



27 April 2022

ASX Announcement (ASX:BBT)

## **BlueBet makes clutch play with launch of US B2C brand, ClutchBet; makes senior appointments in US Operations and Marketing**

### **Highlights**

- BlueBet announces its US B2C sportsbook brand, ClutchBet which will be used in each of the states it has gained market access to date being Iowa, Colorado, and Louisiana
- Significant moment in BlueBet's two-stage capital light US entry strategy
- Strong senior appointments in US with Jake Francis appointed SVP Operations; Sean Phinney appointed SVP Marketing

**Mobile-first online wagering provider, BlueBet Holdings Ltd (BlueBet) (ASX:BBT)**, is pleased to announce that its charge into the US sports betting market will be spearheaded by its new B2C brand, ClutchBet, due to launch in Iowa in the coming weeks.

Evoking the popular American sports phrase synonymous with delivering at the critical moment, the launch of ClutchBet continues the Company's strong momentum in the US, having recently established its US headquarters in Denver and announced its third skin agreement in Louisiana.

ClutchBet will continue BlueBet's expansion in the US as the Company scales and secures further market access in the world's largest sports betting market.

### **BlueBet Chief Executive Officer, Bill Richmond, commented:**

*"We're proud to provide a bespoke, mobile-first American wagering brand that will resonate strongly with the US customer. Our vision for ClutchBet is to be a differentiated player providing a unique and memorable betting experience."*

*"We believe the US sports betting audience is unique, but raw, and we want ClutchBet to grow with the market to connect with American bettors. ClutchBet will draw upon our sportsbook expertise and technological know-how to provide a best-in-class user experience."*

The launch of ClutchBet is a key milestone in BlueBet's two-stage US market entry strategy, being to launch a B2C business to access the US market to demonstrate the capability of BlueBet's technology and team, before launching a compelling, white-labelled Sportsbook-as-a-Solution offering.



## US leadership appointments

Underpinning the success of BlueBet's US expansion is the establishment of leading, local talent to drive the business and BlueBet is pleased to announce two major appointments to its US operations.

**Jake Francis has been appointed to the role of Senior Vice President Operations for Americas.** Mr Francis is an experienced senior leader with broad management experience scaling sportsbooks and operating within the US regulatory framework and will oversee the Group's expanding operations in North America. He joins the Company from Penn Interactive where he was Senior Director, Operations, and played a primary role in the development and scaling Penn Interactive's flagship product, the Barstool Sportsbook.

**Commenting on the appointment, Mr Richmond said:** *"To secure a leader of Jake's quality, who has launched major sportsbooks in the US, is a real coup for BlueBet. Jake brings expertise that will support our US expansion, as well as an incredibly deep knowledge of the sector and what bettors want. Jake knows what it takes to build a book that resonates with bettors, and we're excited to leverage his experience and scale our presence in the US."*

**Commenting on his appointment, Mr Francis said:** *"The ClutchBet brand will immediately introduce decades of experience in bookmaking and sportsbook technology to an emerging and rapidly growing industry. I look forward to assisting our efforts in building out a customer-centric and dynamic team and build out a truly innovative and mobile-first sportsbook product."*

**Sean Phinney has been appointed Senior Vice President Marketing for Americas.** Mr Phinney is an industry veteran with experience scaling successful start-ups and leading marketing teams for licensed Operators in the UK and US across poker, horse racing, sportsbooks and casino operations. Mr Phinney will lead ClutchBet's marketing efforts and build out the marketing function to support the Company's expansion in the US.

**Commenting on the appointment, Mr Richmond said:** *"Sean is an innovative, experienced marketer with a track record of growing businesses in our sector. He brings a mindset of growth, disruption and innovation which will serve us well as we look to capitalise on an enormous opportunity in the US and acquire quality customers at an efficient rate."*

**Commenting on his appointment, Mr Phinney said:** *"ClutchBet is poised to be a disruptive brand in a sector that rewards lateral thinking and providing the best customer experience. To be able to contribute to the brand's development from day one is an exciting challenge and I'm thrilled to be joining the team."*

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### AUTHORISATION

This announcement has been authorised for lodgement to the ASX by the BlueBet Board of Directors

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## **About BlueBet**

BlueBet is a mobile-first, online bookmaker with a vision to provide more innovative wagering products to customers of Australian and international racing and sports.

BlueBet offers wagering products on 31 sports in Australia and internationally, plus entertainment and politics wagering markets. BlueBet provides customers a wide range of traditional wagering products as well as more innovative products, such as Exotics, Same Game Multis and Same Race Multis.

BlueBet is powered by a scalable, cloud-based technology platform, which has been materially customised and enhanced by the Company to focus on providing customers with the best experience possible. BlueBet has developed its customer-facing technology platform, website and native apps with a mobile-first strategy, to deliver a premium mobile experience to the customer.

### **About Jake Francis**

Jake Francis has over 15 years' experience in the gambling industry spanning business development, sportsbook and casino operations, marketing strategy and P&L in the retail, regulatory and online spaces.

Jake joins ClutchBet from his most recent role as Senior Director of Operations for Penn Interactive. Prior to this, he was Director of Internet Gaming Compliance for Hard Rock Hotel & Casino. He also spent several years as Manager of Risk at NYX Gaming Group and the Pennsylvania Gaming Control Board's (PGCB) Bureau of Gaming Operations, where he began his career in the gambling industry.

Jake holds an M.B.A in Business Strategy from The Fox School of Business at Temple University and a B.S. in Marketing from Lehigh University.

### **About Sean Phinney**

Sean Phinney has over two decades of experience growing successful start-ups and leading marketing teams for licensed Operators in the UK and US across poker, horse racing, sportsbook and casinos.

Before joining BlueBet in 2022, Sean was Vice President of Marketing at Churchill Downs, Director of Digital Marketing at The Stars Group, and Chief Revenue Officer at Tap Slots. In 2011 he co-founded Breaktime Studios, a social mobile games developer. Sean holds an M.A. in Applied Economics and a B.A. in Economics from The University of Washington.