

POINTS**BET**

**FY21 RESULTS PRESENTATION
AUGUST 2021**

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AGENDA

FY21 HIGHLIGHTS

Group Financial Performance

Australian Business Review

US Business Review

Canada Opportunity

Technology

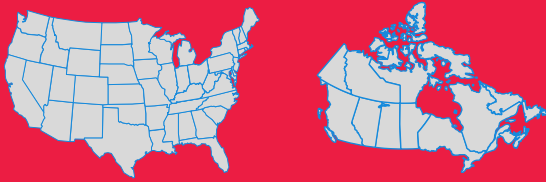
Conclusion

Appendix



POINTSBET HAS PUT THE PIECES IN PLACE TO BE A MARKET LEADER

Established & Expanding North American Market Access



Marquee Media Partnership



Leading Brand Ambassadors



Profitable Australian Business Coupled with Strong U.S. Market Share

In-house market-leading technology stack



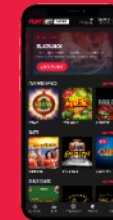
Premium Strategic Partnerships



Market-Leading Execution Team


Launched iGaming Product

Michigan & New Jersey




Listed on ASX & Recently Completed \$400M Capital Raise


FY21 ACHIEVEMENTS




Announced a transformational 5-year media partnership with NBCUniversal, providing PointsBet with deep access and integration into NBCUniversal's world-leading broadcast and digital assets



Achieved strong momentum in both our Australian and US businesses, with the Australian Trading Business delivering successive financial years of EBITDA profitability and the US business gaining strong market share and growth across key trading metrics



Successfully completed two strategic acquisitions, in Banach Technology (Dublin, Ireland) and Premier Turf Club (Florida, US), which accelerates the development of PointsBet's proprietary in-house technology platform and product offering



Established a strong pipeline of market access and launches into FY22, with the expectation of launching in 11 US states and Ontario, Canada by end CY22, building on our current 7 live US states



Successfully raised capital to leverage PointsBet's established business platform

KEY FY21 TRADING METRICS

All figures in A\$

	GROUP		
	FY20	FY21	PCP
TURNOVER / HANDLE ⁽²⁾	\$1,151.6m	\$3,781.4m	+ 228%
GROSS WIN %	10.2%	9.3%	(0.9pp)
GROSS WIN ⁽³⁾	\$117.3m	\$353.1m	+ 201%
NET WIN %	7.1%	5.5%	(1.7pp)
NET WIN ⁽⁴⁾	\$82.1m	\$207.0m	+ 152%
NET WIN	-	\$1.5m	-
TOTAL NET WIN	\$82.1m	\$208.5m	+ 154%

	AUSTRALIA		
	FY20	FY21	PCP
TURNOVER / HANDLE ⁽²⁾	\$830.5m	\$1,989.0m	+ 140%
GROSS WIN %	12.1%	12.9%	+ 0.8pp
GROSS WIN ⁽³⁾	\$100.8m	\$257.3m	+ 155%
NET WIN %	9.0%	8.4%	(0.7pp)
NET WIN ⁽⁴⁾	\$75.1m	\$166.1m	+ 121%
NET WIN	-	-	-
TOTAL NET WIN	\$75.1m	\$166.1m	+ 121%

	US ⁽¹⁾		
	FY20	FY21	PCP
TURNOVER / HANDLE ⁽²⁾	\$321.1m	\$1,792.4m	+ 458%
GROSS WIN %	5.1%	5.3%	+ 0.2pp
GROSS WIN ⁽³⁾	\$16.5m	\$95.8m	+ 481%
NET WIN %	2.2%	2.3%	+ 0.1pp
NET WIN ⁽⁴⁾	\$7.0m	\$40.9m	+ 481%
NET WIN	-	\$1.5m	-
TOTAL NET WIN	\$7.0m	\$42.3m	+ 502%

Notes: (1) Average AUD / USD FX rate 0.7473 for FY21 and 0.6729 for FY20; (2) Turnover / Handle is the dollar amount wagered by clients before any winnings are paid out or losses incurred; (3) 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; (4) 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)

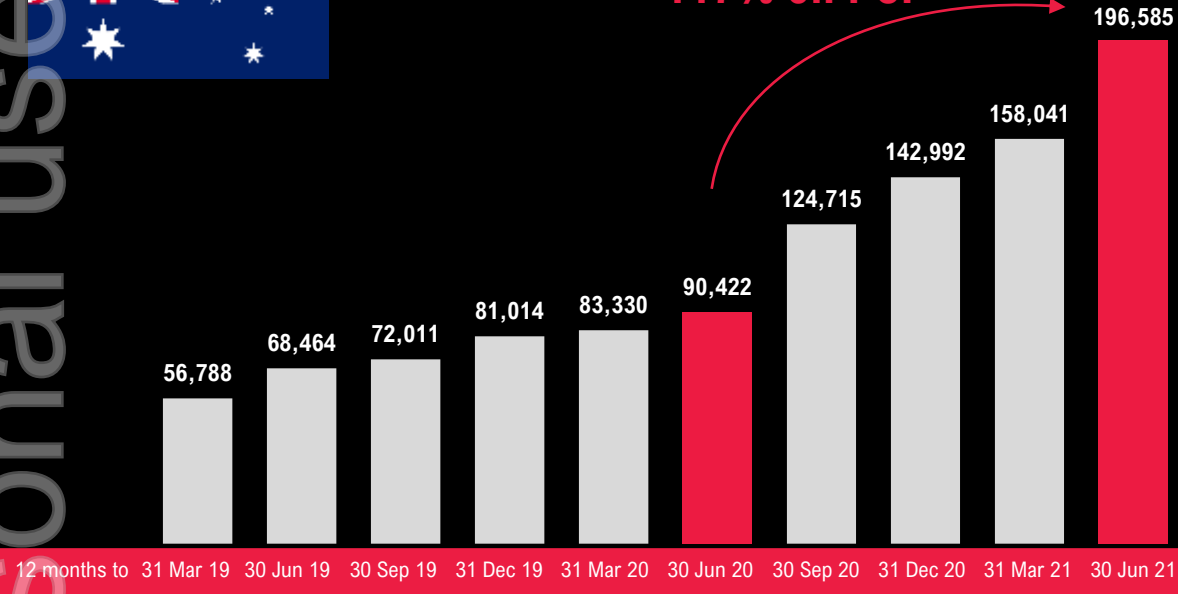
ACTIVE CLIENTS⁽¹⁾

Clients who have placed a cash bet in the last twelve months

Cash Active Clients Australia



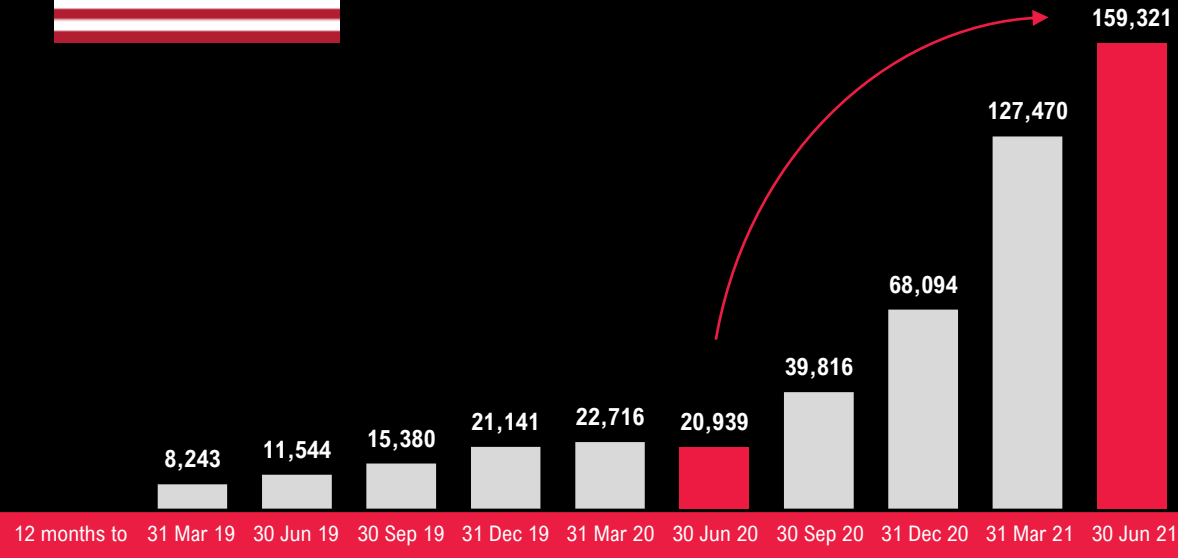
+117% on PCP



Cash Active Clients US



+661% on PCP



Notes: (1) Clients across all verticals that have placed a cash bet in the 12 months preceding the relevant period end date

