



# **POINTS**BET

**Q1 FY22 INVESTOR PRESENTATION | OCTOBER 2021**

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## KEY OPERATIONAL HIGHLIGHTS

23 JULY 2021

**LAUNCHED iGAMING IN NEW JERSEY**, representing the Company's second US iGaming operation

13 AUGUST 2021

**LAUNCHED ONLINE SPORTS BETTING OPERATIONS** in **WEST VIRGINIA**

19 AUGUST 2021

**ANNOUNCED AS AN APPROVED SPORTSBOOK OPERATOR BY THE NATIONAL FOOTBALL LEAGUE (NFL)** beginning with the 2021 season

26 AUGUST 2021

**SUCCESSFULLY COMPLETED A \$400M CAPITAL RAISE**

16 SEPTEMBER 2021

**MAJOR PARTNER OF THE MANLY SEA EAGLES** National Rugby League (NRL) team

16 SEPTEMBER 2021

**AGREEMENT WITH AUSTIN FC (AFC) OF MAJOR LEAGUE SOCCER (MLS)**, appointing PointsBet as AFC's Exclusive Sportsbook Partner

13 OCTOBER 2021

**OFFICIAL AND EXCLUSIVE SPORTS BETTING PARTNER OF CURLING CANADA**

## Q1 FY22 TRADING METRICS

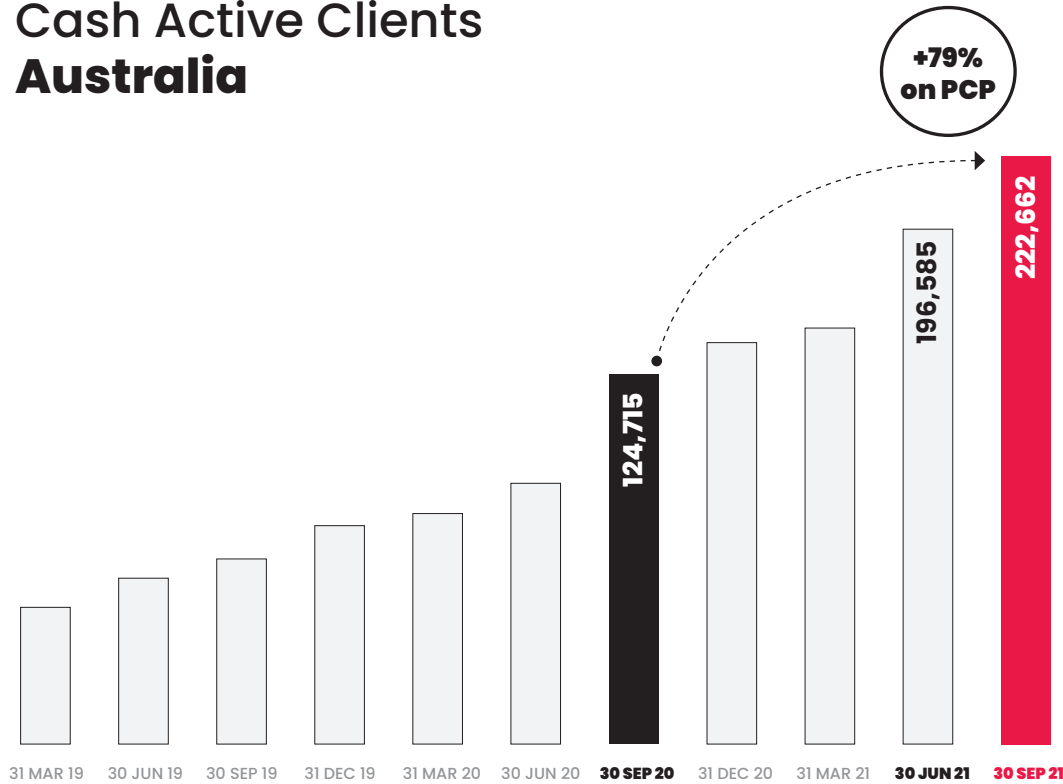
	<i>All figures in A\$</i>	GROUP			AUSTRALIA			US <sup>1</sup>		
		Q1 FY21	Q1 FY22	PCP	Q1 FY21	Q1 FY22	PCP	Q1 FY21	Q1 FY22	PCP
SPORTS BETTING	Turnover / Handle	\$691.9m	\$979.9m	+ 42%	\$527.7m	\$631.4m	+ 20%	\$164.2m	\$348.6m	+ 112%
	Gross Win %	10.2%	11.9%	+ 1.8pp	11.5%	13.9%	+ 2.4pp	6.0%	8.4%	+ 2.4pp
	Gross Win	\$70.4m	\$117.1m	+ 66%	\$60.5m	\$87.9m	+ 45%	\$9.8m	\$29.2m	+ 197%
	Net Win %	5.5%	6.9%	+ 1.4pp	6.6%	8.7%	+ 2.0pp	1.9%	3.6%	+ 1.7pp
	Net Win	\$38.1m	\$67.3m	+ 76%	\$35.1m	\$54.8m	+ 56%	\$3.1m	\$12.5m	+ 307%
	iGAMING	Net Win	—	\$2.2m	—	—	—	—	\$2.2m	—
TOTAL	Total Net Win	\$38.1m	\$69.5m	+ 82%	\$35.1m	\$54.8m	+ 56%	\$3.1m	\$14.7m	+ 378%

