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BetMakers launches new Barrier Tech product with Racing Victoria ahead of Spring Racing Carnival

BetMakers Technology Group Ltd (**ASX:BET**) (the “**Company**” or “**BetMakers**”) today announced a deal with Racing Victoria for the use of BetMakers’ technology to provide real-time data and information on horses loading into barriers before races.

Barrier Tech is a new technology developed for Racing Victoria in a partnership that allows the Australian racing body to capture data from the loading of runners into barriers prior to a race, which provides critical information for punters and will be monitored for integrity purposes.

The real-time data is transmitted by BetMakers’ systems to on-track digital screens and can also be transmitted to other racetracks and directly integrated with wagering operators for their internal trading teams to monitor, as well as display for their customers.

Using BetMakers’ custom-built technology, the *Barrier Tech* product captures data including: when individual runners are loaded into barriers, how long each horse has been in the barrier, if the runner is backed out; and if a runner has complications behind the barrier.

BetMakers Chief Technology Officer Mr Karl Begg said:

“Our *Barrier Tech* technology captures and transmits very important information for bookmakers and punters, but it also can be logged as historical data for integrity and monitoring purposes by racing bodies and punters.

“We believe the use of this technology in the racing industry has great potential and have found a strong partner in Racing Victoria to develop to their specifications and requirements.

“Since trialling the technology we have had widespread positive feedback and will be actively working with Racing Victoria and other racing bodies across all jurisdictions to see how it might benefit their industry stakeholders.”

Racing Victoria Chief Executive, Giles Thompson, said:

“Racing Victoria has been working with BetMakers over several months to customise this sophisticated technology product and we are delighted to begin rolling *Barrier Tech* out ahead of our Spring Racing Carnival.

“We are looking to provide as much information in real-time as we can to our punters and racegoers to enhance their experience and engagement and *Barrier Tech* provides valuable monitoring and intelligence for them, in addition to our operational needs.



“Racing Victoria has previously combined with BetMakers to deliver an innovative solution for the Victorian Official Price and we’re pleased to now add the *Barrier Tech* solution to our relationship.

“The BetMakers team has helped deliver another great innovation for Victorian racing and we’re continuing to work with their strategy and technology teams on other products we believe that can enhance the customer experience and our operational requirements.”

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