

PointsBet and Cliff Castle Casino Hotel Partner to Pursue Online Sports Betting License in Arizona

20 July, 2021 - Melbourne, Australia - PointsBet Holdings Limited (ASX: PBH) today announced its wholly owned subsidiary PointsBet Arizona LLC (the “Company”) has entered into an exclusive agreement with Cliff Castle Casino Hotel, a Subordinate Economic Organization of the federally recognized Yavapai-Apache Nation, to pursue online sports betting market access in Arizona.

Online sports betting was legalised by Arizona Gov. Doug Ducey in April 2021. The Sports Wagering Act now paves the way for up to 20 sportsbooks to operate in Arizona, with both professional sports franchises and tribal casinos being eligible to apply for a licence.

“Alongside first-class partners in the Cliff Castle team, PointsBet is thrilled to begin the process toward offering the passionate, sports-loving communities of Arizona with a fast and differentiated sports betting product across every customer touchpoint,” commented Johnny Aitken, PointsBet USA CEO. *“We look forward to quickly and responsibly introducing sports bettors and fans to the competitive advantages PointsBet possesses in owning our technology end-to-end, such as market-leading ease of use and the deepest slate of betting options available in the world.”*

Key features of the agreement

- The exclusive agreement involves PointsBet and the Yavapai-Apache Nation partnering to pursue a ‘first skin’ licence to operate online sports betting in Arizona via PointsBet’s mobile app and website platforms pending final licensure.
- The term of the agreement is 10 years.
- PointsBet will pay to the Yavapai-Apache Nation a market access fee as well as a portion of the Net Gaming Revenues derived from the online sportsbook operations. PointsBet will also allocate an agreed amount to create a Pointsbet branded retail sportsbook at the Cliff Castle Casino Hotel to be operated by the Yavapai-Apache Nation.
- PointsBet will be responsible for the licensing and regulatory costs in connection with launching and operating the PointsBet services.
- PointsBet has also agreed to make an annual donation to a public interest fund designation by the Yavapai-Apache Nation that benefits the youth of the Yavapai-Apache Nation.

- Ends -

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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. PointsBet aims to provide more markets on the major Australian and US sports than any other bookmaker.

About Cliff Castle Casino Hotel

Located an hour north of Phoenix on I-17 just south of Sedona in Camp Verde, AZ, Cliff Castle Casino is proudly owned and operated by the Yavapai-Apache Nation. Cliff Castle Casino Hotel is a family friendly destination that offers Las Vegas-caliber blackjack, slot machines including electronic roulette and craps. Cliff Castle Casino Hotel also features a 20-lane bowling center, Kids Quest supervised child care and an arcade. Guests can enjoy fine dining at Storytellers restaurant and family dining in Mountain Springs buffet, Johnny Rockets, or grab a quick bite at Three Sisters. Cliff Castle Casino has a new hotel featuring 122 luxury suites, king rooms, double-queen rooms, a pool, multi-purpose event center, coffee shop, and 300 space parking garage. For more information about Cliff Castle Casino Hotel. visit www.cliffcastlecasino.com

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