



***POINTS*BET**  
**EVERY POINT MATTERS**

**FRIEND OR FOE**

**SAM SWANELL**

**FOUNDER,  
DIRECTOR AND  
CEO**

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# WHO ARE POINTSBET

Australia's fastest growing sportsbook.

Fixed odds racing and sports betting.

Compete in Australia with Tabcorp, Paddypowerbetfair, Ladbrokes, The Stars Group and Bet365.

Australia a very advanced market.

Now entering USA market.

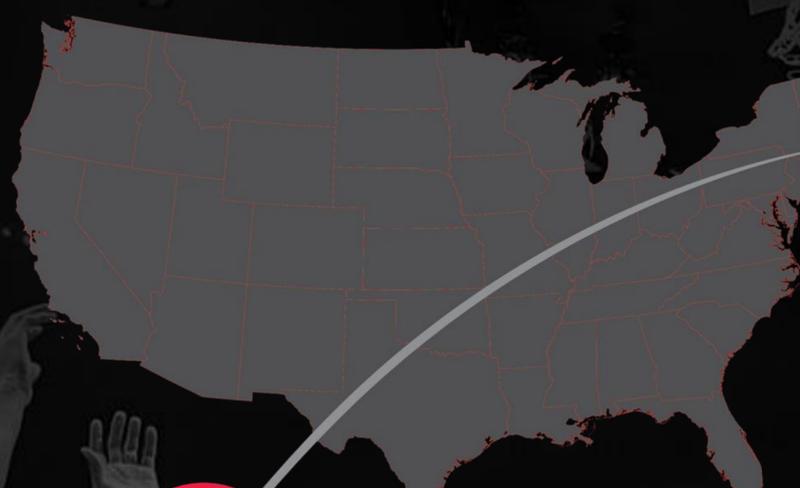
Online skin deal with Meadowlands in NJ and Tioga Downs in NY.

Modern in-house technology using cloud based tools.

Experts in USA sports.

Points betting.

 **POINTSBET AUSTRALIA**

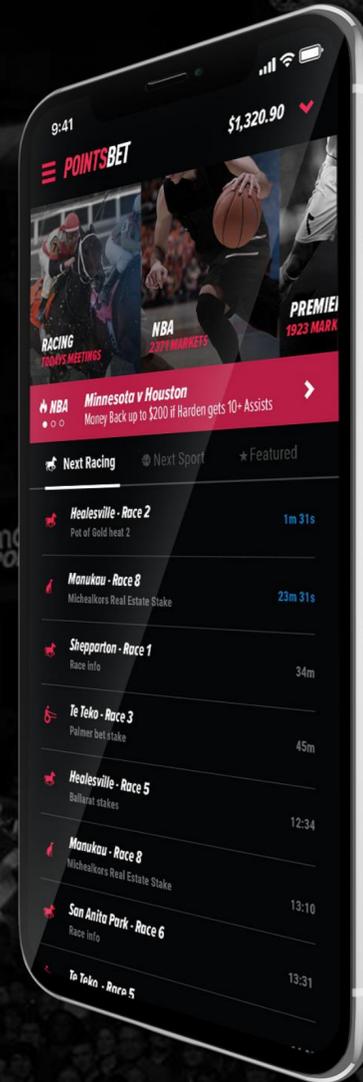
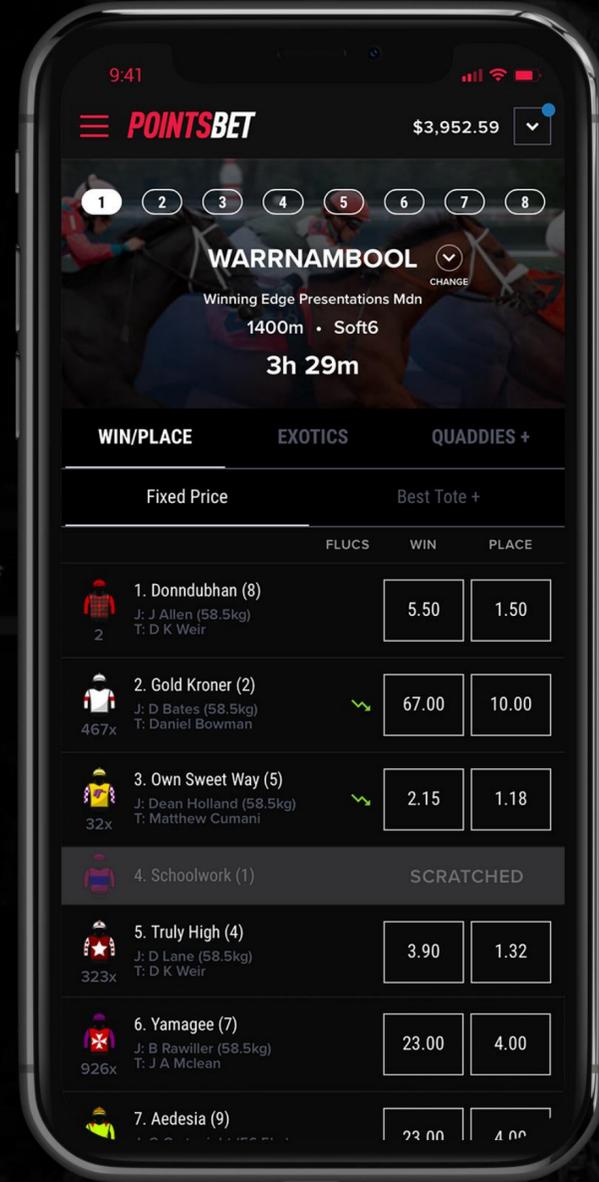
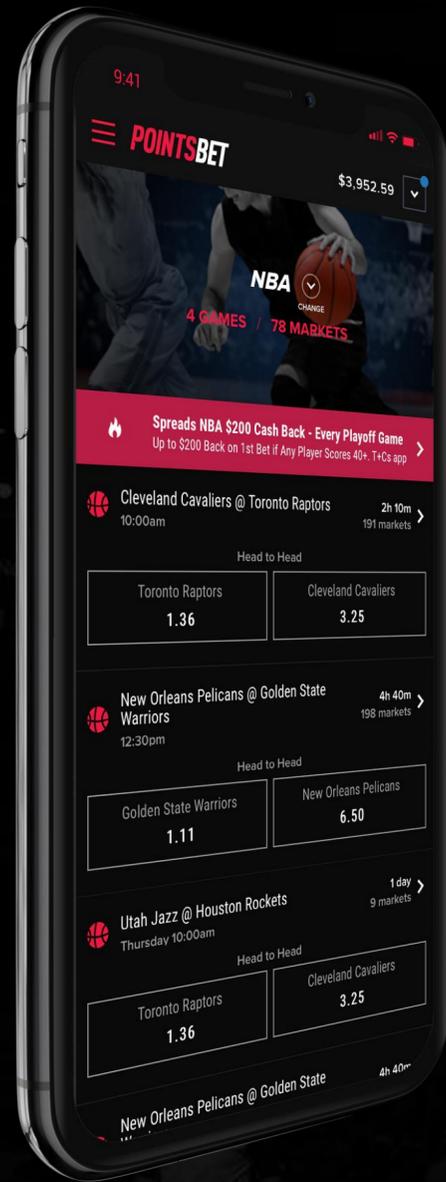
 **NEW YORK**