1. Average AUD / USD FX rate 0.7349 for Q1FY22 and 0.7155 for Q1FY21.

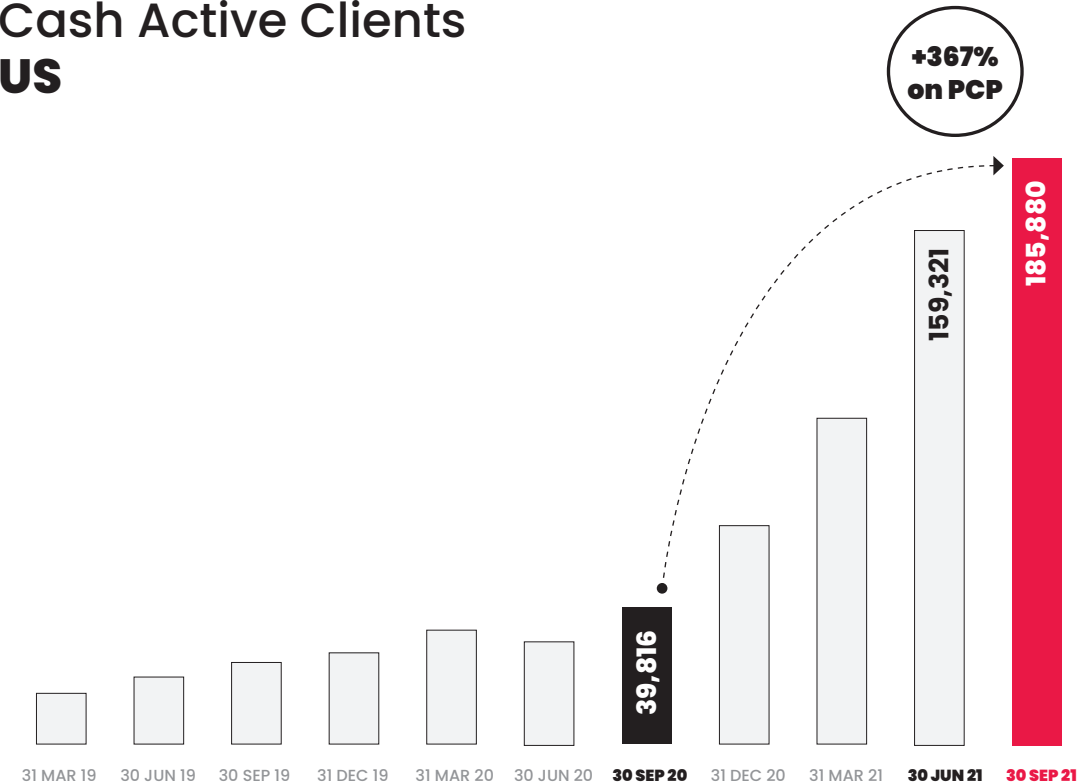
**Turnover / Handle** is the dollar amount wagered by clients before any winnings are paid out or losses incurred. **Gross Win** is the dollar amount received from clients who placed losing bets less the dollar amount paid to clients who placed winning bets, excluding the cost of pricing promotions. **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)

