



FY 2024

ESG INITIATIVES UPDATE

BetMakers Technology Group Ltd.

DATED

October 2024

ABN 21 164 521 395

© 2024 BetMakers Technology Group Ltd. All Rights Reserved.

Level 4, 189 Flinders Lane
Melbourne, VIC 3000

SUSTAINABILITY OVERVIEW.

The BetMakers Board of Directors and the Sustainability Committee at BetMakers Technology Group Limited (ASX:BET) (**BetMakers** and the **Company**) are pleased to present BetMakers' Sustainability update. The purpose of this document is to update stakeholders on the progress that has been made by BetMakers across Environmental, Social and Governance (**ESG**) focus areas.

BetMakers is focused on delivering sustainable positive returns to stakeholders, taking into account environmental, social, governance and financial factors. The Company commits to the ongoing development and implementation of its sustainability policy and strategy, and will provide further updates in subsequent reports.



WHO WE ARE



BetMakers Technology Group is a leading international provider of B2B technology products with a global footprint that spans the world's major racing and betting markets.

Our technology and service solutions enhance betting on racing at critical points along the life cycle for fixed odds and pari-mutuel wagering, unlocking new revenue streams, expanding markets, and enhancing user experience.

We are a diverse group of people located in Australia, the United States, Sri Lanka, the UK, Ireland, Canada, France and Singapore who are committed to making a meaningful, positive impact on all our stakeholders, and who abide by certain core values in the delivery of our services: to be trusted, to be innovative, to pursue excellence, to promote a team mindset and to centre the customer in everything we do. BetMakers undertakes its business in a way that considers the

benefits and impacts of its services to encapsulate a broad group of stakeholders in addition to its shareholders, including racing and regulatory bodies, horsemen groups, staff, suppliers, customers and the community.

We are focused on providing an environment where employees can find value in their work while having the latitude to develop and shape their careers. We prioritise our people having the opportunity to tackle new projects and to learn and grow. We encourage our people to be heard, and to have the confidence to offer new insights or ideas to improve themselves and the Company without a fear of failure.

BetMakers is committed to servicing and being a major supporter of the global racing industry, which plays an integral role in the sporting life, cultural traditions and economies of many countries around the world.



30+ Active Countries	60+ Online Wagering Operators	230+ Racing Partners	45+ Regulatory Licenses	376 Employees (at June 30, 2024)	8 Worldwide Offices
--------------------------------	---	--------------------------------	-----------------------------------	--	-------------------------------

HOW WE MANAGE SUSTAINABILITY

We view sustainability reporting through four key focus areas:

ENVIRONMENT



Considering the reliance of the Company on data centres and the technological efficiency of hardware equipment, BetMakers acknowledges the impact that the energy it consumes has on the planet. Hence, delivering carbon reductions alongside more efficient natural resource consumption is a core part of the Company's strategy.

OUR COMMUNITY



Providing meaningful and positive contributions to the racing industry and the broader community are critical for the ongoing success of BetMakers. Hence, the Company is committed to undertaking its business in an ethical and responsible fashion, and supporting the racing industry to commercialise its intellectual property rights in a way that provides growing returns to the racing industry and its participants.

OUR PEOPLE



Employee engagement is paramount to the Company's success. Being an employer that promotes employee well-being and encourages ongoing training, development and success of its employees is crucial to ensuring that the Company is an innovative leader in the industry.

GOVERNANCE & REGULATION



The Company operates in a vast number of jurisdictions and in a highly regulated industry. Prioritising data security and responsible gaming practices, and maintaining high standards of corporate governance that provide strategic guidance and effective support to management, is a key strategic focus for BetMakers.

Improving our business and prioritising sustainability factors are treated as a shared responsibility of all staff, and underpins the decisions we make. As part of our decision-making processes, the Company considers broader factors (beyond purely financial factors) which focus on providing a positive impact to stakeholders. In particular, this year saw the introduction of the Company's procurement process, which is aimed at responsible sourcing and considers a broad range of sustainability factors.

BetMakers has established the Sustainability Committee to assist the Company in its decision-making processes and to collate feedback and results that provide a baseline from which continued sustainability improvements can be made.

