

24 November 2022

ASX Announcement (ASX: BBT)

AGM Presentation

BlueBet Holdings Limited (ASX:BBT) is pleased to provide a copy of the AGM presentation in accordance with listing rule 3.13.3.

This announcement has been authorised for release to ASX by the Board of Directors of BlueBet Holdings Limited.

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2022 ANNUAL GENERAL MEETING

- Chairman's welcome
- Voting instructions
- Chairman's address
- CEO's address
- Resolutions
- Meeting closure

November 2022



ONLINE ATTENDEES – TEXT QUESTION PROCESS

Select the messaging tab and type your question in the Ask a question box.

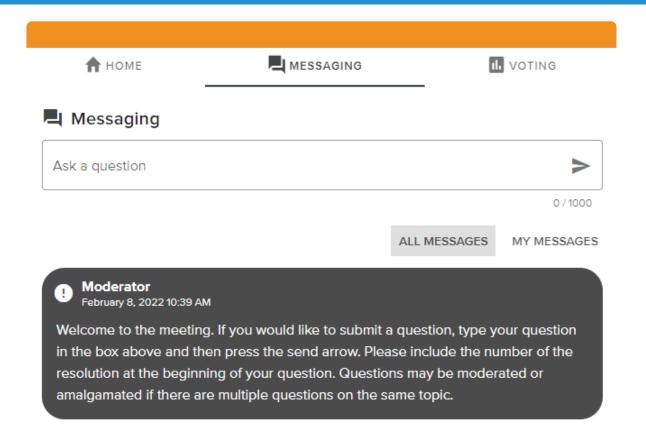


Press the send arrow to submit your message for review.





Your submitted questions along with any written responses from the meeting team can be found by selecting My Messages.



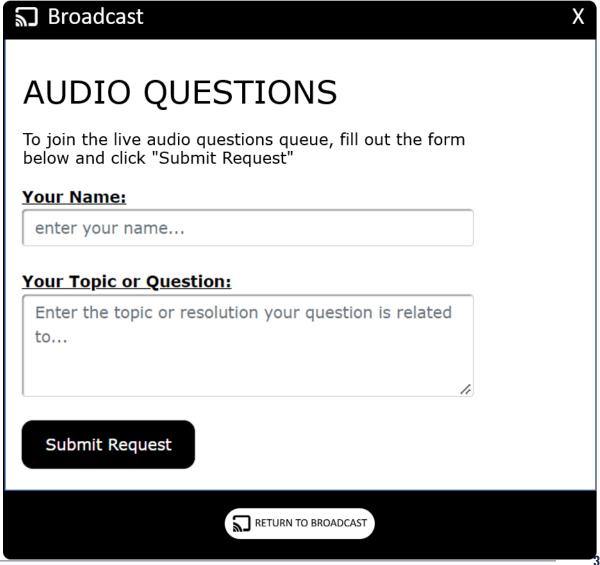


ONLINE ATTENDEES - AUDIO QUESTION PROCESS

Click on the (PREQUEST TO SPEAK) button at the bottom of the broadcast window. The meeting broadcast will be replaced with the audio questions interface.

Confirm your name, enter the topic of your question and click Submit Request.

Follow the instructions to grant access to your microphone and join the queue.





ONLINE ATTENDEES - VOTING

When open, the vote will be accessible by selecting the voting tab at the top of the screen



To vote simply select the direction in which you would like to cast your vote. The selected option will change colour

For

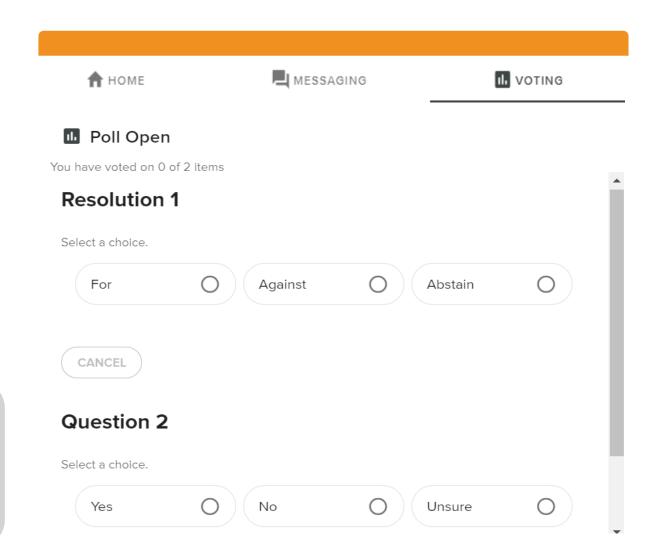


Against



Abstain

There is no submit or send button, your selection is automatically recorded. You can change your mind or cancel your vote any time before the poll is closed





SHAREHOLDERS ATTENDING IN PERSON – QUESTION & PROCESS

Shareholders & Guests attending in person have received a card upon entering the meeting.

Anyone present holding a **YELLOW** or **GREEN** card may ask questions by raising their card. Please wait to be invited to ask questions before raising your card.

Anyone present holding a **YELLOW** is allowed to vote.

Shareholders need to print your name, sign and mark the appropriate box beside each resolution to indicate how you wish to cast your vote (either a "tick" or "cross" is acceptable).

Please await further instructions when to place **YELLOW** voting cards in one of the ballot boxes.