AGENDA

FY21 Highlights

GROUP FINANCIAL PERFORMANCE

Australian Business Review

US Business Review

Canada Opportunity

Technology

Conclusion

Appendix



GROUP RESULTS – NORMALISED

A\$m ⁽¹⁾	FY20	FY21 ⁽⁴⁾
Revenue ⁽²⁾	75.2	194.7
Cost of sales	(36.9)	(107.0)
Gross profit	38.2	87.6
Other income ⁽³⁾	0.4	0.3
Sales and marketing expense	(35.4)	(170.7)
Employee benefits expense	(27.5)	(45.0)
Product and technology expense	(6.0)	(15.2)
Administration and other expenses	(7.3)	(13.2)
Total operating expenses	(76.3)	(244.1)
EBITDA	(37.6)	(156.1)
Income tax expense	-	0.6
Net finance costs	1.5	0.8
Depreciation and amortisation expense	(3.6)	(9.6)
Loss for the year after tax	(39.7)	(164.3)

Note: (1) Average AUD / USD FX rate 0.7473 for FY21 and 0.6729 for FY20; (2) Revenue is measured at the fair value of the consideration received or receivable from Clients less GST, free bets, promotions, bonuses and other fair value adjustments, B2B revenues post the acquisition of Banach Technology and ADW revenues in the US post the acquisition of Bet PTC; (3) Other income relates to R&D income; (4) For detail on normalisation adjustments, please see slide 37; (5) New Jersey took first bets in December 2018, Iowa launched in November 2019, Indiana launched in March 2020, Illinois launched in September 2020, Colorado launched in November 2020, and Michigan launched in January 2021

- Australian marketing expense**
A\$51.4 million for the Reporting Period, which increased versus the PCP utilising a refreshed brand campaign featuring NBA MVP Shaquille O'Neal
- US marketing expense**
A\$119.2 million, an increase versus the PCP due to increased number of operating jurisdictions⁽⁵⁾ quarterbacked by NBC Sports
 - Strategy consistent with previous new market entries, upfront investments to establish and grow market share, and drive revenue growth
 - US marketing expense expected to continue to increase as footprint expands consistent with our US expansion strategy
- Employee benefits expense**
Have increased as the Group continues to build a world class team across all areas of the business. Head count as at 30 June 2021 had grown to 431 employees (across Australia, North America and Europe), up 101% since 30 June 2020
- Product and technology expense**
Betting volumes have increased as the company operated in seven jurisdictions (including Australia) during the Reporting Period. Specifically, costs associated with developing, hosting, operating and securing its technology and data platforms have increased for the Reporting Period versus the PCP

SEGMENT RESULTS – STATUTORY

Statutory results

A\$m ⁽¹⁾	FY20	FY21	Change (%)
Revenue⁽²⁾	75.2	194.7	159%
Statutory EBITDA			
Australia Trading	6.9	9.2	
USA	(38.2)	(149.6)	
Technology	(2.9)	(9.6)	
Corporate	(5.5)	(12.4)	
Total Statutory EBITDA	(39.7)	(162.3)	(309%)
Loss for the year	(41.5)	(187.1)	(351%)
Basic loss per share (cps)	(29.9)	(97.0)	

Normalised results

	FY20	FY21	Change (%)
Revenue⁽²⁾	75.2	194.7	159%
Normalised EBITDA	(37.6)	(156.1)	(315%)
Loss for the year	(39.7)	(164.3)	(314%)
Basic loss per share (cps)	(28.6)	(85.1)	

Note: (1) Average AUD / USD FX rate 0.7473 for FY21 and 0.6729 for FY20; (2) Revenue is measured at the fair value of the consideration received or receivable from Clients less GST, free bets, promotions, bonuses and other fair value adjustments, B2B revenues post the acquisition of Banach Technology and ADW revenues in the US post the acquisition of Bet PTC

BALANCE SHEET – STATUTORY

A\$m ⁽¹⁾	As at 30 Jun 20	As at 30 Jun 21
Cash and cash equivalents	144.3	276.2
Intangible assets	56.8	142.6
Right-of-use assets	8.3	9.1
Prepayments	1.5	173.6
Deposits held in escrow ⁽²⁾	-	11.2
Other assets	5.2	11.7
Total assets	216.2	624.5
Lease liabilities	9.0	11.6
Trade and other payables	14.6	39.4
Player cash accounts	7.4	26.5
Financial liability	-	76.1
Deferred tax liability	-	9.6
Other liabilities	7.9	13.1
Total liabilities	39.0	176.3
Net assets	177.1	448.1
Total equity	177.1	448.1

- Cash and cash equivalents**

The group had \$276.2 million in cash (of which \$30.6 million represented client cash), a proportion of which is held in USD. The group had no borrowings. Pro forma cash following the capital raise launched in July 2021 is \$665.2 million (including client cash)

- Net assets**

Net asset movements are driven primarily by:

- Cash received upon completion of the \$353.2 million capital raise in September 2020;
- Prepayments, including prepayments for future committed marketing spend;
- Financial liability (non-current) relating to the fair value of the debt component of the share options issued as part of the NBCUniversal transaction. The \$76.1 million includes the notional interest charged on the financial liability for the period;
- Investment in US licences and market access, through agreement with access partners;
- Identifiable intangible assets and goodwill recognised from acquisitions completed during the year, including Banach Technology Limited and Premier Turf Club LLC; and
- Continued investment in betting platform through the capitalisation of employee costs.

- Equity**

In September 2020, the group raised \$353 million through an underwritten capital raise comprising an institutional placement to raise \$200 million and a 1 for 6.5 accelerated pro rata renounceable entitlement offer with retail entitlements trading to raise \$153 million.

