



**ASX Announcement (ASX:BBT)**

31 January 2024

## **Q2 FY24 Quarterly Results & Investor Presentation**

BlueBet Holdings Limited (ASX:BBT) (**BlueBet** or the **Company**) is pleased to provide the attached Q2 FY24 Investor presentation.

### **AUTHORISATION**

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

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### **About BlueBet (ASX:BBT)**

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.

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**Q2 FY24**  
**INVESTOR PRESENTATION &**  
**APPENDIX 4C**  
*January 2024*

**BlueBet**

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## Authorisation

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

# Q2 FY24 HIGHLIGHTS

*Strong trading performance in Australia and the US; Group expected to be cash flow neutral in H2*

**Group expected to be cash flow neutral in H2 FY24**

Further levers to pull; \$3m loan facility provides additional financial flexibility

**Turnover up 14.2% to \$168.7m**

Record quarterly turnover driven by Sports and Thoroughbred racing where we are taking share

**Active Customers<sup>1</sup> up 19.0% to 71,789**

Continued market share gains in Australia, gaining traction in Iowa and Colorado

**Robust Net Win of 9.7%**

Group Net Win margin remains robust at 9.7%; Australia at 10.5% despite mix shift to Sports

**AU Sport Turnover up 31.2%**

Strong growth in US sports, NRL, AFL and EU football; higher margin Same Game Multis continuing to prove popular with Turnover up 52% and Bet Count up 21% on this product

**Making good progress in the US**

Localised marketing strategy delivering results; first bets taken in 3<sup>rd</sup> US state Louisiana post-quarter end

**Major product and brand investment has peaked**

Heavy lifting now behind us with brand established and BlueBet Global Platform largely delivered

1. Customers who have placed a cash bet in the 12 months preceding the relevant period. Iowa and Colorado only live for part of the year

# GROUP<sup>1</sup> KEY METRICS DASHBOARD - Q2 FY24

Market share gains driving strong growth with record quarterly metrics for Bet Count, Active Customers, Turnover, Gross and Net Win

