



PointsBet Launches in Illinois

14 September, 2020 - Melbourne, Australia - PointsBet Holdings Limited (ASX: PBH) (the “Company”) today announced that its wholly owned subsidiary, PointsBet Illinois, LLC (“PointsBet”) has launched in the State of Illinois and has taken the first bet.

This represents the Company’s fourth online sportsbook operation in the United States. Launches in Colorado and Michigan will follow Illinois.

Commenting on the commencement of operations, Johnny Aitken, PointsBet USA CEO said: *“The PointsBet team is excited to share that we are now officially live in Illinois, our fourth state of operation in the US. The passionate sports fans in the state can now experience our leading online sports betting product and see for themselves why we’ve long stated that the best product experience will win.”*

“PointsBet possesses competitive advantages by owning our technology environment from end to end, such as unrivaled speed and ease of use on a personalized platform. We, together with our partner Hawthorne Race Course Inc, are excited to provide the Illinois consumer with exactly what they’ve been craving.”

“Representing the first state to launch following our transformational partnership with NBCUniversal, PointsBet will utilise NBC Sports’ premium television and digital assets to promote the PointsBet brand across the sixth largest US State by population”.

PointsBet notes that it is the fourth company to launch online sports betting operations in Illinois.

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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.