



29 July 2022

ASX Announcement (ASX:BBT)

## Q4 FY22 Investor Presentation

BlueBet Holdings Limited (ASX:BBT) (**BlueBet** or the **Company**) is pleased to provide the attached Q4 FY22 Investor presentation.

### **AUTHORISATION**

This announcement has been authorised for lodgement to the ASX by the BlueBet Board of Directors

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### **About BlueBet**

BlueBet is a mobile-first, online bookmaker with a vision to provide more innovative wagering products to customers of Australian and international racing and sports.

BlueBet offers wagering products on 31 sports in Australia and internationally, plus entertainment and politics wagering markets. BlueBet provides customers a wide range of traditional wagering products as well as more innovative products, such as Exotics, Same Game Multis and Same Race Multis.

BlueBet is powered by a scalable, cloud-based technology platform, which has been materially customised and enhanced by the Company to focus on providing customers with the best experience possible. BlueBet has developed its customer-facing technology platform, website and native apps with a mobile-first strategy, to deliver a premium mobile experience to the customer.



# Q4 FY22 INVESTOR PRESENTATION & APPENDIX 4C

29 July 2022



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## Authorisation

This presentation has been authorised for lodgement to the ASX by the BlueBet Board of Directors.

*Strong performance in Australia and significant progress in US market entry strategy*



Turnover up 31.3% to \$126.7 million driven by strong customer and Betcount growth



Strong growth in Active Customers<sup>1</sup>, up 64.2% to 53,328



Net Win of 10.1% for Q4 and 10.7% for the full year (+0.4pp vs. PCP)



Effective marketing investment drove First Time Depositors (FTD) up by 60.8% with healthy CFTD to Annual Customer Value ratio of 2.7x



ClutchBet announced as US B2C brand alongside key US leadership appointments



4<sup>th</sup> market access agreement provides platform to complete Stage 1 of 'Capital Lite' US entry strategy



Full year operating cash outflow of (\$1.0m) after investing \$2.3m to establish US operations as well as increased Australian marketing investment by \$8.5m; well funded to execute US market entry strategy with \$43.7m cash on hand

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

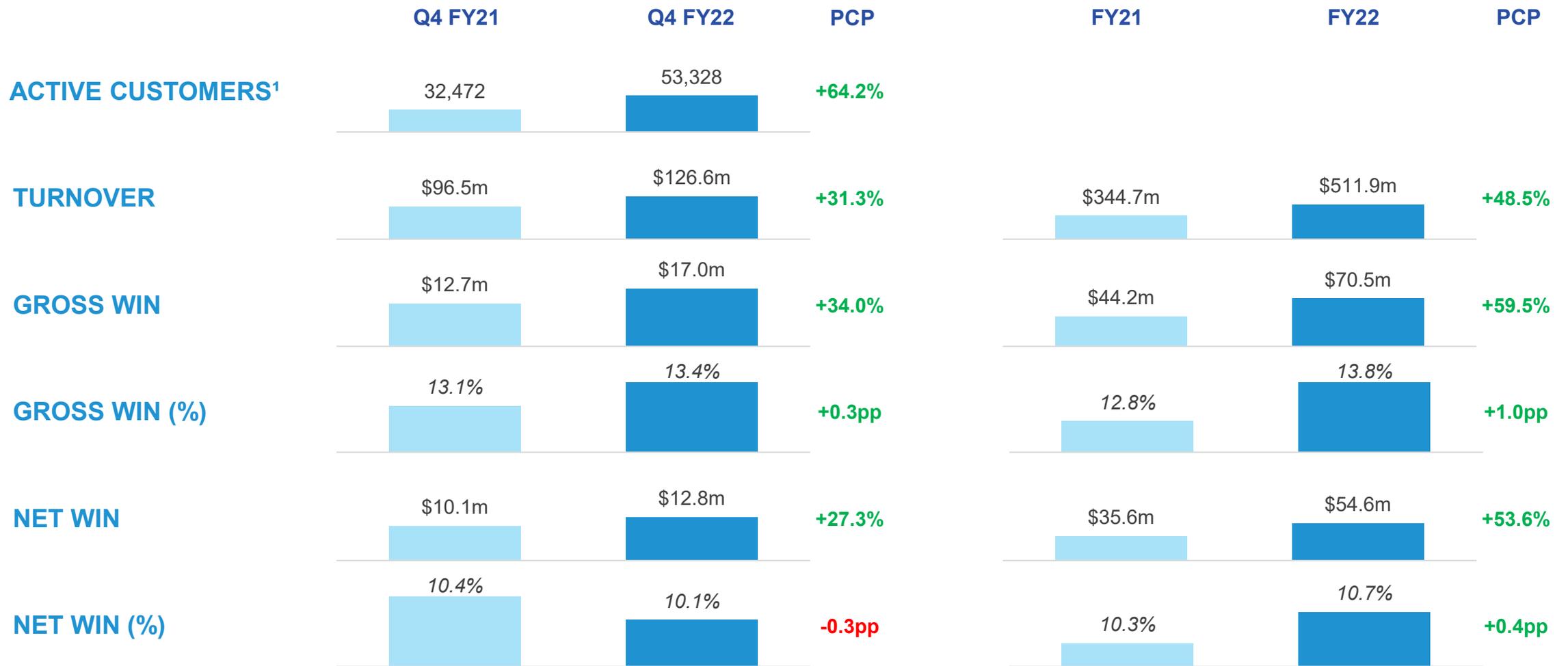
Continuing to deliver strong growth across key metrics in the Australian business