Note: (1) End of period AUD / USD FX rate 0.7496 for FY21, end of period AUD / USD FX rate for FY20 was 0.6905; (2) The deposits held in escrow relate primarily to marketing commitments

CASH FLOWS – STATUTORY

A\$m ⁽¹⁾	FY20	FY21
Cash flows from operating activities		
Receipts from customers (inclusive of GST)	81.9	210.2
Payments to suppliers and employees (inclusive of GST)	(113.7)	(349.2)
	(31.8)	(139.0)
Government grants received (including R&D offset)	0.2	0.1
Interest received	1.5	0.8
Interest paid on lease liabilities	(0.5)	(0.6)
Net increase in player cash accounts	0.2	19.6
Net cash (outflow) from operating activities	(30.3)	(119.1)
Cash flows from investing activities		
Payments for plant and equipment	(2.4)	(6.2)
Payments for capitalised software development	(6.0)	(14.2)
Payments for market access intangible	(11.9)	(14.6)
Payment for software	(0.1)	-
Rental bond	(1.0)	(0.5)
Payments for funds held in escrow	-	(11.8)
Payments to acquire businesses (net of cash acquired)	-	(30.5)
Net cash (outflow) from investing activities	(21.4)	(77.8)
Cash flows from financing activities		
Proceeds from issues of shares (net of share issue cost)	118.5	341.1
Option exercises	0.2	0.4
Repayment of leases	(0.5)	(2.1)
Net cash inflow from financing activities	118.3	339.4
Net increase in cash and cash equivalents	66.5	142.5
Cash and cash equivalents at the beginning of the financial year	75.9	144.3
Effects of exchange rate changes on cash and cash equivalents	1.9	(10.7)
Cash and cash equivalents at end of year	144.3	276.2

- At 30 June 2021 The Group had a cash balance of \$276.2m, including \$30.6m of client cash. Pro forma cash following the capital raise launched in July 2021 is \$665.2 million (including client cash)
- Net operating outflows were (\$119.1m). Net operating outflows were (\$138.8m) when excluding movement in player cash accounts

AGENDA

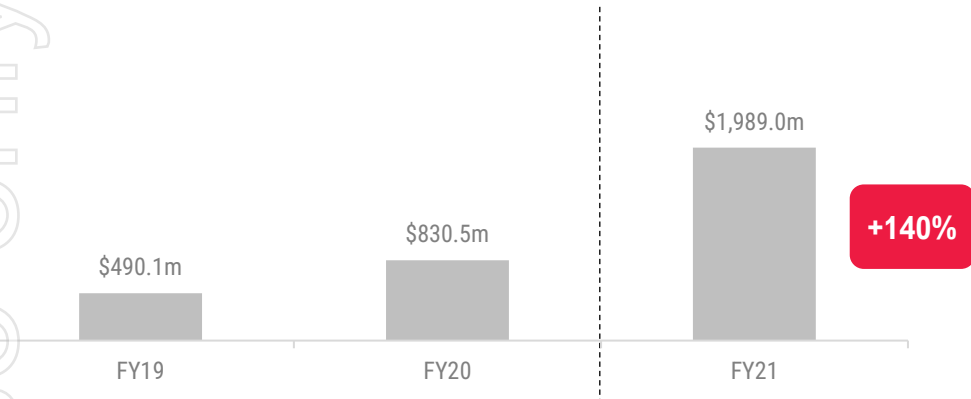
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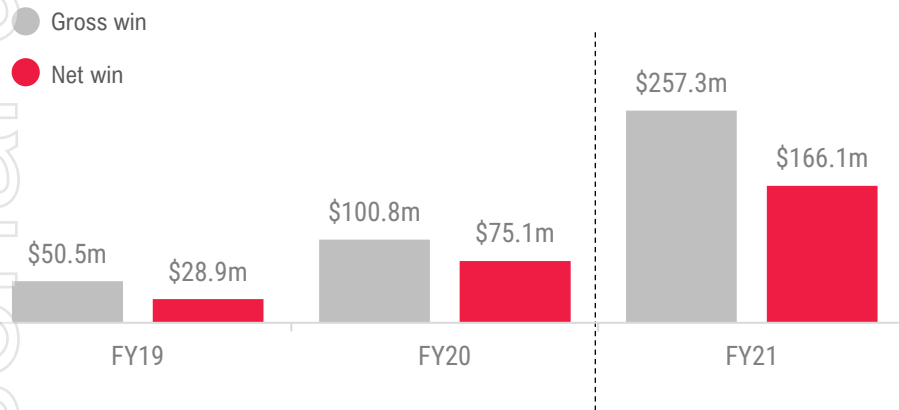


AUSTRALIA – CONTINUED MOMENTUM

POINTSBET AUSTRALIA – SPORTS BETTING TURNOVER / HANDLE (AUD)



POINTSBET AUSTRALIA – SPORTS BETTING GROSS WIN AND NET WIN (AUD)



POINTSBET AUSTRALIA – PCP PERFORMANCE (AUD)

Key metrics	FY20	FY21	Change
Turnover / Handle	\$830.5m	\$1,989.0m	+ 140%
Gross Win Margin	12.1%	12.9%	+ 0.8pp
Gross Win	\$100.8m	\$257.3m	+ 155%
Net Win Margin	9.0%	8.4%	(0.7pp)
Net Win	\$75.1m	\$166.1m	+ 121%

- Net Win of A\$166.1m, up 121% on the PCP, was strong growth given industry results were significantly boosted due to COVID, and as a result the Company expects the industry overall to have experienced negative growth compared to the PCP
- Gross Win Margin and Net Win Margin were pleasing at 12.9% and 8.4% respectively continuing the performance of strong quarterly margins
- Marketing expense⁽²⁾ was A\$51.4m in FY21. Cash Active Clients for the 12 months ending 30 June 2021 were 196,585
- The Company continued to grow market share in FY21, with a refreshed brand campaign featuring NBA MVP Shaquille O'Neal

Notes: (1) Clients across all verticals that have placed a cash bet in the 12 months preceding the relevant period end date; (2) Marketing expense includes all direct and indirect marketing costs, including production, agency/placement fees and working media

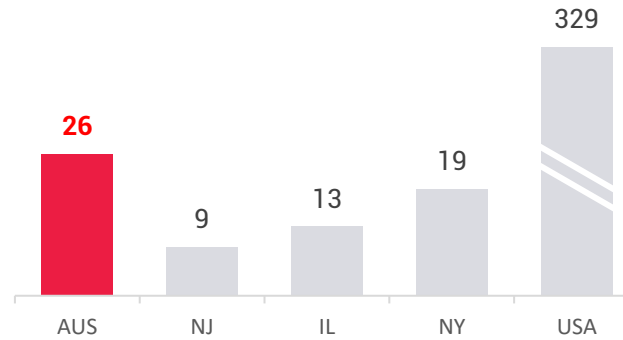
POINTS BET'S AUSTRALIAN BUSINESS IN CONTEXT

