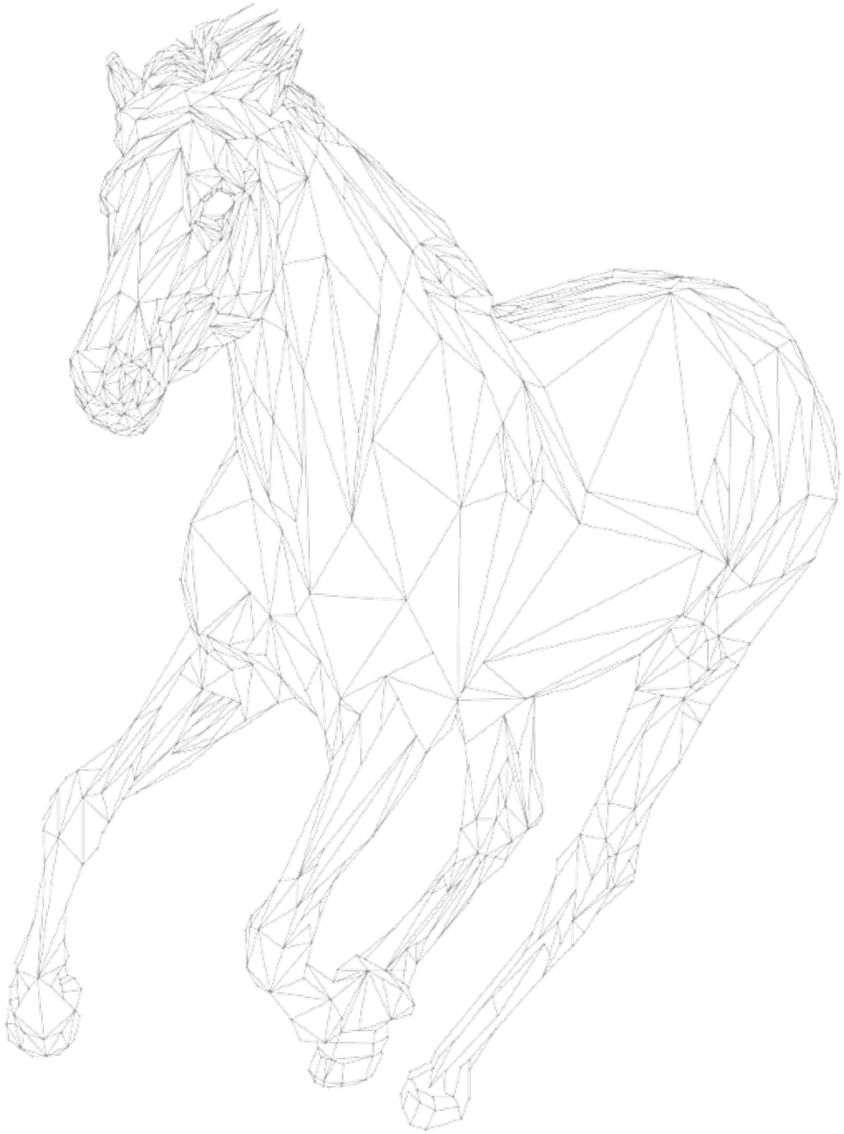
BetMakers Technology Group LTD



SaaS and DaaS company providing bespoke solutions to racing authorities and wagering operators globally.

ASX - BET
SEPTEMBER 2019

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DISCLAIMER

This shareholder update is dated 10 September 2019. 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.

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CORPORATE SNAPSHOT

Shareholder Breakdown

Top 40

309, 136, 128 shares (74.76%)

Key Management Personnel

10, 139, 463 shares (2.45%)

Capital Structure	
ASX Code	BET
Shares on Issue	413, 489, 993
Share Price (9 September 2019)	$0.068
Market Capitalisation	$28.11mil
Options on Issue (1)	63, 421, 681
Potential Performance Shares to be Issued (2)	60, 000, 000

1: Includes 10 million options to be issued to Canaccord Genuity as per 29 August 2019 ASX announcement.

2: In relation to GBS and DynamicOdds Performance Payments as disclosed in the 30 June 2019 Annual Report.

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WHO ARE

BETMAKERS

BetMakers is one of the leading global suppliers of Software, Data and Platform services to racing authorities and wagering operators.

BetMakers is entrusted by some of the world's most respected racing authorities to provide Integrity platforms, data enhancement, pricing and race day control systems and the distribution of their content globally.