**CASH ACTIVE CLIENTS<sup>1</sup>**  
 CLIENTS WHO HAVE PLACED A CASH BET IN THE LAST TWELVE MONTHS

Cash Active Clients  
**Australia**



Cash Active Clients  
**US**



<sup>1</sup> Clients across all verticals that have placed a cash bet in the 12 months preceding the relevant period end date

**HIGHLIGHTS: AUSTRALIA**  
Q1 FY22 ACHIEVEMENTS

A\$631.4m  
**Turnover / Handle**  
UP 20% ON PCP

A\$87.9m  
**Gross Win**  
UP 45% ON PCP

A\$54.8m  
**Net Win**  
UP 56% ON PCP

13.9% **GROSS WIN MARGIN**  
8.7% **NET WIN MARGIN**

- Record quarterly Net Win
- Continued strong quarterly trading margins
- Record quarter for First Time Bettors

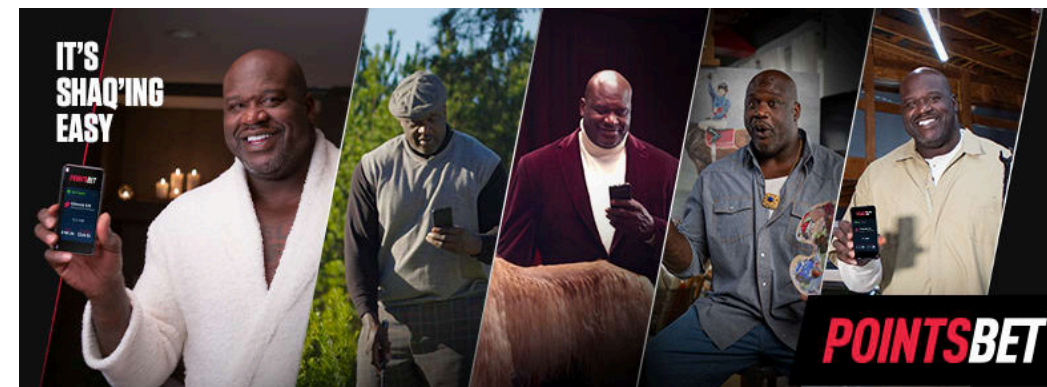
- Australian Marketing expense\* of \$22.1m for the quarter
- Cash active clients for the 12 months to 30 September 2021 were 222,662

\* Marketing expense includes all direct and indirect marketing costs, including production, agency/placement fees and working media, expensed as incurred during the period including amounts unpaid at the end of the period.

**Turnover / Handle** is the dollar amount wagered by clients before any winnings are paid out or losses incurred. **Gross Win** is 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. **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). **Active Clients** are clients across all verticals that have placed a cash bet in the 12 months preceding the relevant period end date.

