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BETMAKERS TO POWER HORSE RACING WAGERING IN LAS VEGAS

- **Strategic acquisition of LVDC, Las Vegas' only approved supplier of Horse and Greyhound pari-mutuel wagering**
- **Proposed Acquisition is expected to initially generate ~A\$4m annualised revenue for BetMakers¹**
- **LVDC's business expected to be profitable with strong costs synergies across the BetMakers group²**
- **Opportunity to increase depth of product suite, plus additional pari-mutuel services throughout the state of Nevada**
- **LVDC holds existing contracts with Las Vegas' leading casinos including MGM Resorts, Caesars Entertainment, Station Casinos, South Point Hotel and Casino and other major operators**

BetMakers Technology Group Ltd (ASX:BET) (BetMakers or the Company) is pleased to announce that it has entered into a binding heads of agreement with the Las Vegas Dissemination Company (LVDC) in relation to the potential acquisition (Proposed Acquisition) of the 100% of the assets required to operate the business.

LVDC is the only approved provider of pari-mutuel wagering services in Nevada for racing. It holds three key Nevada gaming licenses: disseminator, live broadcast disseminator, and pari-mutuel systems operator.

LVDC is the central hub for pari-mutuel wagering in Nevada, servicing sportsbooks, racebooks, bars, taverns, and online platforms.

Strategic Rationale

The Proposed Acquisition marks a major strategic milestone in BetMakers' North American expansion and provides a launchpad for next-generation racing and wagering experiences in one of the world's most iconic gaming destinations.

The Proposed Acquisition is targeted at strengthening the Company's direct relationships with major casino and retail wagering operators across Nevada and strategically positions BetMakers to use its industry-leading technology and strong global racing network to help modernise and improve the horse racing wagering experience in Las Vegas both in-venue and via digital applications.

Key strategic benefits:

- **Dominant market position:** Establishes a foothold in this major global gaming, cementing BetMakers' presence alongside Nevada's premier casino operators.
- **Product and platform synergy:** Integrates BetMakers' advanced global wagering technology to elevate the end-user experience across retail and digital channels.

¹ Based on LVDC's historical financial performance and assuming existing contracts are novated to BetMakers and consistent revenue is derived from these contracts. The actual revenue may vary depending on customer activity and integration outcomes.

² See footnote 1. Also assuming successful integration and realisation of anticipated cost synergies.



- **Content expansion:** Enables a broader racing content offering for casino partners, opening potential new revenue channels.
- **Return profile:** LVDC's business is expected to be cashflow positive within 12 months supported by cost efficiencies and technology-driven growth opportunities.³

The Proposed Acquisition underscores BetMakers' commitment to expanding its North American operations, delivering innovative wagering solutions and partnering with global leaders in the gaming and wagering industry.

BetMakers' CEO, Jake Henson, said,

"We are excited to announce the potential acquisition of LVDC. A strategic step that strengthens our position within the North American market and expands connectivity with world-class global wagering operators through the BetMakers network.

This acquisition would not only give us access to the dynamic Nevada gaming market but also creates a strong platform to showcase innovation in horse racing technology and retail wagering experiences. We are pleased to welcome the LVDC team into the broader BetMakers and Global Tote group as we move into the next phase of growth and execution."

The Proposed Acquisition is subject to customary conditions precedent, including regulatory approvals, execution of long form documents and completion of satisfactory due diligence. Additional information regarding the key terms of the Proposed Acquisition is contained in the Investor Presentation lodged with ASX today.

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

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³ See footnotes 1 and 2 above.

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 (and any attached investor presentation) 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.*

Actual results, performance or achievements of the Company could be materially different from those expressed in, or implied by, these forward-looking statements. The forward-looking statements contained within the presentations 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 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; 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 any forward-looking statement. The Company disclaims any responsibility to update or revise any 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 projections or forecasts included in this presentation have not been audited, examined or otherwise reviewed by the independent auditors of the Company.

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