

24 October 2019

The Manager, Listings
Australian Securities Exchange
ASX Market Announcements
Exchange Centre
20 Bridge Street
Sydney NSW 2000

Dear Sir/Madam

PointsBet Holdings Limited - 2019 Annual General Meeting

In accordance with Listing Rule 3.13.3, please find attached the:

- Chairman's AGM Address;
- Group CEO and Managing Director's AGM Address; and
- AGM Presentation.

Yours faithfully



Andrew Hensher
Group General Counsel
and Company Secretary

Chairman's AGM Address – PointsBet Holdings Limited (Brett Paton)

On behalf of the PointsBet Holdings Limited Board, it is a pleasure to address shareholders at our 2019 Annual General Meeting, our first since listing on the Australian Securities Exchange in June 2019.

I think the MCG is a very appropriate venue to hold this meeting and I thank those in attendance today as well as all shareholders who have supported the PointsBet journey so far.

Early Success

It is hard to believe that it was just over 4 years ago that PointsBet commenced developing its scalable cloud-based wagering platform with a vision to disrupt the traditional fixed odds betting market in Australia. Back then, PointsBet had 3 employees located in a small co-shared office. Today, PointsBet has over 200 staff across offices in Melbourne, Darwin, New Jersey and Colorado.

It is pleasing to reflect on some of the milestones achieved in the Company's short history.

- In February 2017, the Company received a Sports Bookmakers Licence from the Northern Territory Racing Commission and launched its innovative spread betting product, PointsBetting™ in Australia.
- By March 2018, PointsBet was a full-service corporate bookmaker, having added fixed odds sport and racing to its product suite.
- In July 2018, following the repeal of the Professional and Amateur Sport Protection Act (known as PASPA), PointsBet entered the United States market, securing a long-term market access agreement in New Jersey as well as an option for market access in New York, pending enabling legislation.
- Following the successful launch in New Jersey in January 2019, PointsBet secured additional market access arrangements in Iowa, Colorado and Illinois, subject to enabling legislation.
- Then, in August 2019, PointsBet announced it had partnered with Penn National Gaming, enabling the Company to operate in Ohio, Indiana, Missouri, West Virginia and Louisiana, subject to enabling legislation.

Focus on both the US and Australia

As I have said previously, there is a significant market opportunity in the United States, as a result of PASPA being overturned in May 2018, and PointsBet has already taken significant steps towards capitalising on this opportunity.

We remain acutely aware of the importance of Australia in our overall strategy. Australia is a highly competitive environment and the learnings from this jurisdiction have set a strong base for growth overseas. Further, PointsBet remains well positioned to continue to expand its client base and take advantage of the expected growth in the wagering industry in Australia.

During the reporting period, the Company continued to invest in its scalable cloud-based wagering platform and made key hires in the technology, product and corporate teams. We will continue to apply our technology and expertise to capitalise on the growth in Australia and the expanding US opportunity.

Regulation and Responsible Wagering

During FY2019 there were some significant regulatory changes in the Australian wagering sector. These include changes to advertising laws as well as the implementation of the first tranche of the National Consumer Protection Framework.

PointsBet is compliant with these changes and continues to endorse the principle of informed choice, which is aimed at empowering customers to make informed decisions and exercise choice regarding their wagering expenditure. PointsBet's commitment to responsible gambling is demonstrated through our wide range of responsible gambling initiatives and tools available to our clients both in Australia and the United States.

In Australia, PointsBet continues to support rational, technology-neutral regulation to underpin consumer protection, the sustainability and integrity of sport and racing and economic growth.

In the United States where the sports betting regulatory framework is evolving, PointsBet is actively engaging with regulators and other relevant stakeholders to support implementation of evidence-based and global best practice regulations to future proof the sustainability and integrity of the industry.

Corporate Governance

The Board of PointsBet Holdings considers good corporate governance a priority. It has adopted policies and practices to ensure the Board remains effective and has the composition to adequately discharge its responsibilities and duties and maintain best practice governance. A full summary of our corporate governance activities and policies are available on our website.

A great team

Our CEO and Co-founder, Sam Swanell, has done a tremendous job in leading the business through a period of substantial change over the past 18 months. In addition, our highly talented employees across our global footprint are a key asset, and the results we have been able to achieve are testament to their dedication, commitment and passion.

On behalf of the Board, I would like to thank all of our team for delivering on the opportunities we saw over FY19 and positioning the business for continued growth in FY20 and beyond.

I would also like to thank my fellow Directors for their support over a very busy past 12 months as we listed on the ASX and continued to grow and execute opportunities overseas.

Lastly, and importantly, I would like to thank you, our shareholders, for your support and vote of confidence in the business and its team. We look forward to delivering on the opportunities we see for the business moving forward and growing shareholder value.

Conclusion

The Company will release its quarterly report and Appendix 4C by the end of October.

It is now my pleasure to invite Sam Swanell, Group CEO and Managing Director to provide further commentary on the FY19 financial year and the business' strategy and priorities over the coming period.

CEO's AGM Address – PointsBet Holdings Limited (Sam Swanell)

Thank you Brett.

Good morning, I am Sam Swanell, Group CEO and Managing Director, and I would like to thank you all for attending the 2019 Annual General Meeting of PointsBet Holdings Limited, here at the magnificent MCG.

This morning, I will be speaking to what has been achieved by the Company in FY2019, to our Australian and US businesses and then what we see unfolding in front of us in the United States.

Introduction

The 2019 financial year represented a transformative period for PointsBet.

It was a period focused on establishing a platform for future growth. This was characterized by continued investment in:

1. US market access;
2. our scalable cloud-based technology platform and product;
3. our people;
4. executing our marketing strategy to efficiently acquire clients; and
5. establishing on-the-ground operations in the United States.

It started in July 2018 with the signing of the Company's first market access agreements in the United States (US). The Company signed an agreement with New Meadowlands Racetrack, LLC for market access in New Jersey and an option agreement with American Racing & Entertainment LLC, owner of the Tioga Downs Casino, for market access in New York, subject to the passing of enabling legislation and licensure.

At the time, the Company did not have an office, or any staff based in the US.

