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PointsBet and National Hockey League Announce Multi-Year Sports Betting & Marketing Partnership

10 February 2021 - **Melbourne, Australia** - PointsBet Holdings Limited (ASX: PBH) (the Company) today announced a multi-year strategic partnership with the National Hockey League (NHL), naming PointsBet an "Official Sports Betting Partner of the NHL".

"*As the sports betting landscape evolves at a rapid pace, we continue to develop unique, strategic alliances within the sports gaming industry*," said Keith Wachtel, NHL Chief Business Officer and Senior Executive Vice President.

"*Our partnership with PointsBet brings to life our collaboration with our valued media partners and we look forward to enhancing our fan engagement opportunities in concert with both PointsBet and NBC. We are proud to welcome PointsBet to the NHL family.*"

The agreement between PointsBet and the NHL spans across both the United States and Australia. As part of the partnership, PointsBet receives rights to use NHL marks and logos, as well as a variety of NHL sponsorship and promotional opportunities for its brand across various linear, digital, and social media assets.

Notably, the deal also provides PointsBet the ability to integrate content into live NHL game broadcasts across NHL media partners, including NBC Sports, NBC Sports Regional Networks, Altitude TV, and other potential future linear alignments.

PointsBet, NBC Sports and the NHL have already begun installing such integrations for the 2020-21 NHL season, including the incorporation of PointsBet odds, data, and insight to complement the pregame, in-game, and postgame broadcasts.

As part of the partnership, the Company has agreed to issue the NHL 43,106 fully paid ordinary shares, representing US$500,000 based on the 20-day trading volume weighted average price of shares on the Australian Securities Exchange immediately prior to 5 February 2021. The shares will be in a holding lock, released in equal proportions after 12, 24 and 36 months respectively.

"*PointsBet is thrilled to become an official sports betting partner of the National Hockey League,*" commented Johnny Aitken, CEO of PointsBet USA.

"The NHL's on-ice product provides fans with captivating, nonstop action – it is a privilege to join forces with the NHL and its forward-thinking team, complementing that action with PointsBet's sports betting product. We are excited to further elevate fan engagement via offering the most markets in the world for each NHL game, including our exclusive PointsBetting product, and enhance TV and digital integrations with mutual partners like NBC Sports."

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About PointsBet

PointsBet is a corporate bookmaker with operations in Australia and the United States. PointsBet has developed a scalable cloud-based wagering Platform through which it offers its Clients innovative sports and racing wagering products. PointsBet's product offering includes Fixed Odds Sports, Fixed Odds Racing and PointsBetting

About the NHL

The National Hockey League (NHL®), founded in 1917, consists of 31 Member Clubs and proudly welcomes its 32nd franchise, based in Seattle, for the 2021-22 season. Each team roster reflects the League's international makeup with players from more than 20 countries represented, all vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year, the NHL entertains more than 670 million fans in-arena and through its partners on national television and radio; more than 151 million followers - league, team and player accounts combined - across Facebook, Twitter, Instagram, Snapchat and YouTube; and more than 100 million fans online at NHL.com. The League broadcasts games in more than 160 countries and territories through its rightsholders including NBC/NBCSN and the NHL Network in the U.S., Sportsnet and TVA in Canada, Viasat in the Nordic Region and CCTV and Tencent in China. The NHL reaches fans worldwide with games available online in every country including via its live and on-demand streaming service NHL.TV™. Fans are engaged across the League's digital assets on mobile devices via the free NHL® App; across nine social media platforms; on SiriusXM NHL Network Radio; and on NHL.com, available in eight languages and featuring unprecedented access to player and team statistics as well as every regular-season and playoff game box score dating back to the League's inception, powered by SAP. The NHL is committed to building healthy and vibrant communities through the sport of hockey by increasing youth participation and engagement; fostering positive family experiences; promoting inclusion, positive culture and leadership; and supporting sustainable community impact.