

The DRF Ecosystem:

Integrating proprietary high-value content & analysis, sophisticated handicapping tools, with a dynamic wagering platform

Premium Content

Premium News and Analysis



DRF.com

DRF+

DRF+ Pro

DIGITAL PAPER

Handicapping Data

Interactive Past Performances & Tools

DRF Formulator

DRF Classic PPs

DRF Easy Form

DRF Quick Sheets

DRF Closer Look

Daily Racing Program PPs

BEYER SPEED FIGURES

CLOCKER REPORTS

DRF GamePlan

DRF Picks



Live Reporting

Real-time updates live from the track

DRF Live!

DRF TV



Wagering & Gaming

Create, Optimize & Wager on Real-Money or Fantasy Games



Mobile Applications

Handicap and Wager Everywhere



Tournaments Generate New Players & Racetrack Loyalty

2014-2016: DRF was official online provider of qualifying seats to National Handicapping Championship and Breeders' Cup Betting Challenge

2017: Launched *DRF's World Championship of Handicapping* with biggest online prize ever awarded - \$1,000,000

World Championship of Handicapping -- initial three weeks' performance:

- **Unique Players:** 4,068
- **Total Entries:** 10,505
- **NEW Tournament Players:** 899 (22% of total players)
- **NEW Players to Racing:** 461 (51% of new players; 12% of total players)
- **Play from Mobile Device:** 51%

PLAN: Incorporate international events within Tournament schedule to stimulate **SUSTAINED** adoption of international racing among current & new players



Tournaments Increase (Not Cannibalize) Pari-Mutuel Wagering!

2016 Tourney Players w/ DRF Bets Account	773
ADW AHPU prior to playing Tournaments (annual)	\$14,529
ADW AHPU after playing Tournaments (annual)	\$15,960
Incremental ADW Handle	\$1,431
% Growth in Total Handle w/ Tournaments	9.8%
Tournament AHPU	\$1,518
Total Incremental Handle to Racing	\$2,949
% Growth in Total Handle w/ Tournaments	20.3%

