

# TopBetta Investor Presentation

---

13 December 2017



# Disclaimer

---

This presentation is dated 13 December 2017. The material contained in this document is a presentation of general information about the activities of TopBetta Holdings Limited (“Company”) and the Company’s wholly-owned, Alderney-based subsidiary, The Global Tote Limited (“TGT”), as at the date of this presentation. This document does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in the Company nor does it constitute financial product advice. This document is not a prospectus, product disclosure statement or other offer document under Australian law or under any other law. The information is provided in summary and does not purport to be complete. You should not rely upon it as advice for investment purposes, as it does not take into account your investment objectives, financial position or needs and does not include all information which an investor may require to assess the performance, risks, prospects or financial position of the Company or TGT.

These factors should be considered, with or without professional advice, when deciding if an investment is appropriate. To the extent permitted by law, no responsibility for any loss arising in any way (including by way of negligence) from anyone acting or refraining from acting as a result of this material is accepted by the Company, including any of its related bodies corporate.

This presentation contains “forward-looking statements.” These can be identified by words such as “may”, “should”, “anticipate”, “believe”, “intend”, “estimate”, and “expect”. Statements which are not based on historic or current facts may be forward-looking statements. Forward-looking statements are based on: assumptions regarding the Company’s and TGT’s financial position, business strategies, plans and objectives of management for future operations and development and the environment in which the Company and TGT will operate; and current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties.

The forward-looking statements contained within the presentation are not guarantees or assurances of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company or TGT, which may cause the actual results, performance or achievements of the Company or TGT to differ materially from those expressed or implied by forward-looking statements.

For example, the factors that are likely to affect the results of the Company or TGT include: general economic conditions in Australia and globally; exchange rates; competition in the markets in which the Company or TGT does, and will, operate; conduct of contracted counter parties; weather and climate conditions; and the inherent regulatory risks in the businesses of the Company or TGT.

The forward-looking statements contained in this announcement should not be taken as implying that the assumptions on which the projections have been prepared are correct or exhaustive.

The Company and TGT disclaim any responsibility for the accuracy or completeness of the information in this presentation, including any forward-looking statement. The Company and TGT disclaim any responsibility to update or revise any information in this presentation, including forward-looking statement to reflect any change in the Company’s or TGT’s, financial condition, status or affairs or any change in the events, conditions or circumstances on which a statement is based, except as required by law.

The data projections or forecasts included in this presentation have not been audited, examined or otherwise reviewed by the independent auditors of the Company. You must not place undue reliance on these forward-looking statements.



# Corporate Snapshot

TBH:ASX

|                                          |              |
|------------------------------------------|--------------|
| Outstanding Shares                       | 164.45M      |
| Market Cap @ 33c / Share (12th Dec 2017) | AUD \$54.27M |
| Cash Balance at 30 Nov 2017              | AUD \$5.90M  |
| Enterprise Value                         | AUD \$48.37M |

