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PointsBet Appoints Paige Spiranac as Brand Ambassador

27 January 2021 - Melbourne, Australia - PointsBet Holdings Limited (ASX: PBH), today announced that it has appointed Paige Spiranac, golf's most influential digital media personality, as its new global lead on-air talent and brand ambassador.

Paige Spiranac has nearly three million followers on Instagram and seven million across all social platforms – the largest of any golf personality in the world. In addition to her Instagram, her episodic content on YouTube and IGTV provides new and compelling programming options for fans. Paige's podcast, "Playing A Round with Paige Renee," is consistently a top-ranked golf and sports podcast week in and week out.

"Today is a very exciting day for the company as we welcome Paige, the No. 1 most followed and interacted golf personality on social media, into the PointsBet family," said Johnny Aitken, US CEO of PointsBet.

"We will look to deeply integrate Paige across our portfolio of brand channels, including linear and digital content, whilst unlocking unique ways to weave PointsBet into her social media universe as she strives to conquer sports betting and introduce it to her audience."

"This is an exciting new role for me," said Paige Spiranac. *"I believe that sports betting is central to how fans will engage and consume live sports moving forward. I love connecting with my community on social media and I know this is going to be a fun, new way to get my audience more involved with not only golf, but all sports. I truly believe in what we are building at PointsBet and I'm thrilled to be a part of this team."*

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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.