



ASX Announcement (ASX:BBT)

24 April 2024

Q3 FY24 Quarterly Results & Investor Presentation

BlueBet Holdings Limited (ASX:BBT) (**BlueBet** or the **Company**) is pleased to provide the attached Q3 FY24 Investor presentation.

AUTHORISATION

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

--END--

For further information, please contact:

Investor Enquiries

Darren Holley

CFO

investor@bluebet.com.au

Media Enquiries

Citadel - MAGNUS

Jack Gordon

jgordon@citadelmagnus.com

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.

ersonal use only

Q3 FY24
INVESTOR PRESENTATION &
APPENDIX 4C
April 2024

BlueBet

IMPORTANT NOTICE & DISCLAIMER

Acceptance

This presentation has been prepared by BlueBet Holdings Ltd (ACN 647 124 641) (**BlueBet**). By accepting, accessing or reviewing this presentation, you acknowledge and agree to the terms set out in this Important Notice and Disclaimer.

Summary of information

This presentation has been provided to you solely to convey information about BlueBet and its related entities, and their activities, for the quarterly period ended 31 March 2024. The information in this presentation is general in nature and does not purport to be complete, nor does it contain all the information which a prospective investor may require in evaluating a possible investment in BlueBet. It has been prepared by BlueBet with due care, but other than as required by law, no representation or warranty, express or implied, is provided in relation to the accuracy, fairness or completeness of the information. Statements in this presentation are made only as of the date of this presentation, unless otherwise stated, and the information in this presentation remains subject to change without notice.

None of BlueBet, its representatives or advisers is responsible for updating, or undertakes to update, this presentation. Items depicted in photographs and diagrams are not assets of BlueBet, unless stated.

This presentation should be read in conjunction with BlueBet's Results Announcement for the quarterly period ended 31 March 2024, as well as other periodic and continuous disclosure information lodged with the ASX, which are available at www.asx.com.au and the BlueBet Investor Centre accessible via www.bluebetplc.com.

Industry data

Certain market and industry data cited or used in the preparation of this presentation may have been obtained from research, surveys or studies conducted by third parties, including industry or general publications. None of BlueBet, its representatives or advisers have independently verified any such market or industry data provided by third parties or industry or general publications, nor have those third parties or industry or general publications authorised or approved the publication of this presentation.

Not financial product advice or offer

This presentation is for information purposes only and is not a prospectus, product disclosure statement, pathfinder document for the purposes of section 734(9) of the Corporations Act or other disclosure document under Australian law or the law of any other jurisdiction. It is not, and should not be considered as, an offer, invitation, solicitation, advice or recommendation to buy or sell or to refrain from buying or selling any securities or other investment product or to enter into any other transaction in any jurisdiction. It has been prepared without accounting for any person's individual objectives, financial or tax situation or any particular needs. Readers should consider the appropriateness of the information having regard to their own objectives, financial and tax situation and needs, make their own enquiries and investigations regarding all information in this presentation including but not limited to the assumptions, uncertainties and contingencies which may affect future operations of BlueBet and the impact that different future outcomes may have on BlueBet, and seek legal and taxation advice appropriate for their jurisdiction.

Financial data

Investors should note that this presentation contains historical financial information. The historical information, provided in this presentation is for illustrative purposes only and is not represented as being indicative of BlueBet's views on its future financial condition and/or performance. Investors should be aware that certain financial measures included in this presentation are 'non-IFRS financial information' under ASIC Regulatory Guide 230: 'Disclosing non-IFRS financial information' and are not recognised under Australian Accounting Standards (**AAS**) and International Financial Reporting Standards (**IFRS**). The non-IFRS financial information/non-GAAP financial measures include EBITDA, net debt and others. Such non-IFRS financial information/non-GAAP financial measures do not have a standardised meaning prescribed by AAS or IFRS. Therefore, the non IFRS financial information may not be comparable to similarly titled measures presented by other entities and should not be construed as an alternative to other financial measures determined in accordance with AAS or IFRS.

Although BlueBet believes these non-IFRS financial measures provide useful information to investors in measuring the financial performance and condition of its business, investors are cautioned not to place undue reliance on any non-IFRS financial information/non-GAAP financial measures

included in this presentation. The non-IFRS financial information in this presentation has not been audited or reviewed in accordance with AAS. All currency figures in this presentation are in Australian dollars (\$) unless stated otherwise.

Effect of rounding

A number of figures, amounts, percentages, estimates, calculations of value and fractions in this presentation are subject to the effect of rounding. Accordingly, the actual calculation of these figures may differ from the figures set out in this presentation.

Past performance

Past performance of BlueBet, including past share price performance, cannot, and should not, be relied upon as an indicator of (and provides no guidance as to) future BlueBet performance. Nothing contained in this presentation, nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee, whether as to the past, present or future.

