



***ASX CONNECT  
AUGUST 2021***

BetMakers Technology Group | ASX: BET

Confidential and Proprietary.

# ***DISCLAIMER***

This shareholder update is dated 30 August 2021.

The material contained in this document is a presentation of general information about the activities of BetMakers Technology Group Limited (the Company or BET) as at the date of this update.

The document is not a prospectus, product disclosure statement or other offer document under Australian law or any other law. The information is provided in summary and does not purport to be complete. You should not rely upon it as advice for investment purposes, as it does not take into account your investment objectives, financial position or needs and does not include all information which an investor may require to assess the performance, risks, prospects or financial position of the Company. These factors should be considered, with or without professional advice, when deciding if an investment is appropriate. To the extent permitted by law, no responsibility for any loss arising in any way (including by way of negligence) from anyone acting or refraining from acting as a result of this material is accepted by the Company, including any of its related bodies corporate.

This update contains “forward-looking statements”. These can be identified by words such as “may”, “should”, “anticipate”, “believe”, “intend”, “estimate” and “expect”. Statements which are not based on historic or current facts may be forward-looking statements. Forward-looking statements are based on assumptions regarding the Company’s financial position, business strategies, plans and objectives of management for future operations and development and the environment in which the Company will operate; and current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties. The forward-looking statements contained within the update are not guarantees or assurances of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause the actual results, performance or achievements of the Company to differ materially from those expressed or implied by the forward-looking statements. 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; conduct of contracted counter parties; weather and climate conditions; and the inherent regulatory risks in the businesses of the Company. The forward-looking statements contained in this announcement should not be taken as implying that the assumptions on which the projections have been prepared are correct or exhaustive.

The Company disclaims any responsibility for the accuracy or completeness of the information contained in this update, including any forward-looking statement. The Company disclaims any responsibility to update or revise any information in this update, including forward-looking statements to reflect any change in the Company’s financial condition, status or affairs or any change in the events, conditions or circumstances on which a statement is based, except as required by law. The data projections or forecasts included in this presentation have not been audited, examined or otherwise reviewed by the independent auditors of the Company. You must not place undue reliance on these forward-looking statements.

**BetMakers operates in more than 30 countries globally with more than 200 customers and process more than \$15 billion of wagering turnover annually.**

We provide racing, wagering and integrity data, software and hardware products to bookmakers, racing authorities and rights holders globally. These include the supply of an international Tote and other betting product engines and services for bet types, including Fixed Odds, that monetise horse racing for stakeholders.