1. All comparisons relate to the prior corresponding period (pcp) unless otherwise stated  
 2. Customers who have placed a cash bet in the 12 months preceding the relevant period.

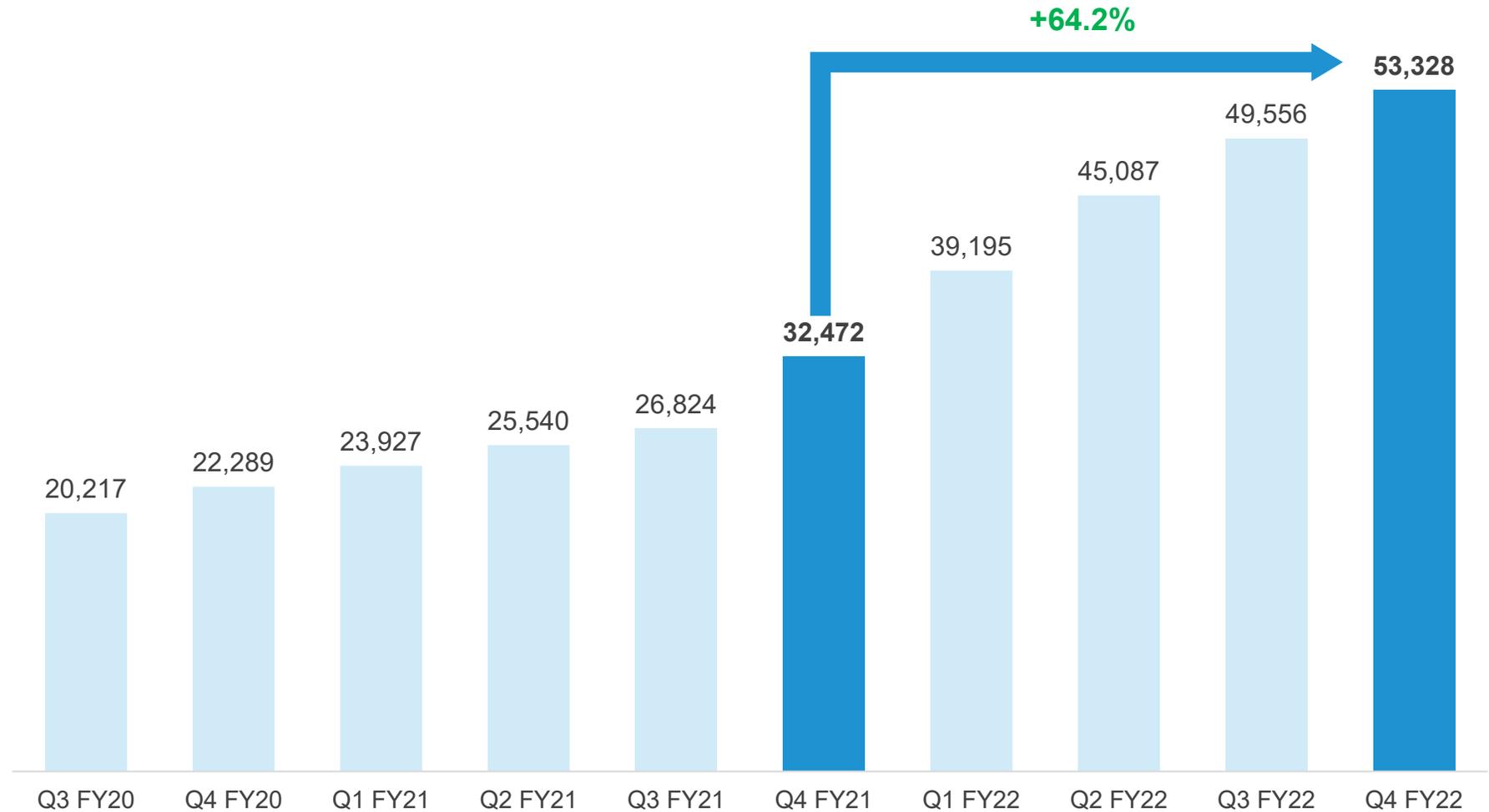


# KEY Q4 & FY22 (12 MONTHS) METRICS



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

*Effective marketing investment continues to drive customer acquisition momentum*