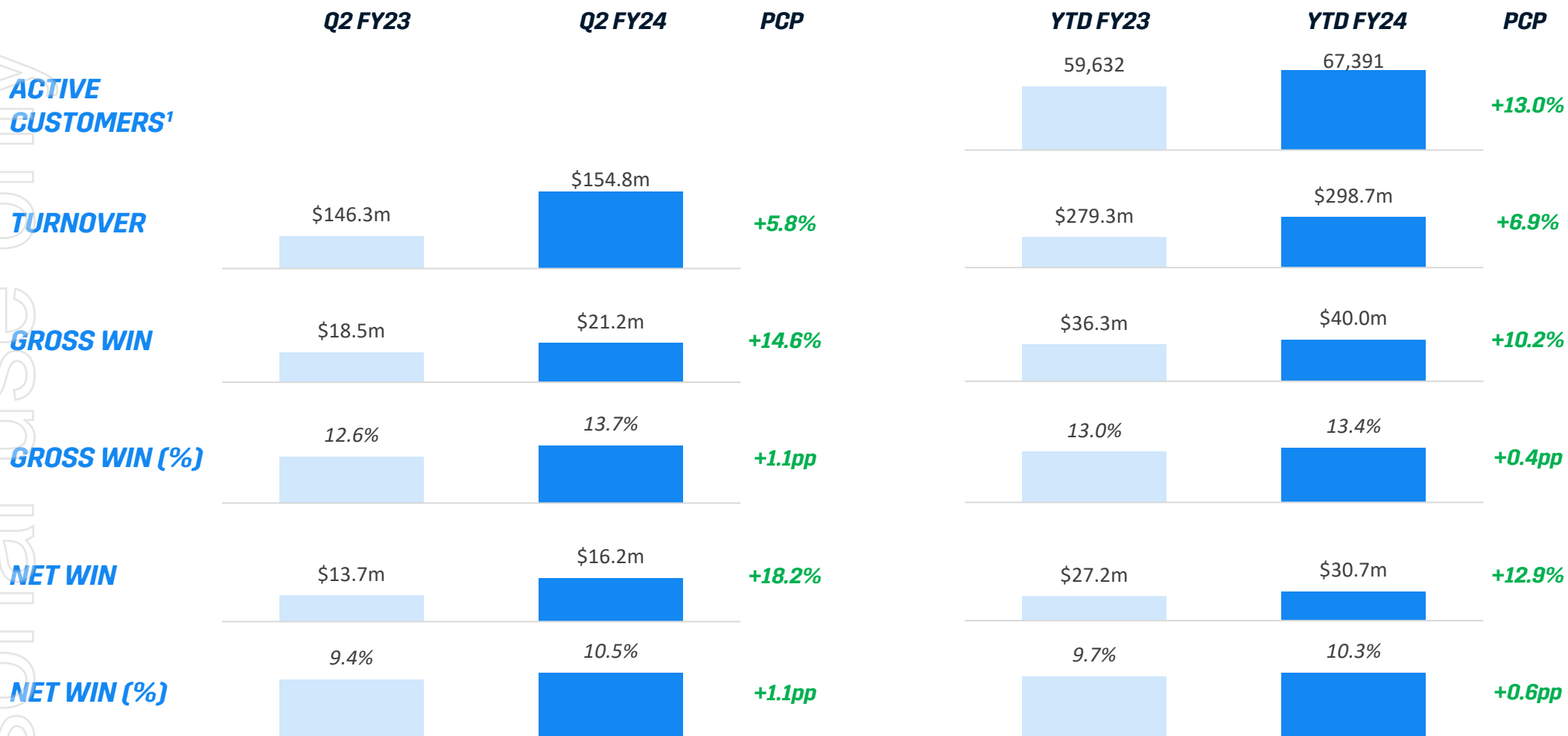


1. All comparisons relate to the prior corresponding period (pcp) unless otherwise stated
2. Customers who have placed a cash bet in the 12 months preceding the relevant period. Iowa only live since 29 August 2022 and Colorado from 26 April 2023
3. Australian business only, US excluded given Iowa first bets were August 2022 and Colorado April 2023

# ***AUSTRALIAN TRADING BUSINESS***

# AUSTRALIA KEY METRICS – Q2 FY24

Strong performance with market share gains delivering record quarterly performance