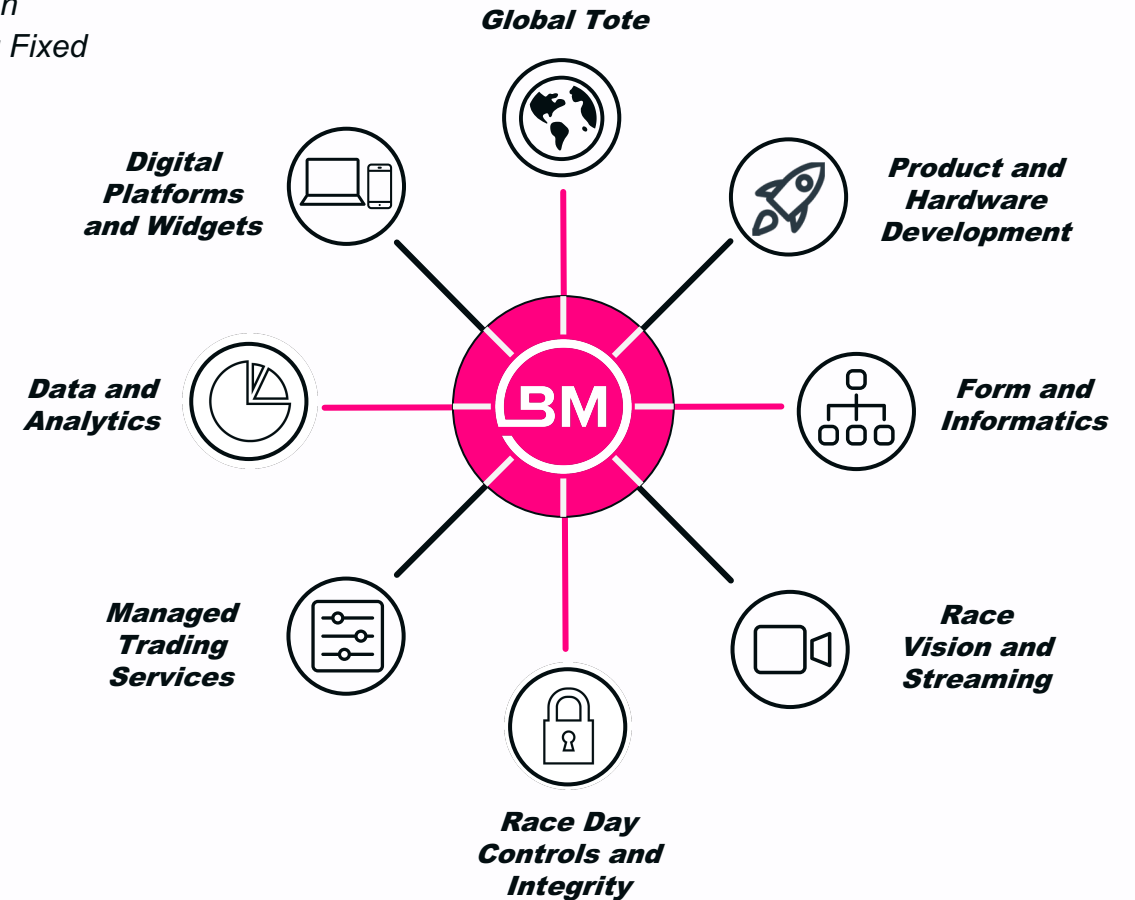
## PRODUCT OFFERING

BetMakers supplies tools, services and solutions for every stage of the racing and betting lifecycle, including:

- development of betting platforms and products for B2C bookmakers,
- automated creation and trading of over 250,000 races annually,
- distribution of critical race day data including race fields, scratchings and results,
- global tote hosting and co-mingling services,
- distribution of racing form, informatics and ratings to B2C bookmakers,
- retail betting hardware solutions,
- data powered integrity platforms for regulators and racing authorities, and
- content aggregation and global distribution on behalf of rights holders (live streaming).

## REGULATED

- BetMakers is a regulated company holding more than 45 wagering and gaming licences globally.
- BetMakers' Board and key officers have passed probity processes in some of the world's most heavily regulated jurisdictions.
- Our customers operate in regulated markets, include commercial B2C operators, regulators and casinos and racetracks across the United States, Europe, Asia and United Kingdom.



