



BETMAKERS TECHNOLOGY GROUP LTD  
ACN: 164 521 395  
Phone: 1 300 208 849  
Fax: (02) 8330 6357  
Level 4, 189 Flinders Lane  
Melbourne, VIC 3000

17 March 2025

## BetMakers renews Global Tote partnership with UK TOTE Group

BetMakers Technology Group Limited (ASX:BET) (**Company** or **BetMakers**) is pleased to announce that its subsidiaries, Global Tote US LLC and, Racing Technology Ireland Ltd (**Global Tote**) have entered into an agreement with UK Tote Group, the operator of the Tote, the UK and Ireland's leading tote pool (**UK Tote Agreement**).

Under the terms of the UK Tote Agreement, which is a renewal of existing arrangements, BetMakers Quantum software will be the core pools wagering platform for the Tote's operations across British and Irish racecourses while also managing the technical aspect of any inbound comingling to these pools, including World Pool events with a host of global partners.

The UK Tote Group is BetMakers' Global Tote division's largest customer, and the renewal reinforces the market leading nature of BetMakers' quantum software tools. The agreement contains a mixture of variable revenue and fixed fees and is expected to generate at least approximately A\$4.0m per annum for BetMakers<sup>1</sup>. This renewal extends the relationship until 30 June 2029. The agreement contains customary terms and conditions for a contract of this nature, including with respect to termination<sup>2</sup>.

**Phill Jones, Chief Product and Technology Officer at the UK Tote Group**, said: "BetMakers are excellent partner for the UK Tote, and we are excited to be renewing our partnership until 2029. The Quantum solution provided by BetMakers plays a critical role in how we host and deliver racing pools wagering across 85 racecourses in the UK and Ireland, both on course and via our Mobile Apps and Website. BetMakers digital expertise, commitment to continued innovation to support pools growth, alongside investment from the UK Tote, ensures we will continue to evolve the pool betting experience for customers in the UK and Ireland and partners around the world."

**Jake Henson, Chief Executive of BetMakers Technology Group**, said: "BetMakers is delighted to be renewing our partnership with the UK Tote which is both an iconic brand and a key player in pool betting around the world. Central to this position has been the development of many key World Pool events which BetMakers and Global Tote proudly play an integral role in facilitating. Our team looks forward to working with the UK Tote Group to grow the reach of UK and Irish racing into new markets while enhancing the wagering experiences of existing partners. By leveraging the BetMakers network of global regulated racing partners we will deliver new liquidity to domestic pools and drive strong returns to racing.

<sup>1</sup> A portion of the fees to BetMakers are variable and based on turnover generated by the products supplied to UK Tote Group by BetMakers. This estimate of annual revenue is based on current expectations of turnover during the relevant period. The estimate is also based on foreign exchange rates as at the date of this release.

<sup>2</sup> The UK Tote Agreement contains standard termination rights for both parties including for material breach of the agreement. UK Tote Group may terminate the agreement for convenience with 12 months' notice.



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

For further information please contact:

Danny Younis, Automic Group

Investor Relations

[investors@betmakers.com](mailto:investors@betmakers.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.*