**AUSTRALIA:
+A\$4BN**

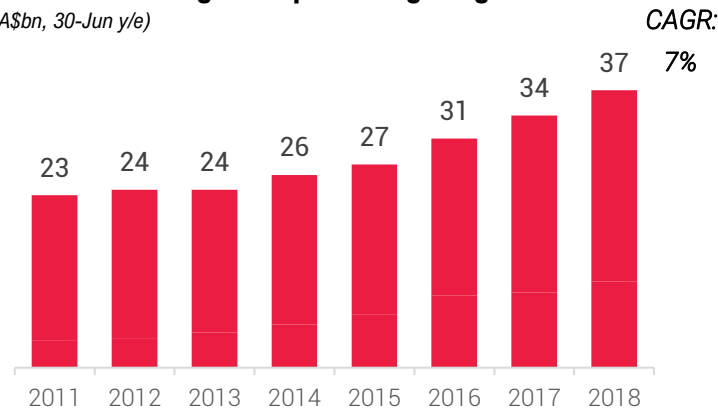
ONLINE NET WIN TAM⁽³⁾

**GOAL: 10% ONLINE
MARKET SHARE BY 2025**

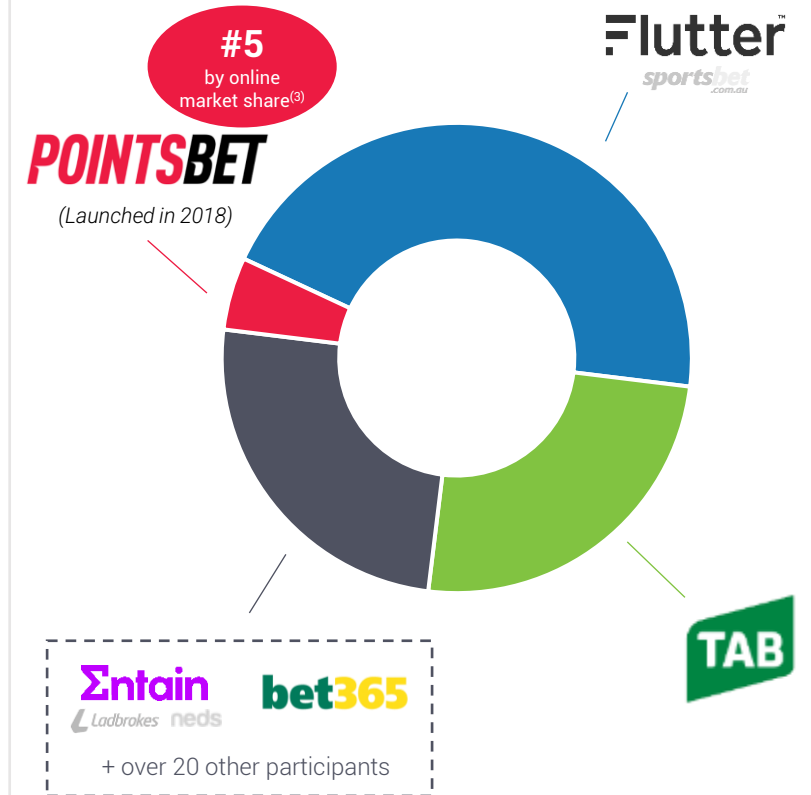
Comparative population size⁽¹⁾
(millions)



Australian racing and sports wagering turnover⁽²⁾
(A\$bn, 30-Jun y/e)



Key market participants⁽³⁾
(Online turnover market share)



Sources: Company filings, Australian Bureau of Statistics (ABS), United States Census Bureau, Queensland Government Statisticians Office

Notes: (1) Australian population per ABS as at 30-Jun-20. US populations per United States Census Bureau estimates as at 1-Jul-20; (2) Most recent Australian wagering turnover figures per Australian Gambling Statistics, 35th Edition (December 2019); (3) PointsBet management estimates

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OUR US STRATEGY IS CLEAR

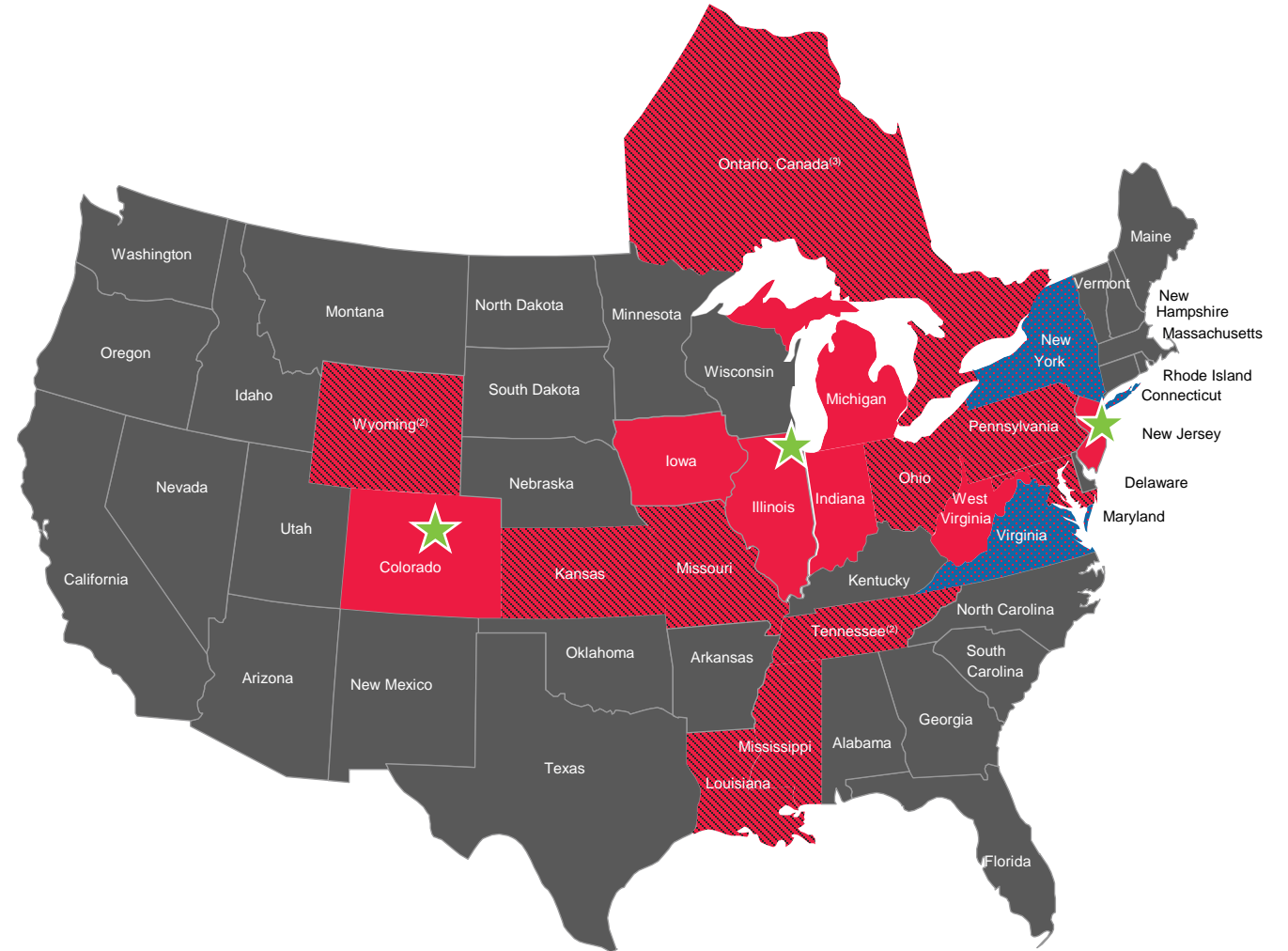
PointsBet will continue to invest to become a top 5 player, targeting 10% sports betting market share in all key US jurisdictions⁽¹⁾

Market Leading Team	<ul style="list-style-type: none">▪ <i>Highly experienced team recognised for excellence in execution</i>▪ <i>Continued investment in critical technology, product and strategic functions</i>▪ <i>One global platform, containing advanced back-office tools, structured for maximum efficiency</i>
Market Leading Product	<ul style="list-style-type: none">▪ <i>Continue to invest in our scalable, in-house proprietary technology platform that is customised for the North American market</i>▪ <i>Product will win as the market matures</i>▪ <i>Strengthened by the Banach acquisition, deliver market leading in-play products on US sports</i>▪ <i>Providing the US market a fast app with outstanding UX and platform reliability</i>▪ <i>EGR Sportsbook Operator of the Year 2020 and 2021</i>
Growing Brand Awareness	<ul style="list-style-type: none">▪ <i>Continue to execute strategic and disciplined marketing campaigns to accelerate client and brand growth</i>▪ <i>Being the Official Sports Betting partner of NBC Sports provides outstanding opportunities to create innovative integrations to drive maximum customer engagement</i>▪ <i>Ever increasing brand trust will positively impact KPIs</i>▪ <i>NFL Approved Sportsbook Operator (“ASO”) beginning with the upcoming 2021 season – one of only 7 ASOs</i>

Notes: (1) In the long-term PointsBet’s Management believe that in jurisdictions that have sports betting and iGaming, sports led operators will observe similar market shares for both products (i.e. sports betting and iGaming)

