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BetMakers and Podium to supply global racing for Sportradar's ORAKO solution

BetMakers Technology Group Limited (ASX:BET) (**Company** or **BetMakers**) is pleased to announce that its subsidiary, OM Apps Pty Ltd, (**OM Apps**), and Press Association Limited (**Podium**) have entered into an agreement with Sportradar AG (**Sportradar**), a leading global sports technology company to provide the AdVantage platform into the company's multi-award winning ORAKO sportsbook offering.

The AdVantage Platform, powered by BetMakers' advanced trading and platform technology and Podium's market-leading data content and FLEXHUB race engagement tools, provides Sportradar's ORAKO clients with access to a full suite of horse and greyhound racing events from around the world.

Operators using the ORAKO solution can embed the AdVantage Platform into their sportsbook and receive a full-service racebook, including managed risk, fixed odds and derivatives, comprehensive tote pool access, form, branded insights, tips, streaming, and granular reporting.

Podium will continue to facilitate official content licensing, working with rightsholders to ensure control and visibility over data usage. Podium's FLEXHUB tools, designed to enhance racing accessibility for recreational bettors, will launch on the AdVantage Platform in H1 CY25. The first ORAKO customers are expected to go live with the solution in Q2 CY25.

ORAKO is Sportradar's customisable, high performance and feature rich player account management (PAM) and sports betting solution that provides a single point of access to Sportradar's award winning portfolio of betting products and services.

Jacob Lopez Curciel, SVP, Managed Sportsbook Services at Sportradar said: "*Racing is the second largest bet on sport in the world by handle and through this collaboration successfully crafted with Podium and BetMakers, Sportradar is providing its clients with a plug-and-play product to engage their customers onto a great racing betting experience.*"

Jake Henson, CEO at BetMakers: "*We are thrilled to announce our partnership with Sportradar, the world's leading sports technology company. This collaboration not only underscores the strength of our team and products but also creates significant opportunities to enhance the global reach of racing. Sportradar's swift integration of our product demonstrates their strong commitment to the racing industry, rights holders, and industry partners alike. Together, we look forward to driving innovation and growth, with the goal of delivering greater value to all stakeholders, and expanding the global presence of racing.*"



Josh Sparke, (Incoming) Podium Managing Director: *"At Podium, we are committed to revolutionising the racing wagering experience, and our AdVantage collaboration with Sportradar is a testament to that mission. This partnership underscores Podium's role as a trusted steward of official racing data. It ensures that rightsholders retain visibility and control while expanding their reach to new markets. We look forward to working alongside Sportradar and BetMakers to drive sustained innovation, unlock new operator growth opportunities, and deliver an unparalleled experience for racing enthusiasts worldwide".*

BetMakers' partnership model

The agreement with Sportradar and Podium is an important step in BetMakers' partnership model, which is designed to accelerate and scale the international distribution of BetMakers' turnkey racing solutions, including its Apollo Racebook+ product. Under the partnership model, BetMakers receives a share of the revenue generated from the products by the partner. The revenue generated is typically based on a share of gross gaming revenue generated by the partners' client.

Terms of the distribution agreement

OM Apps grants to Sportradar the limited, non-exclusive, non-transferable, royalty free right and license to use its AdVantage Platform services and Managed Trading Services services (Services), to the extent necessary to market, sell, provide, supply and otherwise distribute the Services

The Agreement will continue for three years from the Execution Date (the Minimum Term). After expiration of the Minimum Term, the Agreement will automatically renew for further two (2) years periods (Renewal Term), unless terminated by a party effective as of the end of the Minimum Term or any Renewal Term by giving ninety (90) days prior written notice to the other parties.

The economic materiality of this agreement to BetMakers can't be quantified at this time as the fees payable by Sportradar to BetMakers will be calculated based on the individual revenue sharing arrangement to be agreed between Sportradar and BetMakers & Podium in relation to each of Sportradar's ORAKO clients.

BetMakers views this partnership as strategically important for the Company because of the potential access to Sportradar's global ORAKO client base and because it further demonstrates the global opportunity for BetMakers' Apollo technology.

The Board of BetMakers has authorised the release of this announcement to ASX.

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Disclaimer

The material contained in this document is of general information about the activities of BetMakers as at the date of this update. All monetary figures quoted within this document are in Australian dollars (\$AUD) unless otherwise specified and are provided on an unaudited basis.

This announcement 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.*

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