

11 April 2024

## BetMakers announces acquisition of RACELAB Global assets

BetMakers Technology Group Ltd (ASX:BET) (“BetMakers” or the “Company”) is pleased to announce that it has acquired assets of RACELAB Pty Ltd (“RACELAB Global”), a leading international supplier of enhanced racing wagering products and technologies.

### Key highlights of the acquisition:

- **Highly strategic acquisition for BetMakers, adding leading race form, preview, and statistics technology to the BetMakers ecosystem, as well as proprietary fixed odds pricing technology and associated algorithms.**
  - Acquisition also offers potential for BetMakers to further expand its services in the harness and greyhound form and preview racing sectors and bring new customers to BetMakers.
- **Total consideration of A\$1.5 million in cash with a clawback of up to A\$500k dependent on key customer novation within 30 days.**
- **Deal provides an ongoing partnership with global racing rights holder Sports Information Services Limited (“SIS”) to develop products and services for their suite of global customers.**

Commenting on the RACELAB Global acquisition, BetMakers CEO Jake Henson said:

*“We are very pleased to secure this unique set of assets that hold tremendous potential for BetMakers. We have acquired market leading technology that further broadens the capabilities of BetMakers’ racing ecosystem for both wagering operators and rights holders alike, across the globe. In addition, we are uniquely placed to integrate the RACELAB operations into our existing global infrastructure, driving new revenues via our existing sales channels and continuing to develop upon the strategic vision of both ProFORM™ and ODDS ENGINE™ technologies.*

*“We are very confident in our ability to deliver substantial value from this acquisition, and to contribute towards both revenue and earnings growth in FY25 and beyond.”*

ProFORM™ premium informatics and enhanced content compliments the other critical services as part of the BetMakers eco-system, which includes Race Day Controls, Form, Pricing, Trading, Tote and Streaming, and represents a new product that BetMakers can distribute to its large global customer base.

ODDS ENGINE™ will further enhance the existing BetMakers pricing and trading capability and tools, improving the accuracy of betting markets as well as bringing new wagering products into the mix.

The Board of BetMakers has authorised the release of this announcement to ASX.

For further information please contact:

Eric Kuret, Automic Group

Investor Relations

[investors@thebetmakers.com](mailto:investors@thebetmakers.com)

+ 61 417 311 335

### **Disclaimer**

The material contained in this document is of general information about the activities of BetMakers as at the date of this update. All monetary figures quoted within this document are in Australian dollars (\$AUD) unless otherwise specified and are provided on an unaudited basis.

This announcement contains “forward-looking statements.” These can be identified by words such as “may”, “should”, “anticipate”, “believe”, “intend”, “estimate”, and “expect”. Statements which are not based on historic or current facts may be forward-looking statements. Forward-looking statements are based on:

- assumptions regarding the Company’s financial position, business strategies, plans and objectives of management for future operations and development and the environment in which the Company will operate; and
- current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties.

Actual results, performance or achievements of the Company could be materially different from those expressed in, or implied by, these forward-looking statements. The forward-looking statements contained within the presentations are not guarantees or assurances of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause the actual results, performance or achievements of the Company to differ materially from those expressed or implied by forward-looking statements. For example, the factors that are likely to affect the results of the Company include general economic conditions in Australia and globally; exchange rates; competition in the markets in which the Company does and will operate; weather and climate conditions; and the inherent regulatory risks in the businesses of the Company. The forward-looking statements contained in this announcement should not be taken as implying that the assumptions on which the projections have been prepared are correct or exhaustive. The Company disclaims any responsibility for the accuracy or completeness of any forward-looking statement. The Company disclaims any responsibility to update or revise any forward-looking statements to reflect any change in the Company’s financial condition, status or affairs or any change in the events, conditions or circumstances on which a statement is based, except as required by law. The projections or forecasts included in this presentation have not been audited, examined or otherwise reviewed by the independent auditors of the Company.

You must not place undue reliance on these forward-looking statements.