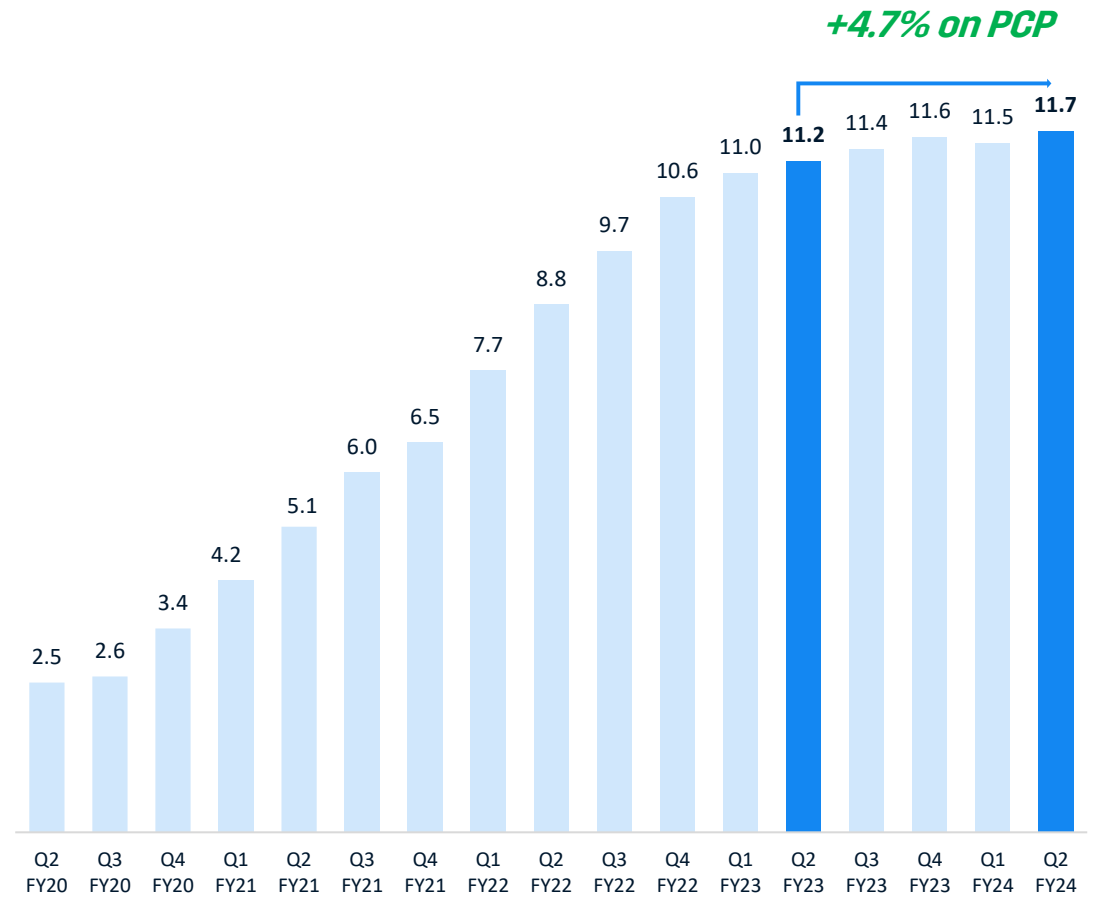
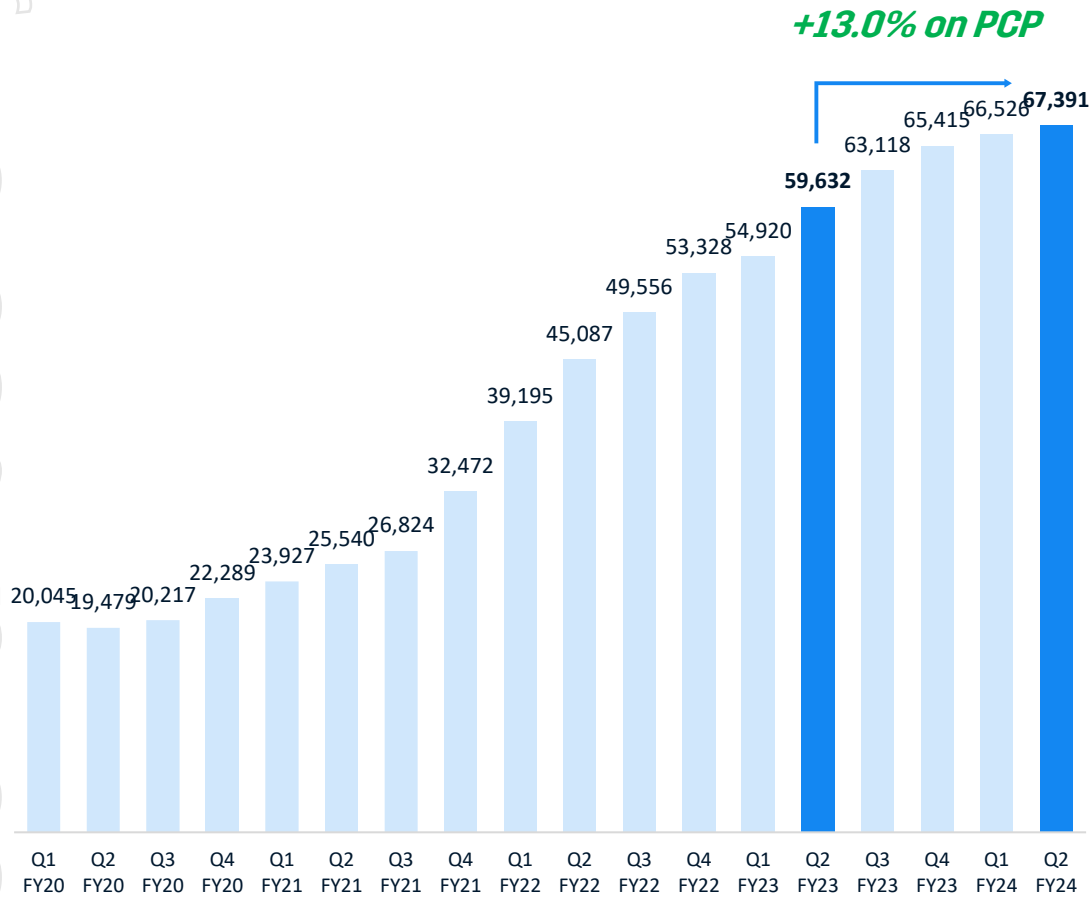