The Sustainability Committee meets at a minimum on a quarterly basis and is responsible for reviewing and overseeing the Company's goals, policies, procedures, and disclosures relating to sustainability and sustainability matters. The Sustainability Committee reports

to the Audit and Risk Committee. The Board oversees sustainability updates and other deliverables from the Sustainability Committee.

Sustainability-related risks are captured within the Company's broader risk review process, which is overseen by the Audit and Risk Committee and the Board. The sustainability-related risks (alongside the development of appropriate mitigating factors) are tasked to the Sustainability Committee for management.

THE SUSTAINABILITY COMMITTEE COMPOSITION & INTERNAL FOCUS AREAS

The Sustainability Committee is comprised of a broad range of employees and executives from various departments, spanning Finance, Legal, Commercial, People & Culture, Marketing and Administration and includes a cross section of senior executives and department heads from across the Company's global regions.

The Sustainability Committee uses high performing internal teams to establish specific goals and metrics needed to advance our initiatives and to promote transparency in our efforts through multi staged processes and reporting. Above all, BetMakers' Sustainability Committee adheres to the highest standards of integrity and ethical behaviour.

THE ENVIRONMENT



BetMakers is committed to undertaking business in an environmentally responsible manner and aims to promptly identify environmental risks and opportunities that may from time to time arise out of its business operations.

BetMakers references the TCFD and SASB frameworks in ensuring best practice structuring and reporting of environmental matters, and intends to report against these frameworks in future sustainability updates. For further context of the Company's operations and its environmental footprint, BetMakers is a technology company with approximately 375 employees globally, operating across 8 offices.

The Company's Scope 1 and Scope 2 emissions were primarily a result of energy usage within leased premises, and fuel associated with company owned vehicles.

BetMakers will continue to improve and evolve its environmental practices, and is currently promoting various activities to support positive environmental outcomes including:

- Encouraging investors to receive communications from the Company via electronic media.
- Minimising carbon intensive travel options and encouraging video meetings. Focused effort in minimising employee travel resulted in a -36.4% reduction in travel costs YoY.
- Encouraging carpooling.
- Supporting remote and hybrid work for employees, as appropriate for role and location.
- Implementing and encouraging recycling programs across offices.
- Reducing, reusing and recycling terminal shipping and storage materials.
- Developing and promoting technologies that reduce dependence on betting terminal ticket paper in venues.

- Using smart heating / cooling for offices in off-peak periods.
- Conserving power through sensor lighting and air-conditioning.
- Choosing terminal and other supply partners who have established environmental practices (in accordance with BetMakers' Supplier Code of Conduct and the Procurement Policy).
- Recycling IT equipment.
- Utilisation of cloud technology for file maintenance and storage to reduce printing in offices globally.
- Opting for digital sales and marketing materials over printed media.
- Using crockery and silverware in offices to minimise use of paper or plastic utensils.
- Transition to digital business cards significantly reducing our reliance on paper. A solution that is net zero, leaving no carbon footprint.
- Utilising data centre and server farm vendors who use environmental metrics to minimise impacts to the environment.

From a policy and governance perspective, all directors and employees are required to report any breach or suspected breach of applicable environmental laws and regulations in accordance with BetMakers' internal Code of Conduct.

