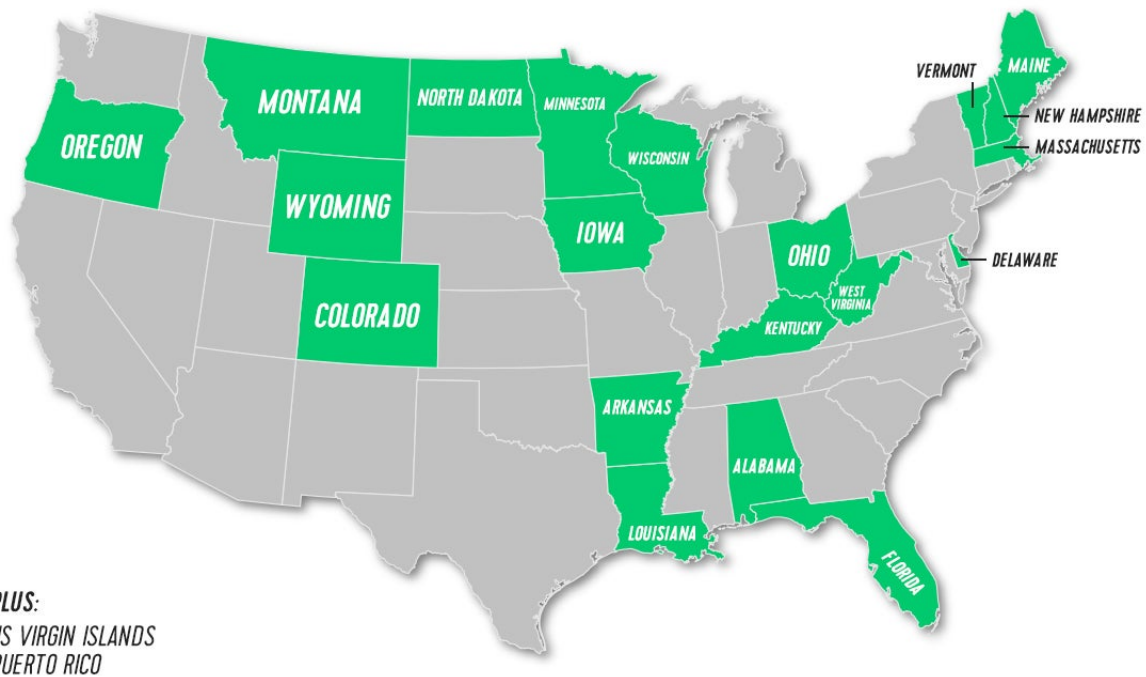


The TRPB (Thoroughbred Racing Protective Bureau) has concluded conducting its due diligence on PlayUp, and its report ADW License in North Dakota is expected to be issued imminently.

This is the final step of a process that will grant PlayUp its official ADW (Advance Deposit Wagering) License, which will license PlayUp to accept wagers on horse racing in the following 22 states:



This is huge news for our young company in our bid to join what will become the world's largest regulated gaming market.

The United States is poised to become the largest sports betting market on the planet by 2023, with the majority of that coming from states yet to enact sports betting regulations. In May 2018, the US Supreme Court lifted an almost 30-year federal ban on sports betting. This repeal came after the state of New Jersey challenged the law, claiming it to be unconstitutional.

The results have immediately borne fruit. In the 12 months since the legalization of sports betting, New Jersey has taken in more than \$2.9 billion in sports bets, resulting in nearly \$200 million in revenue. Legal sports betting made up just 0.2% of US gambling in 2017, however over \$196Bn was wagered illegally, over 25% of that in the mega-markets of New York and California. The legal market has continued to grow at an average of \$10Bn p.a, with revenues expected to surpass \$5Bn in 2022, up from \$0.84Bn in 2018.

Establishing a brand and presence in this market as regulations initialise is crucial to our

company mission of gaining a strong market share, as well as earning favour with regulators and consumers.

This is integral to the long term growth of this company and we are very happy with progress thus far.

On the home front, our fantasy platform Draftstars has been flourishing since the integration of a new feature that allows users to enter pre-determined line ups via csv files. Users can now generate their teams off the platform before uploading them, saving a huge amount of time and allowing users to enter an increasing amount of contests.

Since the integration of this feature, Draftstars has continued it's record-breaking run, impeding the advances of its nearest competitors by dwarfing their formidable prize pools and competition entrants.

Following on from its strong May turnover of \$2m, Draftstars turned over a record \$2.6m in June, breaking its April record of \$2.3m. Entry records were also smashed with a whopping 63,000 additional competition entries up from May. July numbers have continued to remain strong, with over \$896K turned over from over 100,000 contest entries.

Draftstars continues to grow its global offering which will soon bring about even greater prize pools and increased participants from DFS enthusiasts around the globe.

Our internal consolidation period is continuing, where we have now migrated most of our fleet of wagering brands to a single platform, allowing for easier support, development and maintenance. We are continuing to develop our proprietary backend to which all brands will be migrated to following their amalgamation into the one moniker, which will in turn reduce our marketing, technology and trading costs, as well as facilitating broader brand recognition.

We look forward to continuing to break the mould of the traditional online gaming operator, expanding internationally and consolidating our brands and costs while innovating our online gaming suite leading up to our IPO later this year.

Thank you for your ongoing support.



Daniel Simic
Founder & CEO
PlayUp Limited