

December 2017

Revolutionizing Racing Pools



Cash Out Put the **Player** in control

The end of all or nothing jackpots

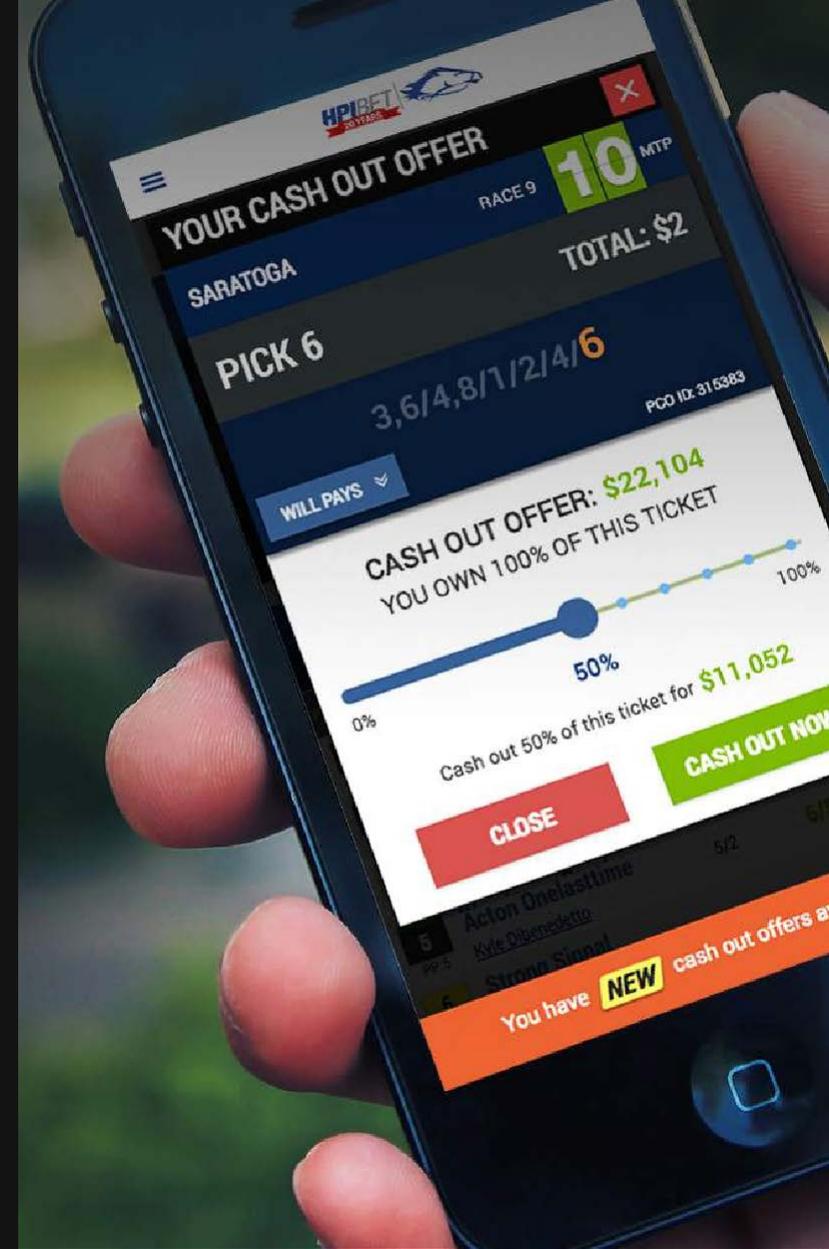
- Players can have their cake and eat it by banking profits as they progress through each leg
- 90% of bets that are cashed-out on Colossus pools go on to lose – the player wins from a losing ticket
- Trading functionality introduced to players, selling part and retaining part of their tickets

Cash Outs on
losing tickets in
Colossus pools
in 2017

Aug 2017
£61,646
For £6 spend

April 2017
£44,579
For £12 spend

Aug 2017
£35,545
For £9 spend



Cash Out Benefits to Operator

Boost your bottom line...