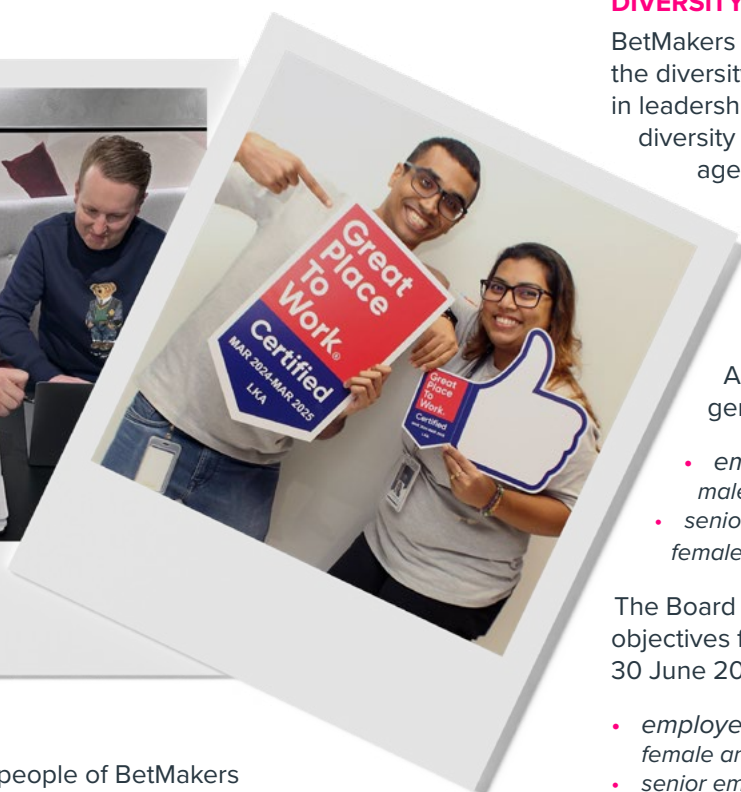


OUR PEOPLE



One of BetMakers' key strategic goals is the attraction, retention and development of market leading talent. We deliver upon these objectives by:

- Cultivating an inclusive, engaged and empowered workforce;
- Celebrating successes, learning from losses;
- Creating a performance-driven and impactful culture; and
- Facilitating learning initiatives.



The people of BetMakers are the driving force behind our sustainability practices and goals. Through our daily actions, and living our values, we achieve success.

CULTURE & WELFARE

BetMakers works deliberately to deliver an engaging and fulfilling work environment for its people, and to support the ongoing welfare of our employees. The Company embeds a culture of inclusiveness, support and respect throughout the global business, and monitors employee morale and culture through

regular engagement surveys. The most recent engagement survey was completed in May 2024, key notable results include:

- I would recommend BetMakers Technology Group as a great place to work, 77%.
- My manager or mentor at BetMakers Technology Group actively supports my development, 84%.
- I know how my work supports the goals of BetMakers Technology Group, 84%.

DIVERSITY & LEADERSHIP

BetMakers is committed to monitoring and promoting the diversity of employees, including through diversity in leadership roles, and to supporting all forms of diversity including with respect to race, nationality, age and gender.

In FY24, our Board composition comprised of two males and three females, including the Company Secretary.

As at 30 June 2024, BET has the following gender split:

- employee gender ratio of 21% female and 79% male; and
- senior employee and Board gender ratio of 36% female and 64% male.

The Board has adopted the following measurable objectives for achieving greater gender diversity by 30 June 2025:

- employee gender ratio to be a minimum of 25-30% female and 70-75% male; and
- senior employee and Board gender ratio of 25% female and 75% male.

Gender equality, diversity and inclusion add value to our business and to our stakeholders: they support higher performance, deliver stronger outcomes, and help us to build a competitive advantage through the creation of innovative and market leading customer solutions. BetMakers takes deliberate steps to centre gender equality, diversity and inclusion as intrinsic to who BetMakers is: driving how we work together, how we do business, how we serve our customers and how we contribute to our communities.

OUR PEOPLE

(CONTINUED)



As part of the BetMakers Gender Diversity Scorecard, we commit to the following actions:

- *conduct a full pay equity gap analysis at each level of the business on a quarterly basis;*
- *ensure female candidates are given an equal opportunity throughout the recruitment process;*
- *for each vacancy, ensure at least one female is interviewed (merit-based interviews);*
- *provide unconscious bias training for all managers, to be aware throughout the recruitment and performance processes;*
- *offer a competitive paid parental leave scheme for both primary and secondary caregivers, together with supplementary support and paid leave for special circumstances including adoption, foster care, IVF, miscarriage and stillbirth; and*
- *include agreed gender KPIs in the leadership teams.*

In line with the Workplace Gender Equality Act 2012, BetMakers Technology Group submits our Workplace Gender Equality Report. This process is central to our efforts to enhance gender equality across all levels of our workforce. Once finalised, we share the report with our employees, ensuring transparency and engagement. Additionally, the report is accessible via the Workplace Gender Equality Agency (WGEA) website (<https://data.wgea.gov.au/organisations>), where stakeholders can view our progress by searching for BetMakers Technology Group Ltd.