POINTSBET'S NORTH AMERICAN MARKET ACCESS

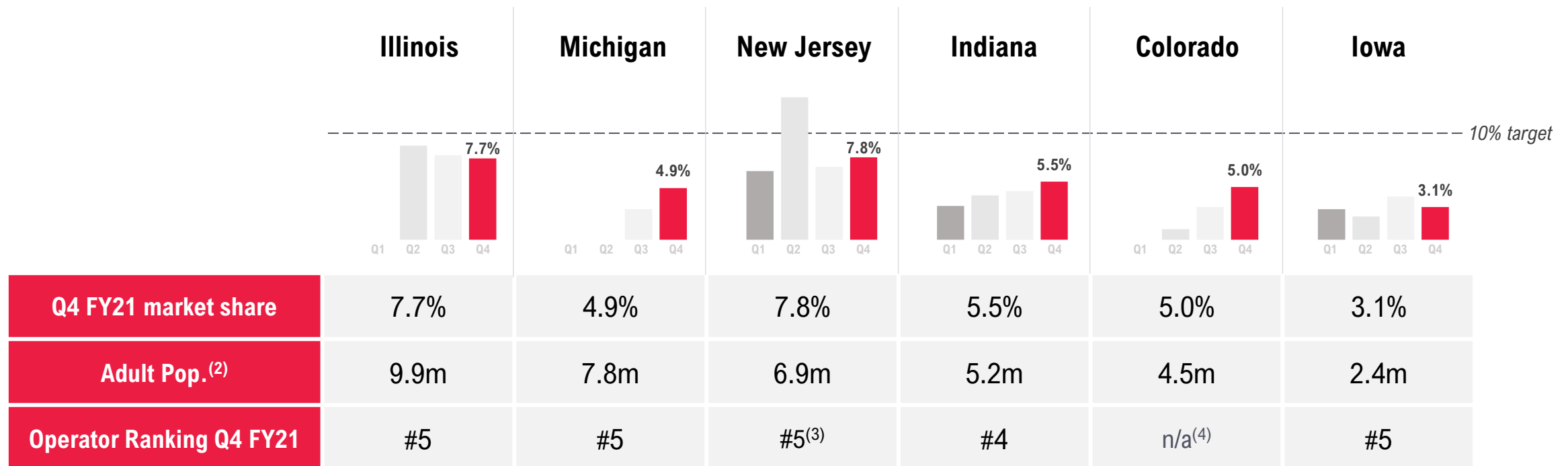
- Live operations
- ▨ Market access partner secured or expected to be untethered
- PointsBet participating in state licensing processes
- States in which the Company is assessing market access opportunities
- ★ PointsBet's US Offices



Notes: (1) 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; (2) Untethered markets; (3) Subject to enabling legislation and licensure. It is expected to be an untethered licensing structure

POINTSBET'S GOAL: ACHIEVE A 10% MARKET SHARE ACROSS THE US STATES THAT IT ENTERS

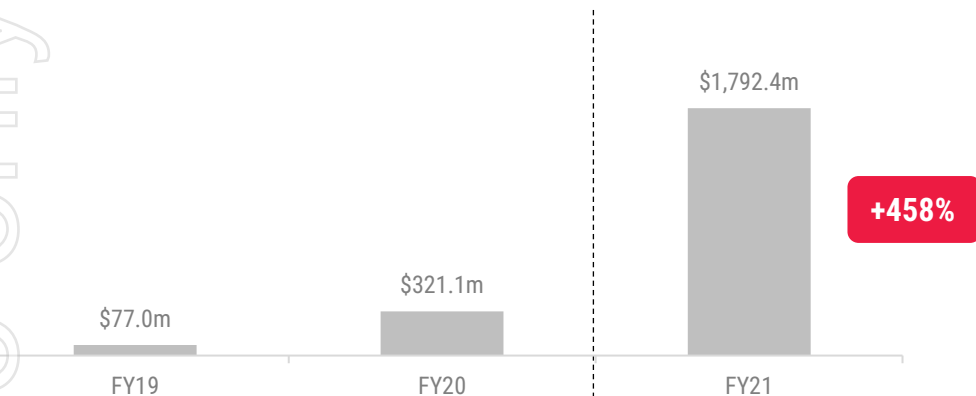
QUARTERLY SPORTS BETTING ONLINE HANDLE MARKET SHARE ACHIEVED⁽¹⁾



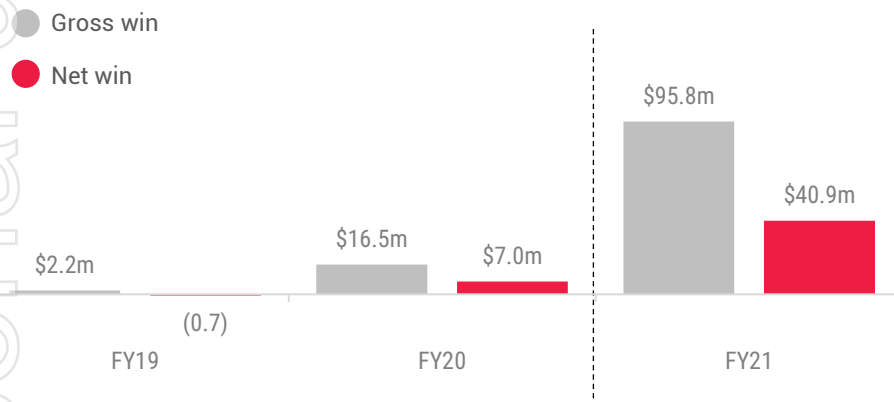
Notes: (1) Based on data as reported by the New Jersey Division of Gaming Enforcement ("NJDE"), the Illinois Gaming board ("IGB"), the Indiana Gaming Commission ("IGC"), the Iowa Racing and Gaming Commission ("IRGC"), the Michigan Gaming Control Board ("MGCB"), and the Colorado Division of Gaming ("CDG"); (2) State over-18 population as at 2019 as per US Census Bureau; (3) Based on management estimates; (4) Competitor data not reported by regulator

POINTSBET US – DELIVERING GROWTH

POINTSBET US – SPORTS BETTING TURNOVER / HANDLE (AUD)



POINTSBET US – SPORTS BETTING GROSS WIN AND NET WIN (AUD)⁽¹⁾



Notes: (1) Average AUD / USD FX rate 0.7473 for FY21 and 0.6729 for FY20; (2) Based on total New Jersey online sports betting handle for the quarter, as reported by the New Jersey Division of Gaming Enforcement (“NJDE”); (3) Based on total Illinois online sports betting handle for the quarter, as reported by the Illinois Gaming Board (“IGB”); (4) Share of Michigan online handle for the quarter, as reported by the Michigan Gaming Control Board (“MGCB”); (5) Based on total Indiana online sports betting handle for the quarter, as reported by the Indiana Gaming Commission (“IGC”); (6) Share of Colorado online handle for the quarter, as reported by the Colorado Division of Gaming (“CDG”); (7) Based on total Iowa online sports betting handle for the quarter, as reported by the Iowa Racing and Gaming Commission (“IRGC”); (8) Clients across all verticals that have placed a cash bet in the 12 months preceding the relevant period end date; (9) Marketing expense includes all direct and indirect marketing costs, including production, agency/placement fees and working media

POINTSBET US – PCP PERFORMANCE (AUD)

Key metrics	FY20	FY21	Change
Sports Betting Turnover / Handle	\$321.1m	\$1,792.4m	+ 458%
Sports Betting Gross Win Margin	5.1%	5.3%	+ 0.2pp
Sports Betting Gross Win	\$16.5m	\$95.8m	+ 481%
Sports Betting Net Win Margin	2.2%	2.3%	+ 0.1pp
Sports Betting Net Win	\$7.0m	\$40.9m	+ 481%
iGaming Net Win	-	\$1.5m	-
Total Net Win	\$7.0m	\$42.3m	+ 502%

