



## **PointsBet Selected by National Football League as an Approved Sportsbook Operator**

**19 August, 2021 – Melbourne, Australia** – PointsBet Holdings Limited (ASX: PBH) today announced that it has been selected by the National Football League (“NFL”) as an Approved Sportsbook Operator (“ASO”), beginning with the upcoming 2021 season.

The relationship provides PointsBet with sponsorship opportunities and brand visibility via unique integrations across various television and digital assets, including NFL owned networks as well as their full suite of media partners. PointsBet also gains use of official NFL data, ultimately enhancing the customer experience.

*“The PointsBet team is excited to become an Approved Sportsbook Operator of the NFL leading into the 2021/22 season, as the relationship will be a cornerstone for PointsBet to provide the fastest and most comprehensive in-play betting experience in the world,”* commented Johnny Aitken, PointsBet USA CEO. *“Through our fixed odds and unique PointsBet platform, we seek to offer the most NFL pre-game betting options. This relationship now complements that pre-game offering with a heightened in-play experience as we continue to expand our national footprint on a more seamless and reliable app across every customer touchpoint.”*

Earlier this year, PointsBet announced that NFL all-time great and future Hall of Famer Drew Brees officially joined the team as a brand ambassador. Brees, who this season is transitioning from his legendary career as a quarterback to a broadcasting career with NBC Sports – PointsBet’s official sports betting partner – will deepen the NBC Sports and PointsBet relationship, particularly within the sport of football.

As the official, exclusive sports betting partner of NBC Sports, PointsBet will utilize the media giant’s premium television and digital assets to promote the PointsBet brand during NFL events. As part of the agreement, NBC Sports provides PointsBet with year-round, multi-platform media and marketing opportunities across its unmatched portfolio of events, including exclusive multiplatform gameday integrations across NBC Sports Regional Networks. PointsBet’s full Spanish-language functionality will reach Hispanic sports fans via Telemundo Deportes and Telemundo broadcast stations.

# **POINTS**BET

**EVERY POINT MATTERS**

## **About PointsBet**

PointsBet is a corporate bookmaker with operations in Australia and the United States. PointsBet has developed a scalable cloud-based wagering platform through which it offers its clients innovative sports and racing wagering products. PointsBet's product offering includes Fixed Odds Sports, Fixed Odds Racing, PointsBetting and iGaming.

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