"We were impressed by the PointsBet team from our first meeting", said Jeff Gural, Chairman of New Meadowlands Racetrack LLC and Tioga Downs LLC. "They have a creative approach, with their highly differentiated Points Betting product and aggressive go to market plan. I believe they are the ideal complement to our other partners and am confident they will quickly become a meaningful player in the US market".

**POINTSBET**

# THE AUSTRALIAN EXPERIENCE



Long history of racing pari-mutuel + fixed odds with on-course bookmakers.

Online began 1996

Betfair case 2008. International entrants.

Racing struggling.

Competition = innovation.

Pari-mutuel to fixed odds.

Offline to online.

Racing industry now thriving.

# AUSTRALIAN MARKET NOW

Population = 25M.

2016/17 Gambling Statistics released Oct 3, 2018. Revenue:

Racing up 6.9% to \$3.313B (76%)

Sport up 15.3% to \$1.062B (24%)

Total \$4.375B.

Growth in sports betting has grown race betting.

Racing is THE biggest sport. Volume of content.

Mobile the key. 24/7 betting. Younger demographic. Next to go racing.

FIXED ODDS v pari-mutuel. Lower margin but more turnover. More enjoyment.

Racing Victoria case study: Thoroughbreds \$125K minimum prizemoney all Sat races, \$80m cash in bank v \$40M in debt in 2012.

**POINTS**BET

# Strong financial performance - VTRI well positioned

**Net Operating Surplus**

**\$9.2m**      \$5.6m Reported Net Surplus after special Club grants

▲ 0.4%

Healthy surplus with greater funds distributed back to industry stakeholders and participants

**Net Assets**

**\$127.2m**      incl. \$78.8m funds under investment

▲ 4.9%

Robust balance sheet includes long term investment funds to support industry sustainability and growth

**Wagering Revenue**

**\$355.4m**

▲ 1.1%

Record total VTRI wagering revenue

**Net Prizemoney Paid**

**\$195.4m**

▲ 8.0%

Record participant prizemoney and VOBIS payments

**Normalised Club Funding**

**\$73.9m**

▲ 6.5%

Additional investments to support Club growth

# SPORTSBOOK'S DRIVE INNOVATION

Sportsbooks invest in innovation and marketing to drive turnover.

Do the job for the racing bodies/tracks.

Hundreds of millions spend on marketing.

Money back specials get people to try.

Odds Boost, The Fold, Winning Margin, Fav Out, Hd to Hd etc.

Late bet tolerance.

The best marketing, product and tech people work for sportsbooks.

Outstanding User Experience.

Pari-mutuel in Australia has not innovated.