- Sports Betting Gross Win and Net Win FY21 performance of A\$95.8m and A\$40.9m respectively, at a pleasing Gross Win Margin of 5.3% and a Net Win Margin of 2.3%
- The US Trading business represented c. 20% of the Group’s Net Win in FY21, up from c. 9% in FY20, growing 502% YoY
- Strong performances with online handle market share in New Jersey of 7.8%⁽²⁾; Illinois of 7.7%⁽³⁾; Michigan of 4.9%⁽⁴⁾; Indiana of 5.5%⁽⁵⁾; Colorado of 5.0%⁽⁶⁾; and Iowa of 3.1%⁽⁷⁾
- The Company’s US marketing expense⁽⁹⁾ was US\$90.1 million. Cash Active Clients for the 12 months to 30 June 2021 were 159,321
- Launched inaugural iGaming product in Michigan in May, followed by New Jersey in July

SUCCESSFUL LAUNCH OF POINTSBET'S INAUGURAL iGAMING PRODUCT

A\$1.5m

Michigan's iGaming Net Win from 5 May to 30 June

~71%

of all iGaming players have placed an in-play wager⁽¹⁾

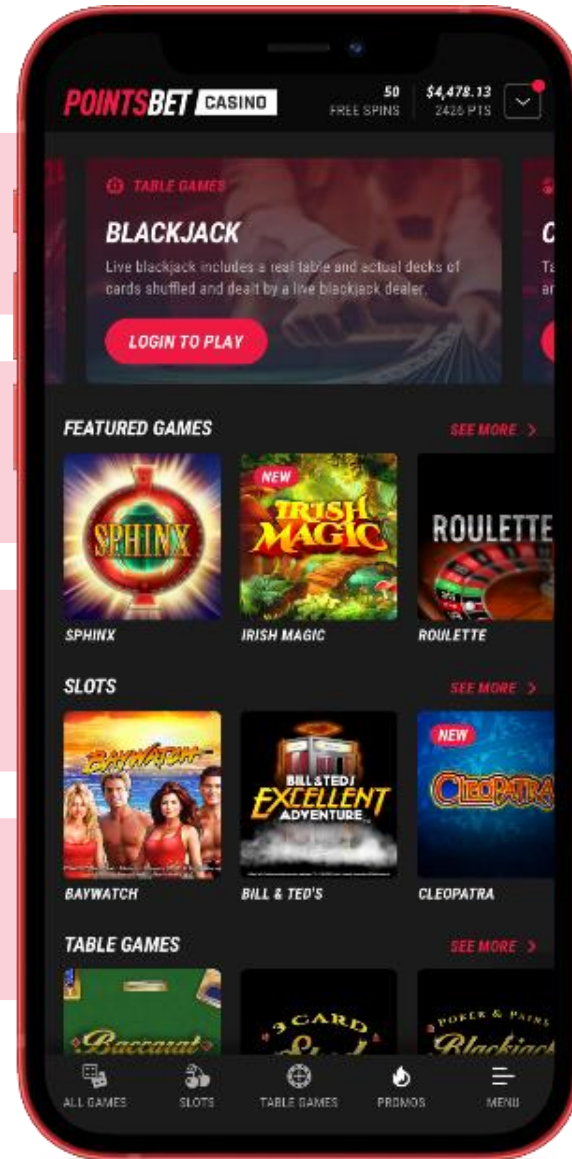
~40%

of Michigan Cash Active Clients have placed an iGaming bet since launch⁽²⁾

Market Leading Team

Manjit Gombra Singh (President Product and Technology), Aaron O'Sullivan (VP – Online Casino Revenue), Kieran Power (iGaming Content Strategy)

Notes: (1) Since launch date in both Michigan and New Jersey until 26 August; (2) Since launch date in Michigan until 29 August



iGAMING EXPANSION ROADMAP

- ✓ MICHIGAN
- ✓ NEW JERSEY
- WEST VIRGINIA
- PENNSYLVANIA
- ONTARIO, CANADA

Q4 FY21

Q1 FY22

H1 FY22

H2 FY22

H2 FY22



NATIONAL VS. REGIONAL

The partnership with NBC Sports affords PointsBet the opportunity to fully integrate into both national and regional properties at scale

NATIONAL	REGIONAL

In FY21 PointsBet utilised Chicago, Washington, Philadelphia and New York RSNs

2 of 11 owned local stations

TELEMUNDO
2 of 29 owned local stations

NBC PREDICTOR FREE TO PLAY

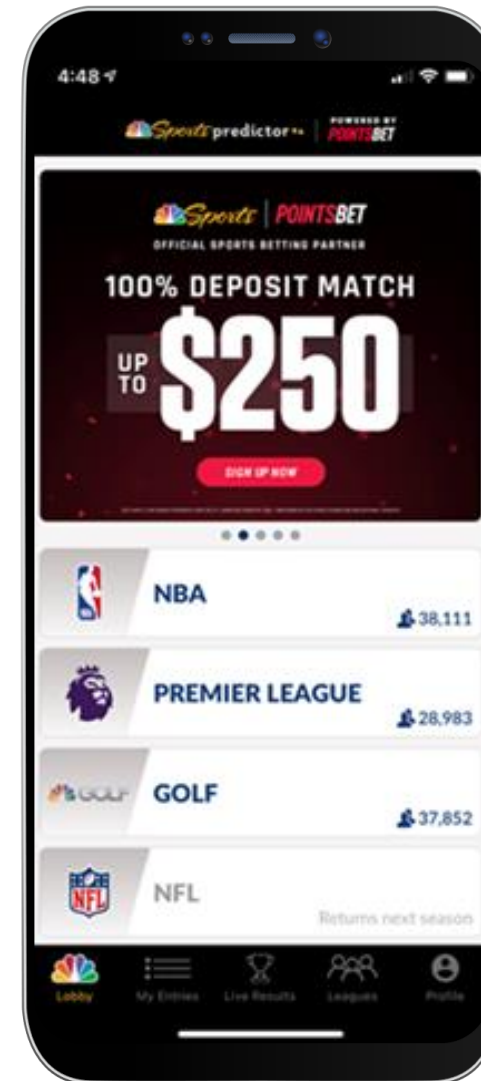
PointsBet is fully integrated into
NBC's FTP app, Predictor

1.73 million NBC Predictor
downloads⁽¹⁾



353 thousand leads
generated for PBH⁽²⁾

PointsBet has exclusive advertising
rights to the Predictor app



NBC PARTNERSHIP YEAR 1: FAMILIARIZED OUR BRAND WITH NEW AUDIENCES

✓ MAXIMIZED IN-STATE PRESENCE THROUGH PREMIUM LOCAL PLACEMENTS

- “Storylines” and “Live Lines” integrations across MLB, NBA, and NHL RSN coverage in PA, IL, NY,⁽¹⁾ and DC⁽²⁾
- Targeted use of commercial inventory across MLB, NBA, and NHL via RSNs

✓ LEVERAGED KEY NATIONAL PLATFORMS TO REACH PREVIOUSLY UNATTAINABLE AUDIENCES

- PointsBet was fully integrated into EPL and NHL studio show coverage on NBCSN, with “odds features” informing the audience of betting markets and odds relevant to the upcoming programming

✓ ACQUIRED LEADS THROUGH NBC PREDICTOR APP (FREE TO PLAY)

- PointsBet is fully integrated into the NBC Predictor app, generating 353 thousand leads⁽³⁾

✓ DROVE FREQUENCY OF MESSAGE VIA DIGITAL PLATFORMS

- More than 100 million impressions across platforms including Predictor, NBCSports.com, NBC Sports Edge, and Spot On across key live states⁽⁴⁾
- Tailored engagement via email across NBC Sports databases including GolfNow, The Edge and other digital properties, across key live states