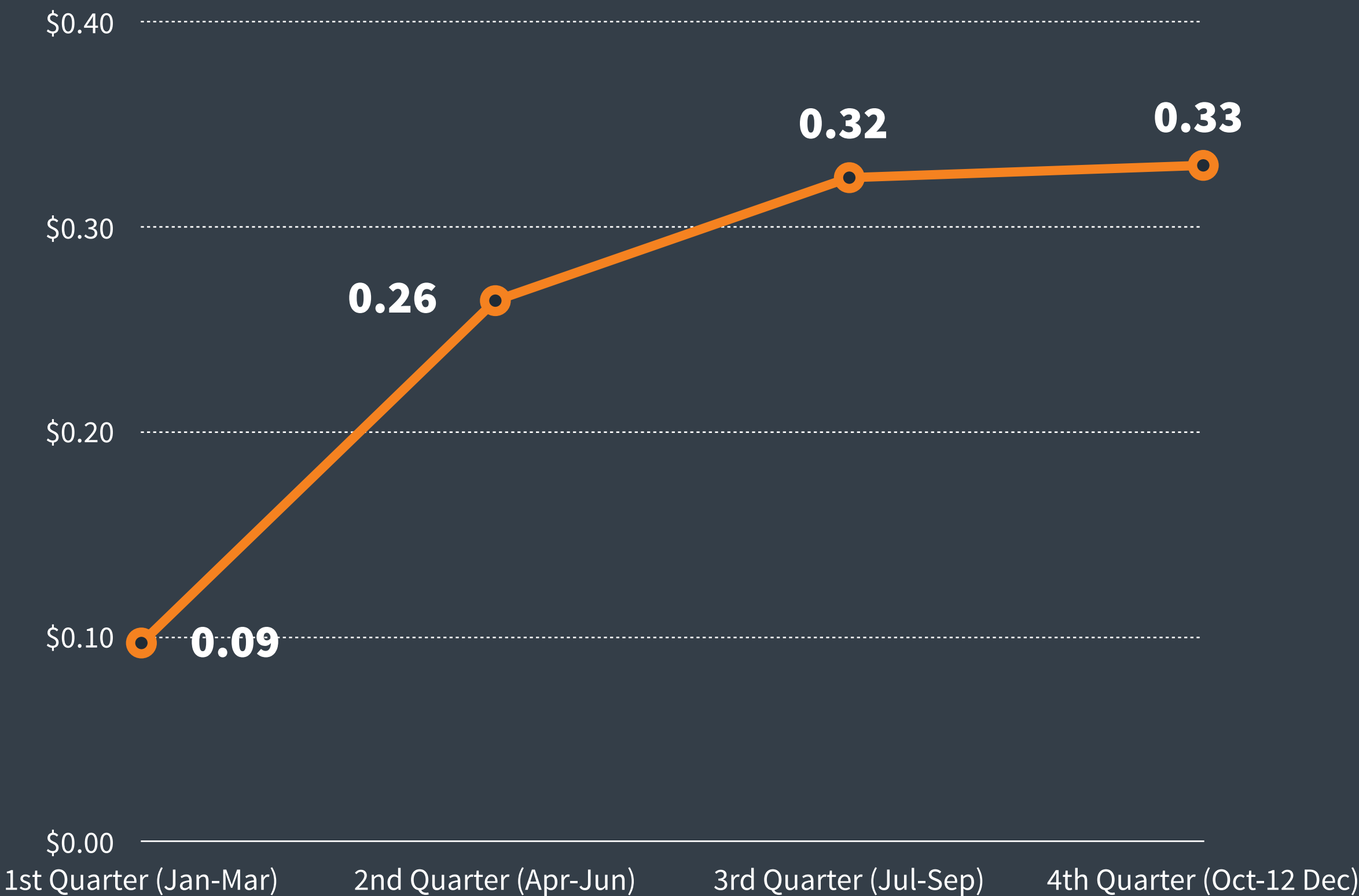


## Substantial Shareholders

Substantial Holders are as at 28 November 2017

|                          |       |
|--------------------------|-------|
| IFM Investors            | 7.12% |
| Ryder Capital            | 6.73% |
| Directors and Management | 9.15% |

## Share Price Chart



# Corporate Snapshot

|                                                                               | Mar-17   | Jun-17   | Sep-17<br>Unaudited | Forecast<br>31-Dec |
|-------------------------------------------------------------------------------|----------|----------|---------------------|--------------------|
| <b>Total quarterly active unique clients</b>                                  | 7,106    | 9,093    | 10,904              | 15,000             |
| <b>Wagering and tournament turnover ('000)</b>                                | \$13,249 | \$42,459 | \$54,621            | \$75,000           |
| <b>Wagering and tournament revenue ('000)</b>                                 | \$884    | \$2,282  | \$3,337             | \$6,000            |
| <b>Total revenue including Wagering, Tournament, Content and Other ('000)</b> | \$1,203  | \$2,576  | \$3,553             | \$6,350            |

Approximately \$2.5M spend for the December quarter on client acquisition for the retail business adding an additional 8,000 Clients Acquisition/Marketing spend will be reduced significantly into 2018 as the company transitions into the wholesale strategy.



# TopBetta 2017

## A significant year for TopBetta Holdings Limited



### TURNOVER UPLIFT

Up 37% vs last quarter.



### REVENUE UPLIFT

Up 79% vs last quarter.



### FOCUSED GROWTH STRATEGY

Business focus directed to the main business divisions  
- Retail + Wholesale.