BetMakers is the provider of choice for some of the world's largest bookmakers to consume and enhance data, and creation of pricing and trading solution platforms.

BetMakers is shaping the future of global racing for authorities, operators and punters.

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KEY HIGHLIGHTS

BetMakers is now positioned to expand its end-to-end SaaS + DaaS solution globally.

Integration of Acquisitions

Successful integration of Global Betting Services (GBS) and DynamicOdds

Strengthened Balance Sheet

Successful capital raise including strategic investment by Tekkorp Holdings LLC

Annualised Run Rate Revenues

$7.5mil

July 2019

Projected Revenues FY20

~ $10mil

Projected EBITDA FY20

$3.4 - 3.7mil

Restructure of Operations & Cost Base

18 - FTE AUS
28 - FTE Sri Lanka

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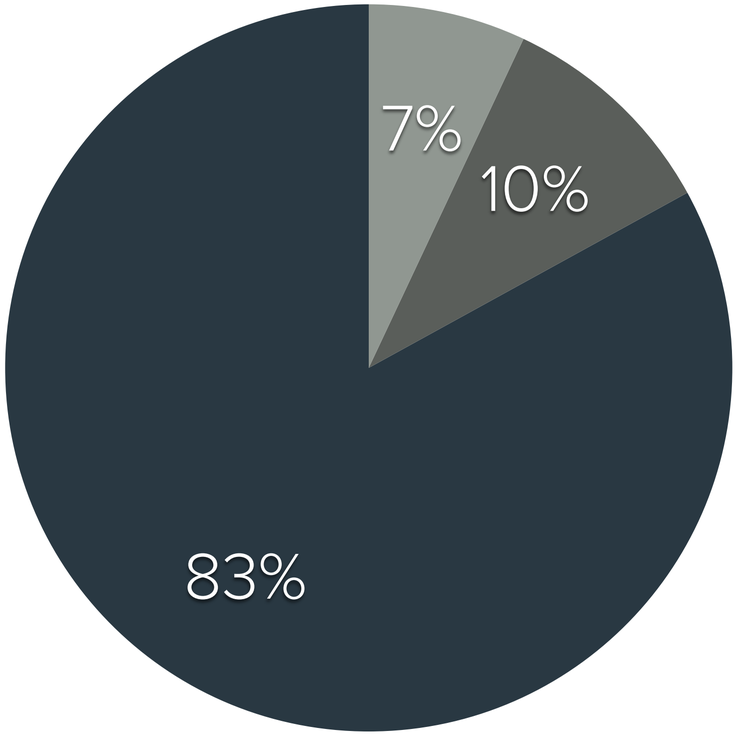
REVENUE

COMPOSITION



July 2019 revenue breakdown

A stable and recurring revenue platform across a diverse customer base.

Our customers:
- 20+ bookmakers
- 10+ racing bodies across Australia, UK and USA
- 100% retention of B2B customers since the acquisition of GBS and DynamicOdds

Management expect to grow variable customer revenues (as a % of turnover) inline with the growth of Content & Integrity segment revenues.