In February 2024, the WGEA released the latest gender pay gap data for private sector companies employing over 100 individuals, which included BetMakers. This data captures insights into both base salary and total remuneration gender pay gaps, as well as the distribution of gender across different pay levels within the organisation. In support of our commitment to promoting gender equity, we also submitted a voluntary gender equality statement, which outlines the proactive steps we are taking to bridge the gender pay gap and drive a more inclusive workplace.

HYBRID WORKING

BetMakers operates a hybrid model of working, combining a balance of remote working and in-office time to provide employees with increased flexibility and autonomy to choose how they work best. We recognise

that employees have commitments outside of work and the Company facilitates working arrangements conducive to maintaining a positive work-life balance. The wellbeing of our people is paramount, with employees scoring their work and life blend at 77% on the October 2023 survey.

HEALTH & SAFETY

BetMakers takes a proactive approach to minimising workplace health and safety risks throughout its operations. In 2024, BetMakers launched a comprehensive Mental Health Training Programme as part of our commitment to employee wellbeing and fostering a supportive workplace environment. This new initiative is designed to equip managers and employees with the tools and knowledge to better understand, identify, and respond to mental health challenges in the workplace.

The training covers essential topics such as recognising early signs of mental health issues, supporting colleagues in distress, and creating a culture of openness and support. By offering this training, we aim to reduce the stigma around mental health and promote a more inclusive and understanding workplace.

This initiative aligns with our broader focus on employee wellbeing, ensuring that we not only meet compliance standards but also proactively support the mental and emotional health of our team. We believe this programme will lead to a more engaged, resilient, and productive workforce, while reinforcing our commitment to sustainable business practices.

BetMakers completes periodic workplace inspections and workplace risk audits, as required, to ensure its workplaces are as safe as practicable for all employees and compliant with all applicable work, health and safety laws and regulations. Fire wardens are appointed at each office. Employees are provided with a health and safety overview during the induction process.

BetMakers offers health care insurance coverage to employees in the United States and Sri Lanka. BetMakers also offers free, confidential Employee Assistance counselling services to employees with unlimited sessions available. Topics covered in these sessions include financial support, management support, and health and nutrition advice among many others.

OUR COMMUNITY



BetMakers recognises the responsibility that all companies have to conduct their operations in a way that provides a positive benefit to society and is committed to undertaking its business in an ethical and socially responsible way.

CHARITABLE INITIATIVES

BetMakers is an active supporter of various community initiatives across our office locations, including:

- STEptember
- The Lost Dogs Home
- R U OK
- FareShare
- Connecticut Food Bank
- Diaper Bank of Connecticut
- SuperTee
- CANTEEN
- Riding for the Disabled
- RSPCA
- Children's Day fundraiser to support to support The Cerebral Palsy Lankan Foundation.
- International Women's Day
- Supporting charity 'Got Your Back Sista', a cause to support women and children suffering from domestic violence situations.
- Local indigenous sponsors
- Annual matched Christmas giving to select charities in Australia, the United States, Sri Lanka and the United Kingdom.
- 'Adopt a Family' charitable initiatives to provide gifts to families in need during the holidays.

BetMakers also contributes to fundraising events hosted by our clients to support their local charitable initiatives. We engage in industry initiatives through our membership in organisations such as the World Tote Association and through our participation in industry events such as the Global Symposium on Racing.

VOLUNTEER PROGRAM

In 2024 BetMakers continued to support a program whereby employees can use one day of paid leave to volunteer with a registered charitable organisation of their choosing. All charities are nominated by employees and approved by the Company's Sustainability Committee.

PROTECTING THE VULNERABLE

BetMakers is committed to preventing modern slavery in all aspects of its business and supply chains. Employees are encouraged to raise concerns about any issue or suspicion of modern slavery at the earliest possible stage. BetMakers has implemented a modern slavery policy and intends to publish a modern slavery statement following the conclusion of the 2024/25 financial year.