Future performance and forward-looking statements

This presentation contains forward-looking statements, forecasts, estimates, projections, beliefs and opinions (**Forward-Looking Statements**). Forward-Looking Statements can be identified by the use of terminology, including, without limitation, the terms 'believes', 'estimates', 'anticipates', 'expects', 'projects', 'predicts', 'intends', 'plans', 'propose', 'goals', 'targets', 'aims', 'outlook', 'guidance', 'forecasts', 'may', 'will', 'would', 'could' or 'should' or, in each case, their negative or other variations or comparable terminology. Forward-Looking Statements reflect expectations as at the date of this presentation. However, they are not guarantees or predictions of future performance or events or statements of fact. They involve known and unknown risks, uncertainties and other factors, many of which are beyond BlueBet's control, and which may cause actual results to differ materially from anticipated results, performance or achievements expressed or implied by the Forward-Looking Statements contained in this presentation. Other than as required by law, although they believe there is a reasonable basis for the Forward-Looking Statements, neither BlueBet nor any other person (including any director, officer or employee of BlueBet or any related body corporate) gives any representation, assurance or guarantee (express or implied) as to the accuracy or completeness of each Forward-Looking Statement or that the occurrence of any event, results, performance or achievement will actually occur. Except as required by applicable laws or regulations, BlueBet does not undertake to publicly update or review any Forward-Looking Statements, whether as a result of new information or future events. Past performance cannot be relied on as a guide to future performance.

No representations or warranties

No representation or warranty, expressed or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this presentation. To the maximum extent permitted by law, none of BlueBet and its related bodies corporate, or their respective directors, employees or agents, nor any other person accepts liability for any loss arising from the use of this presentation or its contents or otherwise arising in connection with it, including, without limitation, any liability from fault or negligence.

Authorisation

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

Q3 FY24 HIGHLIGHTS

BlueBet delivers maiden cash flow positive quarter since IPO as market share growth accelerates

Group's first ever cash flow positive quarter in Q3

Focus on profitability and strong Net Win margin drove cash flow positive outcome in Q3; on track for cash flow neutral in H2¹

Turnover up 26.1% to \$151.6m

Record Q3 quarterly turnover driven by Sports, Thoroughbred & Greyhound racing where we are taking share

Active Customers² up 13.7% to 73,089

Continuing to gain market share in Australia; further traction in Iowa & Colorado and Louisiana go-live mid-quarter

Strong Net Win margin of 10.8%

Ongoing outperformance with Group Net Win margin +0.8pp to 10.8%; Australia healthy at 11.4% driven by improved promotion efficiency

AU Sport Turnover up 48.0%

Sport Turnover up 48.0%, with strong growth in higher margin Same Game Multis (+26%) and Same Race Multis (+47%)

Key milestone reached in US with first B2B partner

Maiden B2B Sportsbook partner secured in Ohio; first bets taken in 3rd US B2C state Louisiana

Transformational merger with betr

Proposed Merger between BlueBet and betr to create a profitable, leading Australian wagering operator (announced on 11 April 2024)

1. Group is on track to be cashflow neutral in H2 FY24, excluding one-off costs in relation to the betr merger and even without the previously planned cost reduction initiatives which were not enacted in anticipation of the betr transaction
2. Customers who have placed a cash bet in the 12 months preceding the relevant period. Colorado & Louisiana only live for part of the year