1. Customers who have placed a cash bet in the 12 months preceding the relevant period

# RECORD ACTIVE CUSTOMERS AND BET COUNT<sup>1</sup>

Active Customers up 13.0% to 67,391

12-month rolling Bet Count over 11.7m

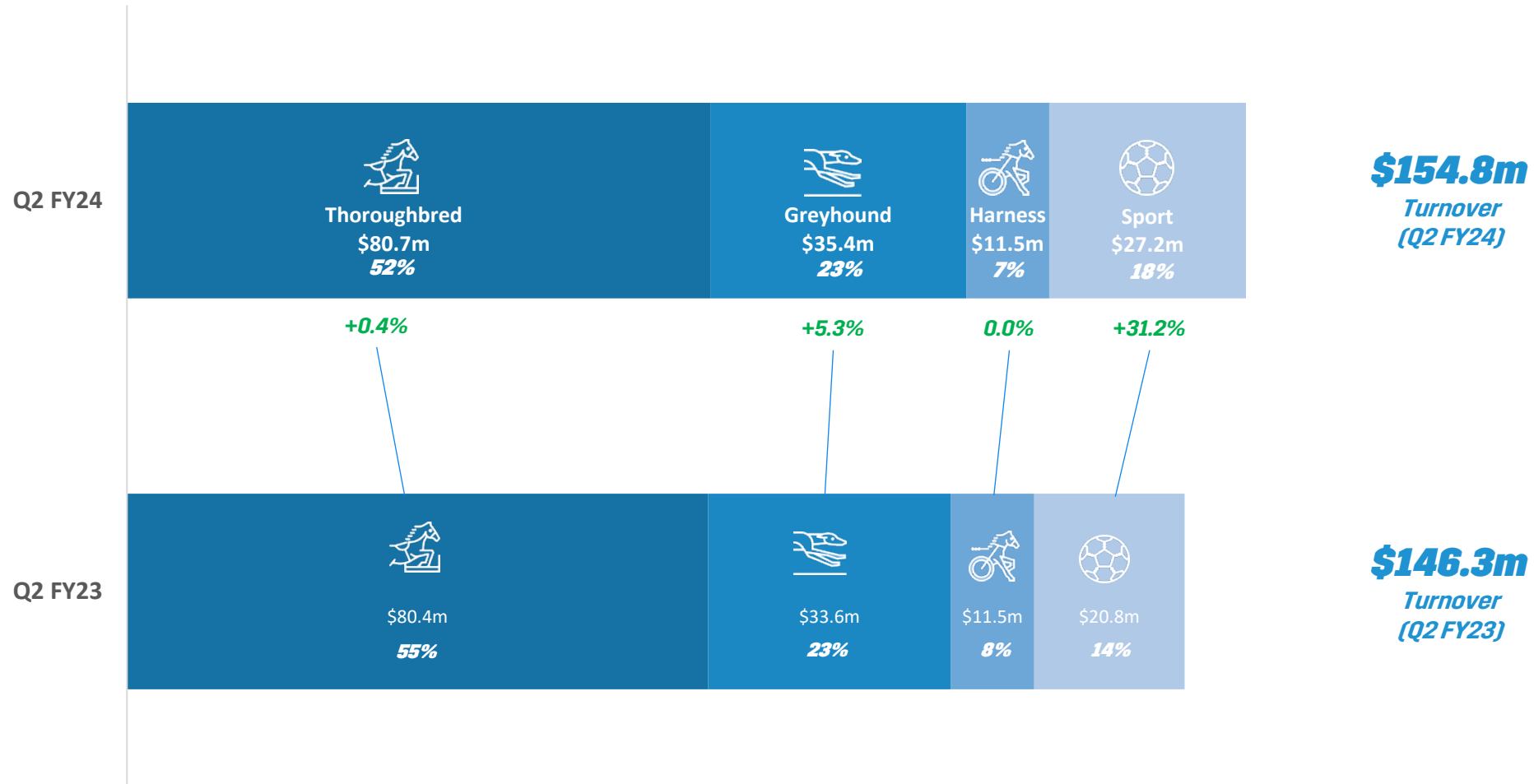


1. Australian trading business



# TURNOVER BY PRODUCT<sup>1</sup>

Outperforming the market with Turnover up 5.8% to \$154.8m, driven by strong growth in Sport

