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BetMakers signs multi-year agreement to launch CrownBet

BetMakers Technology Group Ltd (ASX:BET) (“**BetMakers**” or the “**Company**”) is pleased to announce it has entered into an exclusive five-year agreement with Betfair Australia (“**Betfair**”) as the sole technology provider for the launch of the premium Australian wagering brand CrownBet.

Highlights:

- BetMakers signed an exclusive five-year technology and services agreement with Betfair to deliver a full wagering stack for the development of CrownBet.
- BetMakers to supply its complete end-to-end solution, including a fully customised deployment of the Apollo wagering platform, trading and risk services, a content engine and the core Apollo technology.
- The agreement marks the most significant commercial milestone for the Apollo products and establishes a Tier-1 strategic partnership with Betfair, part of the Crown Resorts group.
- Commercial terms include a hybrid of fixed fees and revenue share, designed to expand recurring revenue and align BetMakers’ with the long-term success of CrownBet.
- CrownBet is targeting to launch in Q1 CY26, with platform activation and compliance workstreams already underway.

Under the agreement, BetMakers will deliver its full wagering stack for CrownBet, including a fully customised deployment of the Company’s Apollo wagering platform, trading and risk management, content engine, and core platform technology. The end-to-end solution positions BetMakers as the technology and operational backbone of the CrownBet offering from launch.

The partnership represents the most significant commercial milestone to date for the Apollo platform and further validates BetMakers’ strategy to provide a complete, vertically integrated B2B wagering solution to Tier-1 operators globally. The agreement also establishes a landmark alignment with Betfair and its parent company, Crown Resorts - one of Australia’s most recognised entertainment and hospitality groups.

The agreement contains customary terms and conditions for a contract of this nature, including with respect to termination.¹

¹ BetFair has the right to terminate for convenience by providing at least six months written notice to BetMakers of such termination, at any time after the date that is twelve months following the go live date.



BetMakers COO, Martin Tripp, said:

"This partnership is a major endorsement of our end-to-end B2B strategy and a milestone for the Apollo platform. To be selected by Betfair to power the return of CrownBet demonstrates the scalability, performance and commercial flexibility of our technology stack. By combining our Apollo platform with deep industry expertise and talent within Betfair, we are confident we can deliver a market-leading wagering experience and help to position CrownBet as a formidable player in the Australian market."

Amy Zavros, CEO of Betfair, added:

"Betfair is evolving to meet the changing needs of Australian customers by introducing a new fixed odds product under the CrownBet brand and required a technology partner capable of delivering a top tier product from day one. Following a rigorous RFI and evaluation process, BetMakers was the clear choice. Their technology, trading and services capability provides the foundation we need to bring CrownBet to market at the intended scale and complement our Betfair betting exchange, giving customers greater choice, value and innovation. The launch of CrownBet is targeted for early 2026."

Authorised for release by the BetMakers Board of Directors.

-ENDS-

For further information please contact:

Investor Enquiries

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About BetMakers Technology Group

BetMakers Technology Group (ASX: BET) is a leading global provider of B2B wagering technology and services. BetMakers' advanced platforms, fixed odds and pari-mutuel wagering solutions, data services, and betting content empower rights holders and racetracks to unlock new revenue streams while enhancing the betting experience. The company has a footprint that spans racing and betting markets in more than 30 countries.

About Betfair Australia

Betfair is the world's largest peer-to-peer wagering platform and Betfair Australia operates the only betting exchange in Australia. The platform is widely recognised for its pricing transparency, market efficiency, and commitment to responsible gambling. Betfair Australia is owned and operated by Crown Resorts (ASX: CWN). Betfair Australia is headquartered in Melbourne and has an established team of finance, legal, marketing, compliance and operational wagering experts.



Disclaimer

The material contained in this document is of general information about the activities of BetMakers as at the date of this update. All monetary figures quoted within this document are in Australian dollars (\$AUD) unless otherwise specified and are provided on an unaudited basis.

This announcement 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 financial position, business strategies, plans and objectives of management for future operations and development and the environment in which the Company will operate; and*
- current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties.*

Actual results, performance or achievements of the Company could be materially different from those expressed in, or implied by, these forward-looking statements. The forward-looking statements contained within the presentations 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, which may cause the actual results, performance or achievements of the Company 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 include general economic conditions in Australia and globally; exchange rates; competition in the markets in which the Company does and will operate; weather and climate conditions; and the inherent regulatory risks in the businesses of the Company. 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 disclaims any responsibility for the accuracy or completeness of any forward-looking statement. The Company disclaims any responsibility to update or revise any forward-looking statements to reflect any change in the Company'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 projections or forecasts included in this presentation have not been audited, examined or otherwise reviewed by the independent auditors of the Company.

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