



## PointsBet Canada named Official and Exclusive Sports Betting Partner of Curling Canada

**13 October, 2021 - Melbourne, Australia** - PointsBet Holdings Limited (ASX: PBH) today announced its wholly owned subsidiary PointsBet Canada has entered into an agreement to become the Official and Exclusive Sports Betting Partner of Curling Canada.

The long-term partnership will allow PointsBet to offer exciting and innovative ways for fans to engage with Curling Canada events. As part of the agreement, PointsBet will also become a title sponsor of a Curling Canada Season of Champions event, beginning in the 2022-23 season.

Over 13 million people watch Curling Canada's events each season on some of the highest rated sports programming in the country<sup>1</sup>.

The deal will include complete category exclusivity (Sports Book and Online Casino) for all Curling Canada event broadcasts, including 300 broadcast hours and over 350 repeat hours per season. PointsBet will also have the sole use of the designation 'Official Sports Betting Partner of Curling Canada' and the right to use Curling Canada, Season of Champions and official event marks in marketing activations.

*"With the passing of legalized sports betting by the federal government this past summer, we knew that there would be many opportunities available for our sport to be part of a new, legal and regulated way for fans to enjoy our events,"* said Katherine Henderson, Chief Executive Officer of Curling Canada. *"PointsBet's track record speaks for itself, as the company has existing partnerships with a variety of highly regarded partners around the world, and we couldn't be happier to enter into this new venture with an industry leader."*

*"As one of the only true Canadian operators, it was important for PointsBet Canada to partner with organizations deeply rooted in our nation's identity,"* said Scott Vanderwel, CEO of PointsBet Canada. *"Our partnership with Curling Canada will not only support community-based sports but bring curling fans who, our research shows, are active bettors and over-index when compared to fans of other sports, an unprecedented sports betting experience."*

The partnership follows on from an earlier multi-year deal for PointsBet Canada to serve as the Official and Exclusive Sports Betting Partner of DailyFaceoff.com and The Nation Network. DailyFaceOff is a world class source of professional insights, opinion pieces, breaking news and statistical analysis with 1.5 million monthly users. Nation Network is a 12 website and multi-podcast network of 5 million passionate sports fans. Both assets will help PointsBet establish a genuine connection with our target market in Canada.

On 22 June 2021, the Canadian Senate passed bill C-218, legalising single event sports betting. Ontario (population of 15 million people) is anticipated to go live first with an open licensing system, followed by Alberta with population of 4.4 million people in 2022.

Pending regulatory approvals, Pointsbet anticipates launching operations in Ontario, Canada in the first quarter of calendar year 2022.

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<sup>1</sup> Source: Curling Canada

# POINTS BET

EVERY POINT MATTERS

- Ends -

## About PointsBet

PointsBet is a corporate bookmaker with operations in Australia, the United States, Canada and Ireland. 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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