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BetMakers announces 5-Year partnership with PA Betting Services to launch new international platform

BetMakers Technology Group Ltd (ASX:BET) (“BetMakers” or the “Company”) is pleased to announce a new 5 year partnership to launch a broadcast streaming and wagering platform for intended distribution into world racing markets.

BetMakers has reached an agreement with PA Betting Services, part of the United Kingdom-headquartered PA Media Group, to launch “The AdVantage Platform” in a venture bringing together the latest wagering technology and content solutions into a single platform.

The AdVantage Platform will be promoted and offered as a B2B product, a turn-key solution for wagering operators in international jurisdictions including the existing 200+ wagering customers of PA Betting Services.

BetMakers and PA Betting Services believe integration of The AdVantage Platform can offer two features it sees as vital in racing and wagering markets:

- A solution to the regulatory and compliance requirements to distribute and monetise racing for rights holders and racing bodies in jurisdictions across the world; and
- A seamless technology solution that integrates data, content, trading, streaming and editorial to create an unparalleled experience for racing enthusiasts globally.

Other key features of the AdVantage Platform include:

- **Data Integration:** Full data access to global racing from all key territories with relevant licences
- **Trading and Managed Services:** A fully outsourced risk and trading solution that delivers a complete and customisable racebook with fixed odds, managed trading, pari-mutuel features including connection to Global Tote(s), supporting sportsbooks on up to 6,000 races per week
- **Editorial, Content and Tipping Hub:** An immersive experience with content to support all global racing territories, including branded premium tipping
- **Live Streaming:** Watch live with low latency global racing through the integrated streaming player
- **Rapid Sportsbook Integration:** The embedded AdVantage racebook solution will seamlessly fit into existing player account management and sportsbook platform architecture, enabling operators to get to market fast and maintain a market leading offering, with PA Betting Services and BetMakers taking care of upstream integrations and pricing.

Commenting on the partnership, CEO of BetMakers Jake Henson, said, “BetMakers and PA Betting Services are both leading innovators in the world of horse racing, so we are delighted to have partnered to launch this new and revolutionary platform.



“PA Betting Services is a world-class organisation whose services are widely recognised as market leading, and BetMakers sees a tactical market position to bring its technology and trading solutions to the partnership.

“The AdVantage Platform brings together the strengths of both businesses while simultaneously offering rights-holders and race tracks a new turn-key path to more operators and more regulated markets.

“Importantly, this is a culmination of the work that has gone into our NextGen technology and leveraging the integrations of our global business units and assets.

“We are also excited about the opportunity for our Global Tote customers and partners to be able to reach a new audience of mobile and digital first sportsbook punters.”

Eugene Delaney, Director at PA Betting Services, said: *“We see this as a great opportunity for not only our existing clients but also new entrants, as it offers a best-in-class, always-on approach that is fast and easy to implement, removing all the complexity usually associated with racing.”*

BetMakers believes this platform will not only offer users a simplified experience, but the fully integrated white-label platform delivers a full user-journey and race card styling that enhances the user experience whilst accepting and settling all wagers.

The AdVantage Platform is expected to go live with first customers in Q4 FY24.

The AdVantage Platform will be showcased at ICE in February by PA Betting Services (Stand S1-221) and BetMakers.

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About PA Betting Services

PA Betting Services is a leading supplier of data and content for the betting industry. With a legacy of serving the racing and betting industry that stretches back over 60 years, its services are underpinned by its unrivalled horse and greyhound racing coverage and its reputation for speed and accuracy. It is part of the PA Media Group, which is a leading multimedia news agency and the national news agency of the United Kingdom and Ireland, incorporating a diverse portfolio of news, information, technology, and communications services.

About BetMakers

BetMakers Technology Group creates technology and service solutions that simplify betting at critical points along the wagering lifecycle, unlocking new revenue streams, expanding markets, and enhancing the user experience. A leading international provider of wagering technology, data, content, and service solutions, BetMakers provides licensed bookmakers, pari-mutuel wagering operators, and racing bodies in over thirty countries with the tools to power growth through its Global Betting Services and Global Tote business lines.

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

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- current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties.*

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