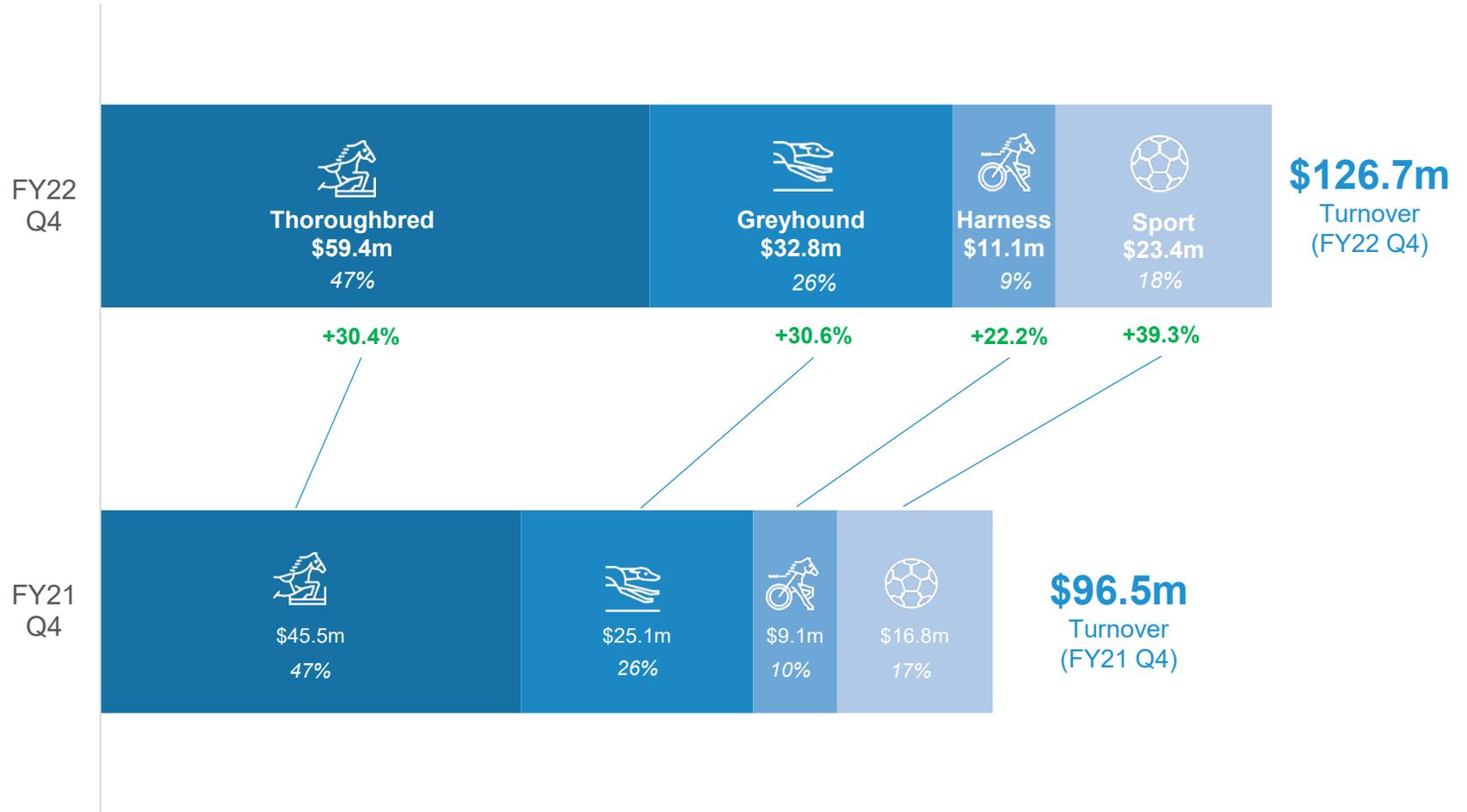


1. Customers who have placed a cash bet in the 12 months preceding the relevant period.

# Q4 TURNOVER BY PRODUCT

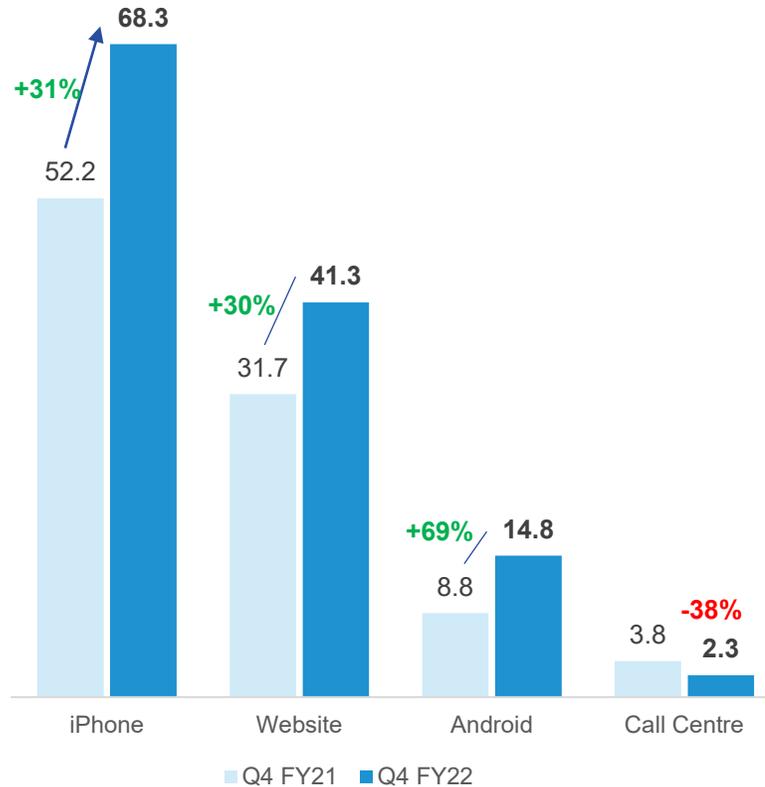
Turnover up 31.3% to \$126.7m driven by strong growth across all wagering products