# GLOBAL FOOTPRINT

*BetMakers is a leader in business-to-business racing solutions globally.*

**30+**

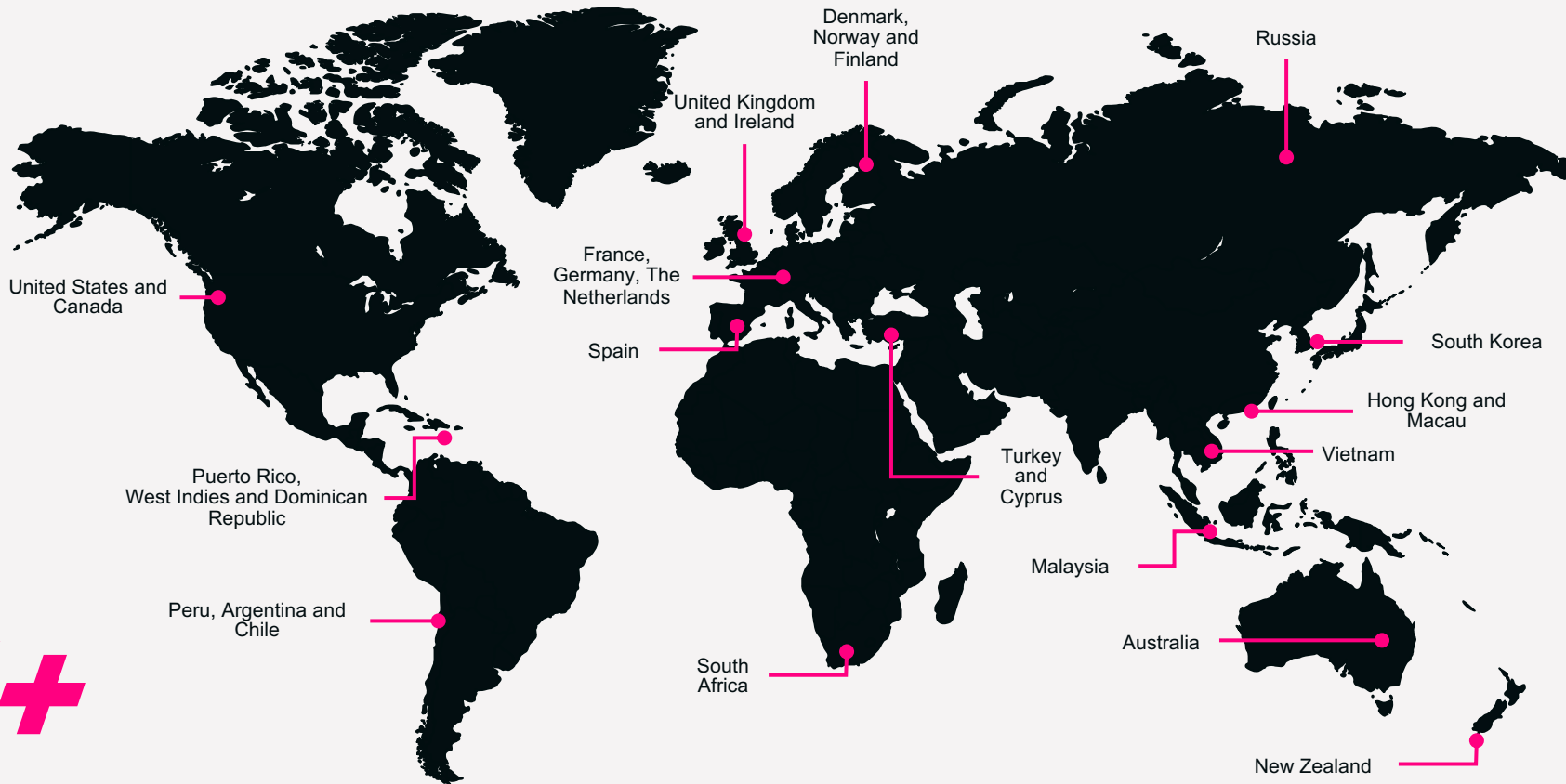
**COUNTRIES**

**55+**

**ONLINE WAGERING OPERATORS**

**225+**

**RACING PARTNERS**



**45+**

**REGULATORY LICENCES**

**387**

**EMPLOYEES  
(AT 30 JUNE 2021)**

**10**

**OFFICE LOCATIONS**

# FINANCIAL OVERVIEW

**BetMakers continues to have a strong balance sheet and is set up to support continued investment in growth.**

## FY2021 Revenue - \$19.5m (+127% vs FY2020)

- Expansion across domestic platform and Managed Trading Services (MTS) clients.
- Growth of international distribution content offering reaches over 50,000 each year.
- FY21 Results include two weeks of Racing & Digital assets (acquired from Sportech PLC).

## FY2021 Gross Profit - \$10.2m (+61% vs FY2020)

## FY2021 adjusted EBITDA <sup>1</sup> - negative \$2.9m

- Investment in additional resources and infrastructure ahead of the curve, supporting international expansion.
- More than \$2.4m invested in US operations during FY2021 (OPEX only).

## 30 June 2021 Cash Balance - \$120.6m

## FY22 Update

- **July annualised revenue run rate in excess of \$70mil/year**
- Note: calculated by multiplying July revenue x 12

	H1 FY2019	H2 FY2019	H1 FY2020	H2 FY2020	H1 FY2021	H2 FY2021
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Revenue	2,780	3,379	4,038	4,543	7,594	11,864
- growth		21.5%	19.5%	12.5%	67.2%	56.2%
Gross Profit	1,330	2,039	3,596	2,737	4,002	6,202
- margin	47.8%	60.3%	89.1%	60.2%	52.7%	52.3%
Loss After Income Tax	(1,786)	(1,818)	(556)	(1,584)	(4,435)	(13,024)
EBITDA	(2,185)	(590)	644	(437)	(4,761)	(13,382)
- margin	-78.6%	-17.5%	16.0%	-9.6%	-62.7%	-112.8%
Adjusted EBITDA <sup>1</sup>	(1,945)	(136)	574	259	(847)	(2,035)
- margin	-70.0%	-4.0%	14.2%	5.7%	-11.1%	-17.2%
Closing cash balance	301	453	2,699	31,625	68,637	120,608
Financial liabilities	(15,000)	(10,000)	(4,000)	-	-	-

Note: Results include 14 days of the Racing and Digital assets acquired from Sportech PLC (completed 17 June 2021)

<sup>1</sup> : Adjusted EBITDA excludes impairment/recovery of receivables, share-based payments expense, and Sportech related deal costs



**THE NEXT PHASE OF BETMAKERS'  
GROWTH STRATEGY WILL BE  
DEFINED THROUGH THREE  
GLOBAL PRODUCT DIVISIONS**

**GLOBAL BETTING  
SERVICES** // <sup>TM</sup>

**GLOBAL  
TOTE** // <sup>TM</sup>

**GLOBAL RACING  
NETWORK** // <sup>TM</sup>

# OUR BRANDS

Through our three global product divisions, BetMakers is now one of the leading technology providers for racing services worldwide.