Sports betting had been legalized in New Jersey just one month earlier and we immediately began working towards launching PointsBet's online/mobile service. The Company set-up an office in Jersey City, transferred an initial round of key people from Australia and recruited market leading local talent. Within five months PointsBet had obtained its New Jersey Department of Gaming Enforcement (NJDE) license which included approval of the Company's scalable in-house technology platform.

PointsBet took its first mobile bets in the State of New Jersey in December 2018 and brand launched in January 2019.

PointsBet had established its shopfront in New Jersey and was on the starting line of the nascent US sports betting opportunity. We then continued executing our market access strategy and I was thrilled to announce the following partners throughout the course of this year:

- Catfish Bend Casino in Iowa;
- Double Eagle Casino in Colorado; and
- Hawthorne Racecourse in Illinois.

And then, following our successful listing on the Australian Securities Exchange, we announced our multi-State access deal with Penn National Gaming, providing market access to Ohio, Indiana, Missouri, West Virginia and Louisiana, each subject to enabling legislation and licensure.

These five partners have been brilliant to work with and we look forward to building stronger ties and relationships as we grow the sports betting opportunity together. These market access agreements highlight our ability to win multiple competitive tenders, which bodes well as we seek to gain future additional market access opportunities in other States.

We launched our retail sportsbook at Catfish Bend Casino in Iowa in August and plan to launch online in Iowa before the end of this calendar year. Our current plan is to launch in the Indiana mobile environment before the end of the NFL season (February 2020). We look forward to hearing more from the Illinois Gaming Board as it contemplates the sports betting regulations for that State.

FY19 Group Result

Globally, PointsBet recorded a 254% increase in Registered Clients for the Year Ending 30 June 2019. Of these, 80,008 were active clients, meaning they placed a bet in the last 12 months. This created the base for a strong financial performance for FY2019, with:

- 118% prior corresponding period (pcp) increase in First Time Bettors for H2 FY2019
- 196% (pcp) increase in Turnover for H2 FY2019
- 192% (pcp) increase in Gross Win for H2 FY2019
- 133% (pcp) increase in Net Win for H2 FY2019

Australia

Whilst there is a lot of focus on the US sports betting opportunity, that opportunity could not have eventuated without the strength of, and expertise in, our Australian business.

PointsBet's Australian trading business performed strongly over FY19, as the Company effectively executed its strategy to acquire and retain clients using targeted media assets. The Company reported a 181% year on year increase in Net Win¹ to \$28.9 million on the back of \$490 million of Turnover². The Australian trading business was the primary driver of the Group's gross profit as the US business invested heavily in promotions as it grew the brand and focused on acquisition.

This result is particularly pleasing considering the challenges facing the Australian wagering industry from increasing taxes and fees.

The introduction of the Point of Consumption Tax across the States of Victoria, Queensland, New South Wales, Western Australia and South Australia impacted operational performance in the second half of the Reporting Period. The Company continues to be focused on developing strategies to grow Net Revenue³ given the structural challenges relating to sporting body fees and government taxes in Australia.

United States

Turning to our US operational performance.

As a new market entrant and brand in the US, the New Jersey strategy was to strategically invest our promotion and marketing budgets to build brand recognition and optimize client acquisition and retention. In addition, the Company sought to capitalize on key seasonal customer acquisition and retention opportunities. This has seen demonstrable results, with the Company's New Jersey online Turnover share for June 2019 being 5.4%, an increase from the first full operational month in February of 2.2%.

The Company's US Gross Win⁴ in the Reporting Period was \$2.2 million whilst its client promotional costs for the period were \$2.9 million, thus resulting in negative Net Win of \$0.7mn for the Year Ending 2019.

New Jersey has now been a fully retail and mobile environment for over 16 months and the size of the sports wagering turnover has exceeded the sports wagering turnover of Nevada in several months this year.

There has historically been two distinct periods of sports turnover experienced in Nevada. The months of September to March sees around 70% of the annual sports wagering turnover whereas the months of April to August sees around 30% of the annual sports wagering turnover. It is expected that this trend will be largely consistent across the US.

1 Net win is the dollar amount received from clients who placed losing bets less the dollar amount paid to clients who placed winning bets, less client promotional costs (the costs incurred to acquire and retain clients through bonus bets, money back offers, early payouts and enhanced pricing initiatives)

2 Turnover is the money a client puts at risk when they place a bet on an event

3 Net Revenue is measured at the fair value of the consideration received or receivable from Clients less GST, free bets, promotions, bonuses and other fair value adjustments

4 Gross win is calculated as the dollar amount received from Clients who placed losing bets less the dollar amount paid to Clients who placed winning bets, excluding the cost of pricing promotions

As mentioned earlier, I was thrilled to announce in August the opening of our first retail sports book at the Catfish Bend casino in Iowa. Working with our wonderful partners in Burlington, as you can see from the slide, we have produced a world class sports book and are pleased with its performance so far.

As part of our annual results the Company provided a trading update to 27th August 2019 which reflected a positive start to FY20. As the Chairman mentioned earlier, we will be providing a quarterly update with the release of our Appendix 4C next week and I am looking forward to updating the market on our continued progress and growth in Australia and the USA.

Technology and Product

The Company continues to appropriately plan for the requirements and demands presented by the US sports wagering opportunity and has been building the global capabilities of the team in preparation for the next phase of the US strategy. The market access that PointsBet has achieved is significant and we expect there to be more to come.

Owning our own technology from front to back will be a key competitive advantage as we look to the structure of the State by State rollout opportunity in front of us.

As I have spoken to regularly, the rollout of our technology initiatives will be a key factor in the success of our US strategy. The Company continues to invest in our in-house tech stack providing operational leverage across the Australian and US businesses.

We focus on delivering a best practice user experience across all front-end channels including web, mobile, apps and retail.

For instance, we are one of only two operators in New Jersey to offer a Spanish language version of our product, with 15% of New Jersey residents being native Spanish speakers.

As a global business whose market access opportunity has grown significantly and quickly, PointsBet has focused on several product initiatives that deliver parity with its main competitors. In parallel with these parity projects, the Company continues to focus on executing on our innovative product roadmap.

Marketing and Promotion

In H1 2019 we were thrilled to sign former NFL Pro Darelle Revis and former NBA superstar Allen Iverson as our brand ambassadors. The ability to use these ambassadors across the Australian and the US marketing initiatives has created not only a global brand for the business but significant economies of scale and cost savings.

