

Appointment of Group Chief Strategy Officer

Melbourne, 31 August 2022 PointsBet Holdings Limited (ASX:PBH; OTCQX:PBTHF) (the “Company” or “PointsBet”) today announced the appointment of Mr Edward Hartman as Group Chief Strategy Officer, effective 6 September 2022.

Most recently, Mr Hartman was Executive Vice President, Business Operations at the United States Football League and Senior Vice President, Digital Partnerships & Wagering at FOX Sports.

Hartman was previously Senior Vice President, Corporate Development at Fox Corporation and Senior Vice President, Mergers & Acquisitions at News Corp. Prior to that, Edward was Managing Director at global investment management firm Caledonia and also spent over a decade with UBS.

Reporting to the Group Chief Executive Officer, Mr Hartman will lead the Group Strategy function, working closely with the Global Leadership Team and the board of directors, to enhance and execute the Group’s strategy and vision, identify new opportunities and strengthen our operations.

Commenting on the appointment, PointsBet Group CEO Sam Swanell said: *“We are very pleased that a Senior Executive of Edward’s quality and experience is joining PointsBet. With more than two decades of corporate and operational development experience in capital markets, media and wagering, I’m confident that his strategic insights will help maximise PointsBet’s success in our ongoing growth”*.

“PointsBet has quickly established a tremendous competitive position in its core global markets. The business has incredibly strong operating momentum and a world class team of people behind it”, said Hartman. *“I am humbled and excited to have the opportunity to help drive PointsBet’s strategic priorities, particularly in the very fast growing North American market. I look forward to working with Sam and the broader management team”*.

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About PointsBet

PointsBet is a corporate bookmaker listed on the Australian Securities Exchange with operations in Australia, the United States, Canada and Ireland. PointsBet has developed a scalable cloud-based wagering platform through which it offers its clients innovative sports and racing wagering products, advance deposit wagering on racing (ADW) and iGaming.

For further information please contact:

For investors

Andrew Mellor

Group Chief Financial Officer

andrew.mellor@pointsbet.com

For North American investors

Stephen Forman

Investor Relations - North America

stephen.forman@pointsbet.com

For media

Max Hewett

+61 432 332 215

mHewett@gracosway.com.au

For North American media

Patrick Sandusky

SVP PR and Communications

patrick.sandusky@pointsbet.com