SW⟳P STAKES

life-changing prizes
social skill-based gameplay

six faces™

Innovate Racing Jackpot

- 5 Races

- 31,200 ways to win

- 240 unique tickets

- Only 1 ticket will contain every winner
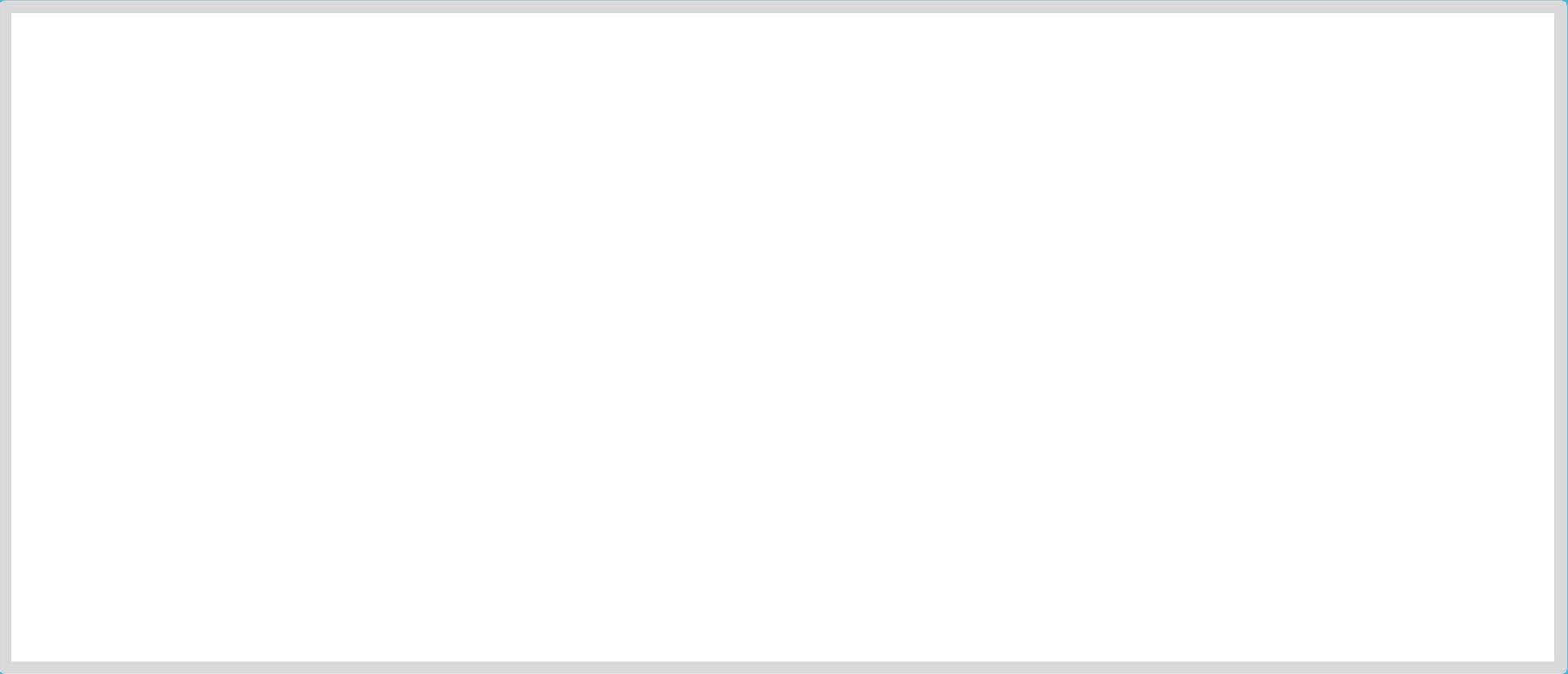
Race 1 Winner

Buddy Bundy

six faces™
reimagining interactive wagering

- Michael Russell   Managing Director

- Patrick Herrera   Systems Architecture & Integration
- Glen Johnson   Design, Innovation & User Experience

- Damian Kawa   Development & Operations
- Craig Driver   Business Development
- Shaun Pyrah   Product

race to the bottom

interactive sweepstake

determined by the results of
real-time racing events

Getting Started

- Players buy tickets that predict the winner in a set of real-life racing events.