In September for the start of the NFL and college football in the US and the AFL Finals and Spring Racing carnival in Australia, we launched a refreshed global marketing campaign.

This included a TV Commercial filmed in North Carolina that features our NBA Ambassador Allen Iverson and our NRL Ambassador Brett Finch.

We are thrilled with the campaign feedback so far.

Conclusion

In conclusion, I am very fortunate to lead an incredible Executive team that is backed by market leading talent in multiple locations, across all areas of the business.

The team is laser focused on the clear opportunity ahead and is structured in such a way to deliver maximum economies of scale as we enter new markets.

Through our in-house technology platform and one team global structure, PointsBet will benefit from operating margins that deliver a competitive advantage for the long term.

PointsBet has built an outstanding Board led by Chairman Brett Paton. The Non-Executive Directors are engaged in the Company's exciting journey and help facilitate PointsBet's high-performance culture. I thank them for their continued support and guidance.

I also extend my thanks to you, our shareholders for your ongoing support, and look forward to continuing the Company's track record of delivering shareholder value as we capitalise on the clear opportunities ahead.

I will now hand back to the Chairman to commence the formal business of today's meeting.



POINTSBET

CEO ADDRESS

Annual General Meeting
Thursday, 24 October 2019

POINTSBET

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All amounts disclosed in this document are presented in Australian dollars unless otherwise noted.

Transformational 12 months

- ✓
Jul-18 *Signed market access agreements in New Jersey and New York⁽²⁾*

- ✓
Aug-18 *Signed first major US ambassador Allen Iverson, Darrelle Revis subsequently signed in Oct-18*

- ✓
Jan-19 *Commenced US branding strategy in the fast growing New Jersey sports betting market*

- ✓
Apr-19 *Signed access partner in Iowa (Catfish Bend Casino)*

- ✓
Jun-19 *Successful IPO raising A\$75m*

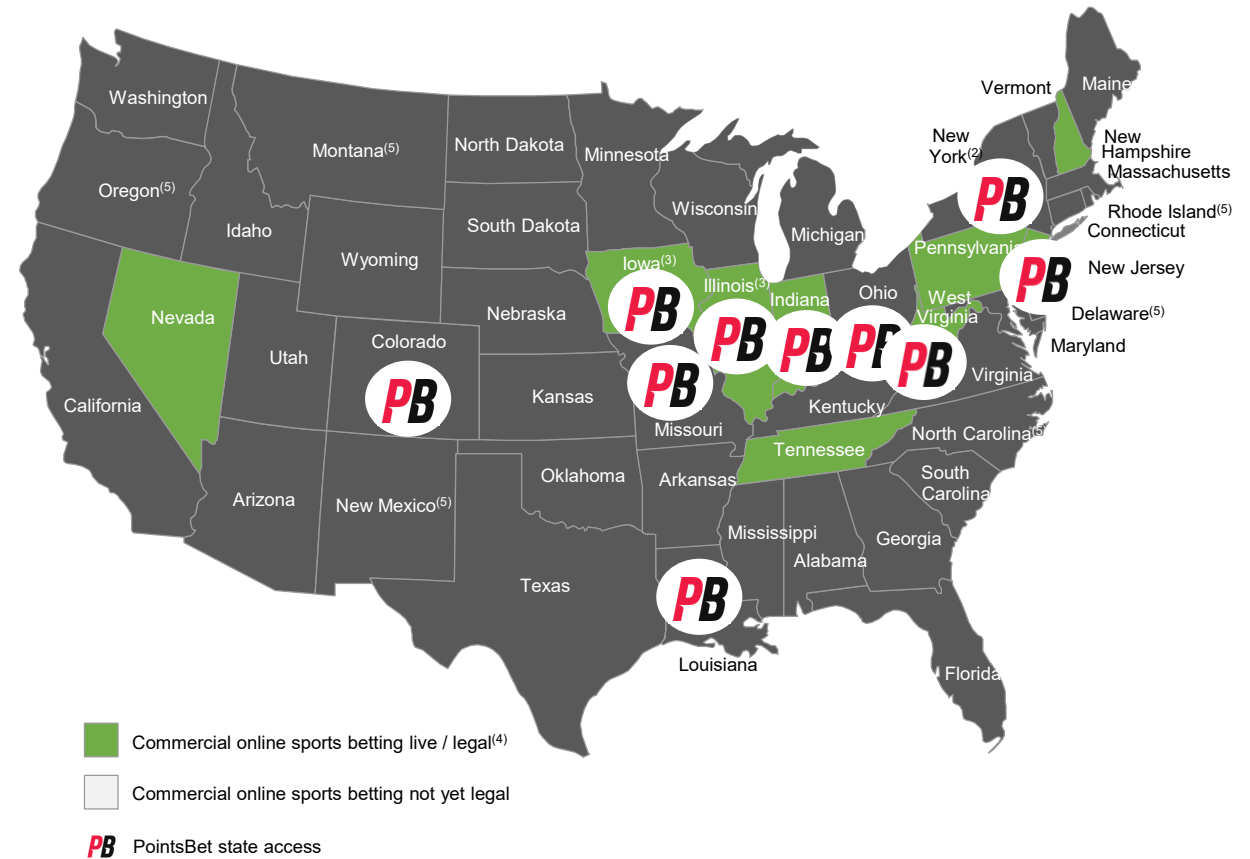
- ✓
Jun-19 *> 1m bets taken in each of April, May, June 2019*

- ✓
Jul-19 *Announced access partners in Illinois (Hawthorne Racecourse) and Colorado (Double Eagle Casino)*

- ✓
Aug-19 *Major multi-state deal with Penn National Gaming, securing access to five additional US states⁽²⁾*

- ✓
Aug-19 *Retail sportsbook launched in Iowa*

US online sports betting legalisation⁽¹⁾:

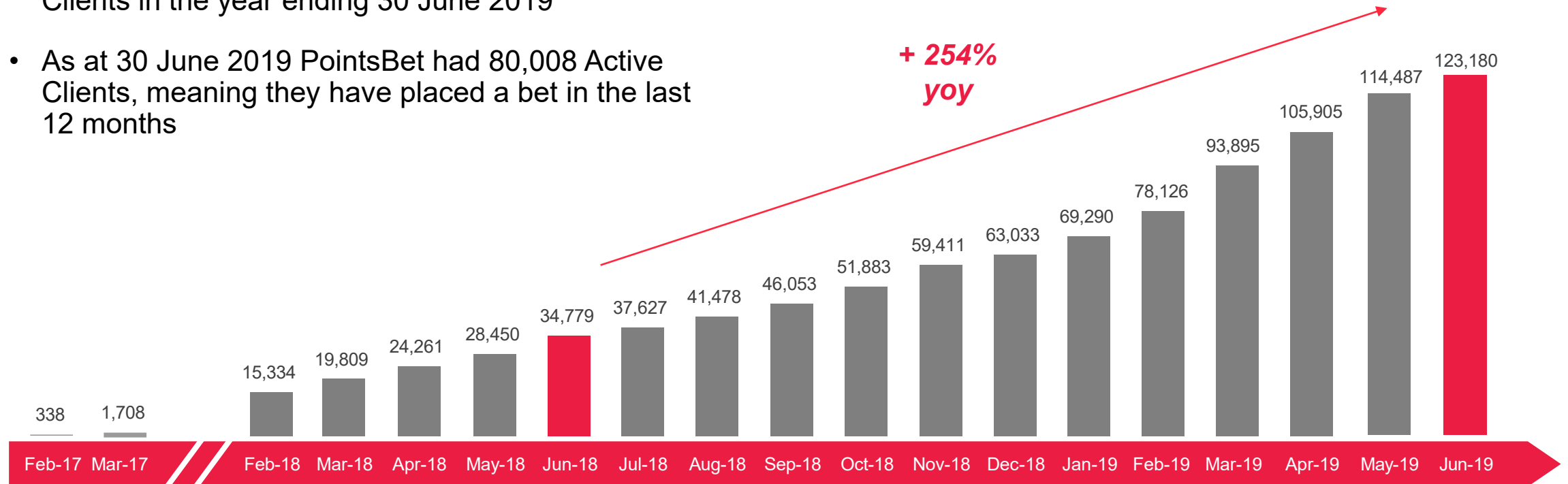


Notes: (1) As per Legal Sports Report as at 21 October 2019, <https://www.legalsportsreport.com/>; (2) Subject to enabling legislation and licensure; (3) Requires in person registration for the first 18 months; (4) For the avoidance of doubt, these states have live (or have legalised) commercial sports wagering operations. This excludes states which operate online sports wagering via the state lottery or via tribal operations; (5) Lottery or tribal operator.

Continued momentum growing client base

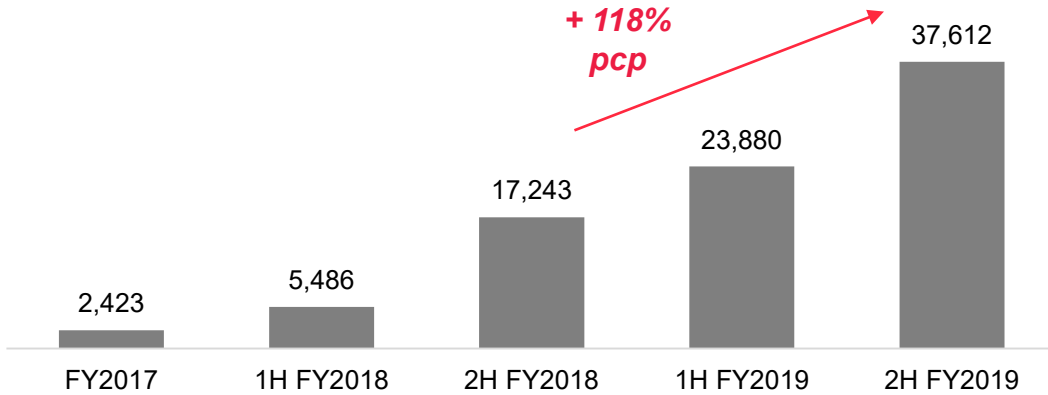
Registered Clients

- PointsBet recorded a 254% increase in Registered Clients in the year ending 30 June 2019
- As at 30 June 2019 PointsBet had 80,008 Active Clients, meaning they have placed a bet in the last 12 months

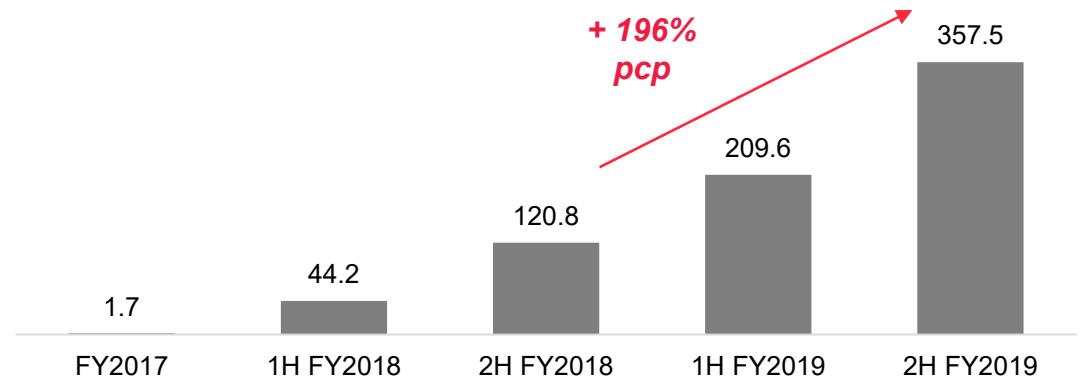


Strong financial performance

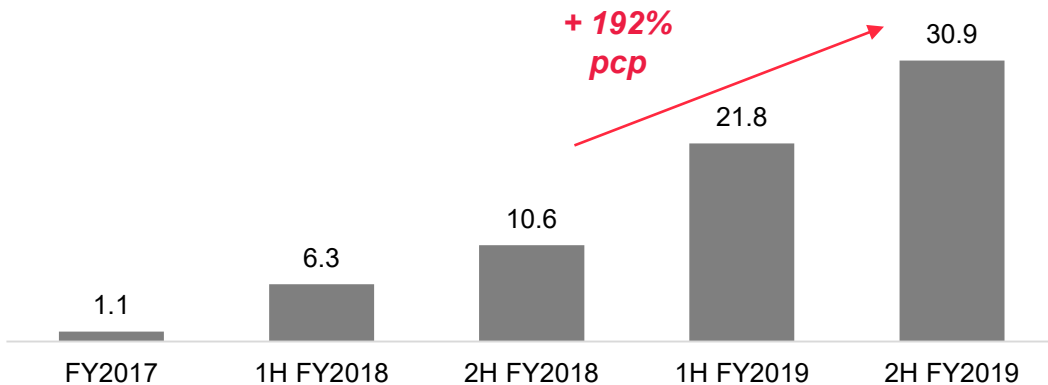
First time bettors (#)