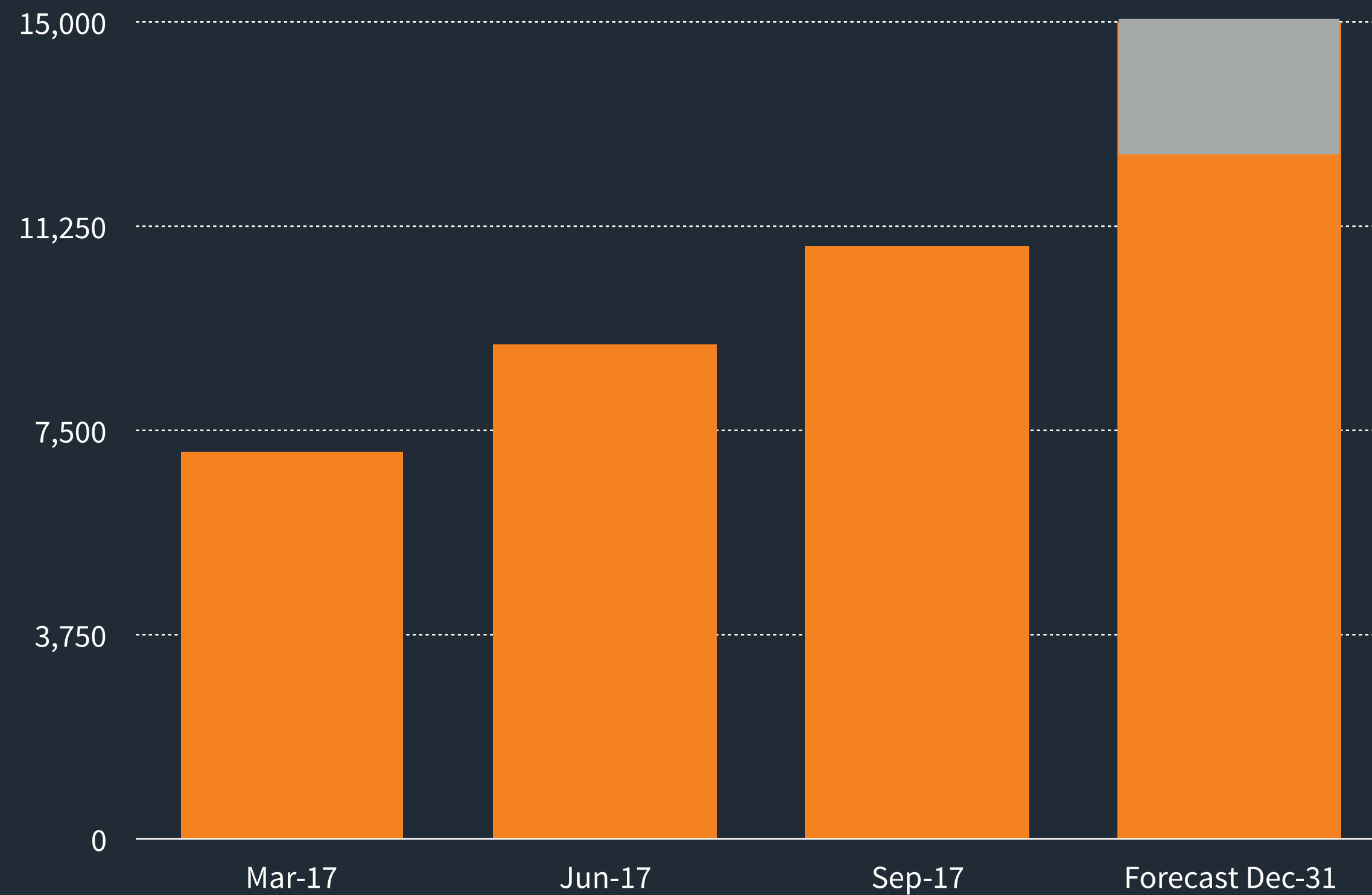
### GO LIVE WITH NEDS AND LADBROKES AUSTRALIA ON THE GLOBAL TOTE EXPECTED IN Q1 CY18



