

What's up with Wagering

This is a challenging/changing time for the US racing market

- Turnover/Handle is not increasing
- ADW account wagering is developing
- Sports betting is coming – Positive/Negative?
- How do we attract new and/or younger players

Change and competition

Other markets such as UK and Australia went through this period of change

- Better user experience
- Increased marketing
- More engaging products
- Resulted in significant uplift in retail turnover

Example of recent innovative products

Products

- Bet Boost
- Odds Boost
- Fold
- Double Down
- Flexi Betting
- Cash out

Promotions

- Money back
- Two winners
- Double odds
- No lose Saturday
- Lead and get beat
- Boosted odds

Sports Betting – If or When

Negatives for racing

- Punter focus to sports
- Global Bookmakers
- Better technology
- Access to vision

Positives for racing

- Brand new audience
- Increased marketing
- More points of contact
- Increase handle

New customers – How to attract

- ADW – Account betting
- Better experience for the punter
- Make it easier to understand racing
- More personalized and targeted to the punter
- Mobile betting has exploded in both the Australian and UK markets

World Series of Horse Racing

TOURNAMENT BETTING



The Concept

To build to the world's richest racing 'handicapping' tournament by 2019 through international lead-in-feeds in the UK, USA and Australia.



These would culminate in one grand finale event to be held at Churchill Downs during the 2018 Kentucky Derby, in association with Twinspires.



Example Lead-In Flow Chart



How it will Work



The Grand Final

Three live venues around the globe; the UK, USA and Australia.

The Main venue would be Churchill Downs in Kentucky, with satellite venues at the Gold Coast in Australia and Newmarket in the UK.

Players would get expenses paid trips to the venues.

The buy-in includes betting on the Saturday and Sunday of the Kentucky Derby Weekend and the Saturday meetings at the Gold Coast and the Guineas meeting at Newmarket in the UK.



Buy-in

Valued at \$10,000 per player (either straight cash buy in or qualified)

From this:

- \$2,500 goes in to the prize pool
- \$7,500 is used for real money betting



Races Flow

Based off this year's start times for Kentucky

Kentucky Derby



Gold Coast



Newmarket



Meeting One

FRIDAY MAY 4th 10:30am

Kentucky Friday

Last race 8:00pm



Meeting Two

FRIDAY MAY 4th 10:00pm

Gold Coast

Last race 2:30am



Meeting Three

SATURDAY MAY 5th 8:00am

Newmarket

Last race 12:00pm



Meeting Four

SATURDAY MAY 5th 10:30am

Kentucky Derby Day

Last race 8:00pm