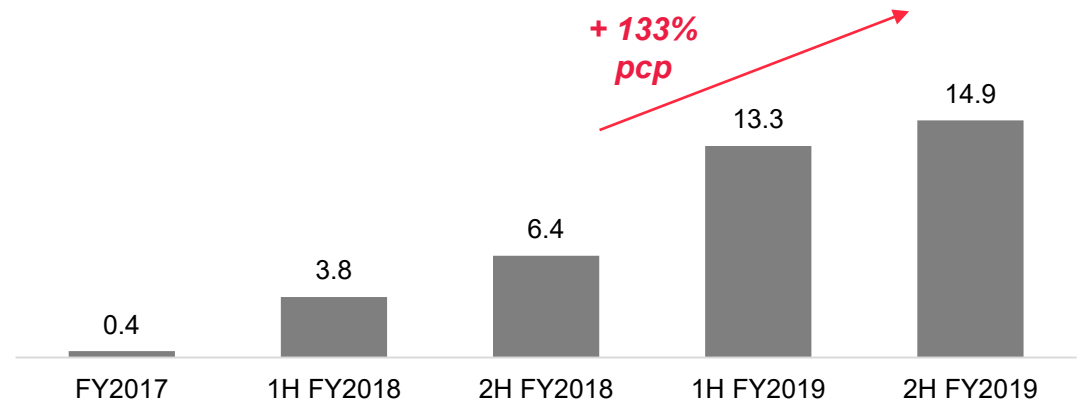
Turnover (A\$m)



Gross Win (A\$m)

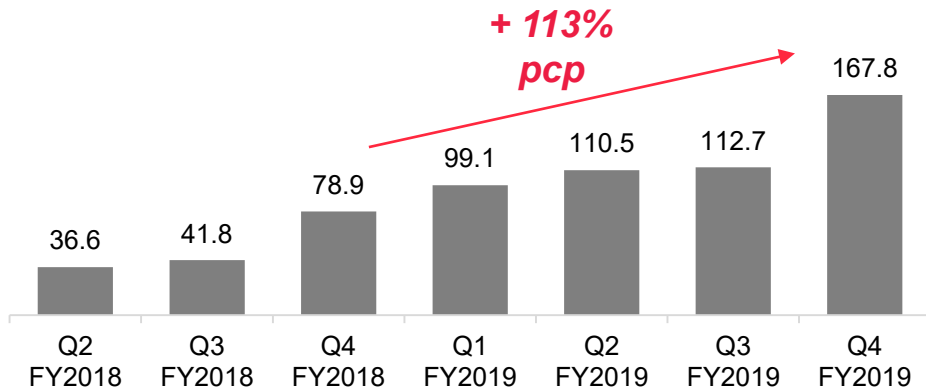


Net Win (A\$m)

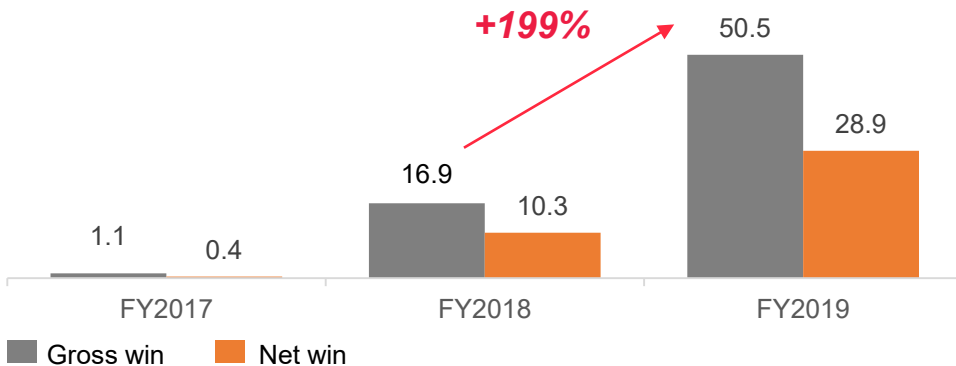


Track record of success in Australia

PointsBet Australia – Turnover (A\$m)



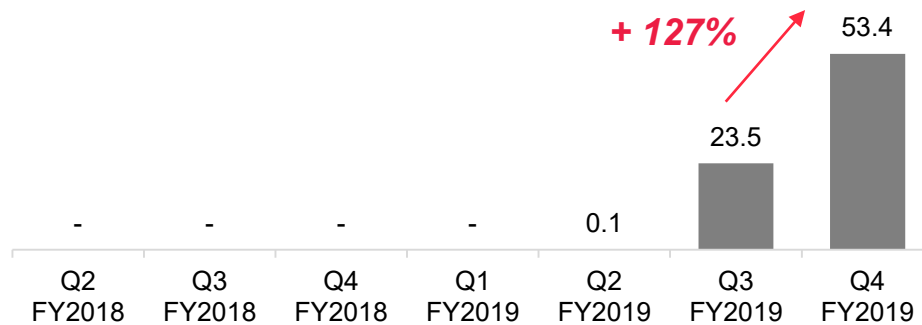
PointsBet Australia – Gross Win and Net Win (A\$m)



- There has been significant growth in PointsBet's brand awareness via major strategic media partnerships including:
 - Channel 7 Metro Cricket sponsorship
 - Channel 7 Metro and Regional AFL
 - Channel 9 Regional NRL
 - Fox Sports
- Turnover continues to grow with an increase of 49% to A\$168m in Q4 FY2019, up A\$55m from A\$113m in Q3 FY2019
- Online growth to date demonstrates PointsBet's technology and operational capabilities in a very competitive market