FY24
SOCIAL
IMPACT

\$67,872
CHARITABLE
DONATIONS

155
VOLUNTEER
HOURS



GOVERNANCE & REGULATION



BetMakers places a significant emphasis on responsible gaming, along with the provision of technological solutions and resources that encourage the responsible utilization of wagering products.

It is imperative for wagering sector entities to uphold a manner of operation that prioritizes a just atmosphere for clients. This is achieved through functionalities that empower customers to set deposit thresholds, take periods of respite, and engage in a secure manner.

Despite predominantly functioning in the B2B realm, BetMakers consistently maintains its strong advocacy for responsible gaming. BetMakers approaches its developmental endeavours with a focus on crafting solutions that deliver a responsible and secure customer experiences. The company also allocates resources toward tools and integrations that bolster responsible gaming. Furthermore, BetMakers offers external responsible gaming training for staff members interfacing with customers.

BetMakers integrates an array of responsible gaming features into its consumer-facing platforms, including the new Apollo platform, including:

- *Temporary and Permanent self-exclusion mechanisms.*
- *Functionality allowing players to take short and extended wagering breaks.*
- *Establishment of deposit limits.*
- *Provision of concise account summaries encompassing wagering activities and financial outcomes.*

We conduct Responsible Gambling Learn & Share sessions, hosted by Senet, for our entire organisation. Furthermore, all customer facing members have also received Responsible Gambling training through our Learning Management System (LMS).

INTEGRITY

BetMakers provides integrity solutions that help betting operators and racing bodies to detect fraud and other anomalies during racing events. As part of this service, BetMakers collects wagering data and applies artificial intelligence and other technologies to identify potential integrity concerns. BetMakers has a team of highly skilled risk analysts who are trained to identify and act on fraudulent activity, utilising BetMakers' custom integrity monitoring tools and reports for identifying and flagging such activity.

BetMakers also partners with a range of market leading tech providers who help to verify the identities of platform end users and provide secure payment options.

ANTI-MONEY LAUNDERING

BetMakers is dedicated to adhering to the necessary Anti-Money Laundering and Counter Terrorism Financing (AML/CTF) obligations, guidelines for reporting, and legal frameworks in every jurisdiction it operates within.

The organization mandates that its associates, such as wagering operators, also pledge to follow all AML/CTF mandates. This includes the establishment of a proper AML/CTF Program along with pertinent protocols and workflows.

Prior to employing Australian personnel, BetMakers conducts AML/CTF and bankruptcy screenings.

DATA SECURITY

Information security and data privacy are key priorities for BetMakers, and we have a dedicated information security and cyber risk team that is responsible for managing these priorities.

In furtherance of its objectives of being a market leader in data security, privacy and the protection of personal data, BetMakers achieved ISO27001 (Information Security Management) re-certification in 2023. ISO27001 certification requires a business to have legal and technical controls in place which protect the unauthorised or unlawful processing of personal data.

In addition to delivering ISO27001 certification, the Company provides ongoing cyber security training and awareness exercises for staff, and provides regular updates to customers and other stakeholders around cyber resilience and cyber security threats.

RESPONSIBLE OPERATIONS IN REGULATED MARKETS

BetMakers operates in over 30 countries and 45 regulatory jurisdictions around the world and employs dedicated compliance professionals to manage ongoing licensing and regulatory responsibilities.

The Company works closely with its various regulators and licensing bodies, proactively engaging on key matters and ensuring that the technical, hardware and software solutions developed by the Company comply with regulatory requirements.

ONGOING COMMITMENT TO SUSTAINABILITY

BetMakers is proud to provide stakeholders with the Company's Sustainability Update and to highlight some of the progress that the Company has made in FY24.

BetMakers recognises that strong sustainability performance requires an embedded self-reflection process and a commitment towards continuous improvement and excellence. In the three years since establishing our Sustainability Committee and ESG targets, we have formed a strong foundation for these efforts and are committed to building on this foundation. We will continue to develop and enhance our sustainability systems and actions under the supervision and direction of the Board and executive team, and look forward to updating stakeholders on our continued progress.



For more about BetMakers, visit www.betmakers.com.