



5 January 2024

ASX Announcement (ASX:BBT)

Response to media speculation

Mobile-first online wagering provider, BlueBet Holdings Ltd (BlueBet) (ASX:BBT), provides the following statement in response to recent media speculation.

BlueBet is regularly involved in discussions with third parties regarding strategic initiatives, including Betr, aimed at maximising value for its shareholders.

While discussions may occur, there can be no certainty that any transaction will eventuate.

BlueBet will continue to update the market in accordance with its continuous disclosure obligations.

—END—

AUTHORISATION

This announcement has been authorised for lodgement to the ASX by the BlueBet Board of Directors

For further information, please contact:

Investor Enquiries

Darren Holley

CFO

investor@bluebet.com.au

Media Enquiries

Jack Gordon

Citadel-MAGNUS

jgordon@citadelmagnus.com

About BlueBet

BlueBet is an international online wagering provider and bookmaker listed on the Australian Stock Exchange, with operations in Australia and the United States. BlueBet is powered by a proprietary cloud-based technology platform which is highly scalable and enables BlueBet to scale rapidly, as well as offering the platform as a white-labelled technology solution for B2B partners. BlueBet's customer facing websites and native apps have been developed using a mobile-first strategy, delivering a premium mobile user experience.