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PointsBet Partners with Kroenke Sports & Entertainment As Official, Exclusive Gaming Partner for Denver Nuggets, Colorado Avalanche, Colorado Mammoth & Pepsi Center

7 August 2020 - Melbourne, Australia – PointsBet Holdings Limited (ASX:PBH) (“PointsBet” or the “Company”) announces that one of its wholly owned subsidiaries has entered into a multi-year partnership with Kroenke Sports & Entertainment, LLC (“KSE”) to become the official and exclusive gaming partner of the Denver Nuggets of the National Basketball Association, Colorado Avalanche of the National Hockey League, Colorado Mammoth of the National Lacrosse League, and their home arena, Pepsi Center.

The agreement and exclusivity spans across the entire gaming category, including retail & online sports betting, daily fantasy, online casino, and free-to-play games. As part of the deal, PointsBet has also been named an official sports betting partner of KSE’s Altitude TV and Altitude Sports Radio, which will feature PointsBet data integration in both pre-game and in-game features.

“PointsBet is renowned within the gaming industry for product innovation and its unique PointsBet product, as well as for having the fastest app in the marketplace. Sports fans are hungry for the added dimension that fantasy sports and gaming add to their experience. We know that Nuggets, Avs, and Mammoth fans will be excited to have the opportunity to engage more deeply with their favorite teams via PointsBet,” KSE EVP & Chief Operating Officer Matt Hutchings said. *“PointsBet demonstrated just how much they value Denver and the Rocky Mountain Region when they chose to locate their United States headquarters here in Colorado. They recognize, as do we, that Denver is a fast-growing and dynamic city home to some of the most passionate sports fans in the world”.*

“It was instant from day one there were shared values between the Kroenke Sports & Entertainment team and PointsBet, with a clear focus for putting our fans and customers first. We’ve long stated that our goal is to become synonymous with Colorado sports betting, and this exclusive partnership with our hometown teams in the Denver Nuggets, Colorado Avalanche and Colorado Mammoth, plus premium entertainment spaces within their playing arena, is a momentous step in that process,” noted Johnny Aitken, CEO of PointsBet USA. *“We have defined ourselves via our proprietary, in-house technology on delivering the fastest and easiest sports betting experience in the USA, and Denver sports fans in arena or at home watching games on the Altitude Sports Network will be provided many ways to elevate their viewing experience engaging with our market-leading PointsBet Sportsbook app.”*

As part of the multi-year deal, KSE will unveil several prominent PointsBet branded areas within the Pepsi Center, including the ‘PointsBet Sports Bar’ and ‘PointsBet Premium Club’. Pepsi Center’s club level will also undergo a rebrand for the 2020-21 seasons, now to be called the “PointsBet Club Level”. On gamedays, PointsBet will display prominent, broadcast-visible branding and signage, including on the stanchions at Denver Nuggets games and on the ice and dasher boards for Colorado Avalanche contests.

The partnership is soon to be bolstered with the release of a KSE mobile app, designed to dramatically improve the experience of planning and attending an event at Pepsi Center. Upon launch, PointsBet will be the app’s title sponsor and will be prominently incorporated via digital media and branding, social posts, and push notifications. PointsBet-specific push notifications and a PointsBet digital presence will also be featured in the respective apps of the Nuggets, Avalanche and Mammoth.

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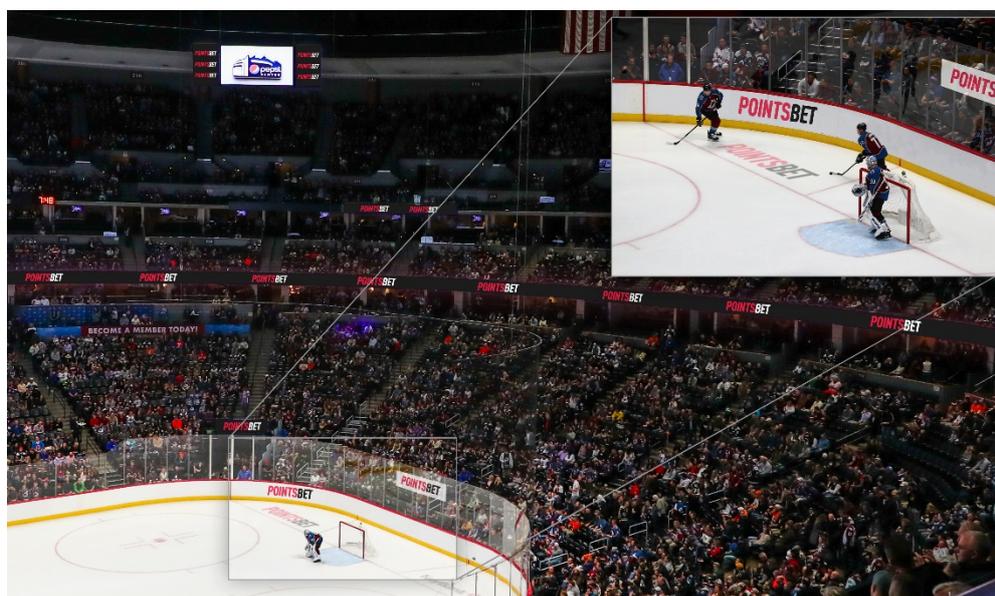
About Kroenke Sports & Entertainment

Denver-based Kroenke Sports & Entertainment (KSE) is one of the world's leading ownership, entertainment and management groups. As owners and operators of Pepsi Center, the Paramount Theatre, Dick's Sporting Goods Park, the Colorado Avalanche (NHL), Denver Nuggets (NBA), Colorado Mammoth (NLL) and Colorado Rapids (MLS), KSE's sports and entertainment assets are second to none. Additional properties under KSE's umbrella include Altitude Sports & Entertainment, a 24-hour regional television network; Altitude Authentics, the company's official retail provider.

Branding at Denver Nuggets Home Games



Branding at Colorado Avalanche Home Games



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About PointsBet

PointsBet is a corporate bookmaker with operations in Australia and the United States. PointsBet has developed a scalable cloud-based wagering Platform through which it offers its clients innovative sports and racing wagering products. PointsBet's product offering includes Fixed Odds Sports, Fixed Odds Racing and PointsBetting. PointsBet aims to provide more markets on the major Australian and US sports than any other bookmaker.

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