**FLEMINGTON CARNIVAL R1-5**  
**RUN 2<sup>ND</sup>, 3<sup>RD</sup>, 4<sup>TH</sup>, 5<sup>TH</sup>**  
**UP TO \$50 BACK IN BONUS**

**POINTSBET** T+C's apply. Gamble Responsibly. 18+ Only  
eligible to residents of QLD, VIC, NT and TAS

**Top 5 for 5 Racing - Every Day of the Flemington Carnival**  
If your horse doesn't win but Runs Top 5 on the First 5 Races at Flemington throughout the Flemington Carnival, get Bonus back up to \$50. 1st Fixed Odds Bet Only. Refunds as Bonus Bets.

**POINTSBET**

# CROSS SELL OPPORTUNITY

Acquire clients via the most popular sports.

Peak events.

Cross-sell to racing.

Easy once online, downloaded app.

Sport easy to understand.

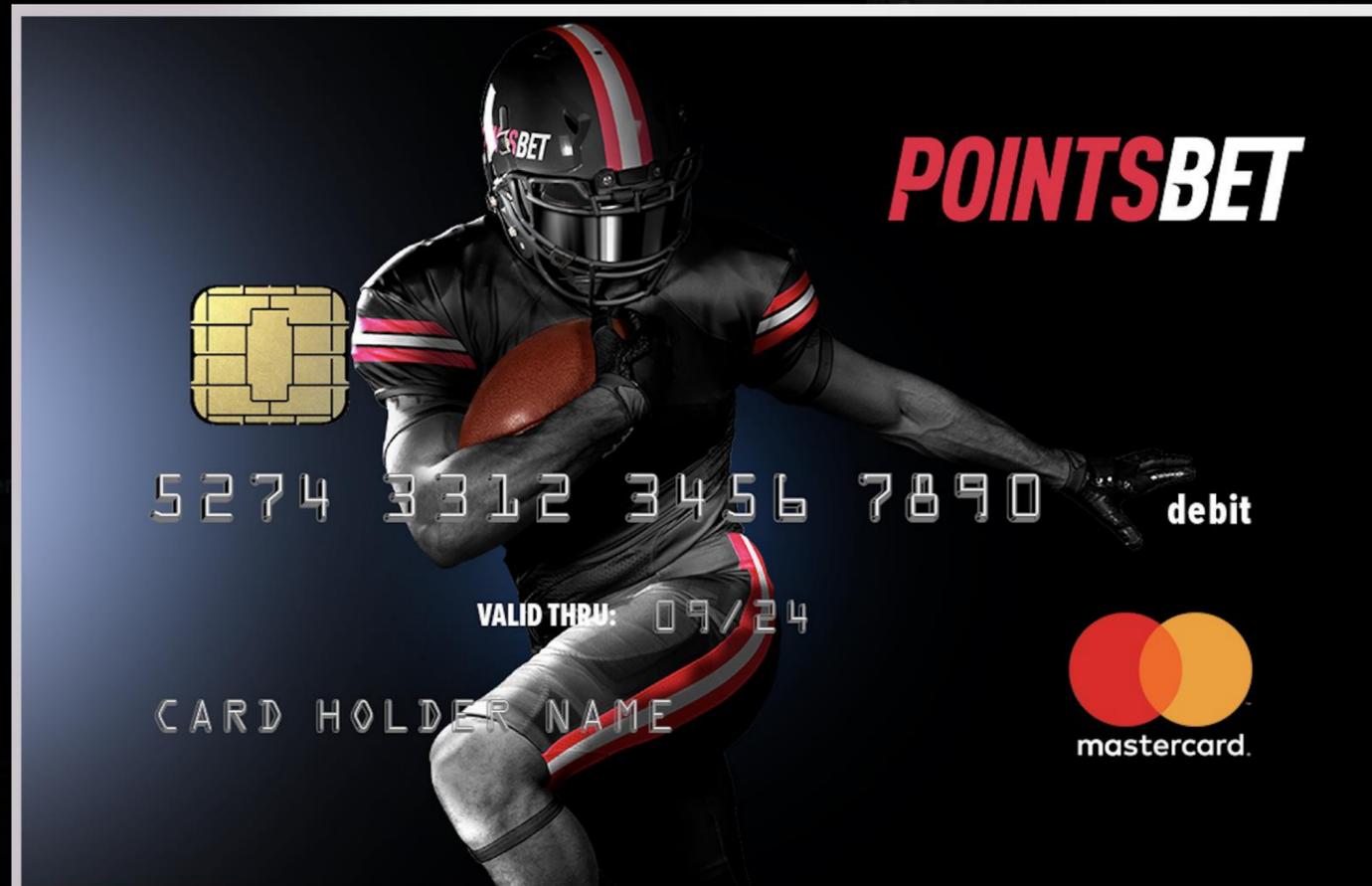
Decimal odds 2.50 versus 3/2.

50%+ first sports bet go on to bet on racing.

Racing clients are the best clients.

Must be single wallet.

# SUMMARY



Embrace mobile.  
Allow Sportsbooks to offer racing Fixed Odds.

Single wallet.

Decimal odds.

Sports betting can help.