

A dark stadium at night with bright spotlights illuminating the field and stands. The lights create a dramatic, high-contrast atmosphere.

***POINTS*BET**

**BELL POTTER EMERGING LEADERS
SEPTEMBER 2021**

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POINTSBET HAS PUT THE PIECES IN PLACE TO BE A MARKET LEADER



KEY FY21 TRADING METRICS

	GROUP			AUSTRALIA			US ⁽¹⁾		
	FY20	FY21	PCP	FY20	FY21	PCP	FY20	FY21	PCP
SPORTS BETTING	All figures in A\$								
TURNOVER / HANDLE⁽²⁾	\$1,151.6m	\$3,781.4m	+ 228%	\$830.5m	\$1,989.0m	+ 140%	\$321.1m	\$1,792.4m	+ 458%
GROSS WIN %	10.2%	9.3%	(0.9pp)	12.1%	12.9%	+ 0.8pp	5.1%	5.3%	+ 0.2pp
GROSS WIN⁽³⁾	\$117.3m	\$353.1m	+ 201%	\$100.8m	\$257.3m	+ 155%	\$16.5m	\$95.8m	+ 481%
NET WIN %	7.1%	5.5%	(1.7pp)	9.0%	8.4%	(0.7pp)	2.2%	2.3%	+ 0.1pp
NET WIN⁽⁴⁾	\$82.1m	\$207.0m	+ 152%	\$75.1m	\$166.1m	+ 121%	\$7.0m	\$40.9m	+ 481%
iGAMING									
NET WIN	-	\$1.5m	-	-	-	-	-	\$1.5m	-
TOTAL									
TOTAL NET WIN	\$82.1m	\$208.5m	+ 154%	\$75.1m	\$166.1m	+ 121%	\$7.0m	\$42.3m	+ 502%

Notes: (1) Average AUD / USD FX rate 0.7473 for FY21 and 0.6729 for FY20; (2) Turnover / Handle is the dollar amount wagered by clients before any winnings are paid out or losses incurred; (3) Gross Win is the dollar amount received from clients who placed losing bets less the dollar amount paid to clients who placed winning bets, excluding the cost of pricing promotions; (4) Net Win is the dollar amount received from clients who placed losing bets less the dollar amount paid to clients who placed winning bets, less client promotional costs (the costs incurred to acquire and retain clients through bonus bets, money back offers, early payouts and enhanced pricing initiatives)