GROUP¹ KEY METRICS DASHBOARD - Q3 FY24

Market share gains and trading outperformance drives strong growth and Net Win

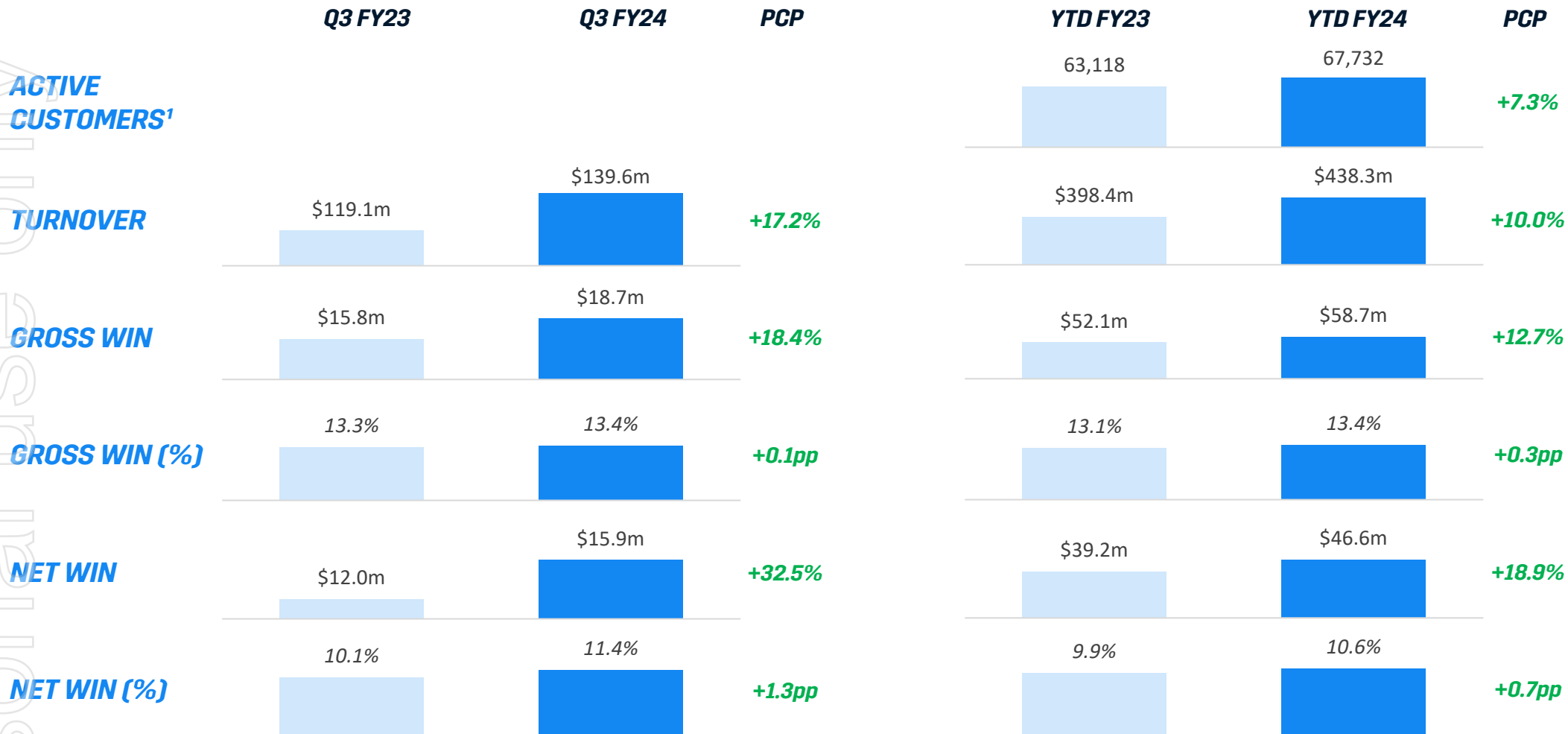


1. All comparisons relate to the prior corresponding period (pcp) unless otherwise stated
2. Customers who have placed a cash bet in the 12 months preceding the relevant period. Iowa only live since 29 August 2022, Colorado from 26 April 2023 and Louisiana from 30 January 2024