Sports Turnover up 39.3% and Betcount up 78.2%

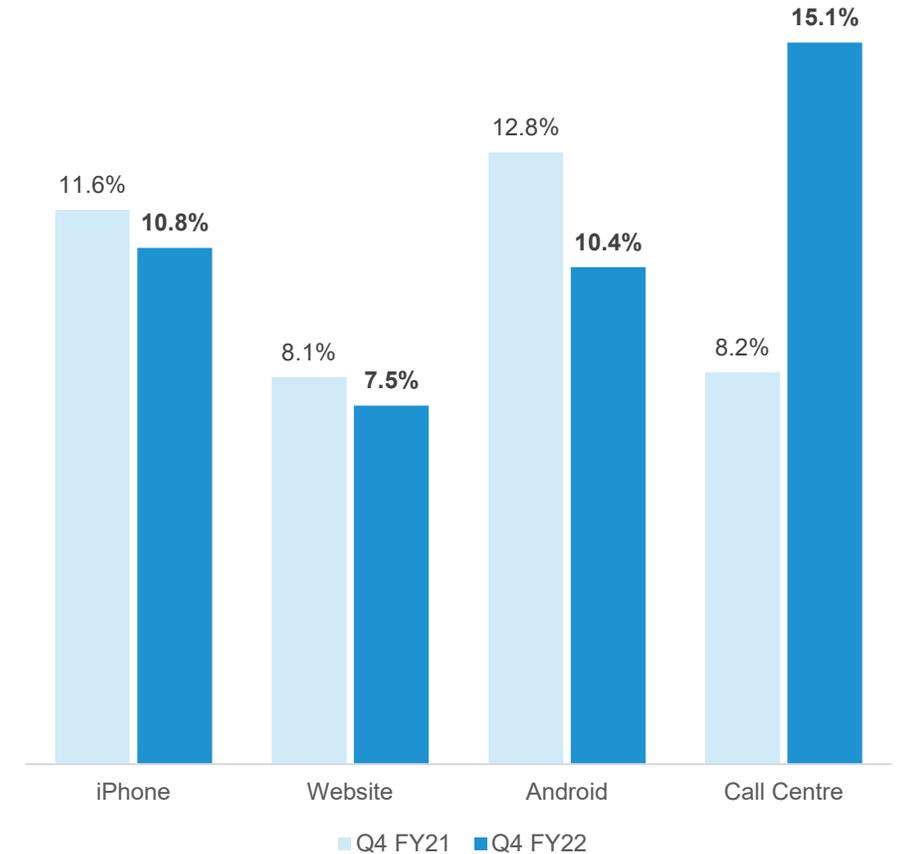


*Mobile remains the highest growth and highest margin channel with 66% of Turnover coming from apps in Q4 FY22*

Turnover (\$ million) by channel  
(Q4 FY21 – Q4 FY22)