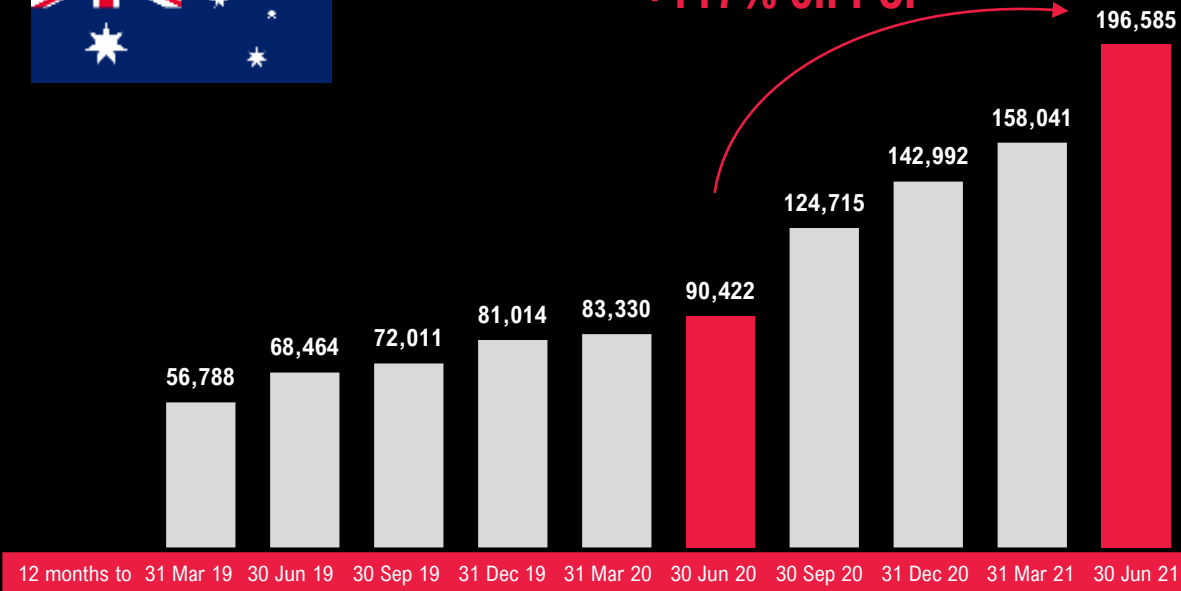
ACTIVE CLIENTS⁽¹⁾

Clients who have placed a cash bet in the last twelve months



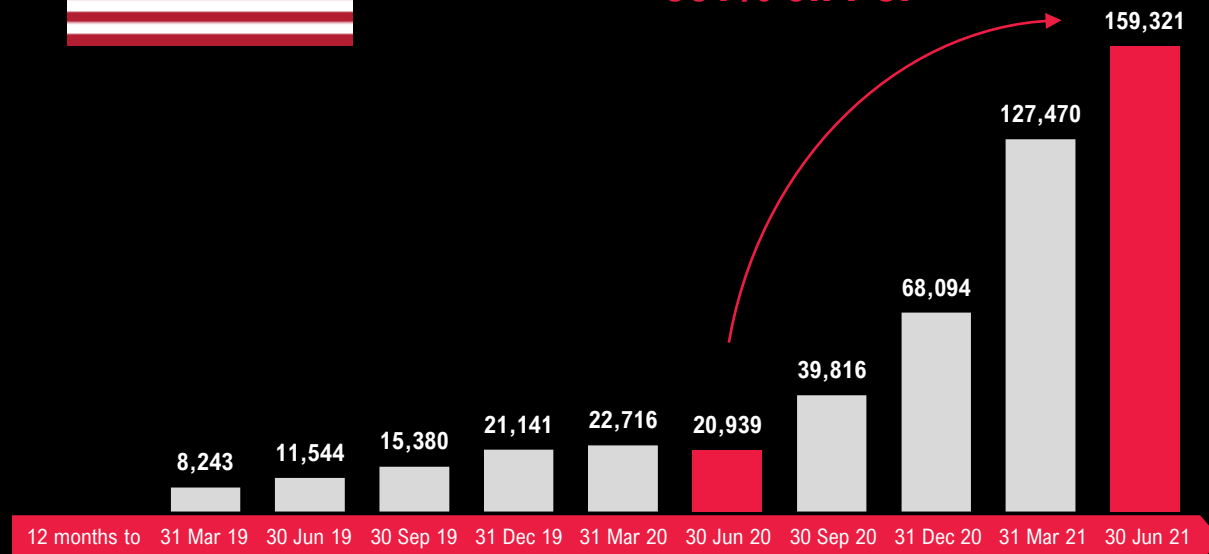
Cash Active Clients Australia

+117% on PCP



Cash Active Clients US

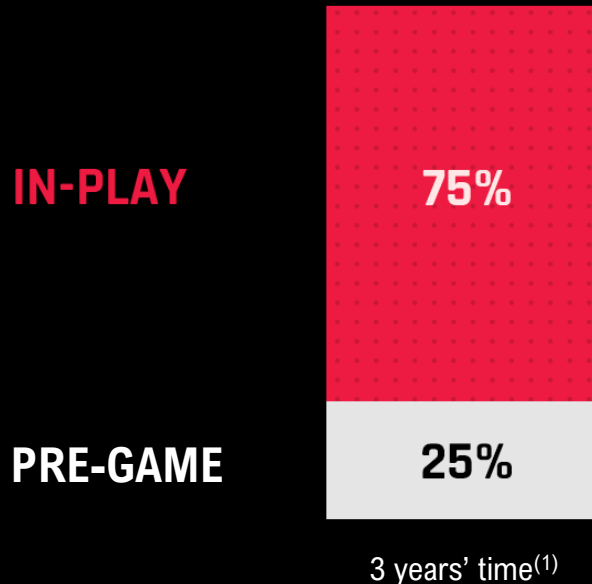
+661% on PCP



Notes: (1) Clients across all verticals that have placed a cash bet in the 12 months preceding the relevant period end date