3. Australian business only, US excluded given Iowa first bets were August 2022, Colorado April 2023 and Louisiana January 2024

AUSTRALIAN TRADING BUSINESS

AUSTRALIA KEY METRICS – Q3 FY24

Accelerating growth momentum and strong Net Win Margin

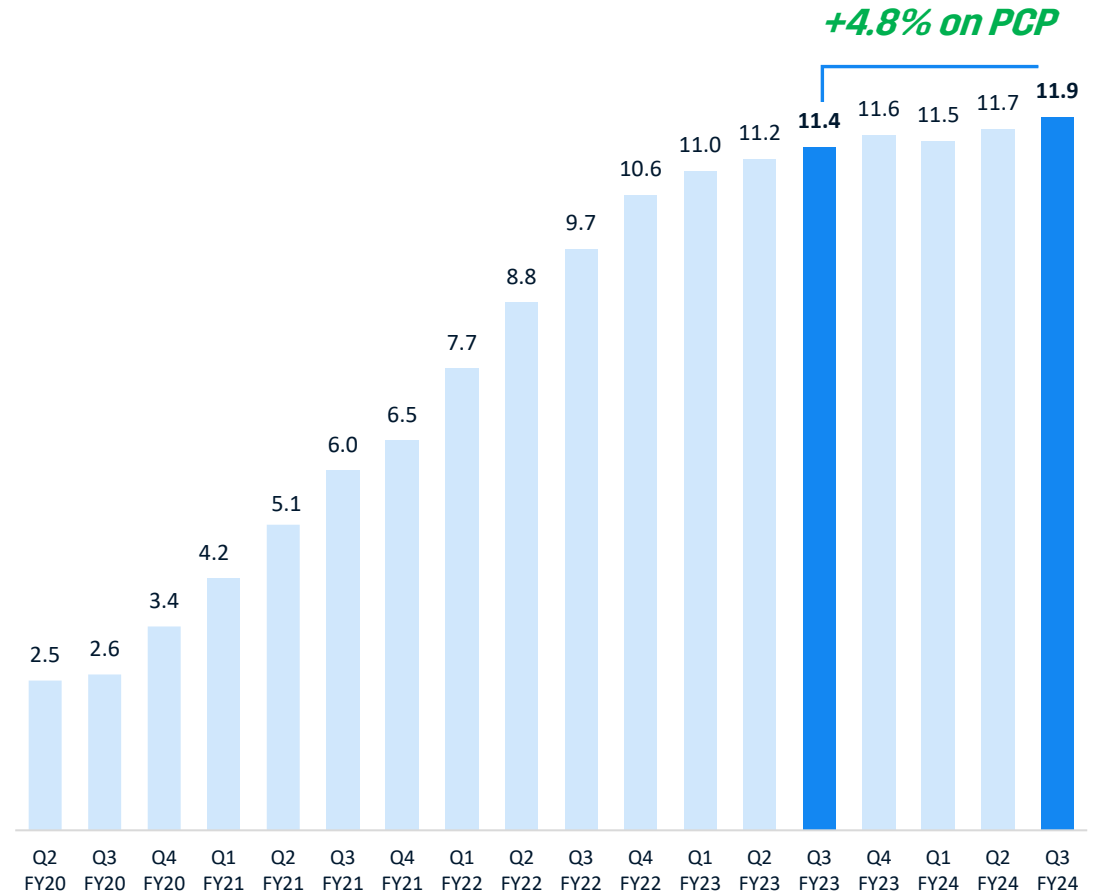
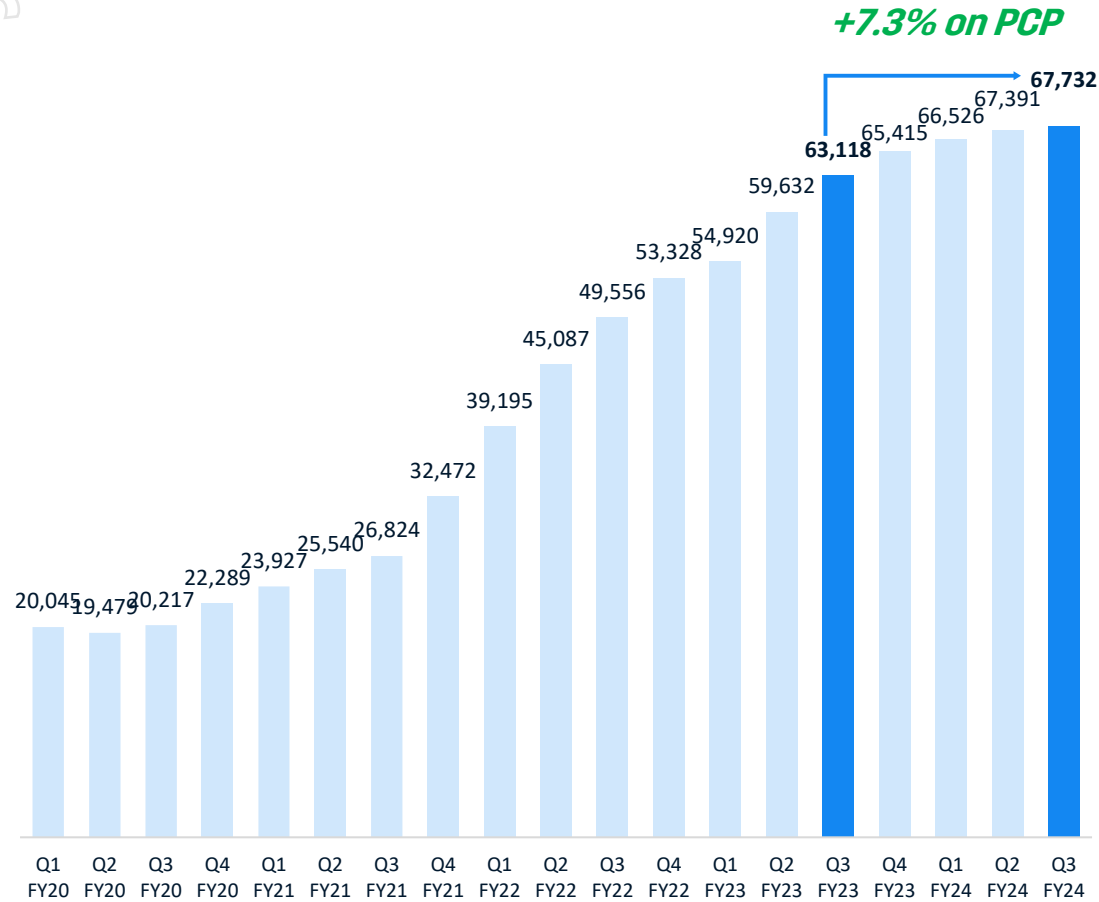


