

PlayUp Limited Announces Launch of World's First Integrated Sportsbook, Racebook & DFS Platform

ZETLAND, New South Wales, March 6, 2023 – PlayUp Limited (“**PlayUp**”), a leading sports betting and technology company, today announced that it has launched the world’s first integrated Sportsbook, Racebook and Daily Fantasy Sports (“**DFS**”) platform. PlayUp, one of Australia’s Best Fixed Odds Bookmakers, and Draftstars, Australia’s number one DFS site, have merged into one platform that allows customers to access all products through a single login.

This unified platform enables customers to bet on racing, bet on sports, as well as enter all the latest DFS contests with ease, enhancing their betting experience in one simple app. Customers can easily switch between products depending on the desired mode of play and utilise any current balance across racing, sports and fantasy.

This market leading, exclusive innovation is now available to Australian customers, with a USA rollout slated for later this year. PlayUp continues to be at the forefront of the gaming industry, by developing innovative online betting technologies in-house to deliver a world-class user experience. The company is planning to launch additional betting and gaming products in the not-too-distant future, which customers will have immediate access to as PlayUp expands its betting universe.

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About PlayUp Limited

PlayUp is a next generation entertainment and technology group that enriches the lives of people through entertaining, rewarding and responsible online betting. We develop innovative betting technologies in-house to power our brands and deliver world-class user experiences. Our energies are focused on fulfilling the needs of dedicated and passionate users who seek a deeper connection to the games they play.

PlayUp Investor Contact

Jane Morgan
Director - Investor and Media Relations Consultants
+ 61 (0) 405 555 618
jm@janemorganmanagement.com.au