



**ASX Announcement (ASX:BBT)**  
**8 October 2025**

## **betr Board Update**

betr Entertainment Limited (ASX:BBT) is pleased to announce the appointment of Alexi Baker and Andrew Menz as directors effective 7 October 2025.

Ms Baker has been appointed as an independent Non-Executive Director and brings deep experience across media, sport, digital and M&A. Prior executive roles included Chief Customer and Digital Officer at National Rugby League and Managing Director Commercial at Nine Entertainment Co. She spent her early career as an equities analyst covering the consumer sector. She is currently a Non-Executive Director of Rugby Australia and Healthy Bones Australia. Ms Baker will join the Audit & Risk Committee and will stand for election at the Company's 2025 Annual General Meeting.

Mr Menz is the Company's Chief Executive Officer and is being appointed as an Executive Director. Mr Menz is an experienced leader in Australia's highly competitive online wagering sector and has been the CEO of betr since its founding in 2022. He has played a central role in most of the industry's major recent M&A transactions, including the acquisition of William Hill Australia by BetEasy where he ultimately became Chief Executive Officer in 2020.

Independent Non-Executive, Tim Hughes, has resigned as a director effective 7 October 2025. The board sincerely thanks Mr Hughes for his valuable contribution and service to the Company and wishes him well in his future endeavours.

These changes will result in the board comprising an equal split of independent and non-independent directors. Recommendation 2.4 of the ASX Corporate Governance Principles and Recommendations states that a majority of the board should be independent directors. Notwithstanding this, the board considers that the revised composition of the board is appropriate whilst having regard to the Company's stage of development, its strategic priorities, and the balance of skills, experience and knowledge that the incoming directors bring.

### **Authorisation**

This announcement has been authorised for lodgment to the ASX by the betr Board of Directors.

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**For further information, please contact:**

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**About betr Entertainment Limited (ASX:BBT)**

betr is a pure-play digital wagering operator listed on the Australian Securities Exchange (ASX) focusing solely on the Australian wagering market. The Company has a world-class board led by prominent Australian wagering industry figures Matthew Tripp and Michael Sullivan, and a highly experienced management team.