1. Customers who have placed a cash bet in the 12 months preceding the relevant period

RECORD ACTIVE CUSTOMERS AND BET COUNT¹

Active Customers up 7.3% to 67,732

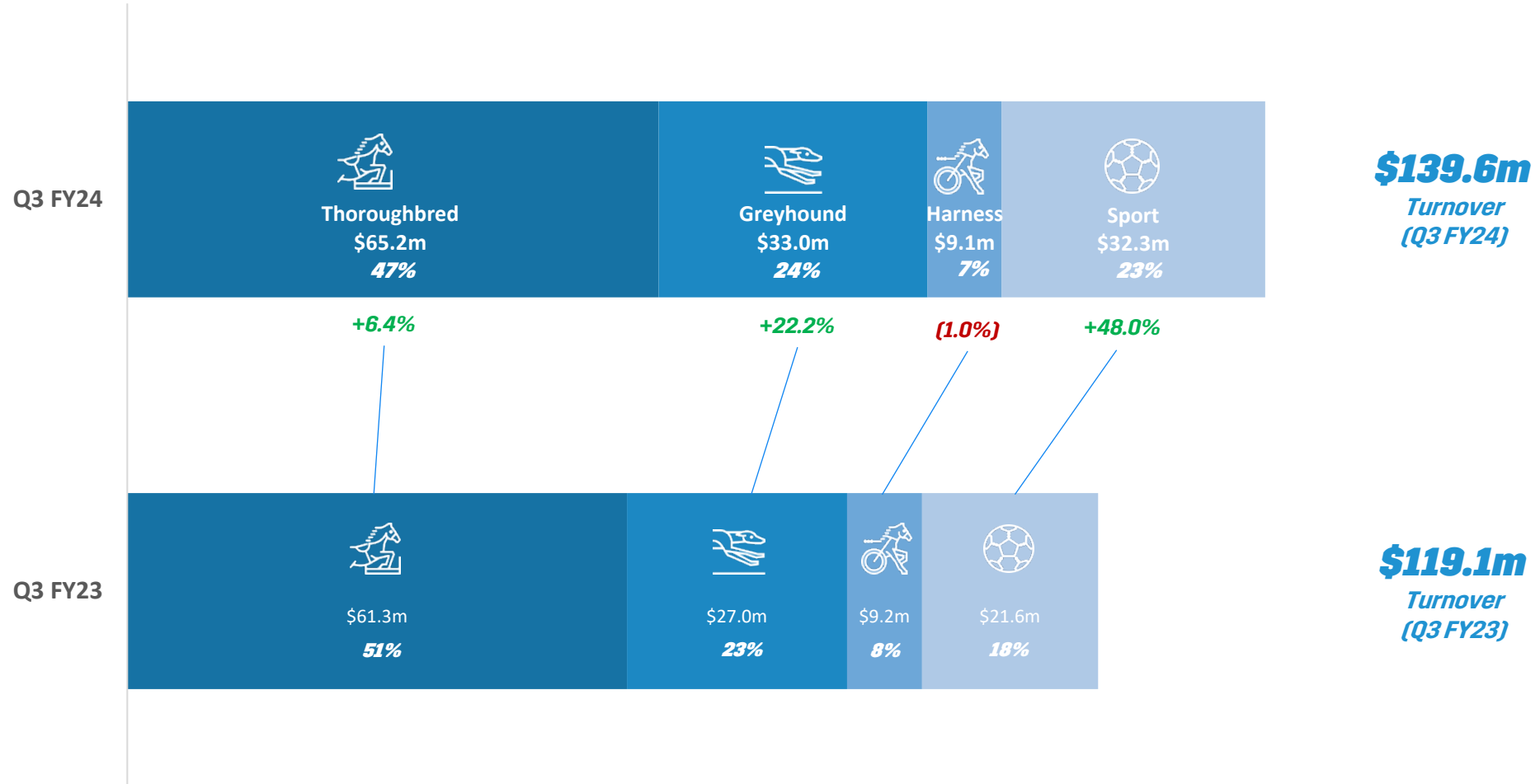
12-month rolling Bet Count over 11.9m



1. Australian trading business

TURNOVER BY PRODUCT¹

Outperforming the market with Turnover up 17.2% to \$139.6m, driven by strong growth in Sport & Greyhounds