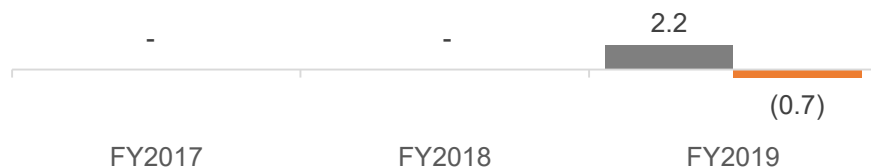
Building momentum in New Jersey

PointsBet New Jersey – Turnover (A\$m)



PointsBet New Jersey – Gross Win and Net Win (A\$m)

**PointsBet brand launch
in New Jersey Jan-19**



■ Gross win ■ Net win

- Established New Jersey office and expanded FTE's to 49 as at 30 June 2019
- PointsBet has generated strong client growth since launch
- High profile brand campaign helped grow sports wagering Turnover to A\$53.4m in Q4 FY2019
- PointsBet's has a laser sharp focus on our clients sports betting experience, offering a multitude of promotional bets
- Offer a Spanish language version app in New Jersey, accommodating the c. 15% of residents that are native Spanish speakers

New Jersey a fast growing sports wagering market

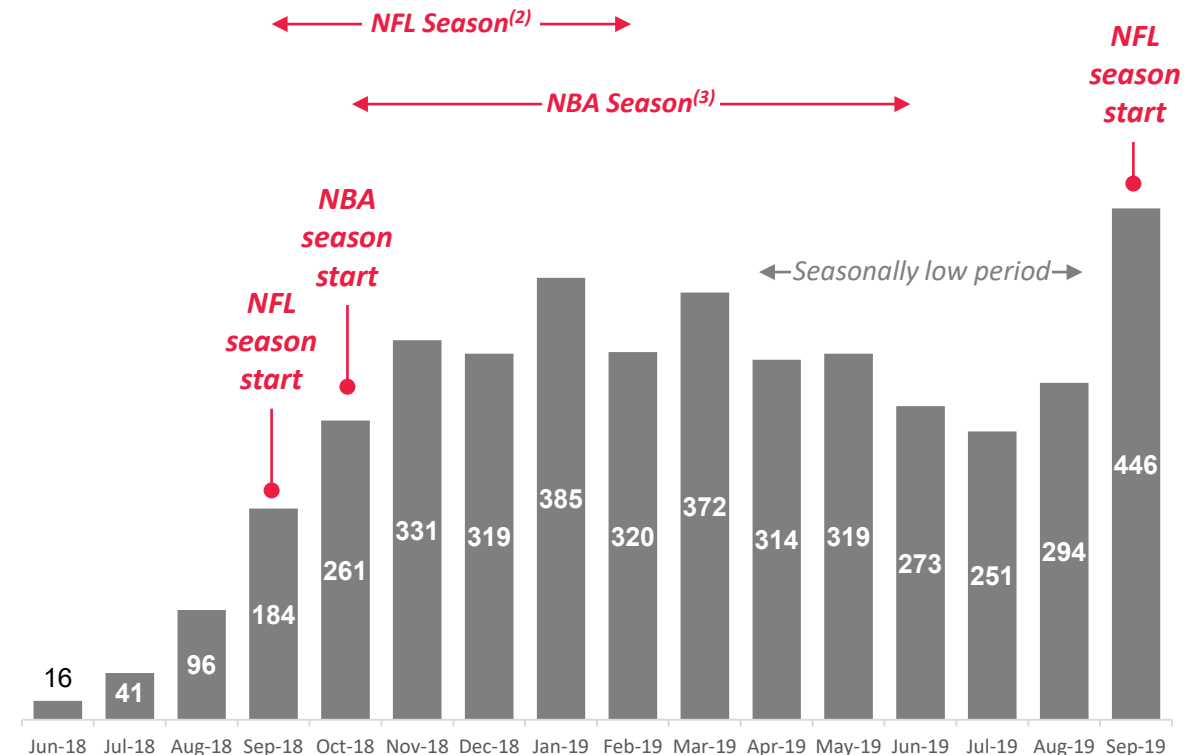
NJ Handle since market⁽¹⁾ open: US\$4.2bn

NJ Gross revenue since market⁽¹⁾ open: US\$285m

NJ September handle⁽¹⁾ growth: +142% pcp

- PointsBet continues to generate strong results in the fast growing New Jersey market
- PointsBet online sports wagering market share increased to 5.4% in June, up from 2.2% in February 2019
- New Jersey recorded a record-breaking US\$446m wagered⁽¹⁾ on sports in September 2019
- The September month follows a seasonal low period and includes the return of NFL and college football

State-wide monthly sports betting handle⁽¹⁾ (US\$m)



Sources: Monthly sports wagering revenue reports, The State of New Jersey Department of Law & Public Safety as at September 2019

Notes: (1) Market data includes both online and retail wagering; (2) NFL season began on 6 September 2018, and concluded with the Super Bowl on 3 February 2019; (3) NBA season commenced on 16 October 2018, and the NBA Finals concluded on 13 June 2019



Iowa Retail Operations Live 20 August 2019



PointsBet's US market access

Online Wagering Legislated	PointsBet Access		Online tax rate	Population (m) ⁽²⁾	Est. FY23 market size (US\$m) ⁽³⁾	Comments
	Online sportsbook	Retail sportsbook				
New Jersey	✓	-	14.25%	8.9	555	PointsBet brand launched in January 2019
Iowa ⁽¹⁾	✓	✓	6.75%	3.2	159	PointsBet launched retail sportsbook in August 2019
Colorado	✓	✓	10%	5.7	296	Subject to ballot referendum in November 2019
Illinois ⁽¹⁾	✓	✓	17%	12.7	784	Regulations progressing
Indiana	✓	-	9.5%	6.7	317	PointsBet brand launch expected in FY20
West Virginia	✓	-	10%	1.8	62	3 rd US State to offer legalised online sports betting
Louisiana	✓	-	<i>n.a.</i>	4.7	221	Subject to enabling legislation
Missouri	✓	-	<i>n.a.</i>	6.1	289	Subject to enabling legislation
New York	✓	-	<i>n.a.</i>	19.5	1,350	Subject to enabling legislation
Ohio	✓	-	<i>n.a.</i>	11.7	599	Subject to enabling legislation

