

4 March 2025

## IXUP Secures Early Extension of BetStop – the National Self-Exclusion Register™ Contract Following Strong Contract Execution & Operational Performance

### HIGHLIGHTS

- IXUP achieves inaugural extension of the exclusive BetStop™ National Self-Exclusion Register (NSER) contract with the Australian Communications and Media Authority (ACMA) to 30 June 2027 on same terms as the original contract novated to IXUP in June 2023<sup>1</sup>.
- Extension provides revenue certainty, with additional NSER contract extensions possible in future years, based on the ongoing strong performance of IXUP's technology solution in matching the stated legislative aims of the Australian Government.
- Early extension reflects IXUP's operational performance of the contract since the commencement of operation in August 2023 and IXUP's growing contribution to responsible gaming compliance worldwide.
  - Over 38,000 users enrolled, and 22.2 billion checks performed since inception.
  - The NSER achieved 100% system uptime and <5-millisecond response times per check since inception.
- IXUP considers the extension of the NSER contract as a strong endorsement of the Company's performance and capabilities – both of which underpin IXUP's strategic intent to secure similar centralised self-exclusion (CSE) contracts with gambling regulatory bodies in other jurisdictions.
- In an acknowledgement of the NSER solution's technological leadership position globally, NSER was recognised with the prestigious Regulatory Excellence Award, hosted by the International Association of Gaming Regulators at the International Regulatory Awards in Rome in October 2024.

**IXUP Limited (ASX: IXU or “the Company”)**, a leading provider of CSE systems for the iGaming industry, is pleased to announce the early two-year extension to its exclusive NSER contract with the Australian Communications and Media Authority (ACMA).

This extension, **effective to 30 June 2027**, is a recognition of IXUP's successful delivery of this critical national consumer protection initiative and IXUP's growing leadership in the responsible gaming technology sector globally.

Since the commencement of operation in August 2023, the NSER has achieved a range of significant milestones:

- Over 38,000 individuals have enrolled, leveraging the platform to self-exclude from online licensed wagering services across Australia.
- More than 22.2 billion self-exclusion checks have been performed, ensuring real-time compliance with regulatory requirements.
- The platform maintained **100% uptime**, with an **average response time of less than 5 milliseconds** per check, exemplifying the reliability and efficiency of IXUP's technology.
- These achievements were globally recognized with the **Regulatory Excellence Award** at the International Regulatory Awards in Rome last year (see additional explanation later on the following page).

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<sup>1</sup> Please refer to ASX announcement dated 1<sup>st</sup> May 2023 for further details on NSER contract.

Commenting on the contract extension, IXUP CEO, Mr. Al Watson, said:

*"This extension reflects the trust ACMA places in IXUP to deliver innovative, reliable, and high-performing solutions to one of Australia's most critical consumer protection initiatives. The strong performance of BetStop – the National Self-Exclusion Register™ is a testament to the capabilities of the IXUP team and the strength and uniqueness of our technology solution."*

The Board appreciates the ACMA's support and endorsement of IXUP's capabilities and remains optimistic about the future of the NSER and the broader growth potential of IXUP's CSE solutions in the rapidly expanding global RegTech industry.

### **Potential Future Contract Extensions**

The Contract provides for additional extension periods with each extension being no less than 12 months and not greater than three years. Due to the strong delivery of the solution, IXUP believes that it will successfully achieve additional contract extensions when renewal dates arrive.

### **The NSER Receives Prestigious Regulatory Award**

IXUP also highlights that the Australian Communications and Media Authority (the ACMA) received the Regulatory Excellence Award for the launch of the NSER at the International Regulatory Awards, which were hosted in Rome on 23 October 2024.

The International Regulatory Awards are an annual awards ceremony, hosted by the International Association of Gaming Regulators<sup>2</sup>, which provides a forum for gaming regulators from around the world to meet, learn best practice techniques and strategies, network, and exchange views, share information and discuss legislation, policies, and procedures.

The International Regulatory Awards presented three key awards, with the launch of the NSER by the ACMA receiving the prestigious Regulatory Excellence Award. Other awards presented included the Regulatory Innovation Award and the Best Regulatory Campaign Award.

### **Model Deployment of Centralised Self-Exclusion**

IXUP is proud to operate the NSER system on behalf of the ACMA and continues to believe that the solution is currently the leading system of its kind and a model deployment for iGaming jurisdictions around the world currently considering this important player protection.

**-ENDS-**

This announcement has been approved for release by the Board of IXUP.

For enquiries regarding this release please contact:

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<sup>2</sup> [About IAGR - IAGR - International Association of Gaming Regulators](https://iagr.org/about-iagr/) (https://iagr.org/about-iagr/)



To learn more, please visit: [www.ixup.com](http://www.ixup.com). IXUP's registered address is Level 11, 201 Miller Street, North Sydney, NSW 2060.

### About IXUP

**IXUP Limited (ASX: IXU)** (pronounced 'eyes up') is a leading Regulated Gaming Technology (RegTech) company, specializing in unique innovative technologies to combat problem gambling.

IXUP's solutions, including **BetStop™ National Self-Exclusion Register**, which enable vulnerable individuals to safeguard themselves from the harms of gambling addiction. the NSER, operated exclusively for the Australian Government, empowers Australians to self-exclude from all licensed interactive wagering services for periods ranging from three months to a lifetime.

As a pioneer in regulated gaming technology, IXUP is driving social impact by delivering secure, scalable, and ESG-aligned solutions for governments and operators worldwide. Leveraging its deep expertise in data security and compliance, IXUP is redefining the future of responsible gambling technologies on a global scale.

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