

2 February 2017

THE GLOBAL TOTE TO GO LIVE

Highlights

- **Launch date set for The Global Tote**
- **Ladbrokes integration progressing well**
- **Final approvals received by UK regulators in Alderney**
- **Commenced approval process for United States**

The Board of TopBetta Holdings Limited (ASX: TBH) ("TopBetta" or the "Company") is excited to announce that its subsidiary, The Global Tote Limited, will launch its world-first pooled wagering system, The Global Tote.

The Company expects The Global Tote's launch to coincide with next week's ICE World Gaming Expo in London. It follows third party audits being completed enabling the Alderney Gambling Control Commission, the regulator in Alderney, UK, where The Global Tote is licensed, to issue "Full approval of The Global Tote Limited's Internal Control Systems (ICS) and Gambling Equipment (GE)". This now enables The Global Tote to conduct Lawful Interactive Gaming under its licence.

Group CEO, Todd Buckingham, said *"Punters will be able to bet on The Global Tote through bookmaker partner websites. We believe this moment could influence the future of wagering and its participants, transforming world wagering in three ways:*

- 1. offering better odds for punters through lower "take-out rates";*
- 2. acting as a monetisation engine for Racing bodies all around the world through additional content fees; and*
- 3. driving higher margins for wagering operators."*

The Global Tote is also expected to go live on the Ladbrokes.com.au website soon after the launch date, with technology integration by Ladbrokes in its final stages as well as several other parties, including wagering operators, professional punters and betting websites.

Ladbrokes Australia CEO, Dean Shannon, said: *"We are progressing well with our integration of The Global Tote and we are hoping to be ready to go live in the next few weeks. This is such an exciting concept and we are very happy to be involved. This product fits with all Ladbrokes believes in – bringing innovation and unique products that are great for punters. We look forward to contributing to the success of The Global Tote."*

Mr Buckingham said: *"This has been a monumental achievement for The Global Tote's small team to develop a concept, design and construct the technology, create and execute a 'Global' business plan, wade its way through the regulatory landscape that sits across multiple jurisdictions and deliver this within a 12-month period."*

The Global Tote has also started the licensing process with the North Dakota Racing Commission where it will be looking to gain a Tote Operator license to operate in regulated states of the United States of America.

The Global Tote team will be at ICE Gaming conference in London talking to operators and racing bodies from all over the world to explain in detail how they benefit from participating.

Any interested wagering operators, racing club officials, professional punters and media can book a meeting with The Global Tote team at ICE.

About The Global Tote:

The Global Tote is a wholesale tote product which enables licensed wagering operators, including Corporate Bookmakers and tote operators from all over the world to participate in a global pool. International thoroughbred racing fixtures and Greyhound races will be the first pooled products to launch with other racing and sports to follow.

About Ladbrokes:

Ladbrokes.com.au is the local operation of Ladbrokes Coral Group plc. and is managed from Australia, with offices in Brisbane, Darwin, Sydney and Melbourne by a team of local sports betting experts and enthusiasts. Ladbrokes Coral Group plc. is a leading multi-channel betting and gaming business with an international presence in major regulated markets across the world and annual net revenue of over £2 billion. It is the leading British bookmaker with over 3,500 retail betting shops across England, Wales and Scotland, employing over 25,000 people.

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