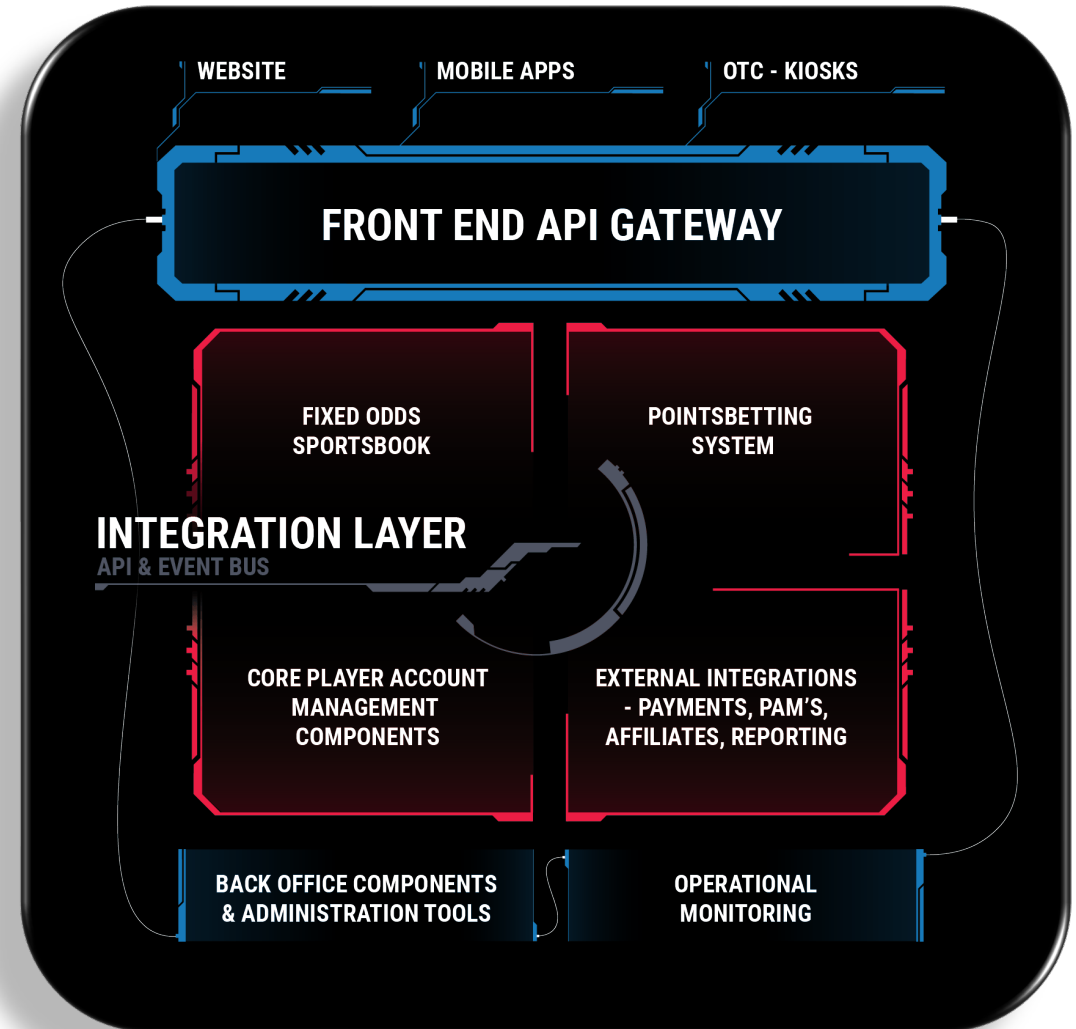
■ PointsBet has taken first bets

Notes: (1) Initial on premises sign-up period for the first 18 months; (2) Estimates as per US Census Bureau; (3) Eilers & Krejcik Gaming Report, Legal Sports Betting: Defining The U.S. Opportunity (April 2019)

In-house Technology Platform

Owning and controlling your technology stack is unquestionably a superior position for a scaled business, for the following reasons:

1. ***Ability to offer differentiated product on its own terms and timeframe***
2. ***Ability to scale economically across jurisdictions, countries, infrastructure***
3. ***Ability for better insights and superior client experience***



