

14 November 2018

## The BetMakers signs deal with William Hill Global BetMakers to provide Fixed odds pricing and Tote access

### Highlights

- 2+ year deal with international bookmaker William Hill Global (“**WHG**”) begins immediately
- WHG covers UK online and betting shops, William Hill US and other B2B partners

The BetMakers Holdings Limited (ASX:TBH) (“**Company**”) is pleased to announce that its wholly-owned subsidiary, Global Betting Services Pty Ltd (“**GBS**”), has signed an agreement with WHG (“**WHG Agreement**”) to provide a global racing solution for William Hill UK, both retail and online and its B2B customers throughout the UK and US. The WHG Agreement is expected to have a material economic impact on the Company.

GBS will provide WHG with key offerings from its global products and services suite, including:

- **Premium Price Manager**, which allows William Hill to automatically and instantly price thousands of racing events simultaneously without the need to increase resources, such as traders and IT staff;
- **Racing Data Delivery Services**, which combines data feeds from numerous jurisdictions into a single, manageable solution, enabling WHG to expand the amount of events William Hill and WHG partners can offer; and
- **Tote access**, which allows William Hill to offer another wagering product to its fixed odds racing solutions, both in the UK and, in particular, the US market where pari mutual betting is legal across most of the States.

While the commercial terms of the deal are confidential, the Agreement, which begins immediately, will run until the end of 2020.

**William Hill Group Trading Director, Terry Pattinson commented**, “After a very successful six years of working with GBS under the William Hill Australia brands, William Hill Group Trading is committed to working more closely with The BetMakers as the company pushes towards a worldwide racing trading product.”

“Implementing The BetMakers’ products will allow us to offer an unparalleled global racing product in all racing jurisdictions as we further expand outside the UK, with racing product from Asia, Europe, Australia and importantly North America being a key driver of our expansion.”

**CEO of The BetMakers Todd Buckingham said**: “This is a significant milestone for The BetMakers with William Hill having such a big reach across the UK and into the US markets through its B2B customers. We look forward to working with its team to deliver a racing solution that meets its needs and we look forward to delivering innovative products to enhance its offerings and deliver maximum returns.”

“Given William Hill Global power more than 100 sportsbooks in Nevada alone, and it has made its intention clear that the US is a major focus, we are excited about the prospect of working with WHG as it expands throughout the US.”



### About William Hill Global

William Hill PLC is one of the world's leading betting and gaming companies, employing around 16,000 people. Founded in 1934 and listed on the London Stock Exchange, it aims to provide gamblers with a fun and safe gambling experience, and has set the ambition that nobody is harmed by gambling. The majority of its £1.7bn annual revenues are still derived from the UK, where it has a national presence of licensed betting offices and one of the leading online betting and gaming services. William Hill Online has operations in Italy and Spain and serves online customers throughout the world from its headquarters in Gibraltar. In 2012, it established William Hill US with a focus on retail and mobile operations in Nevada, which is now the largest sports betting business in the US. It currently operates 126 race and sports books in Nevada, New Jersey, Mississippi, West Virginia and Iowa, is the exclusive risk manager for the sports lotteries in Delaware and is the exclusive partner to IGT to provide sports betting services to the lottery in Rhode Island. It also has licensed operations in The Bahamas and St. Kitts. William Hill PLC is listed on the London Stock Exchange and is a member of both the FTSE 250 and FTSE4Good Indices.

### **Corporate Advisor Update**

The Company would also like to advise the market that, further to the announcement released on 14 June 2018, the Company has entered into a deed of termination with corporate advisors, Red Leaf Securities Pty Ltd ("**Red Leaf**"), to terminate the corporate advisor services provided to the Company.

The parties have mutually agreed to terminate the agreement with Red Leaf receiving payment of \$20,000 (plus GST) in respect of the provision of services for two months. TBH will not be required to issue Options to Red Leaf as previously announced.

For further information regarding the Company, please contact:

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\*Termination rights, reciprocal indemnities and services level agreements apply to the WHG Agreement.