



30 January 2024

ASX Announcement (ASX:BBT)

## **ClutchBet goes live in third US state, with licence granted in Louisiana**

### **Highlights**

- **ClutchBet goes live in third US state after gaining B2C licence in Louisiana**
- **Continues BlueBet's 'Capital-Lite' US market entry, as discussions progress with multiple potential B2B partners**
- **Multijurisdictional capability of the 'BlueBet Global Platform' enables rapid expansion and scalability**

**Mobile-first online wagering provider, BlueBet Holdings Ltd (BlueBet) (ASX:BBT),** announces that its wholly owned subsidiary, BlueBet Louisiana LLC, has been licenced to operate in Louisiana under its ClutchBet B2C brand and has taken its first bets.

Louisiana is ClutchBet's third US B2C state, with the brand already live in Iowa and Colorado, continuing the Company's 'Capital Lite' US market entry strategy.

ClutchBet will continue its successful hyper-localised marketing strategy in Louisiana, including sponsorship and activations which are delivering economical growth in other states.

With the addition of Louisiana, ClutchBet now has access to a combined population of over 14 million people, with a clear path to profitability in each of its initial markets as the Company executes its B2C strategy.

The multijurisdictional capability of the 'BlueBet Global Platform' provides scalability benefits and enable faster B2C rollouts in each new market.

BlueBet continues to make good progress towards the second stage of its US market entry, the launch of a white-labelled B2B Sportsbook-as-a-Solution offer. This offer will be key to reaching scale and profitability in the US, and discussions are ongoing with multiple potential B2B partners.

**BlueBet Chief Executive Officer, Bill Richmond, commented:** *“Going live in Louisiana, our third US state, caps off another strong 12 months for BlueBet, as we execute our ‘Capital Lite’ US market entry.*

*“As we land and expand in each new US state, we continue to refine and enhance our approach, which is delivering faster growth and making us even more capital efficient. This is further enabled by our proprietary ‘BlueBet Global Platform’, which provides unique scalability and multijurisdictional capabilities.*

*“This launch brings us closer to completion of the first stage of our ‘Capital-Lite’ US market entry strategy, as discussions progress with multiple potential partners for our white labelled B2B Sportsbook-as-a-Solution offering.*

*“I would like to thank our partners in Louisiana, the Rubico Acquisition Corporation, owner of Louisiana Downs casino and horseracing track, for choosing to partner with BlueBet.”*

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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**

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.