POISED TO BE A LEADER IN IN-PLAY BETTING

THE FUTURE OF THE US SPORTS BETTING OPPORTUNITY IS IN-PLAY



- IN-PLAY CURRENTLY REPRESENTS C. 75% OF THE EUROPEAN MARKET⁽²⁾
- US SPORTS ARE IDEALLY SUITED TO IN-PLAY BETTING WITH REGULAR BREAKS
- IN-PLAY CLIENTS ARE MORE VALUABLE ACROSS KEY METRICS INCLUDING GREATER CROSS-SELL OPPORTUNITIES WITH IGAMING

POINTSBET

BANACH
COMPLEXITY SIMPLIFIED

THE ACQUISITION OF BANACH TECHNOLOGY POSITIONS POINTSBET TO BE A MARKET LEADER IN IN-PLAY SPORTS BETTING

INPLAY PLAYERS SEEK:

MAXIMUM UPTIME

MAXIMUM NUMBER OF MARKETS

MAXIMUM TRADING EFFICIENCY

Notes: (1) PointsBet management view; (2) Gaming America, "In-Play Makes Strides" – February 2021

SUCCESSFUL LAUNCH OF POINTSBET'S INAUGURAL iGAMING PRODUCT

A\$1.5m

Michigan's iGaming Net Win from 5 May to 30 June

~71%

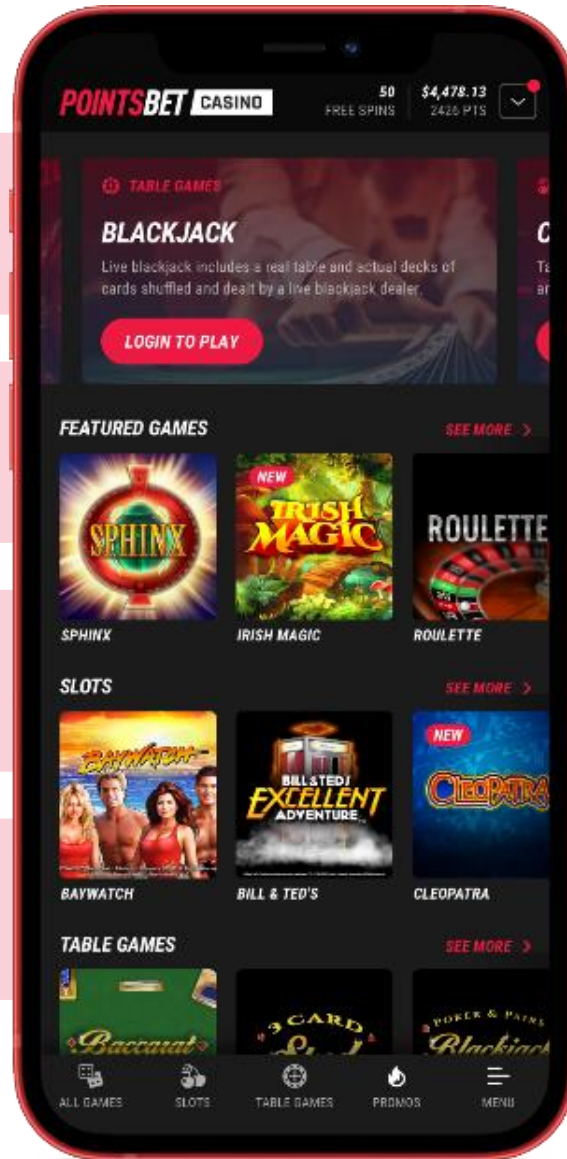
of all iGaming players have placed an in-play wager⁽¹⁾

