

Thanks for your support over the last twelve months, it's time we started regularly sharing our latest news and updates with you.

PlayUp Limited has had an extremely busy first quarter of 2019, accomplishing a number of important goals as a business while laying the foundations for a very successful year.

Please find enclosed below some highlights from the quarter.

## **Group Overview**

Following the closing of the acquisitions of the TopBetta and MadBookie wagering platforms from "The Betmakers", as well as enhancing our Fantasy Sports offering, PlayUp is pleased to announce our strongest ever returns in both turnovers and revenues, with the Q1 2019 being our best quarter to date.

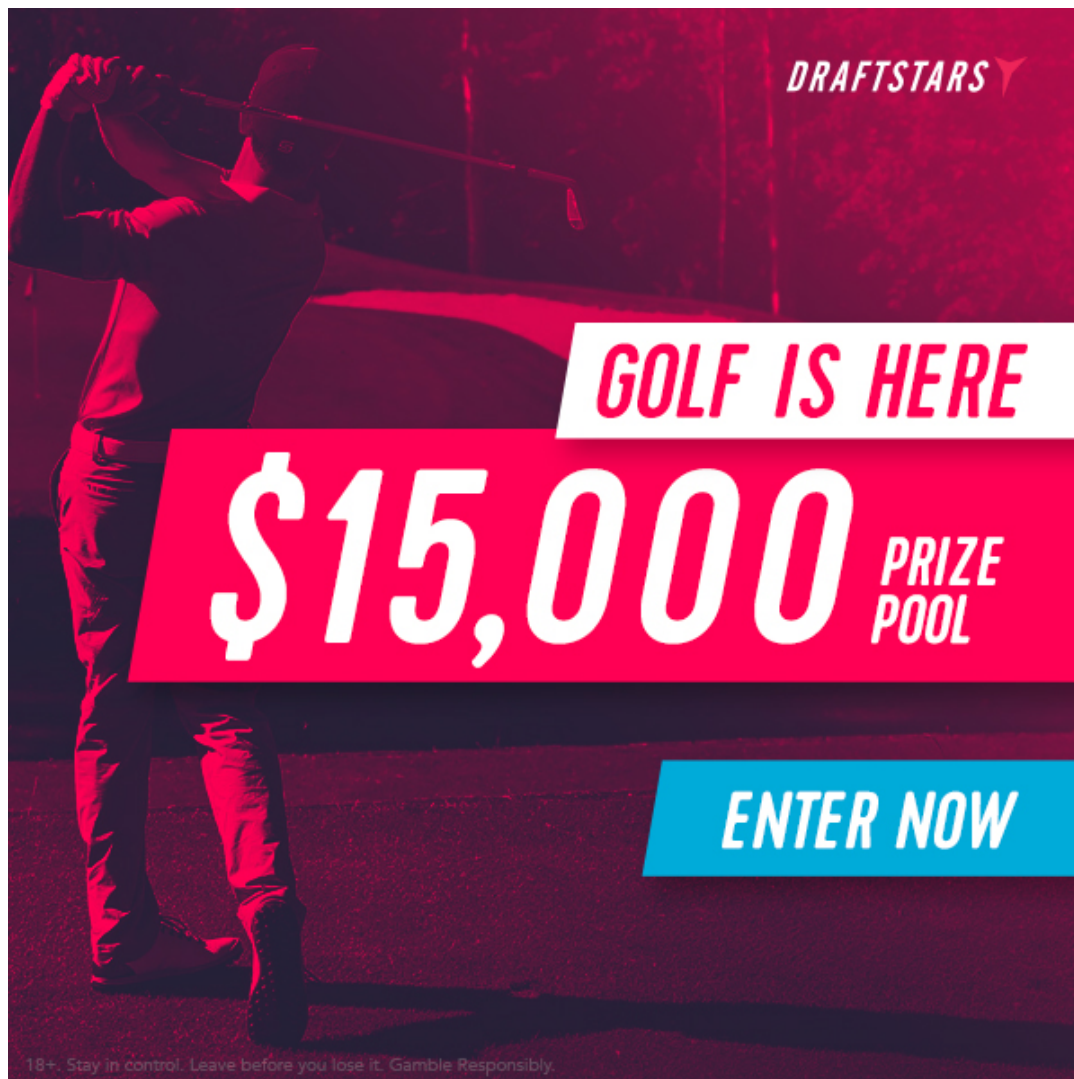
## **Business Units**

### *Fantasy*

Draftstars has gone from strength to strength following the addition of its latest market, Golf. This marks the first time Fantasy Golf has been offered by PlayUp Limited, and has come about from popular demand being a highly sought-after market both locally and internationally.