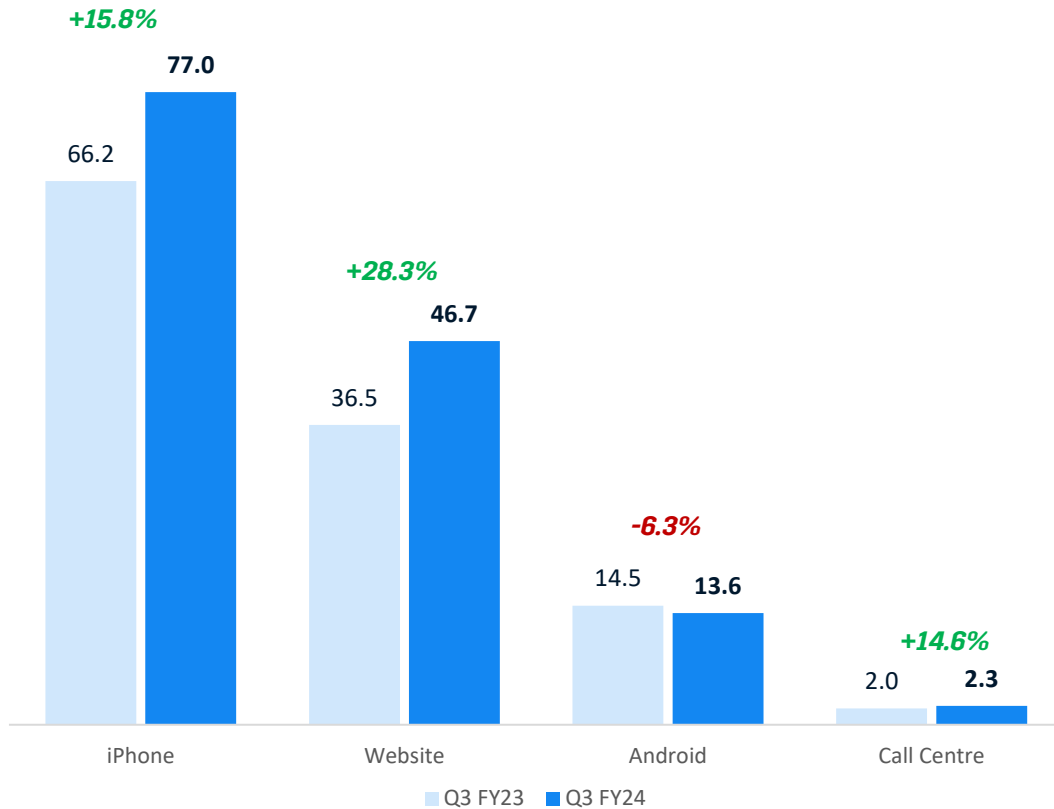


1. Australian trading business

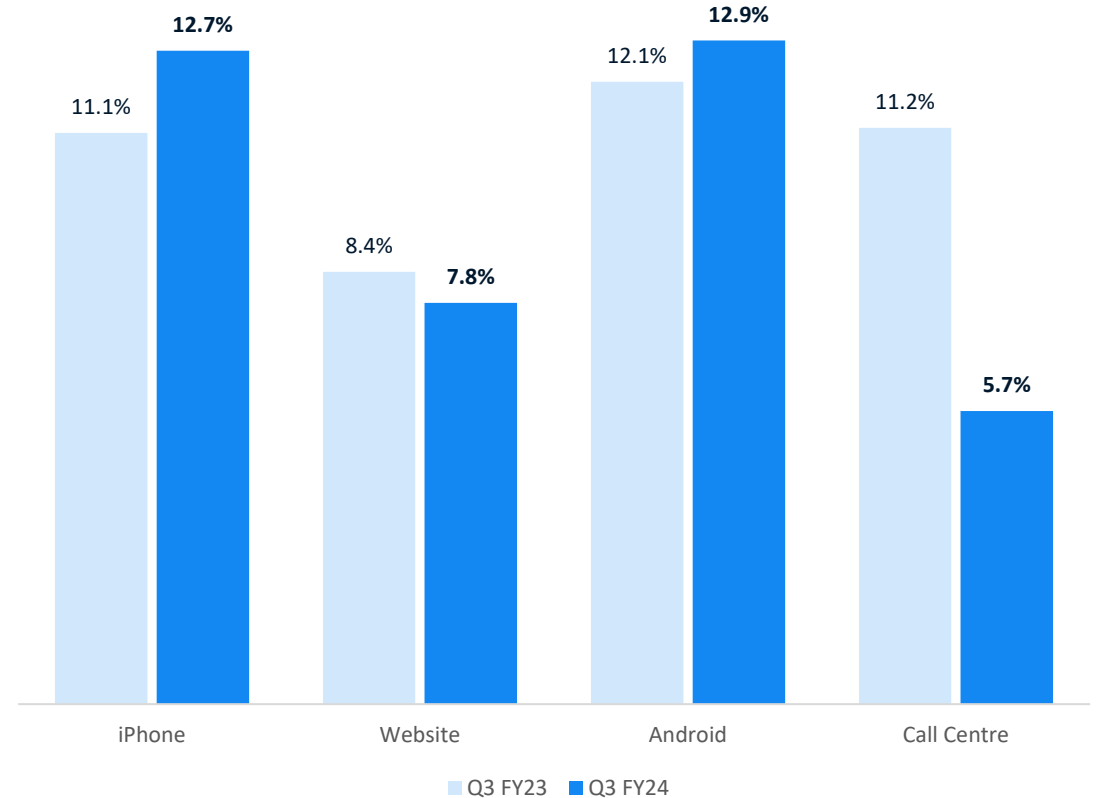
MOBILE-FIRST FOCUS¹

Mobile Turnover 65% of total; margin increasing to 12.7%

Turnover (\$ million) by channel
(Q3 FY23 – Q3 FY24)



Net Win Margin % by channel
(Q3 FY23 – Q3 FY24)



1. Australian trading business

AUSTRALIAN MARKETING ACTIVITY

Q3 FY24 Highlights:

- Continue to drive marketing efficiencies
- Increased customer value
- Social Content Strategy increased follower base by 3x
- Product enhancements – SGM Extra, Bet Tracker
- Implemented personalization campaigns



Focus for remainder of FY24

Drive acquisition through Paid Digital channels

- Customer acquisition via paid social, search, programmatic and affiliates.
- Achieve <\$200CPA

Continued Implementation of personalization strategy

- Build out additional personalisation campaigns

Prepare for merger – Brand, Product, Marketing

- Conduct brand review (Research and strategy)
- Prepare for the betr customer migration
- Continue to evolve our customer experience



US MARKET ENTRY

UPDATE ON US OPERATIONS

Significant milestone with maiden US B2B Sportsbook partnership in Ohio

Update on US operations

- ✓ Stage 1 of 'Capital-Lite' US market entry complete with foothold and clear path to profitability in all three B2C markets
- ✓ Significant strategic milestone with maiden US B2B sportsbook partnership signed in Ohio, with revenue to commence in FY25
- ✓ Significant reduction in US expenditure going forward with BlueBet Global Platform delivered and approved and no further B2C market launches planned
- ✓ Strategic review of US operations to be undertaken post-Completion of merger with betr to determine path forward

B2B Sportsbook-as-a-Solution Offer



State of Ohio Online Sports Betting

- Legal sports betting launched in Buckeye State in 2023
- Total handle of nearly \$7.5bn and revenue of nearly \$1bn (2023)
- #7 most populous US state with nearly 12m people
- Ohio to rank in the top 6 for total handle in 2023

Mid-Ohio Sports Car Course

- Mid-Ohio operates a motorsports facility in Lexington, Ohio, between the large cities of Cleveland and Columbus.
- Track opened in 1962 and has a capacity of over 75,000, hosting premier professional racing series and other race events.
- Also home to The Mid-Ohio School, offering driving and motorcycle riding instruction and experiences.