~40%

of Michigan Cash Active Clients have placed an iGaming bet since launch⁽²⁾

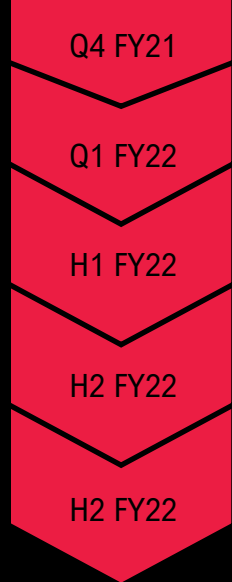
Market Leading Team

Manjit Gombra Singh (President Product and Technology), Aaron O'Sullivan (VP – Online Casino Revenue), Kieran Power (iGaming Content Strategy)



iGAMING EXPANSION ROADMAP

- ✓ MICHIGAN
- ✓ NEW JERSEY
- WEST VIRGINIA
- PENNSYLVANIA
- ONTARIO, CANADA



Notes: (1) Since launch date in both Michigan and New Jersey until 26 August; (2) Since launch date in Michigan until 29 August

SIGNIFICANT CANADIAN OPPORTUNITY

C\$14bn⁽¹⁾

Annual illegal sports betting spend in Canada

US\$3bn⁽³⁾

Estimated Canadian iGaming and Sports Betting TAM

5th largest North American jurisdiction⁽²⁾

Ontario expected to be first to launch

38%⁽⁴⁾

Ontario's share of Canada's population

Ontario expected to launch sports betting by January 2022



Notes: (1) As reported by Canadian Gaming Association; (2) Relative population size as against US 2020 census data; (3) Goldman Sachs state Canada could represent a US\$3bn opportunity; (4) Population data as per 2016 census data

POINTS BET IS READY FOR THE NFL SEASON



WELCOME TO THE TEAM,

DREW BREES

POINTS BET



AUTHORISED NFL PARTNER:
1 of 7 OPERATORS PERMITTED TO ADVERTISE DURING NFL GAMES

THE LEAD UP

- Commercial units planned across various NBC O&Os, RSN networks, and Effectv
- Video and display units across the entirety of NBC Sports' Digital network
- 5x per week podcast, "Bet The Edge", focused to top stories in the betting space
- PointsBet talent included in NFL video content created by NBC Sports Edge
- Dedicated e-mail sends shared to the NBC Sports database, featuring PointsBet sign up offers and product feature education



TOP RATED TV PROGRAM
AVERAGE AUDIENCE OF ~17M VIEWERS

GAME DAY

- ALL DAY** ▪ Fully integrated into FTP Predictor game, Sunday Night 7
- 12PM** ▪ Pre-game show integrations and commercial units across RSN networks
- 4:30PM** ▪ Post-game show integrations and commercial units across RSN networks
- 7:00PM** ▪ PointsBet's odds integration into Football Night in America will reach all US viewers
- 8:20PM** ▪ In-game Sunday Night Football commercial units planned in key markets
- 11:30PM** ▪ PointsBet odds integration into the new SNF Post Game show airing on Peacock

OUR US STRATEGY IS CLEAR

PointsBet will continue to invest to become a top 5 player, targeting 10% sports betting market share in all key US jurisdictions⁽¹⁾

Market Leading Team	<ul style="list-style-type: none">▪ <i>Highly experienced team recognised for excellence in execution</i>▪ <i>Continued investment in critical technology, product and strategic functions</i>▪ <i>One global platform, containing advanced back-office tools, structured for maximum efficiency</i>
Market Leading Product	<ul style="list-style-type: none">▪ <i>Continue to invest in our scalable, in-house proprietary technology platform that is customised for the North American market</i>▪ <i>Product will win as the market matures</i>▪ <i>Strengthened by the Banach acquisition, deliver market leading in-play products on US sports</i>▪ <i>Providing the US market a fast app with outstanding UX and platform reliability</i>▪ <i>EGR Sportsbook Operator of the Year 2020 and 2021</i>
Growing Brand Awareness	<ul style="list-style-type: none">▪ <i>Continue to execute strategic and disciplined marketing campaigns to accelerate client and brand growth</i>▪ <i>Being the Official Sports Betting partner of NBC Sports provides outstanding opportunities to create innovative integrations to drive maximum customer engagement</i>▪ <i>Ever increasing brand trust will positively impact KPIs</i>▪ <i>NFL Approved Sportsbook Operator (“ASO”) beginning with the upcoming 2021 season – one of only 7 ASOs</i>

Notes: (1) In the long-term PointsBet’s Management believe that in jurisdictions that have sports betting and iGaming, sports led operators will observe similar market shares for both products (i.e. sports betting and iGaming)