Product Innovation

PICK 6 FREE TO
PLAY PRODUCT

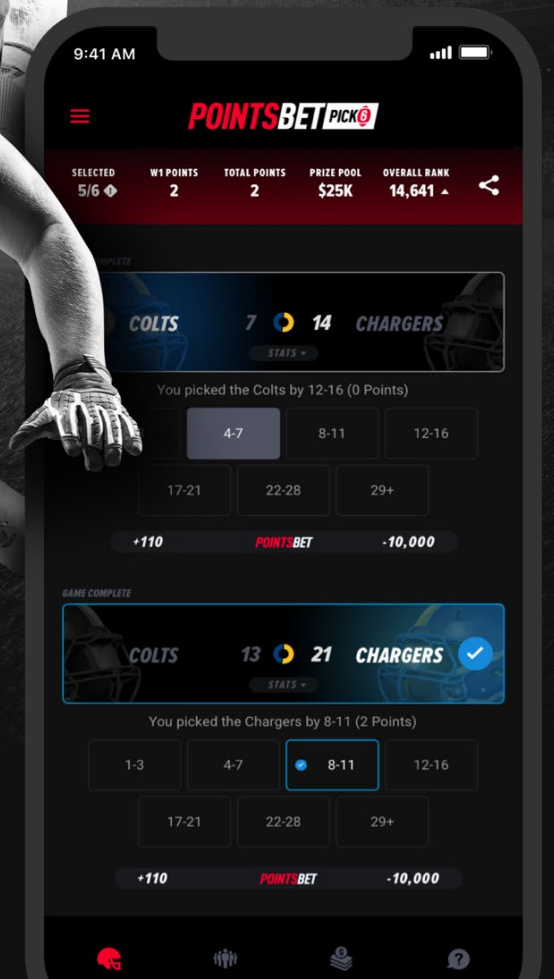
CASH
OUT



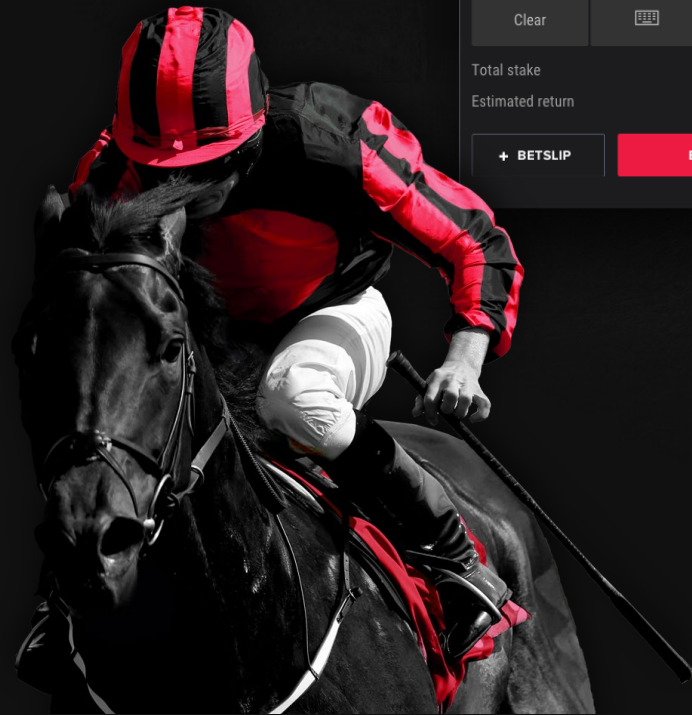
LIVE
IN PLAY

PICK 6

USA



Product Innovation



+ 2 Leg Multi @ 5-50 7.00

\$ 20.00 Estimated return \$110.00

BOOSTER 1

+ 50c	+\$1	+\$5	+\$10
+\$20	+\$50	+\$100	+\$500

Clear Done

Total stake \$20.00
Estimated return \$96.00

+ BETSLIP **BET NOW**

ODDS BOOSTER
AUS

9:41 AM

FLEMINGTON R4 2m 43s TIPS BY racenet

1. KEYSER SÖZE (7)

Career 47-10-1-1 Rating 72 Prize Money \$4,000,620

WIN 2.25 PLACE 1.25

Jake Hull (58.5kg) D Lane

Racenet Comment
Resumes off a 50 day letup. Last run jumped awkwardly and wide throughout; held ground to the line 2nd of 11 runners at this track 4yo+ Mdn Aug 1 over 1213m, slow track; 2 len behind Clarice Cliffs carrying 58.5kg. Consistent, in the mix.

Fluctuations
Open: 3.50 2.80 2.90 2.35 2.45

Settling Position
OFF PACE

RACING FORM
AUS

9:41 AM

FLEMINGTON R4 2m 43s TIPS BY racenet

SHOW PRICES

BARRIER LEAD

1 5. The Usual Suspect MIDFIELD

2 10. Pharlap Was A Kiwi ON PACE

3 8. Haydog FIRST STARTER / NO DATA

4 6. Vegemite Sandwich BACKMARKER

5 3. Silver DJ MIDFIELD

6 9. Christian Cullen ON PACE

7 1. Keyser Söze MIDFIELD

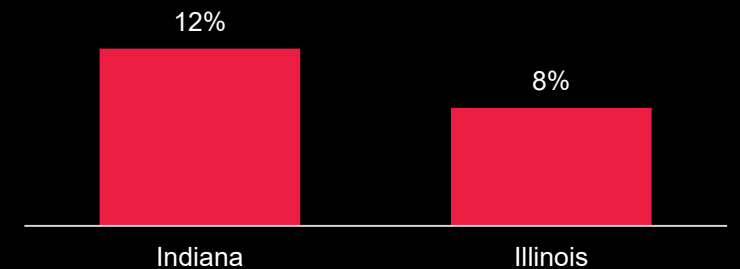
8 7. Kamikazi Andy MIDFIELD

Brand & Partnerships



PointsBet market research⁽¹⁾ found that approximately **1 in 10** men aged 21+ in Indiana and Illinois have heard of PointsBet... even prior to our launch

“Which of the following sports betting services have you heard of? (Those that answered ‘PointsBet’)” – PointsBet market research



Note: (1) PointsBet undertook a survey of 2,038 respondents across New Jersey, Indiana and Illinois between 30 July 2019 and 5 August 2019

Marketing leveraged across Australia & US



RT @TheNBAPics: Allen Iverson steps over Tyronn Lue during Game 1 of the 2001 NBA Finals.



Experienced Board & Management



Brett Paton
Non-executive
Chairman



Nick Fahey
Executive Director,
Chief Commercial
Officer (Co-Founder)



Johnny Aitken
CEO, US



Andrew Fahey
Chief Marketing
Officer (Co-Founder)



Sam Swanell
Group CEO &
Managing Director
(Co-Founder)



Manjit Singh
President, Product
and Technology



Tom Rundle
Chief Operations
Officer, Australia



Tony Symons
Non-executive
Director



Seth Young
Chief Innovation
Officer, US



Andrew Hensher
Group General Counsel
and Company Secretary



Peter McCluskey
Non-executive
Director



Paul Hannon
VP of Strategy and
Business Development,
US



Andrew Mellor
Chief Financial Officer

Thank you



POINTSBET

Glossary

Term	Definition
A\$	an Australian dollar
Active Client	a Registered Client who has placed a bet in the relevant 12 month period
FTE	Full time equivalent
Gross Win	is calculated as the dollar amount received from Clients who placed losing bets less the dollar amount paid to Clients who placed winning bets, excluding the cost of pricing promotions
IPO	the initial public offering of shares
LTM	last 12 months
Net Win	Gross Win less client promotion costs
Registered Client	a client who has opened an account with PointsBet
Sportsbook	a place or website where someone can wager on various sports and racing competitions
Turnover / Handle	the stake (money) a Client puts at risk when they place a bet on an event
Wagering	the placement of a wager on the outcome of a sporting or racing event. Wagering is also known as sports betting