CHAIRMAN'S ADDRESS

BUGE STADIUM



BlueBet

FY22 KEY HIGHLIGHTS

Australian business well positioned for continued growth in FY23 driven by increased marketing investment; US market entry on track



Strong top-line growth in Australia, with Turnover up 48.5% to \$511.9 million and Net Win up 53.5% to \$54.6 million driven by increased marketing investment, while remaining operating cash flow positive



Successful IPO and beat Prospectus forecasts across all key metrics



Increased scale drives Australian business to reach EBITDA breakeven (ex-Share based expenses) and generate \$3.8 million Operating Cash flow (excluding tax and interest)



3 new platforms for Australian business form nucleus of recently approved US platforms



Building a winning team to deliver growth in Australia with key senior talent and team hired in US



Market access in four US states, key talent and US HQ provides platform to complete first stage of differentiated "Capital Lite" US entry strategy



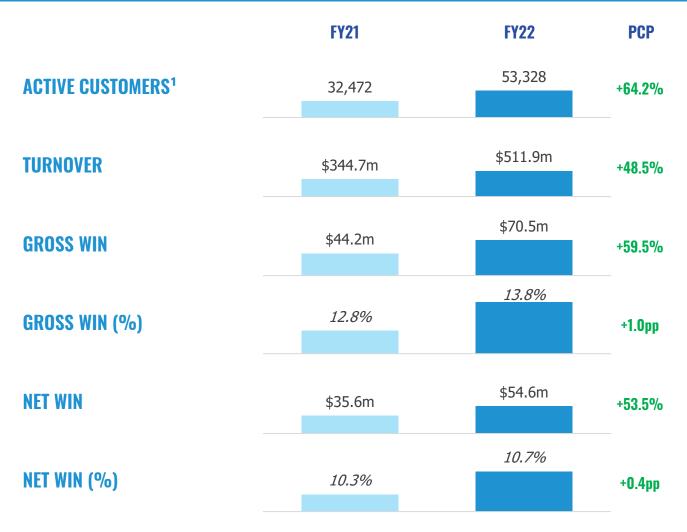
First US bets taken in Iowa following regulatory approval and launch of ClutchBet (post year-end)

^{1.} All comparisons relate to the prior corresponding period (pcp) unless otherwise stated

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



STRONG GROWTH ACROSS ALL KEY METRICS



- Net Win increased by 53.5% to \$54.6 million, driven by:
 - Turnover increased by 48.5% to \$511.9 million, driven by a 191% increase in marketing & advertising expenditure as BlueBet deploys IPO funds towards growing Active Customers and Australian market share.
 - Active Customers increased by 64.2% to 53,328 as a result of accelerated marketing & advertising and Bet Count increased 64.7% to 10.6 million.
 - Net Win Margin increased by 0.4pp to 10.7% in FY22. This is a pleasing outcome given the competitiveness of the market, with BlueBet's discipled approach to managing promotions and generosities expanding its already strong margins.

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



AUSTRALIAN MARKETING STRATEGY

Continued investment in the BlueBet brand to increase awareness and recognition



THE "BLUEBET KIND OF GUY" CAMPAIGN LAUNCHING IN SPRING



ABOVE THE LINE

- Increased investment in marketing and media spend led by 'The BlueBet Kind of Guy' advertising campaign to be launched ahead of 2022 Spring Racing Carnival and NRL/AFL Finals
- Follows on from 'Aussies love blue' (2020) and 'The Aussie Way' & 'Aussies love a multi' (2021) campaigns which aligned BlueBet with all things Australian and Aussie pop-culture
- Campaign aims to position BlueBet as a brand for punters from all walks of life and celebrates Aussie culture
- Multi-channel strategy with campaign to be aired on metro and regional radio networks, emerging channels such a BVOD (Kayo Sport and Samba TV) and digital audio
- Campaign to be complemented by recently announced sponsorship of Dolphins NRL team and extended sponsorship of Penrith Panthers NRL team through BlueBet Stadium

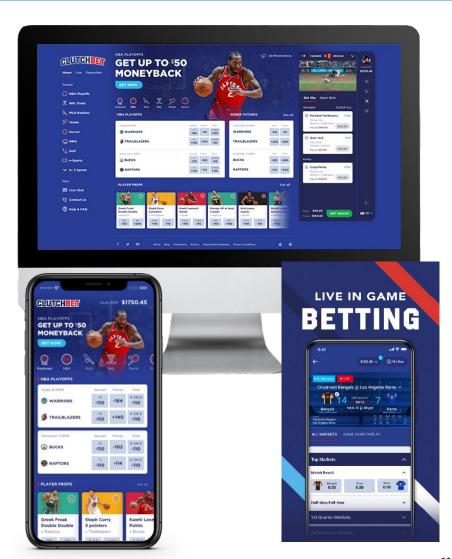


US B2C MARKET ENTRY (STAGE 1)



BlueBet well positioned to execute B2C US entry to demonstrate the capability of team, technology and product offering

- Market access secured in Iowa, Colorado, Louisiana and Indiana – states with a combined population of over 20 million people
- Each state has a clear path to profitability (attractive licencing, tax, size and media cost)
- Market access provides platform to complete Stage 1 of 'Capital Lite' US entry strategy
- Team and US Head Office established in Denver, Colorado
- Platform approved by GLI
- Post year-end, ClutchBet launched in Iowa after receiving regulatory approval
- Significant opportunity for B2C expansion remains into other US states over longer-term



Blue Bet WELL POSITIONED TO EXECUTE DUAL GROWTH STRATEGY



- Keep investing in Australian brand and product to drive acquisition and customer loyalty
- Keep achieving strong returns on marketing investment
- Continue to scale the Australian business by taking share

- Execute stage 1 of our B2C ClutchBet market entry in 4 initial markets
- Invest in product, leveraging
 Australian innovation and develop US
 centric platform to appeal to US
 customers
- Focused and disciplined marketing investment
- Secure partners for Stage 2 B2B Sportsbook-as-a-solution offering

