

Many exciting things continue to happen at PlayUp HQ as we progress through Q2 2019.

April 2019 has been PlayUp Limited's most successful trading month to date, with Wagering and Fantasy turnover exceeding our monthly stretch targets and having generated our best Net Gaming Revenue in excess of \$1 million.

This is testament to the hardworking efforts of our staff and increasing reach of our brands in the Australian market as we build our profile in both the domestic and international gaming markets.

The Autumn Carnival delivered strong results across the Wagering brands as well as the first full month of AFL and NRL for season 2019 adding to the uplift.

Draftstars has maintained its bumper performance of 2019, continuing to demonstrate its popularity as Australia's leading fantasy footy platform. Over \$4 million has been turned over in AFL and NRL challenges since the start of their respective seasons. Over 60,000 entrants participated in AFL challenges over the last week in April, paying out over \$600,000 in prizes, including \$54,000 in the largest contest of 4,248 entrants.

Draftstars successfully integrated Fantasy Golf into the platform in time for the US Masters on April 11<sup>th</sup>, which was won in spectacular fashion by golfing legend Tiger Woods. Over 3000 users entered the competition, generating over \$26,000 in turnover. The inaugural prize pool of \$17,000 for the Masters was over three times the size of the next largest Australian fantasy golf competition. Draftstars' latest integration is Fantasy Major League Baseball after high demand from platform users.

The platform has also partnered with sports streaming service Kayo and Colonial Brewing Co to deliver the [\\$200k AFL live final](#), constituting the largest-ever fantasy prize pool in Australian history. The competition will be run in a similar vein to summer's hugely popular "Biggest Bash", where winners of specially marked contests will be flown to the live final held at the Colonial Brewing Co in Melbourne on August 11<sup>th</sup> for the clash between the Adelaide Crows and West Coast Eagles.



*Some PlayUp staff enjoyed a round of golf with retired Rabbitohs legend Greg Inglis*

PlayUp continues to expand internationally by pursuing licenses in new jurisdictions. We are readying an application to conduct sports betting in the US state of New Jersey, as well as in the European nation of Malta. Establishing a presence in these jurisdictions will add not only to our gaming revenues, but increase our brand recognition in these crucial developing markets.

PlayUp will also be partnering with [EML payments](#), which will allow for our wagering customers to attach a debit Mastercard to their account. This card facilitates instant transactions, saving customers the cumbersome and at times lengthy process of withdrawing to a bank account. This debit card allows for ATM withdrawals, EFTPOS payments and adds a level of security and fraud protection to users funds. Stay tuned for further announcements regarding this partnership.

PlayUp is currently exhibiting at the inaugural [ICE North America](#) in Boston, the international conference for sports betting, interactive gaming, esports, iLottery and affiliate marketing professionals. PlayUp was invited to feature at the North American expo following the popularity of our exhibit at ICE London in February of this year.

The North American event is hugely significant given the US Supreme Court's decision to repeal the controversial PASPA bill and allow for states to regulate sports betting. This marquee decision is anticipated to quadruple annual sports betting revenues to exceed \$5 billion by 2023, with over 30 states expected to introduce sports betting regulations in that time.

Thank you all for your ongoing support.

Daniel Simic  
*Founder & CEO*  
*PlayUp Limited*