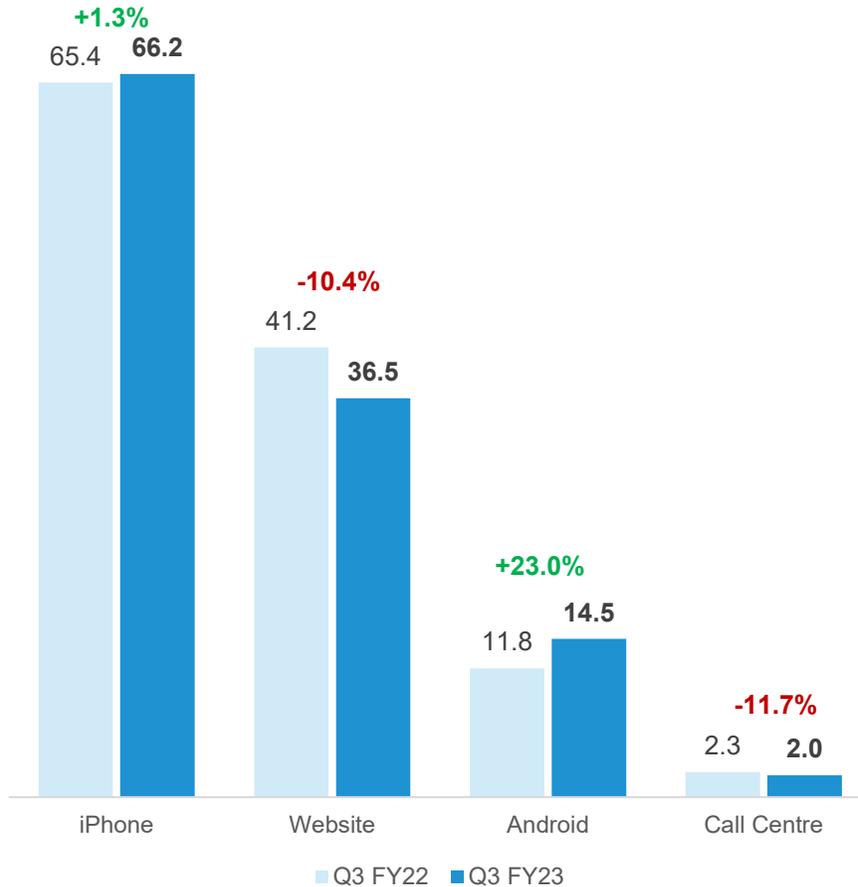
US Sports promoted through Channel 7 partnership driving strong results



