

PlayUp has continued its strong start to Q2 with high user numbers responding to promotions across our prominent wagering and fantasy brands, TopBetta and Draftstars.

Draftstars in particular has been met with big user uplifts via its recent integrations of Golf and Major League Baseball (MLB), as well as the announcement of the [\\$200K Kayo Live Final](#).

Following the huge success of the \$150,000 Biggest Bash Live Final, Draftstars has partnered with [Kayo Sports](#) and the [Colonial Brewing Company](#) to deliver the Kayo \$200K live final competition.

Solidifying its spot as Australia's number 1 Fantasy platform, Draftstars will break its own record for an Australian fantasy sports prize pool on August 11th, when \$200K is paid out to 100 lucky winners in its unique "live final" format.

100 winners of specially marked AFL contests will be flown in from around the country to the Colonial Brewing company brewery in Port Melbourne to witness and compete in the clash between the West Coast Eagles and Adelaide Crows. \$50,000 will be awarded to the victor, with each of the top 100 contestants receiving a cash prize plus flights, 5-star accommodation and ticket to the hottest VIP fantasy sports event in Australian history.

PlayUp recently featured at the ICE North America event from May 13th-15th in Boston. PlayUp was one of the few international operations invited to attend the international conference for sports betting, interactive gaming, esports, and iLottery, following its popular feature at ICE London in February of this year.

The event was highly significant in engaging and networking with potential new partners within the industry given the recent legislation changes in the US surrounding sports betting. As increasing numbers of states begin to draft sports betting regulations the legal betting market is expected to quadruple over the next five years, and many international operators are preparing their organisations to enter the space.

PlayUp is currently in the process of obtaining operational approval via the Account Deposit Wagering (ADW) License in North Dakota, which allows the company to take bets on Pari-mutuel horse racing across 29 states. PlayUp is also preparing its application to conduct sports betting in the state of New Jersey, which is expected to be finalised in the coming weeks.

Thank you all for your ongoing support.

Daniel Simic  
*Founder & CEO*  
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