1) Increases spend into pool

2) Generates a second revenue stream

3) Reduces customer churn

...and maximize player engagement

4) No greater feelgood PR story

5) Creates product 'stickiness'

6) Modernizes the multi-leg pool/parlay experience

30%

boost to pool income

80%

of Cash Outs are partial

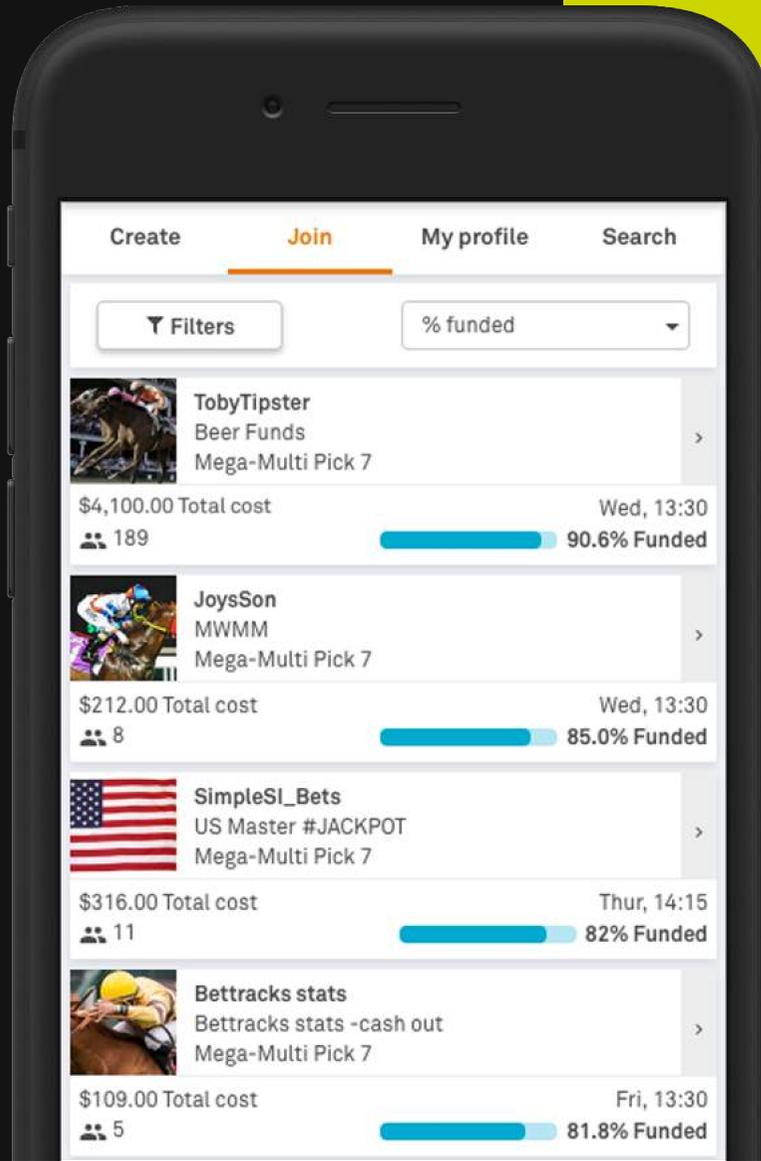
30-65%

retention growth if player uses Cash Out



Bring Syndicates with Cash Out to your racing pools

- ✓ First ever 'crowd' solution for racing pools
- ✓ Embedded social interaction



Unique code for sharing and 'tweet your ticket' functionality

Cash Out/Syndicates

The **must-have features** for social media/marketing



Provides interaction and engagement for players around Cash Out behavior and strategy

Tweet

TwoPoundPunt
@TwoPoundPunt

HT offer , we got this!

Do you want to Cash Out?

£119,497.02

Offer expires: **End of half time**

TOTAL AMOUNT TO BE DISTRIBUTED AMONGST THE SYNDICATE

[View Cash Out](#)

8:51 PM · May 15, 2017

21 Retweets 43 Likes

Tweet

Mr Mike Macleod
@MikeFMacleod77

When you cash out for 60 and 10 man #Rotherham score with 2 mins to go - Grrrrr #naabaws #betting

Treble Stake: £6.88

You cashed out for £60.89 (inc. stake)

17:30 **Leds and You** 11/4
Full Time Result and Door Teams to Score
Rotherham v Leeds

7:23 PM · Nov 26, 2016

2 LIKES

Paul Simpson @psimmy1982 Nov 26
@MikeFMacleod77 the AK will be delighted with this

Tweet

Profit Punter
@profitpunterpp

One of our followers needs advice. What would you do? #cashout #letitrun #profit #horse #racing #WINNER #Leicester

18:00

7:40%
Potential returns: £312.61 £10.00

Cash Out for £128.92

7:01 PM · Aug 2, 2017

1 Retweet

Ryan Lucas @rucasal - Aug 2
Replying to @profitpunterpp
Stake - £10000 would have made profit of

Tweet

US Racing Tips
@ustr223

Our Syndicate has Arrogate to win \$300k, we have a Cash Out offer of \$95,400 should we sell 50%?