## GLOBAL BETTING SERVICES //™

## GLOBAL TOTE //™

## GLOBAL RACING NETWORK //™

PRODUCTS

Platform Development	Fixed Odds Pricing	Data Lifecycle
Form and Content	Managed Trading Services	Dynamic Odds

Quantum™ Tote Engine	Tote Hosting	Tote Pooling
Betting Terminals	Venue Services	Interface Management

Official Price	Race Day Controls	Rights Management
Racing Vision	Integrity Platform	Reporting and Analysis

CUSTOMERS

Wagering Operators	Media and Content Suppliers	Aggregators and Affiliates
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Racetracks	Retail Wagering Venues	Online Wagering Operators
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Racetracks	Rights Holders	Regulators
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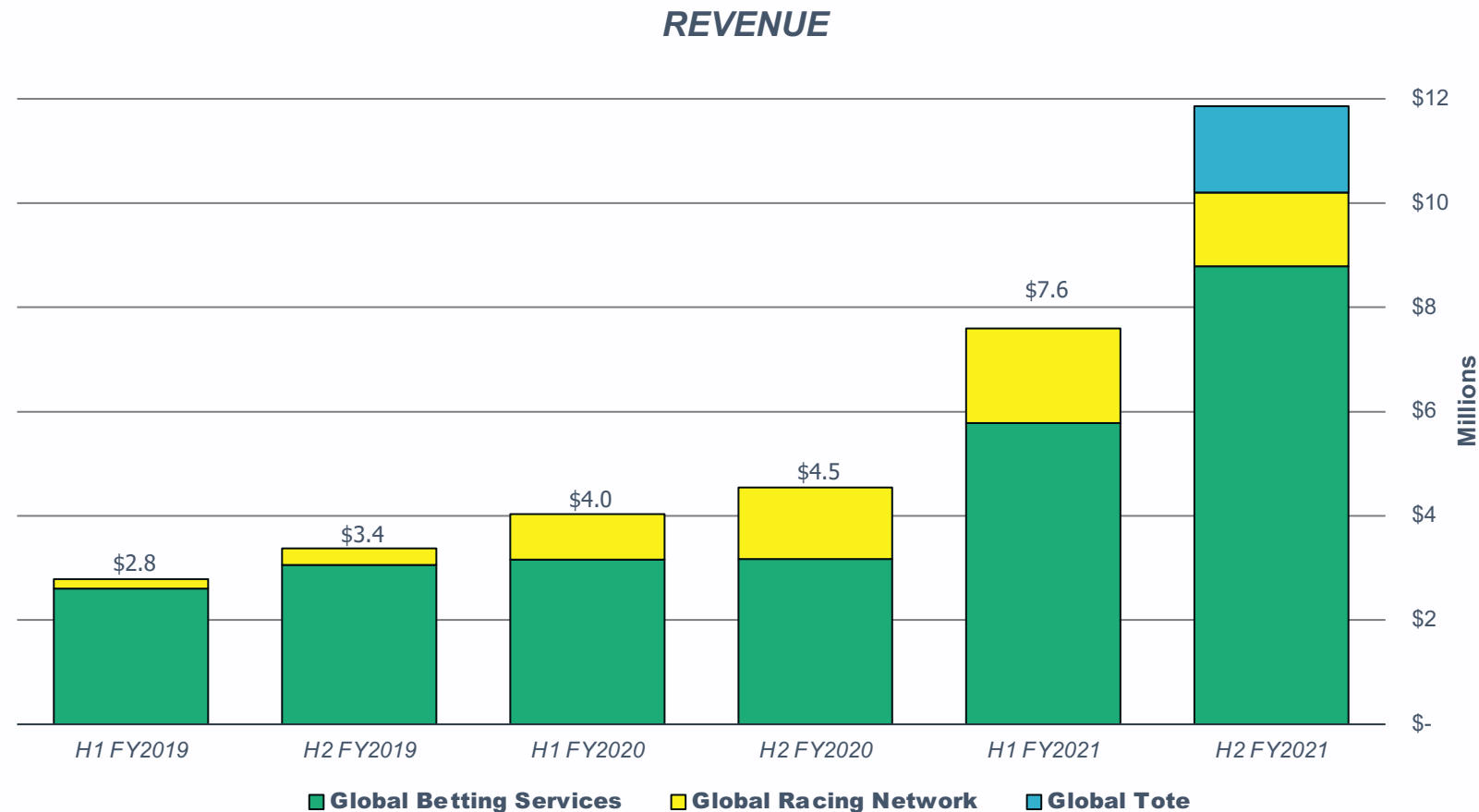
# REVENUE OVERVIEW

