



ASX Announcement (ASX: BBT)

31 March 2025

BlueBet EGM Address

Chair's address

Good morning and welcome to the Extraordinary General Meeting of BlueBet Holdings Limited. My name is Matthew Tripp, and I am the Chairman of the Board and of this meeting.

On the heels of our AGM in November, we announced the Company had achieved its goal of monthly EBITDA profitability ahead of time, and ultimately that we were profitable for our first half as a combined business.

Since I assumed the Chair from Michael Sullivan in January, we announced the acquisition of TopSport, a high-quality and complementary wagering business, with strong support for the accompanying placement. Completion of this acquisition is imminent and we look forward to delivering an enhanced wagering experience for TopSport customers, and further strengthening our team, in particular with the addition of Tristan Merlehan as our Chief Trading Officer from migration.

This focus on swift decision making and rapid execution has been a hallmark of the Company, reflective of the high-quality Board and Management Team we have been able to assemble. This is a key competitive advantage which is central to our organic and inorganic growth ambition.

Today, we will consider three resolutions aimed at supporting this ambition, namely:

1. Aligning our corporate name to our customer brand to speak with one voice to the public and shareholder audience;
2. Ratifying shares issued in support of the TopSport acquisition; and
3. Maintaining maximum flexibility as we pursue our inorganic growth agenda.

We chose the betr brand because all our research and data indicated it resonated most strongly with our target market.

We are pleased that the move to our new fast and easy app and platform has unlocked customer satisfaction in the brand, with almost 7 in 10 migrated customers rating their overall experience as positive, up from 3 out of 10 on the previous platform.

We are excited to welcome TopSport customers to the platform with that migration imminent, and for the further organic and inorganic growth opportunities that exist in this market.

Thank you.

Matthew Tripp
Chairman

This announcement has been approved for release by the Board of BlueBet Holdings Limited.

For further information, please contact:

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