

PointsBet and Austin FC Partner to Pursue Emerging Gaming Opportunities in Texas

16 September, 2021 - Melbourne, Australia - PointsBet Holdings Limited (ASX: PBH) today announced its wholly owned subsidiary PointsBet Texas LLC has entered into an exclusive agreement with Austin TeamCo LLC, dba Austin FC (“AFC”), of Major League Soccer (MLS), appointing PointsBet as AFC’s Exclusive Sportsbook Partner. Contemporaneously, PointsBet has executed a market access agreement with AFC’s home stadium (which is operated by Austin StadCo. LLC, an affiliate of AFC). Under the market access agreement, contingent on enabling legislation, PointsBet is appointed the venue’s exclusive partner for sports betting operations in Texas.

Through this strategic alignment, PointsBet will receive permanent onsite recognition at Austin FC’s new Q2 Stadium as the club’s Exclusive and Official Sports Betting Partner. PointsBet will also earn full usage of Austin FC IP, marks, and logos.

PointsBet and Austin FC will also collaborate to provide both English and Spanish language advertising, integrations and brand visibility across broadcast, radio, and digital assets, further leveraging PointsBet’s deep Spanish language functionality to reach a broader audience.

Whilst no bill has been passed in Texas, it is expected that legislation will be introduced in forthcoming sessions seeking to permit sports betting to be offered by racetracks and professional sporting teams/organizations both online and in person at racetracks and sporting stadiums.

Subject to the passing of all future enabling legislation (on terms acceptable to both AFC and PointsBet), under the market access agreement, Q2 Stadium has appointed PointsBet as its exclusive operating partner in the State of Texas for online and retail sports wagering as well as iGaming.

Texas has a growing population of over 29 million. Austin FC headquarters and Q2 Stadium is in the city of Austin. As the first and only pro sports team located in Austin, the partnership will provide for the only retail sports wagering presence in Austin which is amongst the fastest growing cities in the United States.

“We are excited to join up with Austin FC in their inaugural season as a Founding Partner. Texas has the potential to be fantastic future market for PointsBet and given the shared values and vision between us and Austin FC we are excited to work together on bringing unforgettable experiences to the fans of Austin FC,” said Johnny Aitken, CEO of PointsBet USA. *“In owning and operating our technology from end to end, PointsBet can innovate our product and personalise our offerings according to fan interest and needs – and we hope to be able to unveil our offering to Austin FC supporters in the near future when legislation permits. In the meantime, we look forward to the opening of the PointsBet SportsBar at the grounds of Austin FC and watching soccer in the amazing new MLS stadium .”*

Key features of the partnership

- The market access agreement involves Q2 Stadium and PointsBet partnering to pursue a 'first skin' licence to operate online and retail sports betting and iGaming in Texas via PointsBet's mobile app and website platforms, subject to the passing of enabling legislation and licensure.
- The market access agreement runs until 10 years from the date PointsBet first takes a bet in Texas (or where enabling legislation / regulations only permits a shorter term, the maximum number of years permitted).
- PointsBet will pay AFC a sponsorship fee (split between pre-legalisation and post-legalisation of sports betting).
- Over the first three years of the sponsorship agreement, PointsBet will make a significant donation to 4ATX Foundation, a local non-profit, to be used for community outreach and charitable giving in the Austin, Texas area, including but not limited to promoting opportunities for underserved youth to succeed through the sport of soccer.
- PointsBet will pay to Q2 Stadium a market access fee as well as a portion of the Net Gaming Revenues derived from any future sportsbook and iGaming operations in Texas via the licence(s) granted to PointsBet pursuant to the market access agreement. PointsBet will also allocate an agreed amount to create a PointsBet branded retail sportsbook at Q2 Stadium.
- PointsBet will be responsible for the licensing and regulatory costs in connection with launching and operating the PointsBet services.

- Ends -

About PointsBet

PointsBet is a corporate bookmaker 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. PointsBet's product offering includes Fixed Odds Sports, Fixed Odds Racing, PointsBetting and iGaming.

About Austin FC

Austin FC is an American professional soccer club based in Austin, Texas. The club competes in Major League Soccer (MLS). Founded in 2018, the club began play in the 2021 season. Their home stadium is Q2 Stadium in north central Austin. They are the first major professional sports league team to play in the Texan capital, which prior to 2021 was the largest city in the United States without such a team.

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