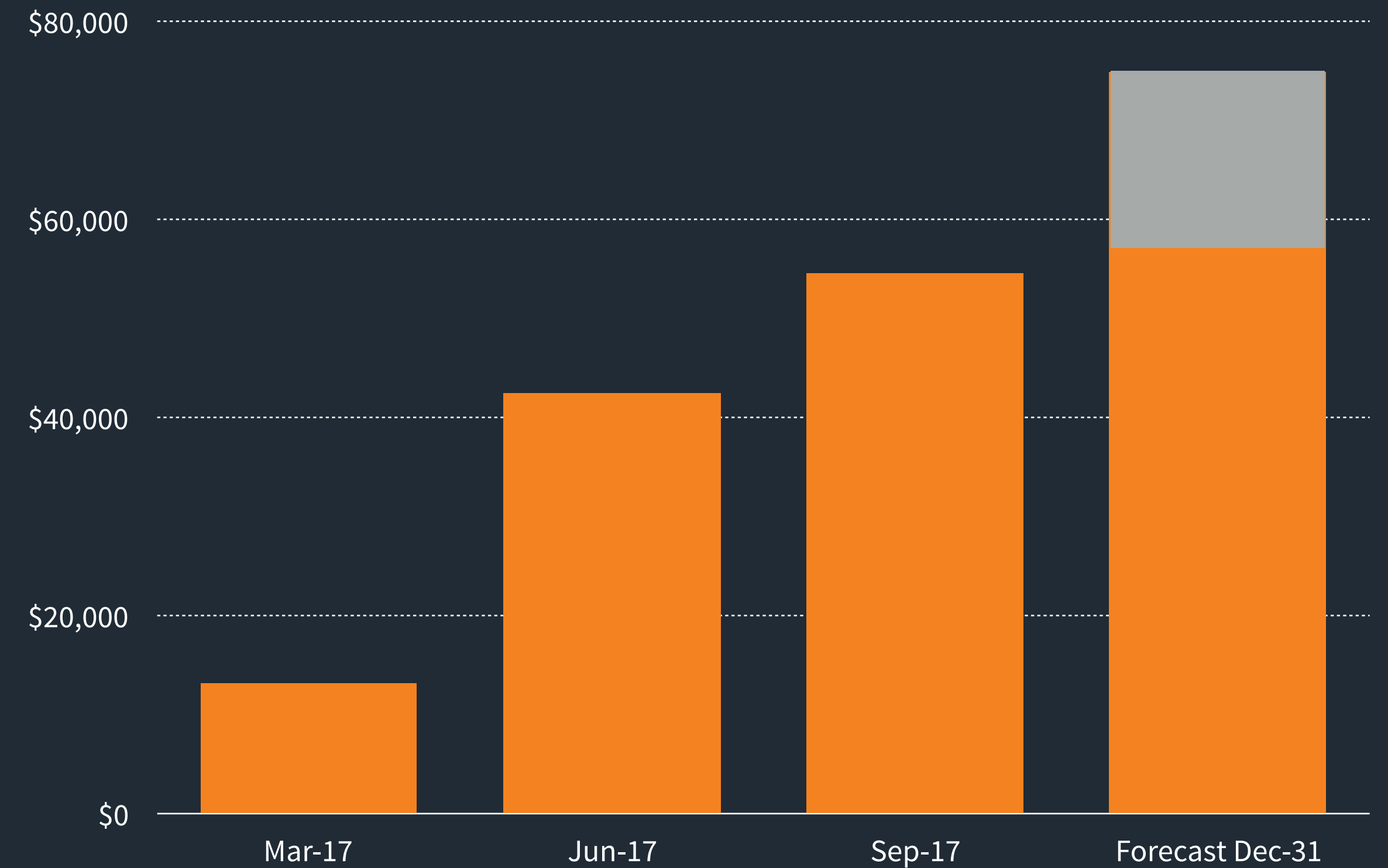
### EXPANSION OF INTO INTERNATIONAL MARKETS EXPECTED IN Q1 CY18