**BetMakers' domestic business continues to deliver strong growth in FY21. This growth, along with the transformational acquisition of Sportech's Racing and Digital assets, is expected to deliver a step-change in revenue in FY22.**

**FY2021 Revenue - \$19.5m (+127% vs FY2020)**

## Key revenue drivers include:

- Expansion of Platform and MTS Services clients.
- Expansion of international content offering.
- Integration of Sportech's Racing and Digital assets delivered c.\$2m in revenue in the first 14 days after completion.





## **FY21 HIGHLIGHTS**

*In FY21, Global Betting Services delivered material revenue growth through the acquisition of new customers and expansion of products.*

**GLOBAL BETTING  
SERVICES**///™

**9**

**AUSTRALIAN  
PLATFORM CUSTOMERS**

**23**

**US ADW  
PLATFORM CUSTOMERS**

**\$1b+**

**ANNUALISED TURNOVER BY  
BETMAKERS' AUSTRALIAN  
PLATFORM CUSTOMERS\***



**\$400m+**

**ANNUALISED TURNOVER BY  
BETMAKERS' US ONLINE WAGERING  
PLATFORM CUSTOMERS\***

# ***FY21 HIGHLIGHTS***

***Global Tote is well positioned to become the hub of pari-mutuel wagering globally.***



**130+**

**HOSTING AND SERVICES  
CONTRACTS**

**145+**

**POOLING AND  
CO-MINGLING CONTRACTS**

**300+**

**GLOBAL RACING  
PARTNERS**



**29k**

**BETTING TERMINALS  
GLOBALLY**

# **FY21 HIGHLIGHTS**

***In FY21, Global Racing Network experienced significant growth through the expansion of its content and distribution network.***

**GLOBAL RACING NETWORK** 

**36**

**COUNTRIES CONNECTED TO THE GRN**

**\$6.7m**

**GENERATED IN REVENUE FOR RIGHTS HOLDERS**



**300k+**

**RACES COVERED IN FY21**

**10<sub>YR</sub>**

**EXCLUSIVE AGREEMENT TO MANAGE FIXED ODDS IN NEW JERSEY\***

# FY22 STRATEGIC FOCUS



- Exploration of inorganic growth opportunities through acquisition or partnerships.
- Increased focus on penetrating the US market expansion opportunities.
- 'Land and Expand' strategy to cross-sell new and existing customers into all product divisions.
- Continued investment in BetMakers' global resource and technology.

## GLOBAL BETTING SERVICES

- Further development of the Managed Trading Services division including customers in US and Europe going live.
- Next generation wagering technology for deployment into Australian, European and US marketplace.
- Continued expansion of products and services for further deployment in Europe and US marketplaces.

## GLOBAL TOTE

- Deployment of brand-new self-service betting terminals and teller betting software.
- Continued investment in Global Tote development including innovative bet-types and the creation of new pools.
- Developing cutting edge technology for the full life cycle of on track betting with new self-service terminals, teller betting software and on track display screens.
- Full integration of Sportech technology into the BetMakers stack.
- Sign and roll out agreements with major USA and European partners.

## GLOBAL RACING NETWORK

- Initiate Fixed Odds betting on horse racing in the United States
- Launch of domestic and international fixed odds racetrack partners in New Jersey.
- Import / Export opportunity across customer jurisdictions.
- Deployment of proprietary racing integrity and reporting platforms into new global racing jurisdictions.
- Expand jurisdictions.

