



1 July 2024

ASX Announcement (ASX:BBT)

## BlueBet to exit market access agreement in Indiana

Online wagering provider, BlueBet Holdings Ltd (BlueBet or the Company) (ASX:BBT), announces that its wholly-owned subsidiary, BlueBet Indiana LLC, has terminated its market access agreement with Horseshoe Hammond, LLL, a casino located in Hammond, Indiana, effective 30 June 2024.

As previously announced, BlueBet has commenced a strategic review of its US operations. While the review remains ongoing, in the immediate term the Company has decided to focus on its three existing US B2C markets of Iowa, Colorado, and Louisiana, while continuing to roll out its B2B Sportsbook-as-a-Solution offer.

This follows the Company's announcement that it has signed its first B2B sportsbook partnership in Ohio in March 2024. The Company expects that demonstrating the strength of its B2B offer will unlock further B2B partnership opportunities, leading to a reduction in the net cash used in scaling the US business.

Consequently, BlueBet and Horseshoe Hammond, LLL, have agreed to mutually terminate the market access agreement in Indiana.

BlueBet remains committed to maximising value for shareholders. The Company believes focusing its efforts and capital on its outperforming Australian business, while continuing to scale in the US with its 'Capital Lite' market entry strategy, will deliver the best returns on capital.

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### **AUTHORISATION**

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

**For further information, please contact:**

**Investors**

Darren Holley

CFO

[investor@bluebet.com.au](mailto:investor@bluebet.com.au)

**Media**

Jack Gordon

Morrow Sodali

[j.gordon@morrrowsodali.com](mailto:j.gordon@morrrowsodali.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.

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