# TopBetta Group Business Snapshot



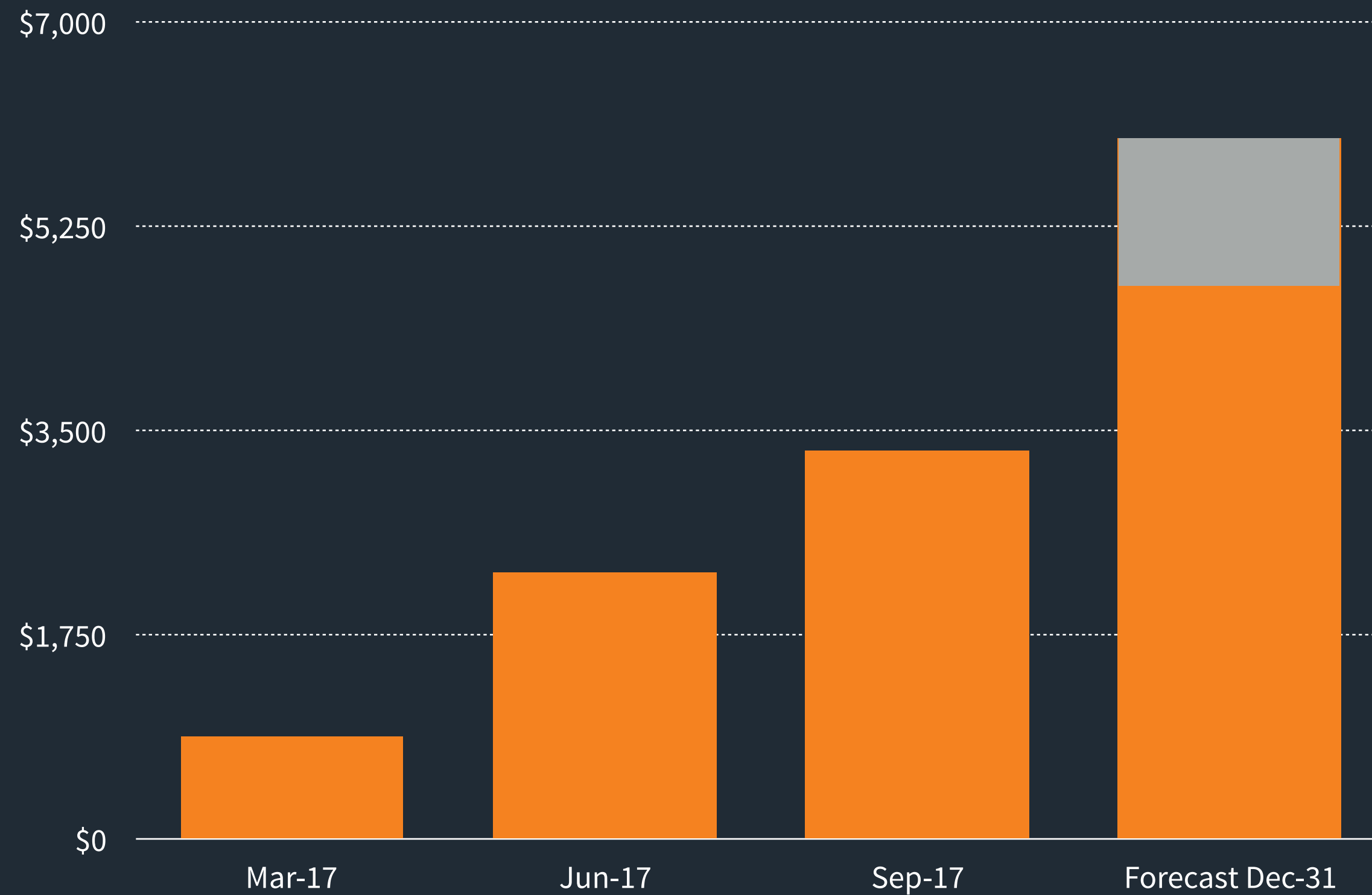
Total Quarterly Active Unique Clients



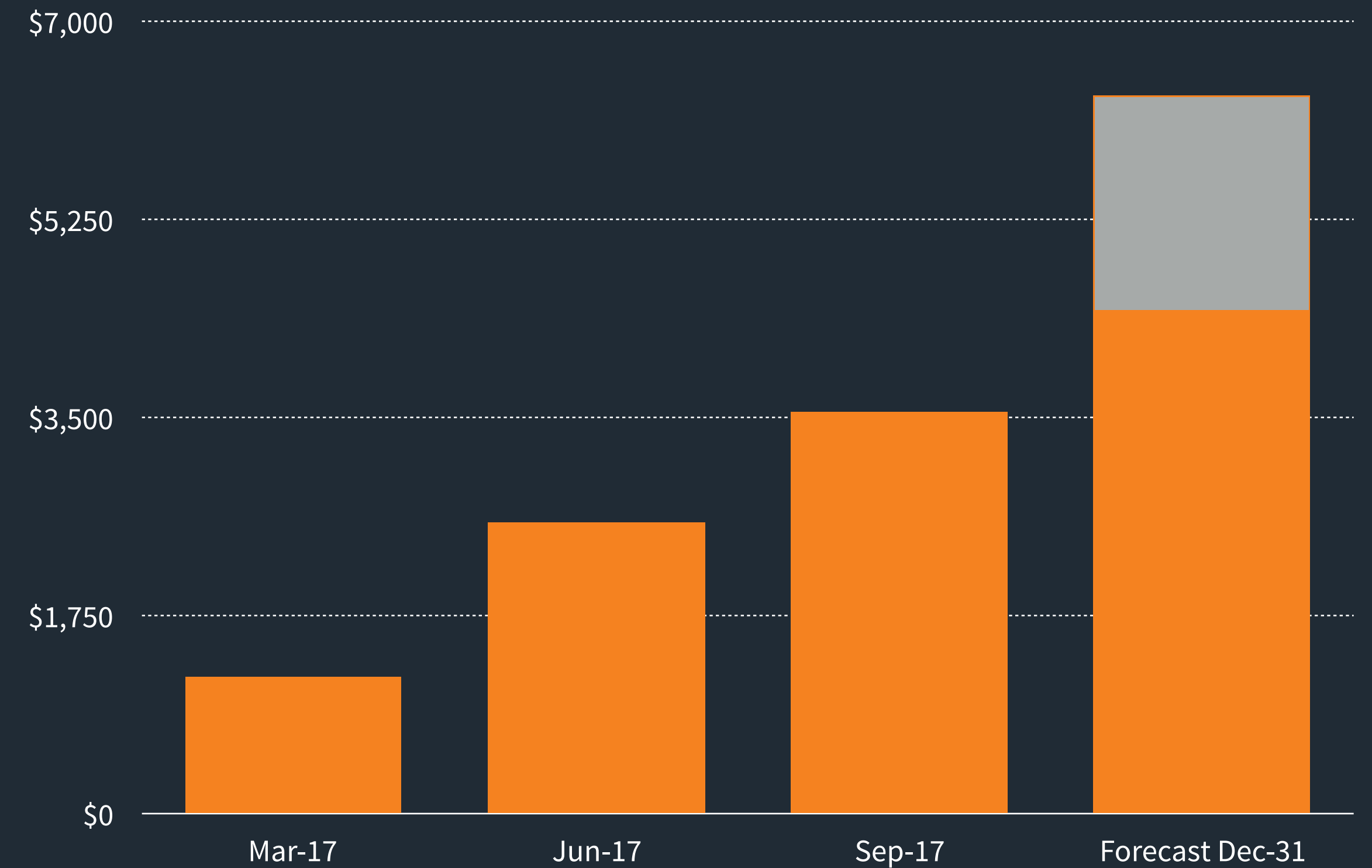
Wagering and Tournament Turnover ('000)



# TopBetta Group Business Snapshot



Wagering and Tournament revenue ('000)



Total revenue including wagering, tournament, content and other ('000)