**POINTSBET AUSTRALIA – PCP PERFORMANCE (A\$)**

Key metrics	Q1 FY21	Q1 FY22	Change
Turnover / Handle	\$527.7m	\$631.4m	+ 20%
Gross Win Margin	11.5%	13.9%	+ 2.4pp
Gross Win	\$60.5m	\$87.9m	+ 45%
Net Win Margin	6.6%	8.7%	+ 2.0pp
<b>Net Win</b>	<b>\$35.1m</b>	<b>\$54.8m</b>	<b>+ 56%</b>



**HIGHLIGHTS: US**  
Q1 FY22 ACHIEVEMENTS

A\$348.6m  
**SPORTS BETTING**  
**Turnover / Handle**  
UP 112% ON PCP

A\$14.7m  
**Total Net Win**  
UP 378% ON PCP

A\$29.2  
**SPORTS BETTING**  
**Gross Win**  
UP 197% ON PCP

8.4%      3.6%  
**SPORTS BETTING**    **SPORTS BETTING**  
**GROSS WIN**        **NET WIN**  
**MARGIN**            **MARGIN**

- Overall US business recorded strong sports betting Gross Win margin
- US sports betting operational environment remains highly competitive
- Marketing expense\* of US\$27.6m for the quarter
- Launched sports betting operations in West Virginia and iGaming operations in New Jersey
- Cash active clients for the 12 months to 30 September 2021 were 185,880

\* Marketing expense includes all direct and indirect marketing costs, including production, agency/placement fees and working media, expensed as incurred during the period including amounts unpaid at the end of the period.

**Turnover / Handle** is the dollar amount wagered by clients before any winnings are paid out or losses incurred. **Gross Win** is 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. **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). **Active Clients** are clients across all verticals that have placed a cash bet in the 12 months preceding the relevant period end date.



**POINTS BET US – PCP PERFORMANCE (A\$)**

Key metrics	Q1 FY21	Q1 FY22	Change
Sports Betting Turnover / Handle	\$164.2m	\$348.6m	+ 112%
Sports Betting Gross Win Margin	6.0%	8.4%	+ 2.4pp
Sports Betting Gross Win	\$9.8m	\$29.2m	+ 197%
Sports Betting Net Win Margin	1.9%	3.6%	+ 1.7pp
Sports Betting Net Win	\$3.1m	\$12.5m	+ 307%
iGaming Net Win	-	\$2.2m	-
<b>Total Net Win</b>	<b>\$3.1m</b>	<b>\$14.7m</b>	<b>+ 378%</b>



## Q1 FY22 TRADING METRICS BY US STATE

### POINTSBET US: STATE-BY-STATE Q1 FY22 PERFORMANCE (A\$M)\*

	Key metrics	New Jersey	Illinois	Michigan	Indiana	Colorado	Iowa	West Virginia	Total
<b>SPORTS BETTING</b>	Turnover / Handle	102.1	131.8	32.0	29.0	38.5	13.8	1.3	348.6
	Gross Win Margin	11.8%	7.3%	8.1%	6.9%	5.4%	6.3%	(4.4%)	8.4%
	Gross Win	12.0	9.7	2.6	2.0	2.1	0.9	(0.1)	29.2
	Net Win Margin	7.9%	4.3%	(2.9%)	0.8%	(0.2%)	(1.2%)	(20.0%)	3.6%
	Net Win	8.1	5.6	(0.9)	0.2	(0.1)	(0.2)	(0.3)	12.5
<b>iGAMING</b>	Net Win	0.6	-	1.6	-	-	-	-	2.2
<b>TOTAL</b>	<b>Net Win</b>	<b>8.7</b>	<b>5.6</b>	<b>0.7</b>	<b>0.2</b>	<b>(0.1)</b>	<b>(0.2)</b>	<b>(0.3)</b>	<b>14.7</b>
<b>SPORTS BETTING MARKET SHARE</b>	Online Handle	3.9% <sup>1</sup>	7.4% <sup>2</sup>	3.7% <sup>3</sup>	3.5% <sup>4</sup>	4.7% <sup>5</sup>	2.9% <sup>6</sup>	2.0% <sup>7</sup>	