Contracted, fixed monthly fee

Contracted, variable based on turnover

Other

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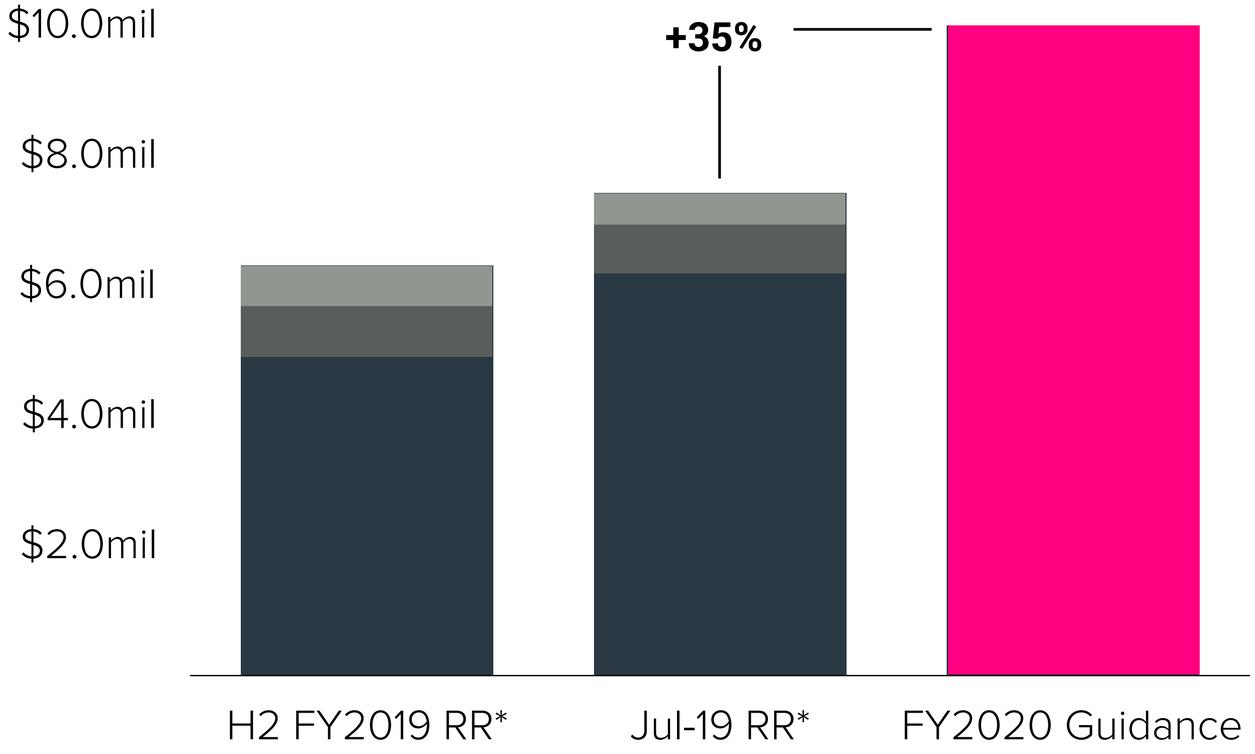
REVENUE

RUN-RATE



- Growth is expected to be seen across content & integrity, and wholesale wagering product segments.

Wholesale wagering products

Content & Integrity

Other

* : *Represents annualised run-rate revenue.*

Note, Global Tote revenue is reflected in the above graph as "total bets taken, less bets paid, less race field fees, less rebates and other bookmaker fees.

SERVICES



Customers

Racing Authorities and Wagering Operators

Data collation and normalisation services, Data enhancement services

Full wagering stack technologies Integrity solutions

Customised subscription services Pricing engines Price comparison

BetMakers have created Platform and Software solutions that it provides as a Business-to-Business (B2B) solution to wagering operator customers. While focusing on the Australian market the Company is now well positioned to expand globally; initially signing key customers in the UK market and now looking to expand into the US market.

BetMakers are the key data services and data enhancement providers across racing globally, providing some of the world's largest operators with core data management services to allow them to expand their product offering while minimising their resource requirements.

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CUSTOMER SEGMENTS



Integrity platforms, data creation and enhancement solutions as well as racing content distribution

The link between racing authorities and Global wagering operators

Global wagering operators require normalised content and managed services to create expansion opportunities without increased resource costs

BetMakers is the leading B2B supplier of data, software and platform solutions for Global Racing, with two main customer segments of ‘Racing Authorities’ and ‘Wagering Operators’.

As a B2B supplier, BetMakers develop platforms and software solutions to manage and distribute racing content globally.

A key focus for the business is on highly regulated markets Australia, United Kingdom and recently regulated sports betting market of the United States.

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WAGERING OPERATORS

The BetMakers is a leading supplier of data and analytical tools, platforms and trading solutions to wagering operators globally.

What we do for wagering operators;

- BetMakers data & race day controls solution compiles data feeds from racing jurisdictions globally and supplies wagering operators with its comprehensive racing solution available via a single integration. The BetMakers cover the full life-cycle of more than 200,000 races yearly.
- BetMakers has developed a range of products that cover all technology requirements for running a racing book, regardless of the operator's jurisdiction. Products include a 'full stack' wagering platform including CMS, risk management, trading platforms, desktop and mobile applications. BetMakers have also developed a leading 'Price Manager' system which allows fixed price trading on more than 5,000 markets at any point in time.
- BetMakers have development supplier licenses or approved technology solutions throughout the Australian, UK and US wagering markets
- BetMakers continues to improve and develop technology to support and enhance a wagering operator's racing product. This includes further automated pricing and trading solutions, including products such as 'Global Tote'.