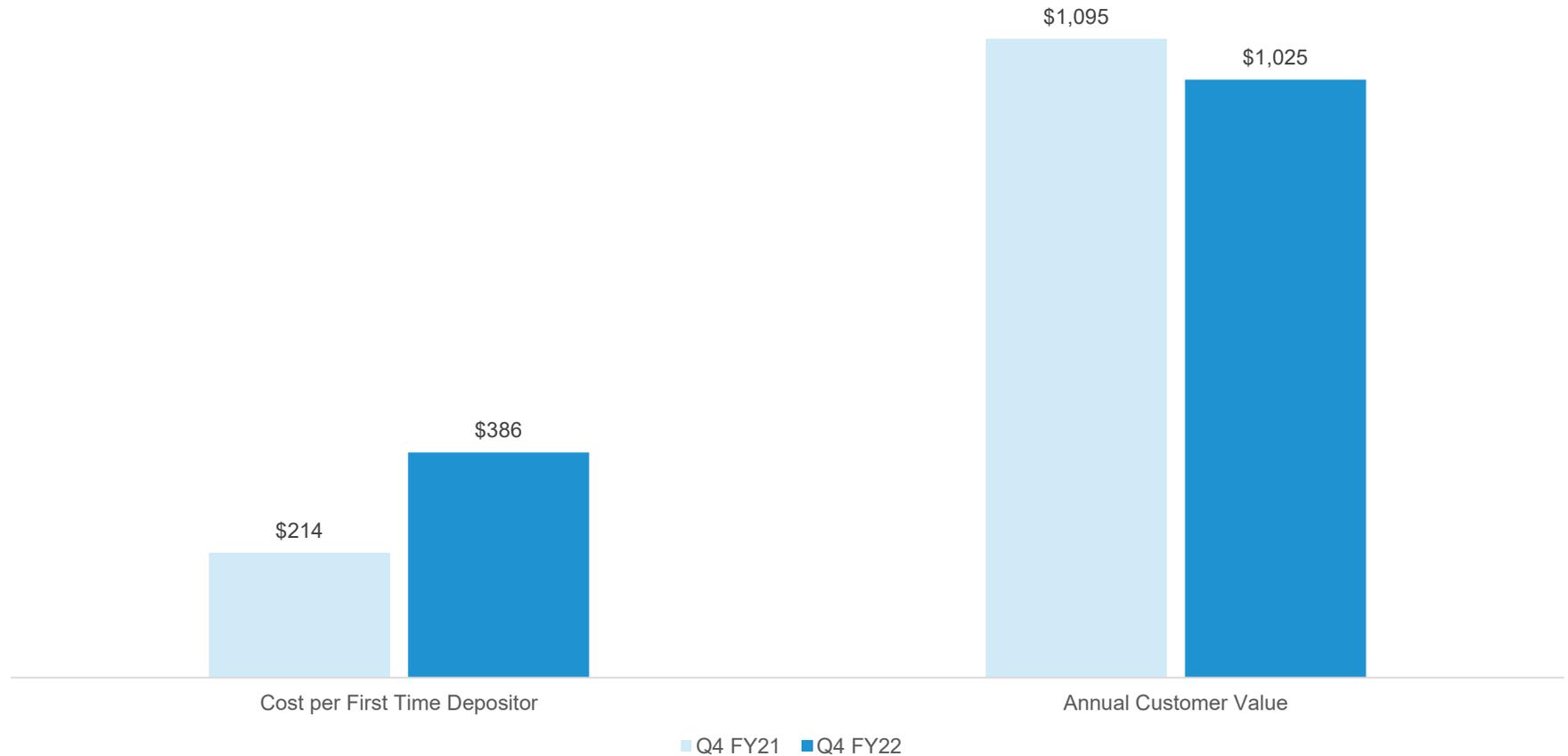


Net Win Margin % by channel  
(Q4 FY21 – Q4 FY22)



*Annual Customer Value to Cost to Acquire a First Time Depositor ratio was 2.7x, providing attractive return on marketing investment*

*Cost per First Time Depositor increased to \$386 driven by brand building, execution of effective digital strategy and targeting key sporting events like NRL State of Origin*



