



26 April 2023

ASX Announcement (ASX:BBT)

ClutchBet goes live in second US state, with licence granted in Colorado

Highlights

- **BlueBet now live in Colorado after being licenced to operate its online sportsbook**
- **Colorado is BlueBet's second live US state, with two more states expected in 2023**
- **Multijurisdictional capability of BlueBet's scalable tech platform to power US expansion**

Australia-based international online wagering provider, BlueBet Holdings Ltd (BlueBet) (ASX:BBT), announces that it is now live in Colorado, its second US state, having launched under its ClutchBet B2C brand after being licensed by the Colorado Department of Revenue.

The launch in Colorado, ClutchBet's home state in the US, follows Iowa which went live in August 2022.

Colorado is the US's sixth largest sports wagering market and will add significantly to BlueBet's scale in the US, leveraging the capability of BlueBet's technology and team to run profitable sportsbooks.

A key element of the launches in Colorado and Iowa is the successful rollout of BlueBet's multi-jurisdictional website and mobile apps, which enable faster rollouts in future B2C jurisdictions and unlock the next stage of BlueBet's US market entry, a B2B Sportsbook-as-a-Solution model for US partners.

With market access already secure in Louisiana and Indiana, and both states expected to go live in 2023, BlueBet has the platform to execute the first stage of its differentiated "Capital Lite" US market entry strategy.

BlueBet's proprietary technology platform was certified and approved by Gaming Laboratories International (GLI) after a successful verification and testing process.

BlueBet Chief Executive Officer, Bill Richmond, commented:

"We are excited to go live in Colorado, our second US state. It's a homecoming for us, with ClutchBet's headquarters located in downtown Denver.

"We're really pleased with our progress in the US, as we move towards the next stage of our "Capital Lite" US market entry strategy. Our US team has worked hard to deliver a memorable betting experience for our US customers, who have responded strongly to our differentiated brand, with initial uptake very encouraging.

"The multijurisdictional capability of our scalable proprietary technology platform enables us to expand faster in the US and to progress our B2B Sportsbook-as-a-Solution offer, which is attracting interest from potential partners.

"I would like to congratulate and thank The Wild Card Saloon & Casino, our valued partners in Colorado, and the BlueBet team, who made this moment possible."

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AUTHORISATION

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

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About BlueBet (ASX:BBT)

BlueBet is an international online wagering provider and bookmaker listed on the Australian Stock Exchange, with operations in Australia and the United States. BlueBet is powered by a proprietary cloud-based technology platform which is highly scalable and enables BlueBet to scale rapidly, as well as offering the platform as a white-labelled technology solution for B2B partners. BlueBet's customer-facing websites and native apps have been developed using a mobile-first strategy, delivering a premium mobile user experience.