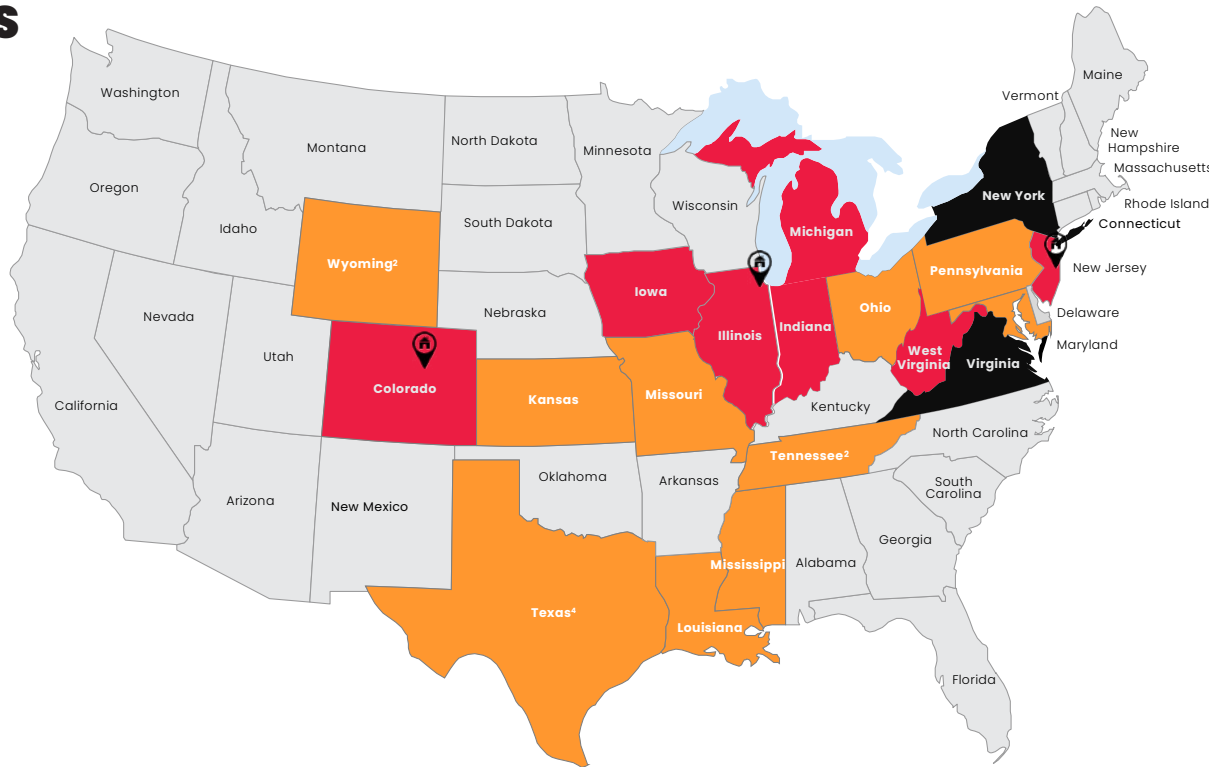
\* Average AUD / USD FX rate 0.7349 for Q1 FY22

**1.** Based on total New Jersey online sports betting handle for the quarter, as reported by the New Jersey Division of Gaming Enforcement. **2.** Based on total Illinois online sports betting handle for July and August 2021, as reported by the Illinois Gaming Board. September 2021 market share data had not been released. **3.** Based on total Michigan online sports betting handle for the quarter, as reported by the Michigan Gaming Control Board. **4.** Based on total Indiana online sports betting handle for the quarter, as reported by the Indiana Gaming Commission. **5.** Based on total Colorado online sports betting handle for July and August 2021, as reported by the Colorado Department of Revenue – Division of Gaming. September 2021 market share data had not been released. **6.** Based on total Iowa online sports betting handle for the quarter, as reported by the Iowa Racing and Gaming Commission. **7.** Based on total West Virginia online sports betting handle for August and September, as reported by the West Virginia Lottery.