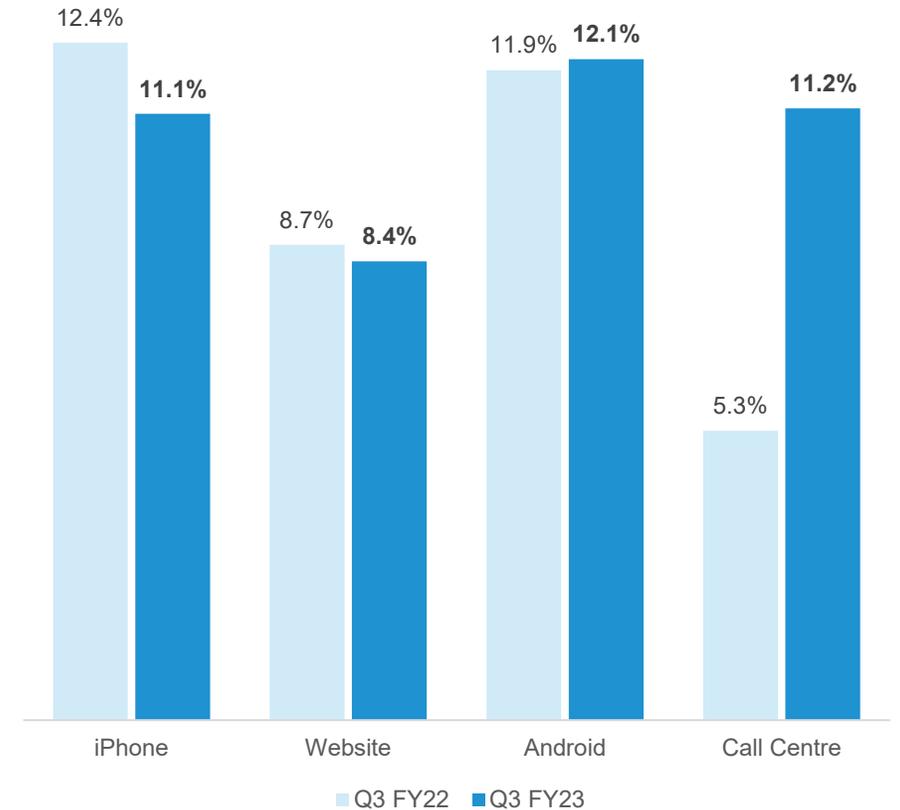
# MOBILE FIRST FOCUS - AUSTRALIA

Investment in apps continue to pay dividends, with significantly improved Android experience driving 23% growth

Turnover (\$ million) by channel  
(Q3 FY22 – Q3 FY23)

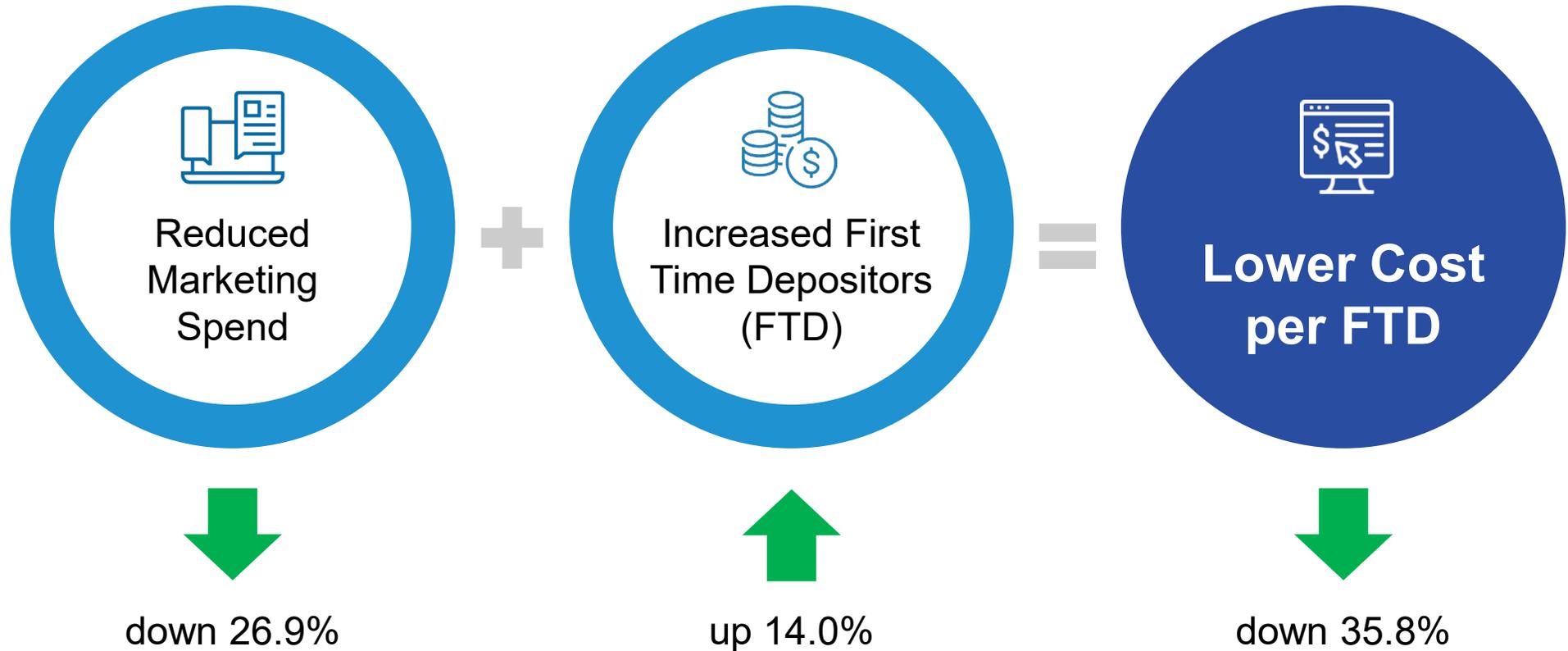


Net Win Margin % by channel  
(Q3 FY22 – Q3 FY23)



