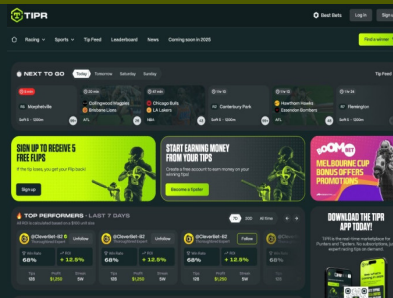


# TIPR Equity Stake Business for Sale AU & NZ



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 YOO GROWTH

8.95M  
UNIQUE WEB USERS  
ON SEN.COM.AU - APPLE NEWS

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

208M  
SOCIAL VIDEO VIEWS  
27.8% YOY GROWTH

243K  
TOTAL USERS  
SEN.TV - SEN.COM

337K  
UNIQUE APP USERS  
MORE TOTAL APP DOWNLOADS

6.2M  
PODCAST UNIQUE LISTENERS  
33.6M PODCAST DOWNLOADS

1.7M  
TOTAL FOLLOWERS  
2.6M NEW FOLLOWERS

## TIPR.bet equity raise — live marketplace, NZ stakeholders already in.

This is an equity stake in TIPR Pty Ltd — not a sale of the whole company.

Minimum cheque \$12,500 AUD. Australian company with existing New Zealand stakeholders.

What TIPR is TIPR is a live **\$1 Flip** marketplace for racing and sports tips.

1. Punters pay \$1 for a tip and get that Flip back if it isn't profitable
2. Tipsters are paid only when tips win
3. No subscriptions — ever
4. Real-time ranking surfaces tipsters who are performing *now*

Company and tipsters only make money when punters are in front.

### Early wins

1. Live iOS and Android app
2. **2,952** registered users and **75,877** Flips processed (as at Nov 2025)
3. **33.9%** of Flips profitable
4. Sports Entertainment Network (**SEN**), a listed Australian sports media group, holds **7.5%** of the ordinary shares
5. Founder previously built **CleverBet**, one of Australia's larger traditional tipping services
6. Existing NZ stakeholders already on the journey
7. Advanced talks with industry data partners for supply and collaboration

v2.0 — targeted end of 2026 Capital from this raise finishes the build:

1. Full sports tipping coverage
2. Multis and exotics (multis are ~60% of betting turnover — a major revenue lever)
3. Web platform (especially for tipsters)
4. Enhanced AI (including TIPR AI Tipsters and better form tools)
5. Stronger personalisation and overall UX

### Where the model goes next

1. Restart growth marketing once v2.0 is live
2. Deeper media and distribution partnerships
3. Higher-quality tipsters via the web product
4. International expansion after AU/NZ scale

At just **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. More users and tips strengthen the ranking engine — that's the flywheel.

### The ask

Location: **New Zealand**

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

Type: **Communications/Tech**

## Contact:

Duncan Shaw

[nzbizbuysell.co.nz/132846](https://nzbizbuysell.co.nz/132846)



Equity investment from **\$12,500 AUD** to finish v2.0 and push through the next growth window. Asset-light: no premises, no inventory, low fixed costs.

### Next step

Message for the **NDA**. Once signed you'll get:

1. Pitch deck
2. Business plan
3. Look at v2.0 in progress

### Business Resources

Live iOS and Android app with real-time tip tracking, performance stats and verified results. Cloud-based, asset-light platform (no premises, no inventory). Founder-led; development and specialists outsourced for capital efficiency. Core systems already in place for v2.0 (sports, multis, exotics, web, AI).

### Website

<https://www.TIPR.bet>