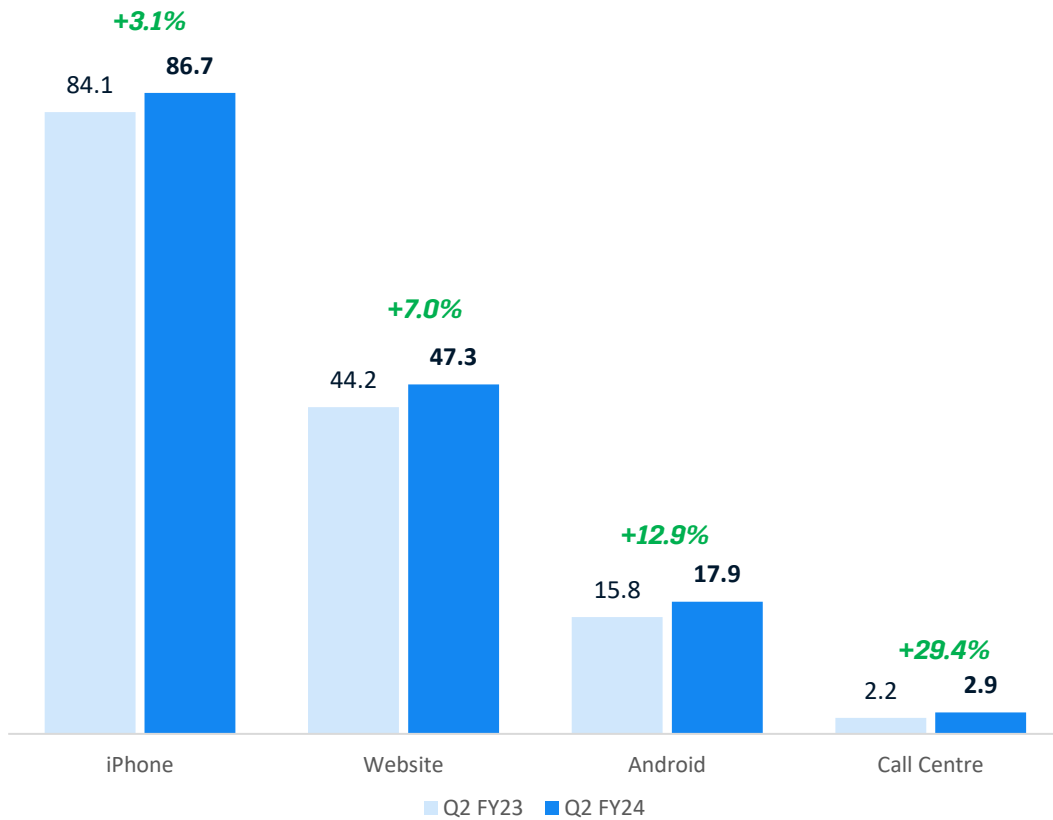


1. Australian trading business

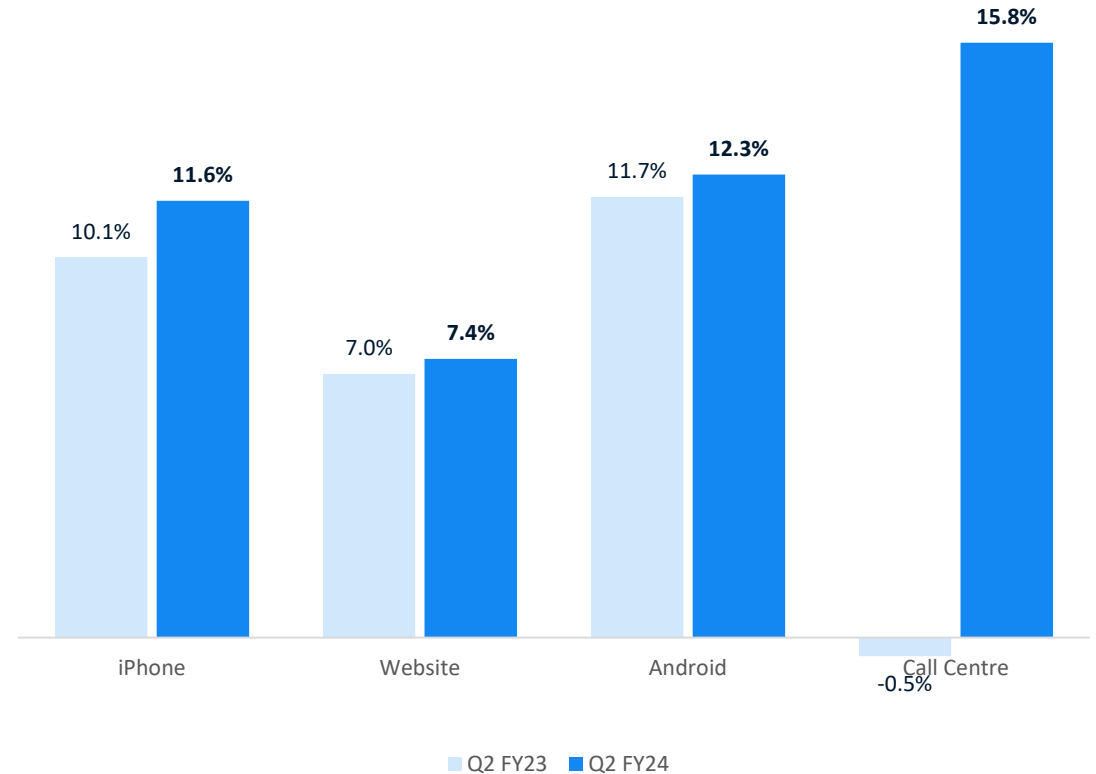
# MOBILE-FIRST FOCUS<sup>1</sup>

Mobile Turnover now 68% of total; margin increasing to 11.7%

Turnover (\$ million) by channel  
(Q2 FY23 – Q2 FY24)



Net Win Margin % by channel  
(Q2 FY23 – Q2 FY24)



1. Australian trading business

# AUSTRALIAN MARKETING ACTIVITY

Q2 FY24  
Highlights:

Effective brand investment delivers significant efficiencies

BlueBet brand relaunch

Record performance through Spring Carnival period

Product enhancements

Enhanced social content strategy

Well positioned ahead of proposed new Australian wagering regulations

Shift towards targeted acquisition media already underway:

- Increased investment in paid digital channels
- Moving from TV and radio to on-demand video and audio

Harnessing the value of our customer database:

- Enhanced promotional targeting through Salesforce CRM
- Automated personalisation to enhance offer targeting and reduce churn

Building our audiences across owned channels:

- Investing in social content, brand ambassadors, key events and content partners
- Focused on converting social followers to FTDs



# ***US MARKET ENTRY***

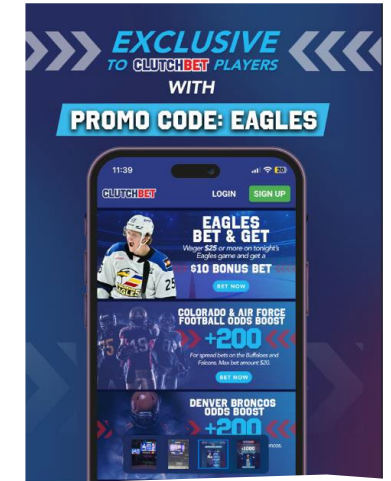
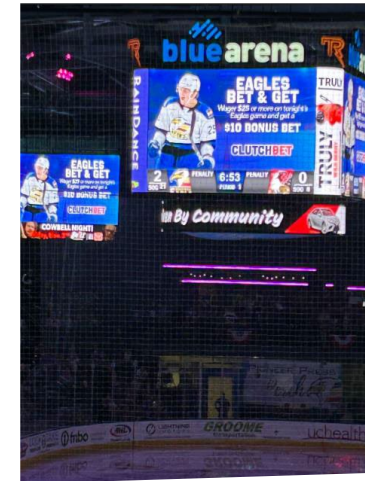
# US MARKET ENTRY



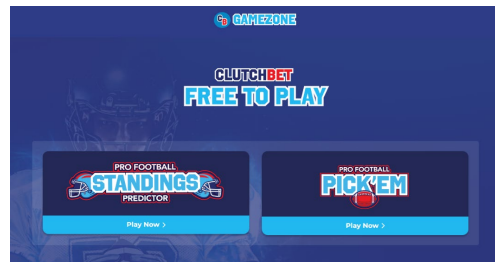
ClutchBet gaining traction in Iowa and Colorado with hyper-localised marketing strategy