# TopBetta Wholesale Business To Business Snapshot

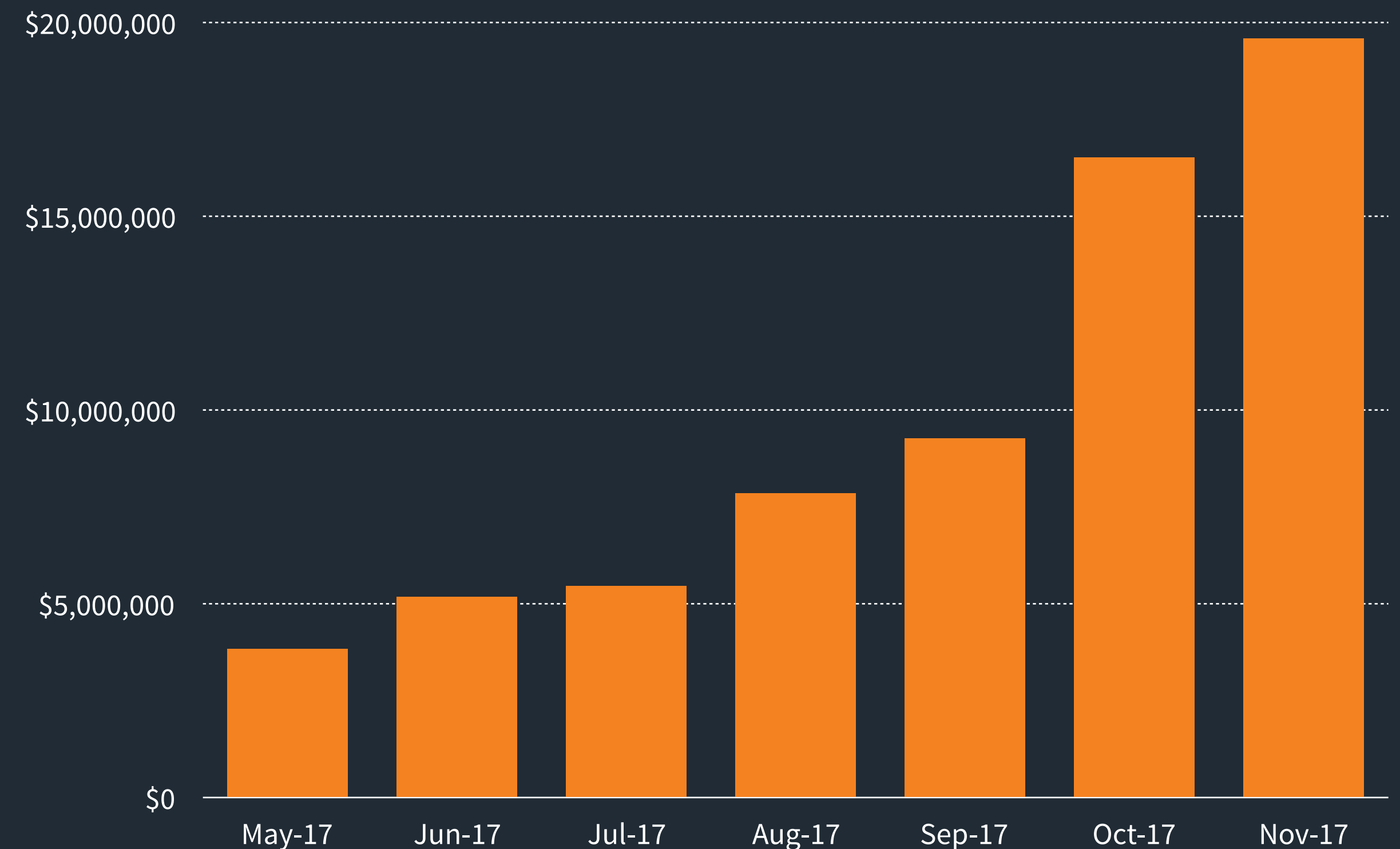
Since the launch of Global Tote in May

## Highlights:

1381 race meetings to 30 November.

Unaudited turnover of \$67.63M to 30 November.

Expansion of coverage to UK, Ireland and South African race meetings.