## MARKETING EFFICIENCIES EMERGING

*Marketing efficiencies driving improved cost per acquisition*



# US MARKET ENTRY



ClutchBet now live in Colorado, BlueBet's second live US state

- ClutchBet now live Colorado, our 2<sup>nd</sup> US state
- Colorado is the 6<sup>th</sup> largest US online wagering market, providing significant scale for BlueBet's B2C operation
- Multi-jurisdictional website and mobile app enables faster rollout in future B2C markets and unlocks B2B Sportsbook-as-a-Solution model
- Working towards approval in Louisiana and Indiana which are expected to go live in late 2023
- Successful showing at the recent Indian Gaming Tradeshow & Convention with strong interest in Sportsbook-as-a-Solution model



## OUR BETTING CONTENT

BlueBet provides B2C consumers with access to a wide range of betting content, which will also benefit our B2B partners

### Pre-Match

- Money Line
- Point Spread
- Total
- Game Props
- Team Props
- Player Props
- Alternate Spread
- Alternate Total
- Same Game Parlay
- Pre-Built SGP
- Futures

### In-Play

- Money Line
- Point Spread
- Total
- Game Props
- Team Props
- Micro Betting
- Live Scoreboard

### Specials

- H2H Player Match-Ups (ClutchClash)
- CBoost
- Cash Out (Pre & In-Play)
- Localized Promotions
- Bet Insurance
- Daily ClutchPicks

### A Value-Add

Our In-House Trading Team can cater to any Sport/League/Market our partner desires

### FIRST BASKET INSURANCE

Get up to **\$20** back in **free bets** if your **NBA First Basket Scorer** bet loses, but they score the second basket.



**CLUTCHBET**

### NBA CLUTCHCLASH

Bet on the NBA's biggest names in **head-to-head** player matchup parlays!\*



**BET NOW**

\*3 leg minimum

### SAME GAME PARLAYS SG

Combine multiple bets from the same game for **better odds** and **bigger payouts!**



**BET NOW**

### BET RISK FREE

ON IOWA WOMEN'S BASKETBALL

ANY SPREAD BET UP TO **\$50**



**BET NOW**



## SPORTS ON OFFER

*From eSports to Football, BlueBet offers a wide range of sports and markets to interest the whole spectrum of bettors*

	Pre-Match	In-Play		Pre-Match	In-Play
Football (inc. NCAA)	✓	✓	Rugby League	✓	✓
Basketball (inc. NCAA)	✓	✓	Rugby Union	✓	✓
Baseball (inc. NCAA)	✓	✓	Snooker	✓	✓
Hockey (inc. NCAA)	✓	✓	Soccer	✓	✓
Aus. Rules	✓	✓	Table Tennis	✓	✓
Boxing	✓	✓	Tennis	✓	✓
Beach Volleyball	✓	✓	Volleyball	✓	✓
Cornhole	✓	✗	eSports	✓	✓
Cricket	✓	✓	Golf	✓	✗
Cycling	✓	✗	Lacrosse	✓	✓
Darts	✓	✓	MMA/UFC	✓	✓
Olympics	✓	✗	Motorsports	✓	✓

# CASHFLOW





# SUMMARY OF QUARTERLY CASH FLOWS

**Group Net Cash used in operating activities (\$2.3m) in Q3, with Australian business returning to positive Operating Cash Flow (incl .Corporate costs)**

**Total cash balance of \$27.5m at end Q3 includes customer deposits of \$4.4m**

<i>All amounts in A\$000's<sup>1</sup></i>	<b>Q3 FY23</b>
Receipts from customers	30,695.8
Cost of Sales	(5,842.9)
Advertising and marketing	(3,275.2)
Leased assets	(114.3)
Staff costs	(3,008.9)
Administration and corporate costs	(3,202.9)
Interest received	320.5
Interest and other costs of finance paid	(37.3)
Other (Payments to customers incl. GST)	(17,837.2)
<b><i>Net cash from / (used in) operating activities</i></b>	<b><i>(2,302.4)</i></b>
Property, plant and equipment	(41.3)
Intellectual property	(2,206.8)
<b><i>Net cash from / (used in) investing activities</i></b>	<b><i>(2,248.1)</i></b>
Cash and cash equivalents at beginning of quarter	32,159.6
Net cash from / (used in) operating activities	(2,302.4)
Net cash from / (used in) investing activities	(2,248.1)
Foreign Exchange	(147.0)
<b><i>Cash and cash equivalents at end of quarter</i></b>	<b><i>27,462.1</i></b>