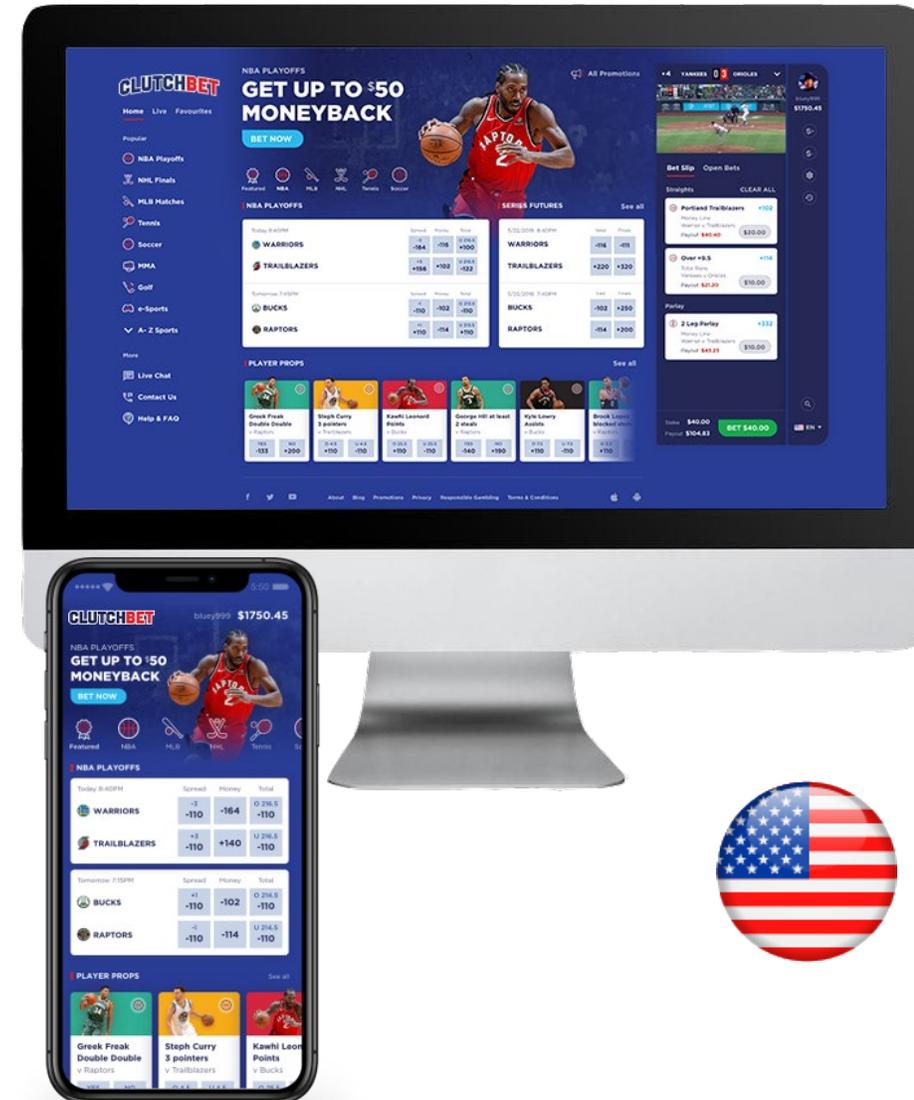
**Notes**

- 1. Cost per First Time Depositor (CFTD) is defined as the cost of acquiring a Registered Customer that has deposited money into their account for the 12 months ending 30 June 2022.