# NORTH AMERICAN MARKET ACCESS<sup>1</sup>

## US



## Canada



● Live operations

● Market access partner secured or expected to be untethered

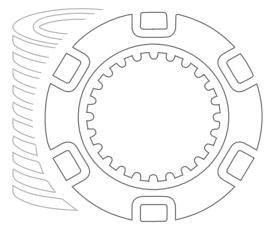
● PointsBet participating in state licensing processes

● States in which the Company is assessing market access opportunities

📍 PointsBet's North American Offices

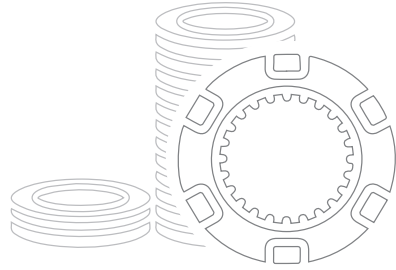
<sup>1</sup>. Subject where relevant to legalisation that approves the product and depth of licensing in each jurisdiction. Online sports betting is not currently legal in a number of states PointsBet has market access; <sup>2</sup>. Untethered markets; <sup>3</sup>. Subject to enabling legislation and licensure. It is expected to be an untethered licensing structure; <sup>4</sup>. PointsBet will pursue market access in Texas with our market access partner.

# WHAT'S NEXT FOR iGAMING



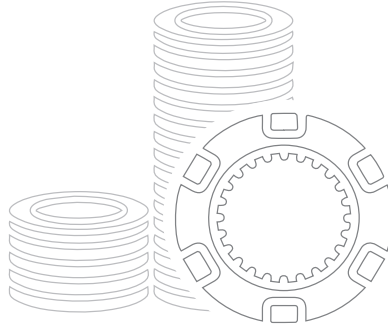
## September

MI: **30 Games**  
 NJ: **17 Games**



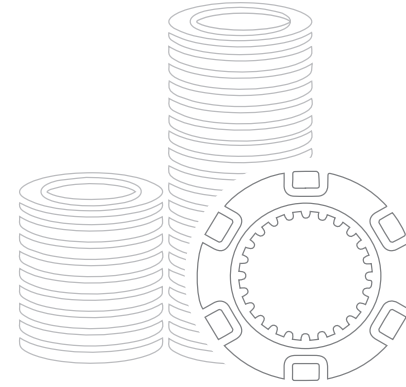
## October

MI: **64 Games**  
 NJ: **46 Games**



## December

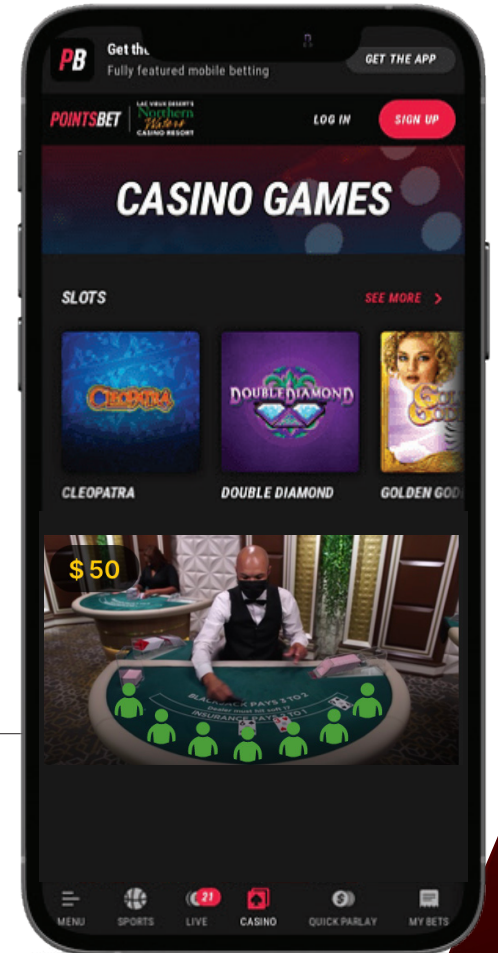
MI: **64 Games**  
 NJ: **70 Games**  
 WV: **20 Games**



