

30 June 2022

BETMAKERS SIGNS DEAL WITH PENN NATIONAL GAMING FOR DATA AND VISION CONTENT

Highlights

- BET awarded rights to offer Penn National Gaming's racing content outside of the US and Canadian Markets, for fixed odds, booked bets and exchange wagering where applicable
- BET will distribute Penn's National Gaming's racing content including data and race vision for over 900 race meetings a year to its customer base
- Global Racing Network will now distribute more than ~1,400 race meetings each year from the North American market

BetMakers Technology Group (ASX:BET) ("BetMakers" or the "Company") is pleased to announce that the Company has been awarded the rights to offer Penn National Gaming's ("Penn") racing content internationally for fixed odds, booked bets and exchange wagering where applicable, outside of the US and Canadian markets. These rights include over 946 race meeting a year for distribution from 1 July 2022 to globally licensed wagering operators.

BetMakers's Global Racing Network currently delivers international racing content from more than 30 countries and offers rights holders new markets in which to monetize their racing. The commercial model of the Global Racing Network is to provide rights holders in any country with incremental revenue streams by exporting their existing content into new international markets in a bundled package for wagering operators. BetMakers receives a fee based on a percentage of turnover generated by wagering operators betting on the products in these new markets, while delivering rights holders new revenue.

Under the commercially sensitive agreement, the parties have agreed to a revenue share arrangement, with Penn to be paid a minimum guarantee amount annually. The term of agreement commenced on signing and will continue until 31 December 2025.¹

Kerry Gatten, Partnerships Manager of BetMakers' Global Racing Network, stated:

"We are delighted to offer Penn's first-rate content to a global audience and increase the awareness of the valuable content US racetracks have to offer."

"It is exciting that we get to deliver Penn's extensive racing content into our network of operators globally."

For further information please contact

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Todd Buckingham, CEO of BetMakers, authorised the release of this announcement to ASX.

¹ Either party may terminate the agreement immediately by notice upon the occurrence of an insolvency event or a material breach that is not remedied within 10 business days. Penn may also terminate the agreement on 90 days' notice after 1 January 2024 if (1) it enters into a JV (where it holds at least 50%) with an entity conducting substantially similar business to GRN; or (2) if it acquires an entity conducting substantially similar business to GRN.