

PointsBet Launches Online Sports Betting in West Virginia Announces Vice President of Global Sportsbook Trading

13 August, 2021 - Melbourne, Australia - PointsBet Holdings Limited (ASX: PBH) today announced its wholly owned subsidiary PointsBet West Virginia LLC has received regulatory approval from the West Virginia Lottery Commission and has launched online sports betting operations in West Virginia. West Virginia marks the seventh operational state for PointsBet's premium sports betting product, following successful launches in New Jersey, Iowa, Indiana, Illinois, Colorado, and Michigan. PointsBet also currently operates iGaming in New Jersey and Michigan.

"Launching in West Virginia represents further progress for PointsBet and presents another tremendous opportunity we are excited to attack," commented Johnny Aitken, PointsBet USA CEO. *"As always, PointsBet will provide this passionate, sports-loving community with a fast and reliable online sports betting product across every customer touchpoint. We are thrilled to now introduce West Virginian sports bettors to the competitive advantages PointsBet possesses in owning our technology end-to-end, such as our speed and ease of use as well as a deep slate of betting options for every NFL, NBA, MLB, NHL, WNBA, and PGA TOUR contest."*

PointsBet gained access to the Mountain State via an agreement with Penn National Gaming in July 2019.

PointsBet also plans launch its proprietary online casino product in West Virginia by the end of calendar year 2021, subject to necessary licensure.

Vice President of Global Sportsbook Trading

PointsBet further announces the appointment of Aonghus Mulvihill as Vice President of Global Sportsbook Trading. Mulvihill will oversee PointsBet's global team of sports analysts, devising and implementing the Company's trading risk management strategy and trading product development.

With nearly 15 years of international sports betting experience, Mulvihill joins PointsBet from Betfair International Sports (part of Flutter Group, the parent of FanDuel) where he was Commercial Director. Prior to that, he served as Director of Corporate Strategy at Flutter Group, as well as Head of Performance, Proposition & Trading at Betfair Exchange, and Head of Trading Risk at Paddy Power.

Mulvihill commented: *"Having watched PointsBet's incredible expansion, including the recent acquisition of Banach Technology in Ireland, I'm absolutely thrilled to join the leadership team for a truly unique company that is putting technology first and delivering an unparalleled experience for customers around the world. After shaking up the Australian betting market, PointsBet has quickly and strategically developed into one of the premium sportsbooks in the United States, continuing to build upon its unique technology offering and attracting industry-leading talent."*

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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, PointsBetting and iGaming.

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