## February

MI: **99 Games**  
 NJ: **122 Games**  
 WV: **30 Games**

### COMING SOON LIVE DEALER GAMES



Games include slot titles, video poker and table games

## KEY US PARTNERSHIPS

### NBC/NFL Partnerships

**AUTHORISED NFL PARTNER:**  
1 OF 7 OPERATORS PERMITTED TO  
ADVERTISE DURING NFL GAMES



### NFL Marketing Strategy

- Commercial units are running across various NBC O&Os, RSN networks, and Effectv
- Video and display units across the entirety of NBC Sports' Digital network
- 5x per week podcast, "Bet The Edge", focused to top stories in the betting space
- PointsBet talent included in NFL video content created by NBC Sports Edge
- Dedicated e-mail sends shared to the NBC Sports database, featuring PointsBet sign-up offers and education on new product features.

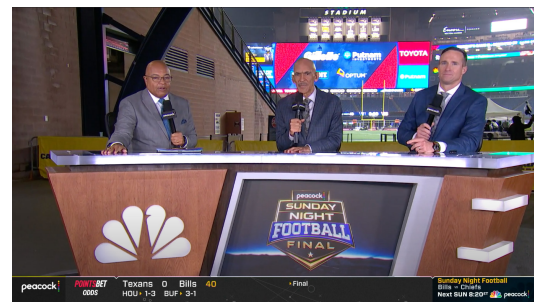
### Leading integrations

BUCCANEERS-PATRIOTS SUNDAY NIGHT FOOTBALL (3 OCTOBER)  
**GAME AVERAGED 28.5M VIEWS** INCLUDING STREAMING

#### POINTS BET PULSE

PLAYER THAT CATCHES RECORD-BREAKING PASS FROM TOM BRADY	ODDS
CHRIS GODWIN	+350
MIKE EVANS	+400
ANTONIO BROWN	+500
CAMERON BRATE	+600
O.J. HOWARD	+600
LEONARD FOURNETTE	+900

#### FOOTBALL NIGHT IN AMERICA ON SUNDAY NIGHT FOOTBALL



### NBC Free to play App



POINTS BET IS **FULLY INTEGRATED** INTO NBC'S FTP APP, PREDICTOR

POINTS BET HAS **EXCLUSIVE CONTENT AND ADVERTISING RIGHTS** TO THE PREDICTOR APP

POWERED BY **POINTS BET**

516,000

**LEADS GENERATED FOR POINTSBET\***

\* Across all US states as at 19 October 2021

## SUMMARY OF QUARTERLY CASH FLOWS

All amounts in A\$m <sup>1</sup>	Q1 FY22
Receipts from customers <sup>2</sup>	72.4
Cost of sales	(33.0)
Sales and marketing <sup>3</sup>	(46.5)
Staff costs	(19.3)
Administration, corporate costs and GST paid on Net Win	(11.7)
Change in player cash accounts	11.6
Other operating cash flows	(0.1)
<b>Net cash from / (used in) operating activities</b>	<b>(26.6)</b>
Property, plant & equipment	(0.9)
Capitalised development costs	(6.4)
Other non-current assets	(3.9)
Payments to acquire businesses (net of cash acquired)	(0.1)
US business development	(0.4)
<b>Net cash from / (used in) investing activities</b>	<b>(11.6)</b>
Proceeds from issues of shares	400.1
Proceeds from exercise of share options	35.0
Transaction costs related to issues of shares, convertible notes or options	(10.3)
Other financing cash flow	(0.8)
<b>Net cash from / (used in) financing activities</b>	<b>424.0</b>
<b>Cash and cash equivalents at beginning of the period</b>	<b>276.2</b>
<b>Net cash flow</b>	<b>385.8</b>
<b>Effect of movement in exchange rates on cash held</b>	<b>7.2</b>
<b>Cash and cash equivalents at end of the period<sup>4</sup></b>	<b>669.2</b>