AUD \$m	Q2 FY24	Q2 FY23
Turnover/Handle	13.9	1.4
Gross Win	0.8	0.1
Net Win	0.1	-
Bet Count	84,009	6,804

- 71% live wagers shows popularity of live betting for core customer base
- Continued execution of hyper-localised marketing strategy with sponsorships and activations:
  - Team sponsorships of Colorado Switchbacks (United Soccer League) and Colorado Eagles (American Hockey League)
  - Arena sponsorship of Xstream Arena, home of Iowa Heartlanders, Iowa Hawkeyes Volleyball and local concerts/events



Enhancements to Same Game Parlay product to drive improved margin in H2

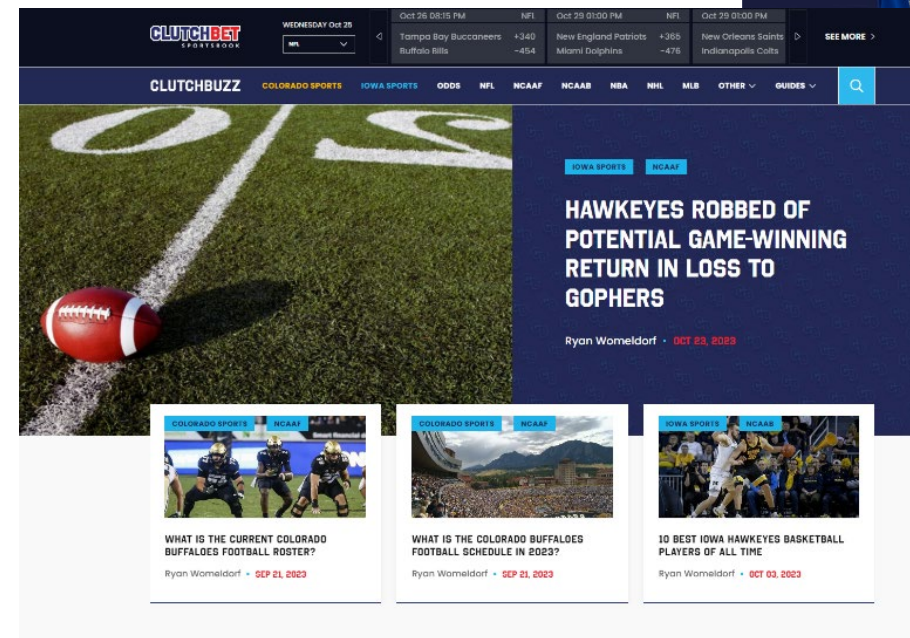
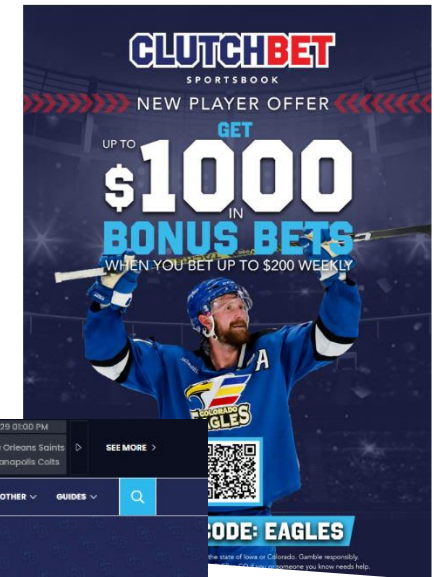
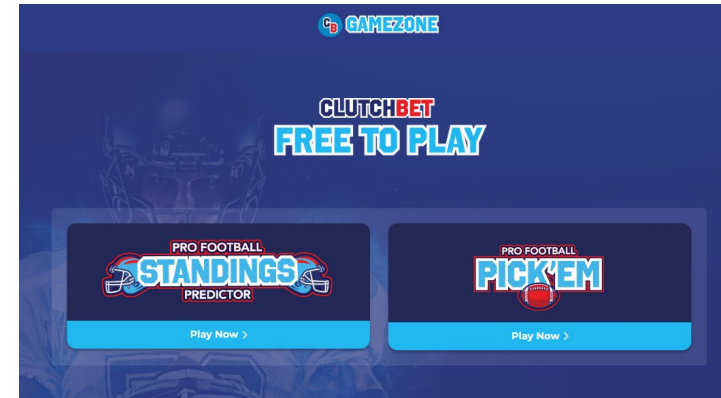


