

# **POINTS**BET

**EVERY POINT MATTERS**

## **PointsBet Appoints Shaquille O'Neal as Australian Brand Ambassador**

**25 January 2021 - Melbourne, Australia** - PointsBet Holdings Limited (ASX: PBH), today announced that it has appointed professional basketball champion and three-time MVP, Shaquille O'Neal, as its Australian brand ambassador.

PointsBet is a cutting-edge bookmaker that prides itself on having the quickest and most user-friendly app (iOS and Android) while also providing the best content and experience for sports bettors. Under the agreement, O'Neal will headline the company's new 2021 Australian brand campaign, which will roll out across television, digital, mobile, and social media.

Commenting on the partnership, PointsBet Chief Marketing Officer and Co-Founder Andrew Fahey said:

*"Shaq is an iconic figure in the worlds of sports and entertainment and was our clear number one pick to represent the PointsBet brand in Australia. U.S. sports, particularly professional basketball, continue to be the fastest-growing betting sport in Australia, and we are very excited to align with such a transcendent athlete."*

*Further, we are delighted that Mr. O'Neal has agreed to take part of his consideration in the form of equity in PointsBet, which underscores the alignment and trust across our teams and our shared belief in the opportunities ahead for PointsBet."*

Commenting on the partnership, O'Neal said:

*"The rise of responsible sports betting is really exciting, and I am so excited to join forces with PointsBet, the best-in-class partner in Australia when it comes to online sportsbooks."*

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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.

### **About Shaquille O'Neal**

Shaquille O'Neal is one of the world's most successful athlete-turned-businessman, whose accomplishments both on and off the court have translated into a highly sought-after consumer brand. As an entrepreneur, sports analyst, DJ, restaurateur, and brand ambassador, Shaquille O'Neal's signature "Business of Fun" mantra resonates throughout each of his countless endeavors.

The 15-time NBA All-Star's unprecedented athletic career spanned nearly two decades and earned him countless awards and honors, including NBA Most Valuable Player, NBA Rookie of the Year, four NBA Championships and a First Ballot NBA Hall of Famer. Currently, O'Neal is an analyst on TNT's Emmy Award-winning "Inside the NBA."

O'Neal, who has a PhD in Leadership and Education, gives back through a number of annual philanthropic programs including Shaq to School, Shaqsgiving, and Shaq a Claus.

The launch of his Las Vegas eatery Big Chicken has further elevated Shaquille's status as he has positioned himself as a successful restaurateur. A second Big Chicken location is open in Glendale, CA and additional locations will debut at sea on Carnival Cruise Lines Radiance and Mardi Gras.

Follow Shaquille O'Neal on [Facebook](#), [Twitter](#) and [Instagram](#).

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