



# BlueBet Holdings Limited

ACN: 647 124 641

## Statement of Values

Adopted on 8 June 2021

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### 1. Overview

BlueBet Holdings Limited (Company) and its subsidiaries from time to time (Group) is committed to acting lawfully, ethically and responsibly.

The board of directors (Board) of the Company has established this Statement of Values for the purpose of ensuring that the Group's values create a link between the Company's purpose and its strategic goals by expressing the standards and behaviours that it expects from its directors, senior executives and employees to fulfil its purpose and meet its goals.

### 2. Statement of Values

The Statement of Values for BlueBet Holdings Limited and its subsidiaries is as follows:

**Player Led:** We reward loyalty and are committed to delighting our Players with innovation and a platform that is easy to use, fun and provides a seamless experience.

**We Build & Value Collaborative Partnerships:** We seek partnerships with people, organisations and communities who are engaged in and work together for mutual benefit.

**Act with Integrity:** We are a passionate, humble, customer-orientated team that takes pride in doing the right thing and always acting responsibly whilst ensuring our product remains entertaining for our Players.

**Continuously Improve:** Whether it be developing our people, refining our processes or improving our systems we are intensely focused on how we can operate more effectively.

### 3. Instilling Values

The senior executives within the Group will be responsible for instilling these values across the Group as an organisation.

All employees will receive training on the values and senior managers will be expected to continually reference to and reinforce the values.

### 4. Review

The Board will review this Statement at least annually to ensure that it accords with best practise and remains consistent with its objectives and purpose.

The Statement may be amended from time to time by resolution of the Board.