# US OPPORTUNITY UPDATE



**BetMakers continues to make strong progress on its US growth strategy, reaching a breakthrough milestone in August with the approval of fixed odds betting on horse racing in New Jersey.**

## NEW JERSEY FIXED ODDS RACING BILL

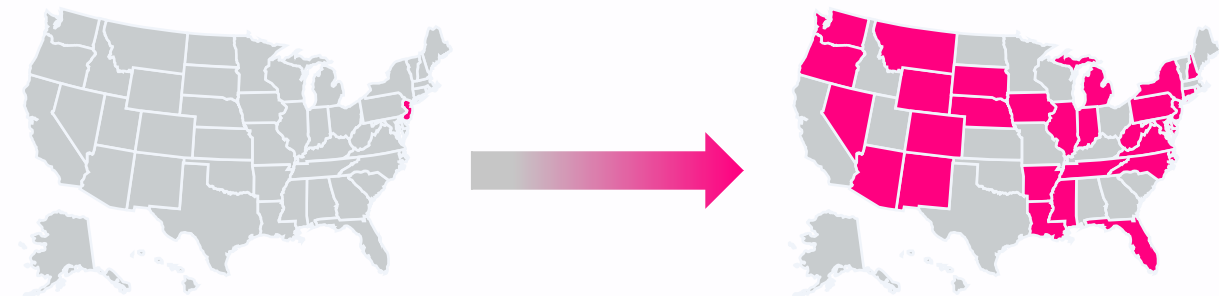
- On 6 August 2021, the New Jersey Governor signed a bill to authorise fixed odds betting on horse racing in the state of New Jersey.
- BetMakers has exclusive arrangements with Darby Development LLC., the operator of Monmouth Park racetrack, and the New Jersey Thoroughbred Horsemen Association (together "NJ Partners") to deliver and manage Fixed Odds thoroughbred horse racing into New Jersey. These arrangements mean that any wagering operator who wishes to offer fixed odds on the NJ Partners' thoroughbred racing must first enter into a commercial agreement with BetMakers.

## PUSHING IN OTHER STATES

- BetMakers believes that, once the potential of fixed odds betting on racing is shown in New Jersey, other states will quickly follow (as has been the case with the legalisation of sports betting across the US).

## CONTENT DISTRIBUTION OPPORTUNITIES

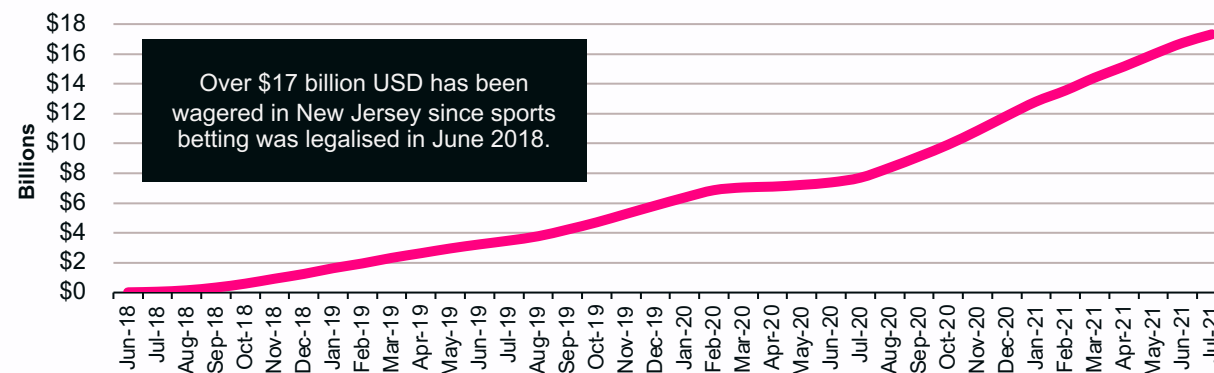
- BetMakers is currently working with its existing rights partners (and a number of prospective partners) on commercial arrangements that would see BetMakers distribute fixed odds betting on interstate and international racing to wagering operators in New Jersey.



June 2018  
First legal sports bets in the US (outside of Nevada) are taken in New Jersey.

August 2021  
30 US States plus the District of Columbia have legalised sports betting or introduced legislation that will allow for legal sports betting in the near future.

**NEW JERSEY SPORTS BETTING TURNOVER SINCE LAUNCH**  
(Cumulative, \$USD)



Source: <https://www.njoag.gov/about/divisions-and-offices/division-of-gaming-enforcement-home/financial-and-statistical-information/monthly-press-releases-and-statistical-summaries/>





***Jane Morgan***

*Investor Relations*

**Direct:** +61 (0) 405 555 618

**Email:** [investors@betmakers.com](mailto:investors@betmakers.com)

**[betmakers.com](http://betmakers.com)**