FY21 BRAND AWARENESS GROWTH

+104%

MORE FAVOURABLE VIEW
OF POINTSBET BRAND⁽⁵⁾

+93%

MORE LIKELY TO RECOMMEND
POINTSBET TO FAMILY / FRIENDS⁽⁵⁾

+140%

AVG. INCREASE IN UNAIDED
AWARENESS⁽⁶⁾

+66%

AVG. INCREASE IN AIDED
AWARENESS⁽⁶⁾

Notes: (1) MLB Only (Mets); (2) NBA/NHL Only (Wizards, Capitals); (3) As at 26 August 2021, across all US states; (4) Internal data analysis; (5) 2021 Jan-Mar NBC Universal Brand Lift Study (Kantar Millward Brown) (NJ, MI, IN, IL, IA, CO); (6) Kantar study from starting fiscal quarter to final fiscal quarter

DELIVERED CUTTING EDGE EXPERIENCES & MULTIPLE “FIRSTS” FOR THE POINTSBET BRAND



- First ever betting-themed simulcast for a PGA Tour event, Waste Management Phoenix Open, which featured PointsBet odds, signup offers, and talent (Jay Croucher, Teddy Greenstein) across four days of coverage
- Localized version of the BetCast was produced for the Chicago Bulls/Charlotte Hornets game on 4/22, which aired on Cable in the Chicago market



- Created voice-enabled, brand-focused commercial spots for airing on Effectv, Comcast’s advanced targeting solution for linear TV, featuring our brand ambassadors including Paige Spiranac & Allen Iverson. A third version featuring Chicago legend, Ozzie Guillen, was leveraged specifically in IL

PRODUCT-LED ADVERTISING

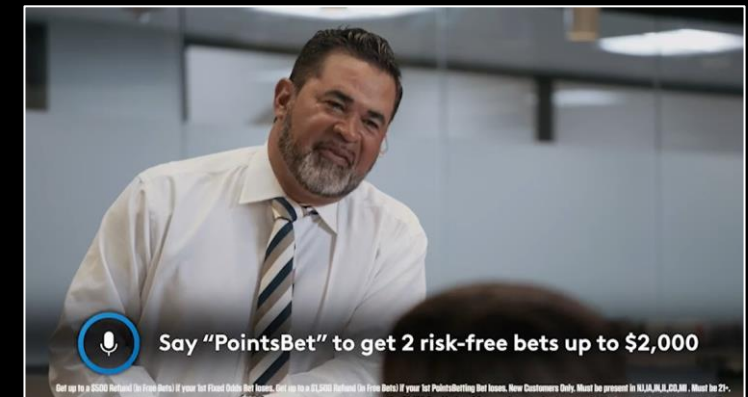
- Commercial spots featuring Sara Perlman highlighted PointsBet’s unique product features and market differentiators, and aired during MLB games on the various RSNs
- Jay Croucher (Head Trader) and Teddy Greenstein (Senior Editor) made regular appearances across Golf Channel studio shows, marking the first ever inclusion of betting experts on Golf Channel coverage



WMPO BETCAST



BULLS BETCAST



OZZIE VOICE-ENABLED SPOT

NBC PARTNERSHIP YEAR 2: UNLOCKING NEW OPPORTUNITIES

ENHANCED IN-STATE PRESENCE THROUGH PREMIUM LOCAL PLACEMENTS

- In addition to NBA, MLB, and NHL, similar odds-focused integrations will appear during RSN NFL pre/post game coverage
- Virtual Signage in every NHL RSN game across Philadelphia, Chicago, and Washington

INCREASED NATIONAL INTEGRATIONS

- The opportunity to drive sign up offers and calls-to-action in national integrations on Cable, a new development from last year
- Integrated into Sunday Night Football's pregame show, Football Night in America on NBC
- In-match integrations will be seen across The Golf Channel and NBC, exciting fans with odds movement data in real time
- In a first, English Premier League in-match integrations will join existing studio show integrations on NBC

OPPORTUNITY TO ENGAGE WITH AUDIENCES AT SCALE WHEN WE LAUNCH NEW STATES

- PointsBet plans to be live in an additional 11 US states by the end of CY2022, being currently live in 7 US states

INTEGRATING INTO NBC'S MOST
PREMIUM PROPERTIES



POINTS BET IS READY FOR THE NFL SEASON



WELCOME TO THE TEAM,

**DREW
BREES**

POINTS BET



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

THE LEAD UP

- Commercial units planned 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 product feature education



TOP RATED TV PROGRAM
*AVERAGE AUDIENCE OF
~17M VIEWERS*

GAME DAY

- | | |
|----------------|-----------------------------------------------------------------------------------------|
| ALL DAY | ▪ Fully integrated into FTP Predictor game, Sunday Night 7 |
| 12PM | ▪ Pre-game show integrations and commercial units across RSN networks |
| 4:30PM | ▪ Post-game show integrations and commercial units across RSN networks |
| 7:00PM | ▪ PointsBet's odds integration into Football Night in America will reach all US viewers |
| 8:20PM | ▪ In-game Sunday Night Football commercial units planned in key markets |
| 11:30PM | ▪ PointsBet odds integration into the new SNF Post Game show airing on Peacock |

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SIGNIFICANT CANADIAN OPPORTUNITY

C\$14bn⁽¹⁾

Annual illegal sports betting spend in Canada

US\$3bn⁽³⁾

Estimated Canadian iGaming and Sports Betting TAM

**5th largest
North American
jurisdiction⁽²⁾**

Ontario expected to be first to launch

38%⁽⁴⁾

Ontario's share of Canada's population

Ontario expected to launch sports betting by January 2022



Notes: (1) As reported by Canadian Gaming Association; (2) Relative population size as against US 2020 census data; (3) Goldman Sachs state Canada could represent a US\$3bn opportunity; (4) Population data as per 2016 census data

AGENDA

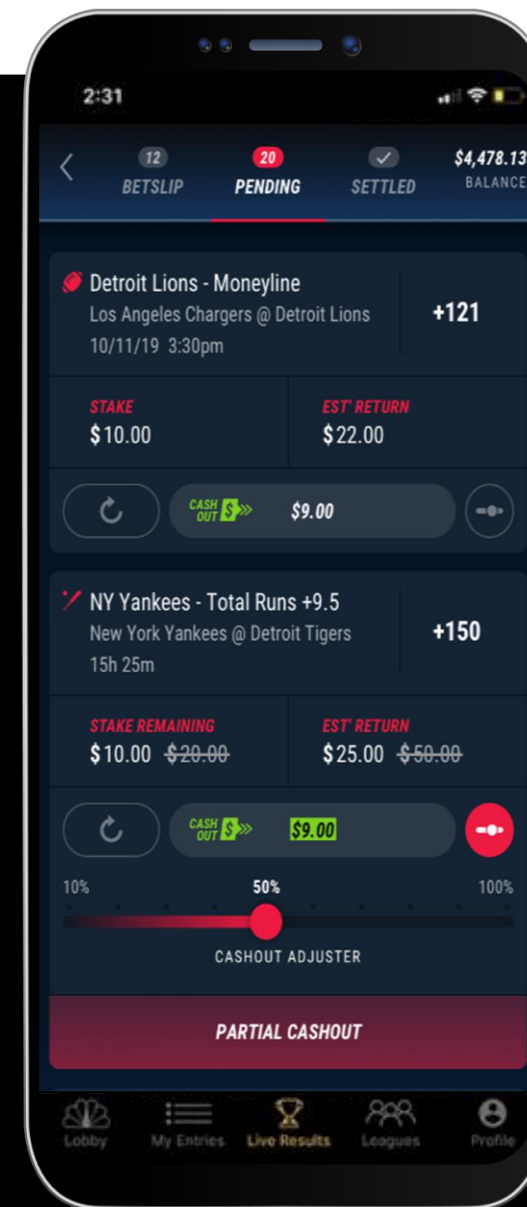
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CONTINUED INVESTMENT IN PRODUCT & TECHNOLOGY IN FY21