# LOUISIANA LAUNCH

Go-live announced on 30 January 2024

# CLUTCHBET

- Planned marketing promotions
  - **New Player offer** – Bet up to \$200, get up to \$1,000 free bets
  - **Retention offers** - +200 on New Orleans Saints spread bets, all season
    - +200 on New Orleans Pelicans spread bets
    - Parlay insurance, when 1 leg loses
- Launching dedicated “Louisiana” sports blog section on ClutchBuzz
- Targeting 2-3 local team partnerships
- Targeted **Out-of-Home campaigns** in New Orleans and Baton Rouge
- **Venue partnerships** (2 in New Orleans) to conduct activations
- After Louisiana go-live, **ClutchBet now has access to a combined population of over 14 million people** which provides scale and a path to profitability



# ***FINANCIALS***

# SUMMARY OF QUARTERLY CASH FLOWS

*Q2 cash expenditure impacted by significant one-offs; Group expected to be free cash flow neutral in H2*

## Q2 cash flow highlights

- Net cash used in operating activities includes (\$4.5m) invested in US market entry
- Q2 FY24 marketing spend is seasonally high with major sporting events (Spring Racing, NRL/AFL Finals, NFL)
- Significant one-off payments including insurance (\$0.4m) and NT Licence (\$0.9m)

## Cash outlook for H2

- Group was free cash flow neutral in January, expected to continue in H2 FY24
- IT spend to reduce significantly with BlueBet Global Platform largely delivered
- Marketing spend to be materially lower due to reduced ad spend and non-recurrence of brand relaunch and seasonal marketing activity
- \$3m unsecured loan facility<sup>1</sup> from Executive Chairman, Michael Sullivan provides additional financial flexibility, with further levers to pull if required

<sup>1</sup>Facility limit: \$3 million (currently undrawn); Interest rate: 10% p.a. The loan is repayable within 2 years of the first drawdown and is available for drawdown until 30 January 2026.

\$000'S	Q2 FY24
<b>Cash flows from operating activities</b>	
Receipts from customers (Client deposits)	50,179.0
Payments to customers (Client withdrawals)	(35,561.4)
Payments to suppliers and employees (inclusive of GST)	(22,141.5)
	<b>(7,523.9)</b>
Interest received	20.6
Interest and other finance costs paid	(202.8)
Income taxes refunded / (paid)	-
<b>Net cash from operating activities</b>	<b>(7,706.1)</b>
<b>Cash flows from investing activities</b>	
Payments for property, plant and equipment	(8.0)
Investments	-
Payments for intangibles	(523.4)
<b>Net cash used in investing activities</b>	<b>(531.4)</b>
<b>Cash flows from financing activities</b>	
Share issue transaction costs	-
Payment of office bond	-
<b>Net cash from/(used in) financing activities</b>	<b>-</b>
Net increase / (decrease) in cash and cash equivalents	(8,237.5)
Cash and cash equivalents at the beginning of the quarter	17,697.3
Effects of exchange rate changes on cash and cash equivalents	(326.1)
<b>Cash and cash equivalents at the end of the quarter</b>	<b>9,133.7</b>



# ***Q3 FY24 PRIORITIES***

# Q3 FY24 PRIORITIES

*Continue strong business momentum in Australia and the US*



Outperform and grow market share



Embed BlueBet Global Platform to drive scale and operational efficiencies



Continue the evolution of the Australian marketing approach to get ahead of proposed regulation



Continue trajectory to free cash flow neutrality in H2 FY24



Execute successful Louisiana launch



Leverage product enhancements to grow share and improve margins



Continue hyper-localised marketing strategy



Secure our first B2B partner

# ***UPDATE ON STRATEGIC INITIATIVES***

- BlueBet continues to demonstrate strong trading performance. Existing cash reserves and loan facility provide financial flexibility, with further levers to pull if required
- As disclosed on January 5, BlueBet remains in ongoing strategic discussions with third parties, with the Group retaining significant optionality
- Board remains committed to maximising value for BlueBet shareholders

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