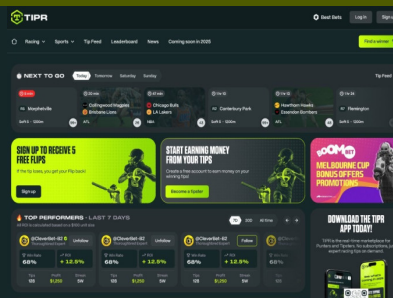


Gambling Industry Software Business for Sale Australia



GET **TIPS**
ON DEMAND



Shared Naming Rights Partner

Friday Trackside on SEN Track

As a Shared Naming Rights Partner of our Friday Trackside show on SEN Track, TIPR will be heavily integrated into our programming through live crediting, interviews, show promos, commercials and more.

Aligning to our high-profile racing talent will also elevate the TIPR brand giving people confidence in the platform.



LOOK AT 2024 DIGITAL,
THE NUMBERS.

906M
MINUTES LIVE STREAMED
BU-YOY GROWTH

8.95M
UNIQUE WEB USERS
7.8M AUSTRALIANS

80M
NEWS ARTICLE VIEWS
ON SEN.COM.AU + APPLE NEWS

208M
SOCIAL VIDEO VIEWS
27.8% YOY GROWTH

243K
TOTAL USERS
84% (TIPR) + 16% (SEN)

337K
UNIQUE APP USERS
MORE TOTAL APP DOWNLOADS

6.2M
PODCAST UNIQUE LISTENERS
33.6M PODCAST DOWNLOADS

1.7M
TOTAL FOLLOWERS
24M NEW FOLLOWERS

TIPR equity stake from \$12,500 — AU tipping marketplace with NZ stakeholders

Australian company seeking equity (min \$12,500 AUD). Already has NZ stakeholders.

TIPR is a live \$1 Flip marketplace for racing and sports tips: if the tip isn't profitable, the Flip is refunded; tipsters are paid only on wins. No subscriptions.

Australian company (TIPR Pty Ltd) with existing NZ stakeholders. Seeking equity investment from \$12,500 AUD to finish v2.0 — full sports, multis, exotics and web — targeted for the end of 2026.

Sports Entertainment Network (SEN), a listed Australian sports media group, holds 7.5% of the ordinary shares. The founder previously built CleverBet, one of Australia's larger traditional tipping services.

At 5,000 active users (a punter flipping 14 profitable tips a week), we project about \$3.64 million in annualised revenue across Australia and New Zealand.

Contact for the NDA and pack.

Business Resources

Founder-led digital platform with in-house development, design and data science capabilities. Operates through a cloud-based mobile app with real-time tip tracking, performance analytics and verified results. Asset-light model with no physical premises, inventory or significant fixed costs.

Highly scalable technology platform with low overheads. Strong technical foundation and proven systems already in place, ready for accelerated growth following the v2.0 launch.

Website

<https://www.TIPR.bet>

Location: **New Zealand**

Asking: **\$12,500
AUD**

Type: **Communications/Tech**

Contact:

Duncan Shaw

nzbizbuysell.co.nz/132846