- 2. Annual Customer Value is defined as Net Win divided by Active Customers for the 12 months ending 30 June 2022



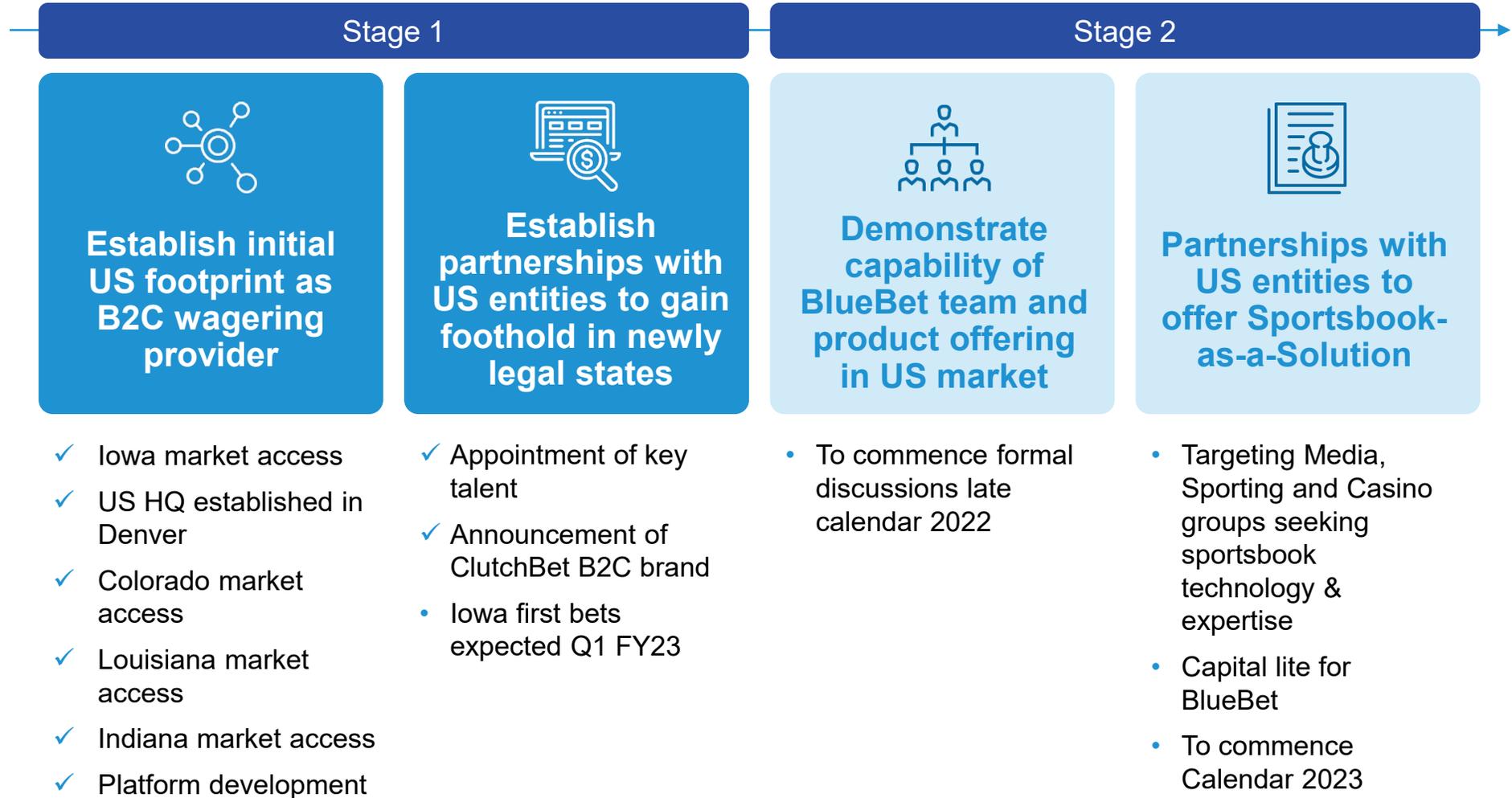
*BlueBet ready to go-live in Iowa under the ClutchBet brand pending final approvals*