A\$626.7m  
**TOTAL CORPORATE CASH  
AND CASH EQUIVALENTS  
AT END OF THE QUARTER**

A\$400m  
**CAPITAL RAISE  
COMPLETED  
26 AUGUST 2021**

**NET CASH (USED IN)  
OPERATING ACTIVITIES**  
for the quarter ending 30 September  
2021, excluding movement in player  
cash accounts, was (\$38.1) million

**NO CORPORATE  
BORROWINGS**

1. End of period AUD / USD FX rate 0.7201

2. Receipts from customers includes cash receipts relating to Net Win from Sportsbook, iGaming, US ADW (advanced deposit wagering) commission revenue, and PointsBet Europe B2B activities.

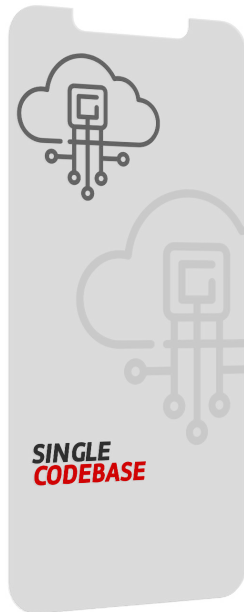
3. Sales and Marketing payments includes all direct and indirect marketing costs, including production, agency/ placement fees and working media incurred during the period, including net working capital relating to the settlement of payables/accruals from prior periods and unpaid marketing expenses at the end of the period.

4. Cash and cash equivalents at end of the period includes \$42.5 million in player cash accounts.

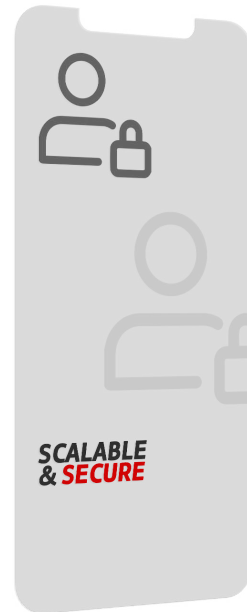
## CONTINUED INVESTMENT IN PRODUCT AND TECHNOLOGY



- One Global Team and Platform delivering maximum synergies



- Loosely couple architecture
- No Monoliths
- Single Code Base
- 100% cloud native
- Microservices
- Extensible



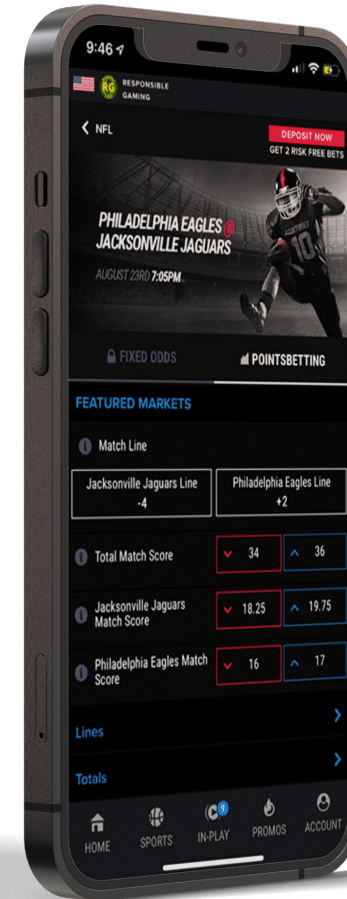
- Proven during peak days
- Melbourne Cup
- Superbowl



- Fast, easy to use
- Maximum efficiency
  - Registration
  - KYC
  - Depositing
  - Withdrawal



- 99%+ of bets automatically accepted
- Auto resulting and promotional
- Fulfilment



## Delivering in-play excellence and key product features

Same Game Parlay, Name-A-Bet, PointsBetting, Vision, Personalisation and iGaming

**POINTSBET'S CONTINUED FOCUS**



In-Play



NBC



iGaming



US Racing



Australia



Canada