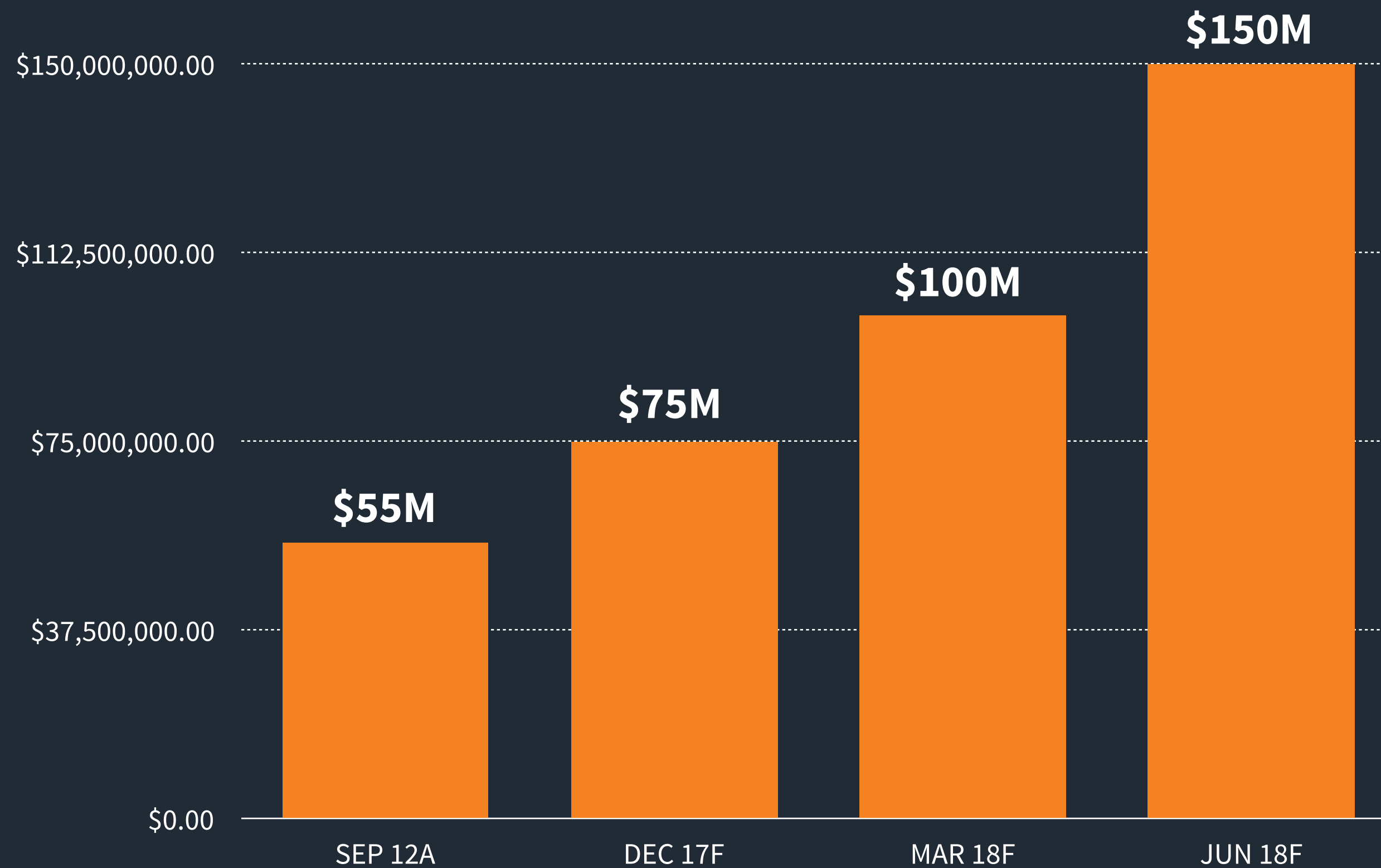


Global Tote Wholesale Unaudited Monthly Turnover



# Growing A Bigger Footprint

## In 2018



Quarterly Turnover

\*(A) - Actual /(F) - Forecast

\*Unaudited



**Increased coverage of race meeting on The Global Tote**

**US License approval for both TopBetta retail and The Global Tote**

**UK License approval for both TopBetta retail and The Global Tote**

**Ladbrokes to go live with The Global Tote in Q1 CY18**

**NEDS to go live with The Global Tote in Q1 CY18**

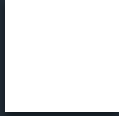
**UK Launch for both TopBetta retail and The Global Tote**

**US Launch for both TopBetta retail and The Global Tote**

**Exotics product launched on The Global Tote**

**International Operators expected to join the Global Tote**

 (Completed)

 (Not Yet Completed)

# TopBetta Holdings Limited Team

## Board of Directors



**Nicholas Chan**  
Chairman and  
Non-Executive  
Director



**Todd Buckingham**  
Chief Executive Officer



**Matthew Cain**  
Non-Executive  
Director



**Simon Dulhunty**  
Non-Executive  
Director

## Senior Management Team



**Paul Jeronimo**  
Chief Operations  
Officer



**Oliver Shanahan**  
Chief Technical Officer



**Craig Pearce**  
Head of Operations  
Global Tote



# Enquiries

## Todd Buckingham

CEO - TopBetta Holdings

M 0400 464 064

E [todd@topbetta.com](mailto:todd@topbetta.com)

## Jane Morgan

PR & Investor Relations

M 0405 555 618

E [investors@topbetta.com](mailto:investors@topbetta.com)