- Indiana and Louisiana market access secured in Q4
- Market access in four US states provides platform to complete Stage 1 of ‘Capital Lite’ US entry strategy
- Focus and capital to be directed towards executing in each of the four initial states
- Nationwide partner search now underway to launch white-labelled Sportsbook-as-a-Solution B2B offer (Stage 2)
- Significant opportunity for B2C expansion remains into other US states over the longer-term if required



*Significant moment in BlueBet's two-stage capital light strategy*

*Market access agreements in Iowa, Colorado, Louisiana and Indiana provide platform to complete the Stage 1 of two-stage 'Capital Lite' US entry strategy*



**Net Cash used in operating activities in Q4 was (\$2.2m) as funds were deployed towards Australian marketing and US set up costs**

**YTD Net Cash used in operating activities was (\$1.0m) with the Australian business generating \$1.3m offsetting (\$2.3m) investment in setting up the US business**

**Total Corporate Cash at end Q4 was \$43.7m**

<i>All amounts in A\$000's<sup>1</sup></i>	<b>Q4 FY22</b>
Receipts from customers	33,619.4
Cost of Sales	(5,715.1)
Advertising and marketing	(3,488.0)
Leased assets	(114.5)
Staff costs	(3,205.1)
Administration and corporate costs	(3,299.0)
Interest received	10.0
Interest and other costs of finance paid	(52.8)
Income taxes paid	(194.0)
Other (Payments to customers incl. GST)	(19,797.7)
<b>Net cash from / (used in) operating activities</b>	<b>(2,236.8)</b>
Property, plant and equipment	(119.4)
Intellectual property	(1,983.2)
<b>Net cash from / (used in) investing activities</b>	<b>(2,102.6)</b>
Cash and cash equivalents at beginning of quarter/year to date	51,607.0
Net cash from / (used in) operating activities	(2,236.8)
Net cash from / (used in) investing activities	(2,102.6)
<b>Cash and cash equivalents at end of quarter</b>	<b>47,267.6</b>

*Note: (1) End of period AUD / USD FX Rate 0.6889*

**BlueBet**

