



# Sports Betting | Lessons from the Global Marketplace

Richard McGuire, Executive Chairman of Sportech Plc



**1. Global Technology**

**2. Retail Experience**

**3. Local - US**

**4. Government**



**SPORTS  
BETTING IS  
HERE.**

# Lessons we've learned before...

1. **Distribution** - Global sports betting is online driven
2. **Tax Policy** - The market is more efficient than the IRS
3. **Regulation** - Safer gambling is best delivered in a framework that captures the majority of gamblers
4. **Product** - Product restrictions are key drivers of market size – less restrictions, the better





# How will sports betting impact racing?

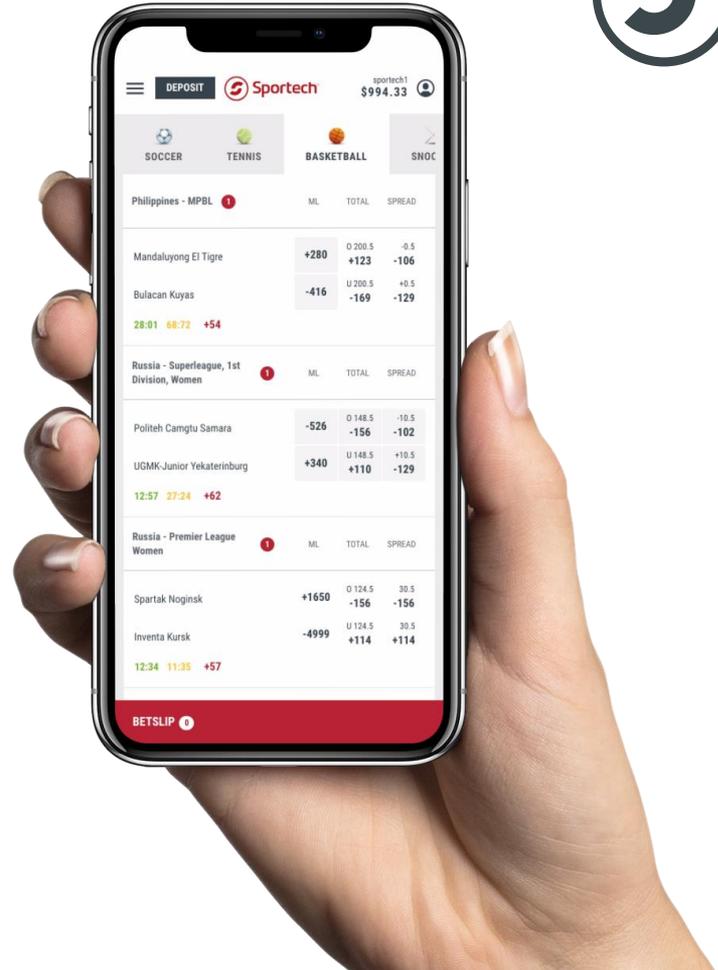


Racing can thrive  
alongside  
sports betting if it  
is  
well-integrated  
and engaging.



# What will this new world look like?

- **Licensed** – a privilege not a right
- **Digital** – mobile-first & online growth
- **Product-rich** – props/in-play, home teams, collegiate and innovation...
- **Solid framework** - mutually beneficial for licensee and state
- **Omni-channel** – give players what they want
- **Exciting** – opportunity abundant for racing and driving new audience participation



**The time to  
act is now.**





**Sportech<sup>®</sup>**

**Thank you.**

**Richard McGuire**

Executive Chairman, Sportech PLC

[Richard.McGuire@Sportechplc.com](mailto:Richard.McGuire@Sportechplc.com)

[www.sportechplc.com](http://www.sportechplc.com)

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