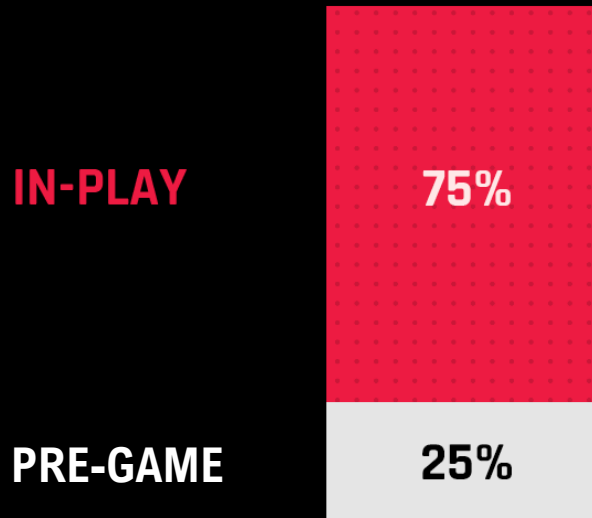
KEY NEW PRODUCT LAUNCHES & ENHANCEMENTS

- ✓ Single Game Parlay (Same Game Multi) for NFL, NBA, MLB and Cricket
- ✓ Odds Boost for Single Game Parlay
- ✓ Launched Live Streaming & Live Match Trackers, Betting Stats, and Insights
- ✓ Increased speed of bet settlement across all jurisdictions
- ✓ The launching of digital online help centres in Australia and the US
- ✓ Win Probability Metric on NBA.com and introduced a suite of partner APIs
- ✓ Significant improvement to the client deposit experience with the launch of Quick Deposit
- ✓ Introduction of partial cash out
- ✓ Enhancements to 'Name a Bet'
- ✓ Launch of the social sharing of bets
- ✓ Introduction of ID scanning technology, making verification simpler
- ✓ Development of new standalone Casino only app across IOS and Android



POISED TO BE A LEADER IN IN-PLAY BETTING

THE FUTURE OF THE US SPORTS BETTING OPPORTUNITY IS IN-PLAY



3 years' time⁽¹⁾

- IN-PLAY CURRENTLY REPRESENTS C. 75% OF THE EUROPEAN MARKET⁽²⁾
- US SPORTS ARE IDEALLY SUITED TO IN-PLAY BETTING WITH REGULAR BREAKS
- IN-PLAY CLIENTS ARE MORE VALUABLE ACROSS KEY METRICS INCLUDING GREATER CROSS-SELL OPPORTUNITIES WITH IGAMING

POINTSBET

BANACH
COMPLEXITY SIMPLIFIED

THE ACQUISITION OF BANACH TECHNOLOGY POSITIONS POINTSBET TO BE A MARKET LEADER IN IN-PLAY SPORTS BETTING

INPLAY PLAYERS SEEK:

MAXIMUM UPTIME

MAXIMUM NUMBER OF MARKETS

MAXIMUM TRADING EFFICIENCY

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CARRYING MOMENTUM INTO FY22

- Continued investment in Responsible Gambling initiatives
- Now have all the pieces in place as we look to 2022 and beyond
- Australian Trading business well positioned for the upcoming spring sporting finals and racing carnival
- US business ready for upcoming NFL season as an official sports betting partner of the NFL
- Preparing for Canadian sports wagering and iGaming opportunity with targeted launch in FY22

APPENDIX

ersonal use only



STATUTORY P&L

A\$m	Statutory	
	FY20	FY21
Revenue ⁽²⁾	75.2	194.7
Cost of sales	(36.9)	(107.0)
Gross profit	38.2	87.6
Other income	0.4	0.3
Sales and marketing expense	(35.4)	(170.7)
Employee benefits expense	(30.9)	(51.4)
Product and technology expense	(6.0)	(13.8)
Administration and other expenses	(6.1)	(14.3)
Total operating expenses	(78.4)	(250.3)
EBITDA	(39.7)	(162.3)
Impairment loss	-	(1.3)
Income tax expense	-	0.6
Net finance costs	1.1	(3.2)
Net foreign exchanges gains/(losses)	2.3	(8.7)
Depreciation and amortisation expense	(5.1)	(12.2)
Loss for the year after tax	(41.5)	(187.1)

Note: (1) Average AUD / USD FX rate 0.7473 for FY21; (2) Revenue is measured at the fair value of the consideration received or receivable from Clients less GST, free bets, promotions, bonuses and other fair value adjustments, B2B revenues post the acquisition of Banach Technology and ADW revenues in the US post the acquisition of Bet PTC

RECONCILIATION TO STATUTORY P&L

A\$m	FY21 Normalised	Adjustments	FY21 Statutory
Revenue ⁽³⁾	194.7	-	194.7
Cost of sales	(107.0)	-	(107.0)
Gross profit	87.6	-	87.6
Other income	0.3	-	0.3
Sales and marketing expense	(170.7)	-	(170.7)
Employee benefits expense	(45.0)	(6.4)	(51.4)
Product and technology expense	(15.2)	1.4	(13.8)
Administration and other expenses	(13.2)	(1.1)	(14.3)
Total operating expenses	(244.1)	(6.2)	(250.3)
EBITDA	(156.1)	(6.2)	(162.3)
Impairment loss	-	(1.3)	(1.3)
Income tax expense	0.6	-	0.6
Net finance costs	0.8	(4.0)	(3.2)
Net foreign exchange gains / (losses)	-	(8.7)	(8.7)
Depreciation and amortisation expense	(9.6)	(2.6)	(12.2)
Loss for the year after tax	(164.3)	(22.8)	(187.1)

A\$m	FY21 ⁽²⁾
Interest on financial liability	3.4
Share based payments (non-cash) – employee share option plan (ESOP) and Key Employee Equity Plan (KEEP)	6.4
Impact of AASB 16 Leases	0.3
Net foreign exchange losses	8.7
Impairment loss	1.3
Transaction costs	2.7
Total significant items and adjustments	22.8

Note: (1) Average AUD / USD FX rate 0.7473 for FY21; (2) An individual significant adjustment may impact multiple P&L line items; (3) Revenue is measured at the fair value of the consideration received or receivable from Clients less GST, free bets, promotions, bonuses and other fair value adjustments, B2B revenues post the acquisition of Banach Technology and ADW revenues in the US post the acquisition of Bet PTC

TRADING METRICS BY US STATE

PointsBet US – State-by-State FY21 Performance (A\$m)⁽¹⁾

FY21 Key metrics	New Jersey	Illinois ⁽²⁾	Michigan ⁽³⁾	Indiana	Colorado ⁽⁴⁾	Iowa ⁽⁵⁾	Total
Turnover / Handle	992.2	475.1	65.7	135.6	80.6	43.2	1,792.4
Gross Win Margin	4.1%	6.7%	6.7%	6.9%	7.3%	8.2%	5.3%
Gross Win	41.0	31.6	4.4	9.3	5.9	3.5	95.8
Net Win Margin	2.4%	3.1%	(2.3%)	0.7%	1.8%	3.7%	2.3%
Net Win	23.8	14.6	(1.5)	0.9	1.4	1.6	40.9
Net Win	-	-	1.5	-	-	-	1.5
Net Win	23.8	14.6	(0.1)	0.9	1.4	1.6	42.3

Notes: (1) Average AUD / USD FX rate 0.7473 for FY21; (2) Launched 14 September 2020, returned to in-person registration on 4 April 2021; (3) Launched 22 January 2021; (4) Launched 17 November 2020; (5) In-person registration ended in January 2021