

INTERNATIONAL SIMULCASTING – THE EXPANDING ASIAN MARKET TUCSON DECEMBER 2017





SOUTH KOREA



Korea Racing
Authority





LAUNCHED KRA RACES ON 5 AUGUST 2017

Sky World Racing To Provide South Korean Racing To North American Market

by Paulick Report | 07.06.2017 | 4:45pm



South Korean Racing Now Available to North American Handicappers

Live South Korean horse racing is now available in North America every Thursday, Friday and Saturday night.



A Winning Bet: South Korean Racing Developing Into A Multi-Billion Dollar Industry

by Paulick Report Staff | 07.25.2017 | 11:24am

US Sired-Horses Win All Races on South Korean Racing's Opening Night in North America

US racing fans could enjoy South Korean racing for the first time last Saturday, Aug 5th, when races from the LetsRun Park Busan track premiered in North America.



KRA RACING IN NORTH AMERICA: QUICK FACTS

- Live racing 3 days/week for 50 weeks/year
 - Friday, Saturday and Sunday in South Korea
(Thursday, Friday and Saturday nights in North America)
- Average of 10 Races/meeting
 - 1st Race at approx: 9:30pm eastern with 10th Race at approx. 03:30am eastern
- Average of 11 Runners/race
- English commentary
- Free Program and form guides in 'USA format'
- Handicapping picks, media selections and results/prices
- Separate pool hosted by PGI
 - Standard bet types and betting rules *(same as Dubai/SA)*
- Graphic includes odds and prices to \$1 units based on separate pool
- Video distributed via RCN



www.skyracingworld.com



CURRENT STATUS & FUTURE EXPANSION

USA Wagering Outlets:

- 52 ADWs and affiliates
- 51 B&M locations

USA Handle by Channel:

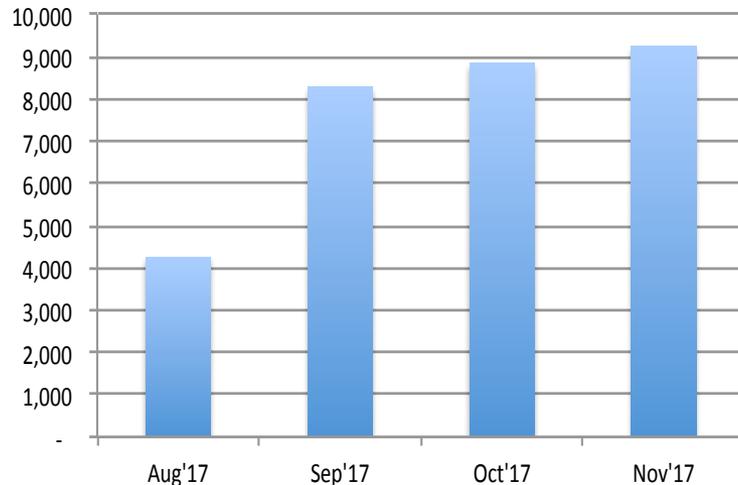
- 87% of handle via ADW
- 13% of handle via B&M

2018 expansion into new markets:

- Canada
- UK
- Europe
- South Africa

All Countries offering pari-mutuel to participate in the common separate pool hosted by PGI
(subject to local regulations)

KRA Average Handle/Race



KRA – CLOSE TIES TO THE USA RACING INDUSTRY



Sponsored by: **KEENELAND** 

PAULICK REPORT

McPeck, Rice Send Out First American-Trained Runners In Korea

by Press Release | 09.03.2017



Take Charge Indy sold to stand in South Korea

By DRF Breeding Staff

'Naturally Fast Horse': Pletcher Trainee Mr. Crow Romps By 11 1/2 Lengths In Saratoga Maiden

by NYRA Press Office | 07.23.2017



[KRA Stud Farm's](#) Mr. Crow went gate-to-wire to break his maiden by 11 ½ lengths.



KRA ON THE INTERNATIONAL STAGE



Member of the IFHA

Korea Cup 2017



37th Asian Racing Conference
SEOUL 2018

May 13 - 18, 2018



KRA to Host
the 37th Asian Racing Conference



KRA INTERNATIONAL EXPORTS

Current Exports

| | |
|---|-----------|
|  | AUSTRALIA |
|  | SINGAPORE |
|  | MALAYSIA |
|  | HONG KONG |
|  | MACAU |
|  | USA |
|  | FRANCE |



2018 Expansion

| | |
|--------------|---|
| CANADA |  |
| UK |  |
| SOUTH AFRICA |  |
| EUROPE |  |





SINGAPORE



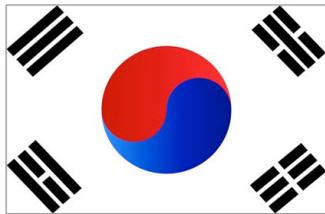
SINGAPORE RACING

Coming to North America market in early 2018

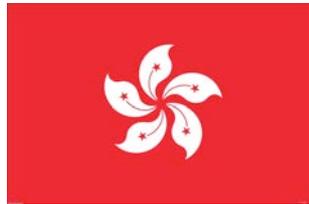
- 90 race meetings per year
- Average of 9 races/meeting
- Race Friday [night] and Sunday [day] in Singapore
 - *Friday [morning] and Saturday [night] in USA*
- Approximate 1st race post times [USA eastern]:
 - Friday morning: 06:30am
 - Saturday night: 11:30pm



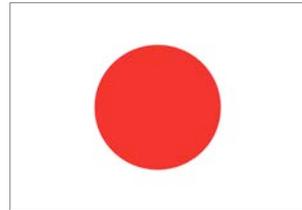
POSITIONING ASIAN RACING IN THE NORTH AMERICAN MARKET



South Korea



Hong Kong



Japan



Singapore



POSITIONING ASIAN RACING IN THE MARKET

| BENEFITS | CHALLENGES |
|---|--|
| <p>Time of Day:</p> <ul style="list-style-type: none"> Does not compete with USA domestic racing Niche market with limited 'competing' content | <p>Time of Day:</p> <ul style="list-style-type: none"> Typically late night/early morning Limited availability in Bricks & Mortar facilities Tote changeover between days/sessions |
| <p>Quality:</p> <ul style="list-style-type: none"> High quality thoroughbred racing | <p>Horses/Trainers/Jockeys:</p> <ul style="list-style-type: none"> Largely unknown in the North American market |
| <p>Integrity:</p> <ul style="list-style-type: none"> Integrity of racing in South is of the highest standard | <p>Race Data:</p> <ul style="list-style-type: none"> Race data and Form guides in 'USA format' |
| <p>Field size:</p> <ul style="list-style-type: none"> Average field size is typically 11+ runners | <p>Separate pools:</p> <ul style="list-style-type: none"> Commingling is not permitted, wagering requires separate pools |
| <p>Consistent Racing Product:</p> <ul style="list-style-type: none"> Live racing 2 or 3 days/week 50 weeks/yr | <p>Media Coverage:</p> <ul style="list-style-type: none"> Limited to key days/events |



WWW.SKYRACINGWORLD.COM





SINGAPORE