UPDATE ON US OPERATIONS

CLUTCHBET

Gaining traction in Iowa & Colorado with Louisiana launched in January 2024

AUD \$m	Q3 FY24	Q3 FY23
Turnover/Handle	12.0	1.1
Gross Win	0.8	0.0
Net Win	0.5	-
Bet Count	64,799	12,110

Successful Louisiana launch in February ahead of Superbowl

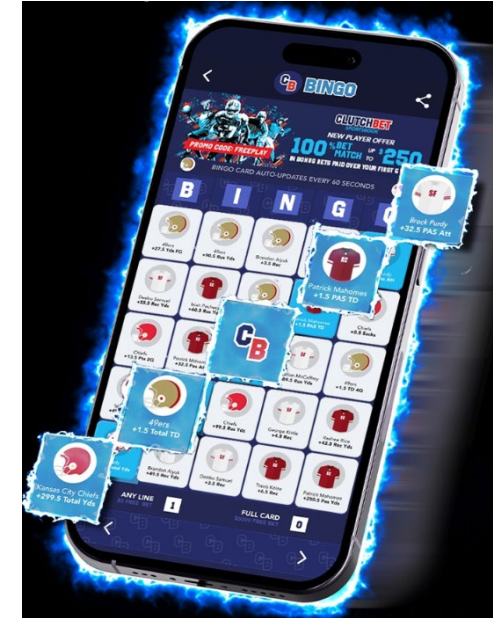
- Targeted acquisition plan, focused on freeplay, hyper-local media and promotions
- Initial player metrics encouraging, strong wagering propensity toward higher margin products

Drove significant marketing efficiencies with a reduced but optimised approach

- Cost per Acquisition improved 7% versus Q2 and 22% from Q1
- New player offer reduced active player bonus costs by 48% versus Q2

Launched new Freeplay games for the Superbowl and March Madness in conjunction with Low6

Continued product enhancements with immediate withdrawal methods, combined Same Game Parlay product and biometric capability added in Q3



FINANCIALS

SUMMARY OF QUARTERLY CASH FLOWS

Accelerating growth and focus on profitability delivers first positive quarterly cash flow

Q3 cash flow highlights

- First positive quarterly cash flow generated since IPO driven by accelerated growth and focus on profitability.
- Net cash from operating activities was an inflow of \$1.3m, with \$2.4m generated in Australia (incl. Corporate costs) offset by (\$1.1m) in the US
- Q3 FY24 marketing spend was \$1.6m for Australia and \$1.1m in the US

Cash outlook for Q4

- Successful completion of approximately \$20m placement as announced on 12 April 2024
- BlueBet Global Platform was approved by GLI in April and will be deployed in Q4 realising operational synergies, with IT spend to be redirected to product enhancement and pre-migration activities
- Continued focus on profitability

\$000'S	Q3 FY24
Cash flows from operating activities	
Receipts from customers (Client deposits)	48,857.2
Payments to customers (Client withdrawals)	(31,801.9)
Payments to suppliers and employees (inclusive of GST)	(15,554.9)
	1,500.4
Interest received	4.0
Interest and other finance costs paid	(227.9)
Income taxes refunded / (paid)	-
Net cash from operating activities	1,276.5
Cash flows from investing activities	
Payments for property, plant and equipment	(11.9)
Investments	-
Payments for intangibles	(534.8)
Net cash used in investing activities	(546.7)
Cash flows from financing activities	
Share issue transaction costs	-
Payment of office bond	-
Net cash from/(used in) financing activities	-
Net increase / (decrease) in cash and cash equivalents	729.8
Cash and cash equivalents at the beginning of the quarter	9,133.7
Effects of exchange rate changes on cash and cash equivalents	32.3
Cash and cash equivalents at the end of the quarter	9,895.8

***TRANSFORMATIONAL MERGER
WITH BETR***

BlueBet

B betr

TRANSFORMATIONAL MERGER OF BLUEBET & BETR

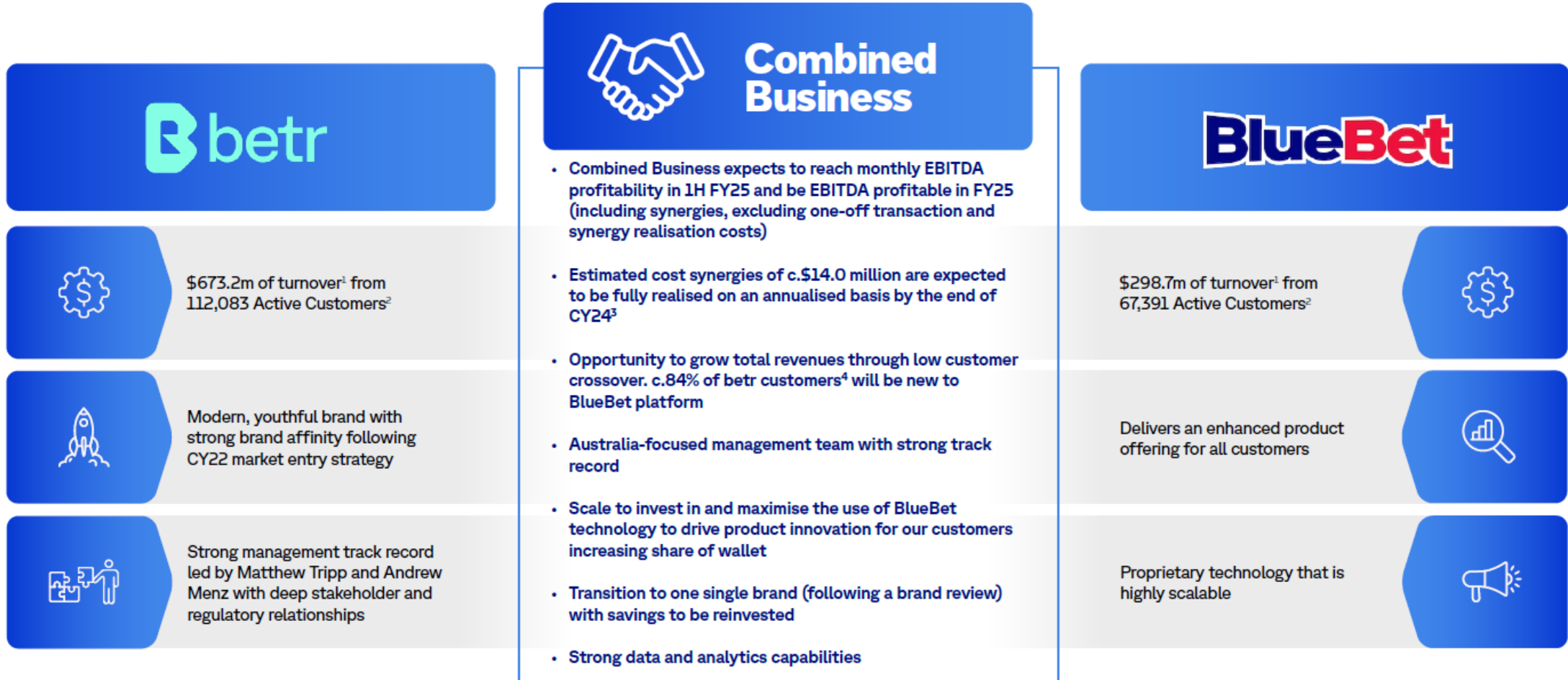
BlueBet and betr to combine to create a profitable, leading Australian wagering operator