*Note: (1) End of period AUD / USD FX Rate 0.6712*

# TECHNOLOGY INVESTMENT + FY23 Q4 PRIORITIES

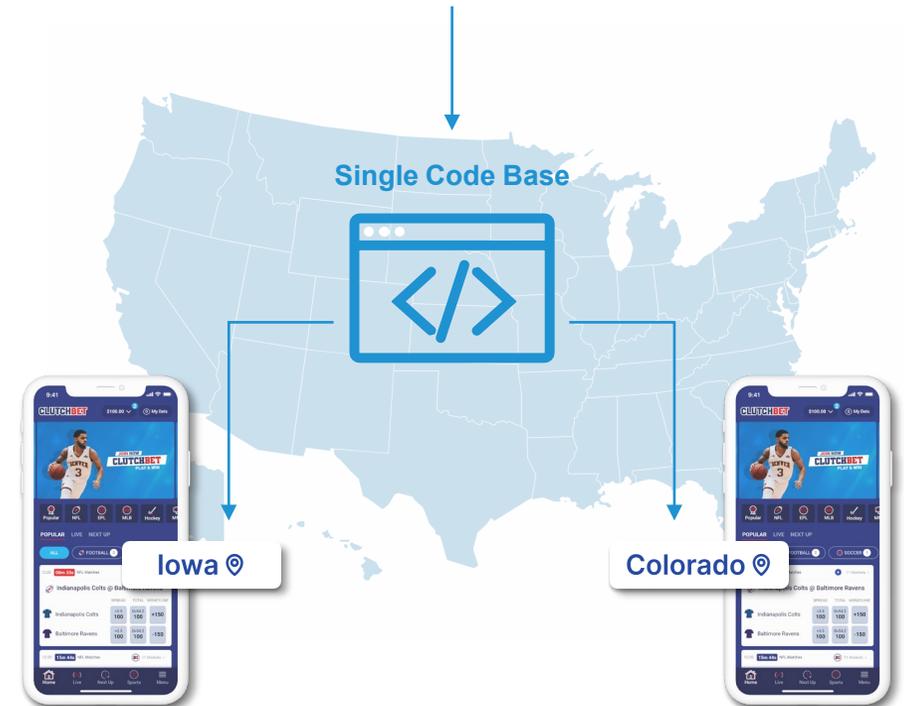
## MULTI-JURISDICTIONAL APP

- Multi-jurisdictional apps deliver a unique experience based on user location using geolocator services, from a single code base

### Benefits include:

-  **Efficiency and cost-effectiveness:** Develop new products and features once, and deploy to many jurisdictions
-  **Consistency:** Ensures that the user experience is consistent across all states creating an overall superior experience
-  **Maintenance:** Mandatory policy and platform changes, as well as library updates are the most expensive maintenance tasks in app development and can be performed in a single development stream

# CLUTCHBET



ClutchBet currently uses two separate configured versions of the app (Iowa & Colorado)

## INVESTMENT IN PRODUCT (BLUEBET GLOBAL PLATFORM)

Centralised feed management, event administration, pricing and risk management

Multiple brands and client databases

Scale and efficiency with full system control from a single console

White labelled B2B Sportsbook-as-a-Solution

Easy adaptation to retail setting and shared wallet input to iGaming, Race Book and Retail



## Q4 PRIORITIES

*Well funded and well positioned for continued market share growth*



Remain Operating Cash Flow positive in Australia



Progress towards launch in Louisiana and Indiana



Invest in BlueBet Global Platform to drive scalability and operational efficiencies



Grow the ClutchBet brand with focused and disciplined marketing approach



Continue to grow market share with differentiated brand and offer



Attract interested partners for B2B Sportsbook-as-a-Solution offer



Implement new product enhancements including Apple and Google Pay and Fast Deposits and Withdrawals



Continue to enhance UA, through innovation and new product features

The logo for BlueBet, featuring the word "BlueBet" in a bold, italicized font. "Blue" is dark blue and "Bet" is red, both with a white outline. The background is a blue-tinted image of a horse being led by a person.

**BlueBet**