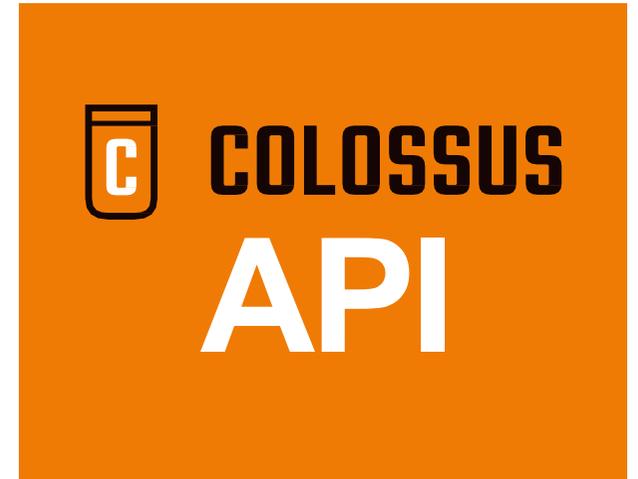
Race 7 - Breeders' Cup Classic

Remaining Units	
Arrogate	3.00
Churchill	-
Collected	1.00
Gun Runner	1.00
Gunnevera	1.00
Mubtaahij	

Colossus Racing Cash Out API

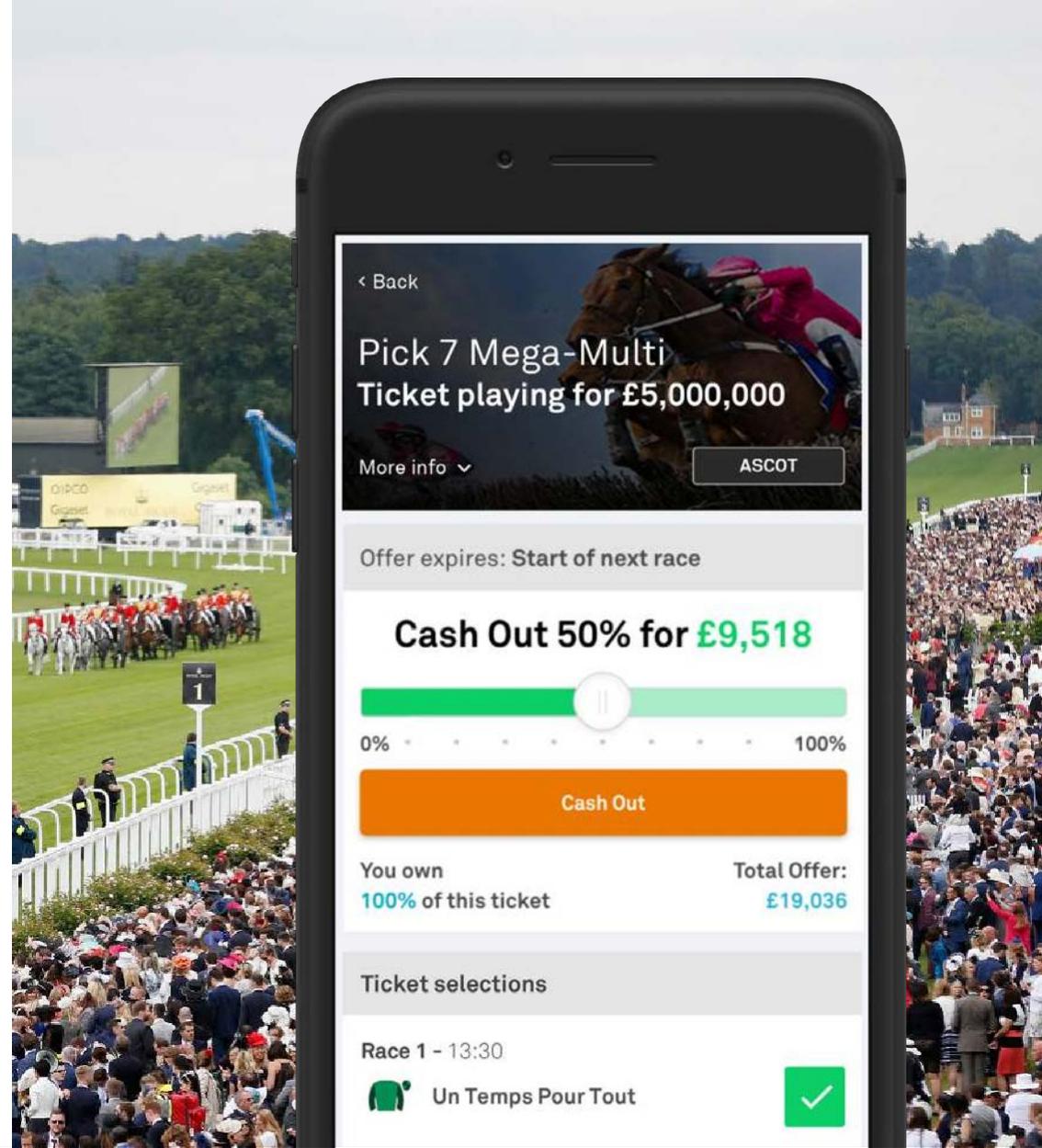
Partner Tote

Tickets (poolstart)



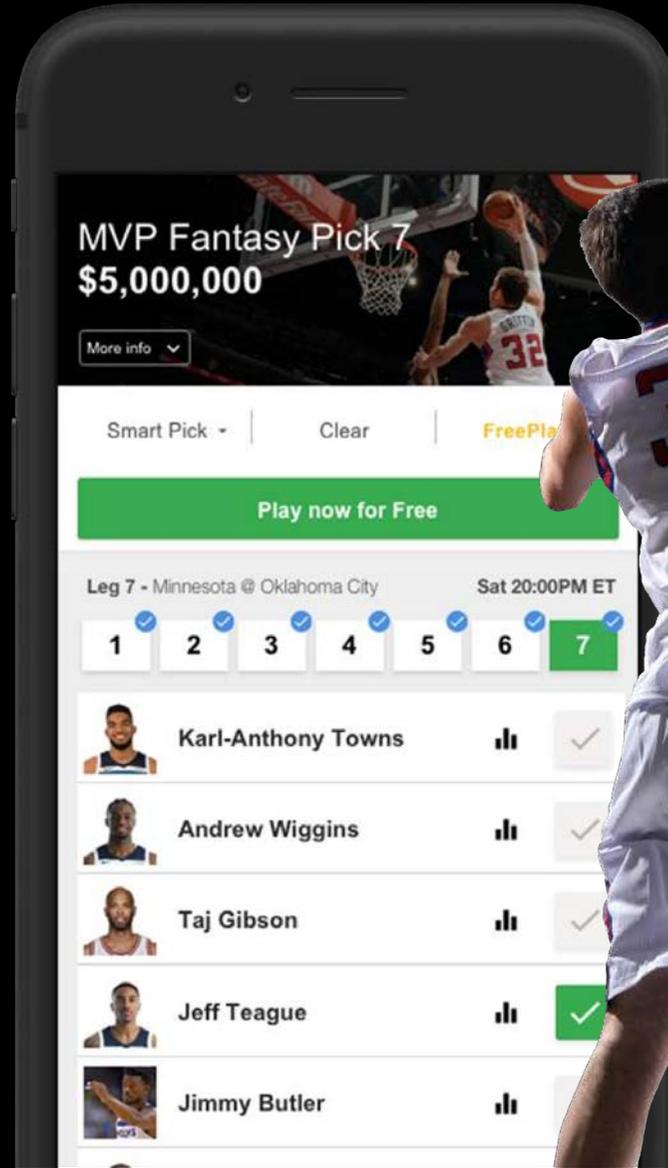
Colossus Racing

- Official partner of British Horse Racing
- Lotto sized British racing pools
- British pools available via Colossus
- Multi leg + correct order pool types
- All with embedded **Cash Out** and **Syndicates**



Colossus Daily Fantasy NBA MVP

- ✓ Pick the MVP in each match (leg)
- ✓ UIGEA compliant Cash Game 
- ✓ No Draft/Salary cap
- ✓ Level playing field
- ✓ Similar to Horse Racing Pick-N





December 2017

Revolutionizing Racing Pools

Bernard Marantelli
CEO & Founder

+44 (0) 20339 33662

+44 (0) 77669 43346

bernard.marantelli@colossusbets.com

Paula Cara Farcas
Head of Racing Product

+44 (0) 20339 33662

paulacara.farcas@colossusbets.com

corporate.colossusbets.com