1. | Materially enhanced scale and increased sustainable base of recreational customers
2. | Maximising use of BlueBet's proprietary technology platform
3. | Significant operating efficiencies, with the Combined Business expecting to reach monthly EBITDA profitability in 1H FY25 and be EBITDA profitable in FY25¹
4. | Experienced and credentialed Board and management team
5. | Platform for further inorganic growth

1. Including synergies, excluding one-off transaction and synergy realisation costs.

STRATEGIC RATIONALE



1. For the six months ending 31 December 2023. BlueBet includes Australian customers only.

2. An Active Customer is defined in 2 ways: (1) In the case of BlueBet, Australian customers that have placed a cash bet in the 12 months to 31 December 2023. (2) For betr, customers that placed a cash bet in the six months to 31 December 2023 as this is a more accurate representation of betr's ongoing Active Customers than the 12 months to 31 December 2023. Post completion of the Proposed Merger, the Combined Business will align and report Active Customers on a 12 month prior basis, in line with industry standards.

3. Estimated one-off costs to achieve cost synergies to total \$4.0 million.

4. Based on independent analysis of BlueBet customers from 2016 to 3 November 2023 and betr customers from 1 August 2023 to 31 October 2023.

CREATING A BIGGER, BETTER BETTING COMPANY

Combining betr's large customer database with BlueBet's modern technology platform and loyal Active Customer database



1. An Active Customer is defined in 2 ways: (1) In the case of BlueBet, Australian customers that have placed a cash bet in the 12 months to 31 December 2023. (2) For betr, customers that placed a cash bet in the six months to 31 December 2023 as this is a more accurate representation of betr's ongoing Active Customers than the 12 months to 31 December 2023. Post completion of the Proposed Merger, the Combined Business will align and report Active Customers on a 12 month prior basis, in line with industry standards.
2. All figures are for the six months ending 31 December 2023. betr numbers exclude launch markets. Launch markets were betr's markets offering up to \$101 odds on the 2023 AFL Grand Final winner and/or the 2023 NRL Grand Final winner. The markets were offered from betr's launch in October 2022 until December 2022, and were resulted upon completion of the respective grand finals.
3. This is based on historical financial information of BlueBet and betr, including unaudited financial information of betr, and is given for illustrative purposes only and should not be relied upon as BlueBet's views on its future financial performance following completion of the Proposed Merger.
4. 84% of betr customers will be new to the BlueBet platform, based on independent analysis of BlueBet customers from 2016 to 3 November 2023 and betr customers from 1 August 2023 to 31 October 2023.

TIMETABLE

Date

✓ Wednesday, 10 April 2024

✓ Thursday, 11 April 2024

✓ Thursday, 11 April 2024

✓ Friday, 12 April 2024

✓ Friday, 19 April 2024

✓ Monday, 22 April 2024

Late May 2024

Late May 2024

Late May 2024

Monday, 1 July 2024

Event

• Trading Halt

• Announcement of the Proposed Merger and Placement

• Bookbuild for the Placement

• Announce completion of Placement and return to trading on ASX

• Settlement of Tranche One of the Placement

• Allotment and normal trading of New Shares issued under Tranche One of the Placement

• General Meeting to approve Tranche Two of the Placement and the Consideration Shares to be issued under the Proposed Merger

• Settlement of Tranche Two of the Placement

• Allotment and normal trading of New Shares issued under Tranche Two of the Placement

• Anticipated date for completion of the Proposed Merger

Note: The timetable is indicative only and may change. BlueBet reserves the right to amend any or all of these dates and times without notice, subject to the Corporations Act, ASX Listing Rules and other applicable laws. All times referred to above are to Sydney, Australia time.

ersonal use only

BlueBet