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Stake selects BetMakers to power global racing expansion

BetMakers Technology Group Limited (ASX:BET) ("**BetMakers**" or the "**Company**") is pleased to announce a multi-year agreement with Stake that will see BetMakers deliver its RaceOdds+ solution to drive the operator's global horse racing expansion.

Highlights

- BetMakers has secured a three-year agreement with stake.com, including a two-year extension option.
- Under the agreement, BetMakers will deliver its premier global horse racing solution via the RaceOdds+ product.
- Stake will gain access to BetMakers' full pricing and trading capability, global racing content, the BetStream racing vision player, and the Racelab suite of products - Insights, Live, Stories and Informatics.
- BetMakers' proprietary Global Tote Hub will enable stake.com customers to access global tote pools across a wide range of bet types.
- The contract was awarded following a global tender and due diligence process.
- Commercial terms include a combination of fixed and variable revenue; go-live is expected in 2H FY26.

This partnership will give stake.com access to BetMakers' full pricing and trading capability, global racing content including rightsholder data procurement and management, the BetMakers' racing streaming player, and the full suite of Racelab products: Insights, Live, Stories and Informatics.

Additionally, the agreement will see BetMakers' proprietary Global Tote Hub provide tote pool access to stake.com customers, allowing them to wager on a global wagering menu of bet types from the world's premier racecourses - highlighting a unique feature of BetMakers' RaceOdds+ product offering.

The customer is expected to go live in 2H FY26. The commercial terms include a mixture of fixed and variable revenue to be earned by BetMakers from the go-live date. The agreement contains customary terms and conditions for a contract of this nature, including with respect to termination.

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Jake Henson, CEO of BetMakers, commented:

"We are thrilled to partner with a brand as dynamic as stake.com. They are one of the fastest-growing wagering platforms globally, with a reputation for speed and innovation. Securing this agreement is a strong validation of the depth and quality of our RaceOdds+ product and the broader BetMakers global racing strategy. We are excited and confident that providing stake.com with our full suite of racing technologies, including pricing and trading, rightsholder content, global tote access, streaming and the Racelab portfolio, will enable them to deliver a world-class racing experience to their modern customer base. We look forward to a successful partnership and to supporting stake.com's growth and ambitions in the racing space."

Jarrold Febbraio, Director of Stake, said:

"It is an exciting time for us to be partnering with BetMakers. Their innovative Racelab product, is a game-changer for our customers. The opportunity to offer tote pools through the Global Tote Hub is a terrific way to support the sustainability of horse racing, which is something that is important to us. We are confident that this partnership will allow us to deliver a superior racing experience and we look forward to working closely with the BetMakers team."

Authorised for release by the BetMakers Board of Directors.

-ENDS-

For further information please contact:

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About BetMakers Technology Group

BetMakers Technology Group (ASX: BET) is a leading global provider of B2B wagering technology and services. BetMakers' advanced platforms, fixed odds and pari-mutuel wagering solutions, data services, and betting content empower rights holders and racetracks to unlock new revenue streams while enhancing the betting experience. The company has a footprint that spans racing and betting markets in more than 30 countries.

About Stake

Stake is the world's most popular online casino and sportsbook. Founded in 2017, Stake attracts over 80 million monthly visits, more than any other iGaming platform, and sees more than 100 billion bets a year. Stake is renowned for its innovation in crypto wagering as well as its growing expansion into regulated local-currency gaming markets in Italy, Denmark, and Latin America. It also boasts a roster of global sponsorships, including Canadian superstar Drake, the Stake F1 Team, Everton Football Club, and the UFC.

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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.

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- 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.*

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