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WAGERING OPERATOR

CUSTOMERS

Unparalleled Global Racing Product

"Implementing The BetMakers' products will allow us to offer an unparalleled global racing product in all racing jurisdiction as we further expand outside the UK, with racing profit from Asia, Europe, Australia and importantly North America being a key driver for our expansion"

Terry Pattinson

Trading Director - William Hill Group

Ladbrokes
neds
BET EASY
betgenius
UNIBET
William HILL
TopSport
TopBetta
bet365
sportsbet
betfair
BlueBet
POINTSBET
SportChamps

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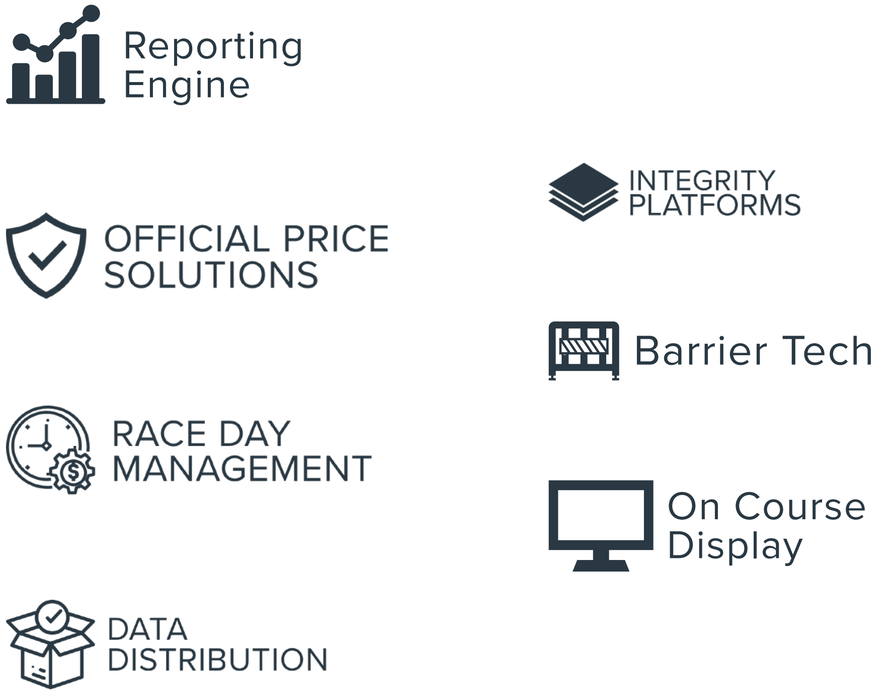
RACING AUTHORITIES

The BetMaker's core partnership with Principal Racing Authorities (PRA's) is to provide integrity, produce official pricing, as well as enhanced content and data distribution services.

What we do for racing authorities

- BetMakers produces and/or distributes the 'Official Price' and race data for all major Australian racing bodies including Racing Victoria.
- BetMakers distributes betting and vision rights of more than 100,000 races annually on behalf of US Greyhound, US Racing, US Harness and UK Greyhound.
- BetMakers have recently announced the development of Racing Victoria's Integrity Platform which is a bespoke platform for the management of integrity across Victorian Racing. BetMakers also announced in this deal, they hold the exclusive license and commercialisation of the product globally.



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RACING AUTHORITIES

CUSTOMERS

Sophisticated Technology

"Racing Victoria has been working with BetMakers over several months to customise this sophisticated technology product and we are delighted to begin rolling Barrier Tech out ahead of our Spring Racing Carnival"

Giles Thompson

CEO of Racing Victoria

RACING QUEENSLAND

THE RACES

xb net

tasracing

Racing NSW

Racing Victoria

PWWA

SIS

CENTURY DOWNS

CENTURY MILE

Birmingham Greyhound Racing

Caliente CASINO

PALM BEACH KENNEL CLUB

bestbet POKER · SIMULCAST · RACING

SOUTHLAND CASINO RACING

BM BetMakers

THE NEXT 12 MONTHS

DELIVERY

Expand Racing Content

Continue to expand the range of racing content for distribution to wagering operators.

Launch Global Tote Integration

Establish the Global Tote in international markets such as the US & UK.

Roll out Integrity Products

Sell racing integrity products/systems to other racing authorities in Australia and abroad.

Expand Platform Offering

Provide platform technology and management services to more wagering operators.

Further Technology Development

Continue to innovate and improve the product offering in racing authorities and wagering products.

Focus on Core Markets

The company intends to expand in the 3 key markets of growth Australia, UK and Americas.

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FOR FURTHER ENQUERIES

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