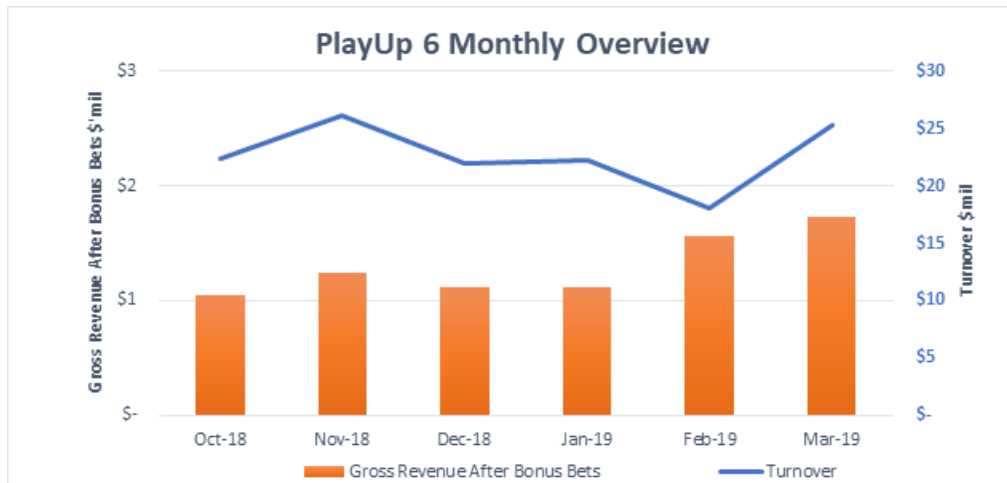
Early estimates forecast that the inclusion of Golf markets will increase total Turnover and Net Gaming Revenue (NGR) by 4-8% p.a. We are pleased to announce that this integration met our objective of launching this sports market in time for the most watched tournament in the world, the Masters!

The inaugural prize pool of \$15,000 for the Masters was three times the size of our nearest competitor, confirming Draftstars's dominance in paid Daily Fantasy Sports in Australia.



### *Wagering*

Following the completion of the acquisitions of the TopBetta, MadBookie, [betting.club](#) and ClassicBet platforms, PlayUp is fast becoming a T1 operator in the Australian wagering market. The bedding down and consolidation of wagering platforms post acquisitions saw March 2019 quarter yield after promotion (Bonus Bets) increase by 30% compared to the December 2018 quarter.



All platforms are now operated and managed in-house at our Zetland HQ. 2019 marks the commencement of a period of consolidation that will eventually see all brands integrated under the single moniker, marking one of the biggest Australian-owned wagering brands in the country.

#### 2019 Q1 Highlights

Draftstars celebrated a huge start to 2019 by breaking its own record and awarding the [biggest prize pool for fantasy sports in Australian history](#). The Biggest Bash event, hosted by Brett Lee, was hailed as a huge success, with the individual winner of select season games flown down to Australia's sporting capital to participate in the \$150,000 live final at Melbourne's Crown Casino.

Check out the video below to see highlights from the day.



The event was so well-received that plans are in place for another similarly-veined competition for the 2019 AFL season.

Draftstars has hit the ground running for this year's AFL, receiving registrations en masse for the opening game between Richmond and Carlton, where \$100k was up for grabs. Draftstars continues to pay out a whopping \$170,000 **every weekend** as thousands of punters clamour for their share of the spoils.

### *Global*

PlayUp is paving the way for its international business by acquiring a gaming service license from the Maltese Gaming Authority (MGA), as well as pursuing licensing to operate a multi-currency exchange as part of its global payment solution. The Maltese Government is renowned for its progressive stance on the burgeoning industries of online gaming and digital currency exchanges, and many prolific organisations in these fields are licensed in this jurisdiction.

PlayUp is also close to finalising the Thoroughbred Protection Racing Bureau (TRPB) due diligence process for the North Dakota Racing Commission (NDRC) Licence. This is anticipated to be completed in the next month.

### *Q2 2019*

The priorities for PlayUp moving into the next quarter are as follows:

- Consolidate our wagering brands to a single brand whilst streamlining efficiencies in back-of-house operations such as support, marketing and finances
- Continue software development of our wagering platform to introduce new features.
- Commence campaign for next Draftstars AFL mega prize pool
- Complete PlayRewards solution and widget integration
- Obtain gaming license from MGA
- Obtain Fantasy Sports licenses and sports betting licenses in several US states.
- Restructure UK business and migrate UK BookMaker license to UK entity.

Additional updates on financials and new developments will be released in coming weeks.

Thank you all for your ongoing support.

Daniel Simic  
Founder & CEO  
PlayUp Limited