- One unique ticket for every possible combination of winners.

Core Game Loop

- Prior to each race Players can choose to:

  - **HOLD**
    with tickets they like, and think will survive

  - **FOLD**
    cash out tickets they think will be knocked out

  - **RAISE**
    buy more tickets

All tickets that 'miss' the winner

– are knocked out

All tickets that 'hit' the winner

– survive to the next race

The Aim

- Be the last left standing, holding the 1 ticket that 'hit' every winner in the game

  ## <u>OR</u>

- Trade your way to a profit before being knocked out

SWOP STAKES

Championship Millions
WIN UP TO $6,912
Current Pool : $450

7180   0%   1   5

| Buy Now $1.00 ⌄ | GameCentre ⌄ | Bids ⌄ |

hold, trade, or buy more tickets - make sure you're not knocked out in the next round

100 / 100

Total Value:
$93.37

Session Ends:
00:22:28:56

Game Progress:

1   2   3   4   5   6   7   8
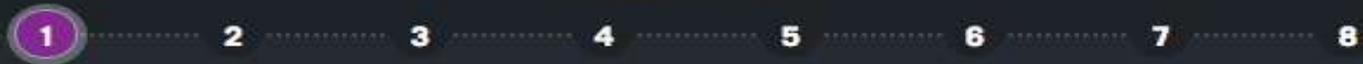
LEG 1: ADINA HOTELS FERNHILL HANDICAP   Open
Start Time: Sat Apr 19 12:10 PM 2014

| 60 x | SET A | VEUVELICIOUS CYCLONE GOULDIAN | 51% | $44.17 ⤴ $82.11 | 🔍 🏛 $ |
| 40 x | SET B | CARELESS STANDOUBT KHRYSLER ALIYDA DASHIE DE LUXE FIRST DRAFT | 49% | $49.20 ⤴ $106.47 | 🔍 🏛 $ |

🔍 Now Showing:
SELECT WHICH TICKETS TO VIEW

0 Tickets Selected:
$0.00 CASH OUT

Total Value:
$1,246.00

13 Friends Playing

Search Friends...

You	365th

Best Ticket:
$180.21
LIVERPOOL

10
20

Peter	80th

Best Ticket:
$180.21
LIVERPOOL

30
35

Damian	428th

Best Ticket:
$180.21
LIVERPOOL

18
100

Glen	1,314th

Best Ticket:
$180.21
LIVERPOOL

20
40

$136.21
LIVERPOOL

70% KEEP

Cast Your Vote

Cash Out Ticket

$358.21
CHELSEA

50% KEEP

Cast Your Vote

Keep It | Lose It

$358.21
CHELSEA

100% SELL

Cast Your Vote

Keep It | Lose It

$358.21
CHELSEA

VOTE NOW

Cast Your Vote

Keep It | Lose It

Game Modes

- **EasyPlay**
  A passive play game with leaderboards and friends

- **P2O**
  Player-to-Operator featuring 'cash out', the resale of cashed out tickets, Bank offers on Player tickets

- **P2P**
  Full Player-to-Player trading

Game Variations

Based on target audience games can vary in terms of:

- Tracks

- Racing code

- Duration

- Number of tickets, ticket price, prize value

Multi-Segment Appeal

- Research confirmed appeal for 3 key target segment

    - Game of **CHANCE**
        Traditional gaming/lottery

    - Game of **SKILL**
        Traditional wagering

    - Game of **VALUE**
        Analysts and Pros

Heavy Punter Appeal

Swopstakes is new & different	Would definitely or probably play	Would play at least once per week	Swopstakes as % of gambling spend
84%	62%	85%	25%

Core Revenue Streams

- Ticket Sales: **30% take-out**

- Ticket re-Sales

    For example:

    - Player cashes out a ticket at a 30% discount

    - The Bank resells the ticket at a 10% discount

Innovate Racing Jackpot
Results So Far

- Race I   Buddy Bundy

- Race 1   Buddy Bundy

- Race 2   On a Dream

- Race 1   Buddy Bundy

- Race 2   On a Dream

- Race 3   Our Exchange

- Race 1   Buddy Bundy

- Race 2   On a Dream

- Race 3   Our Exchange

- Race 4   Pinky Tuscadero
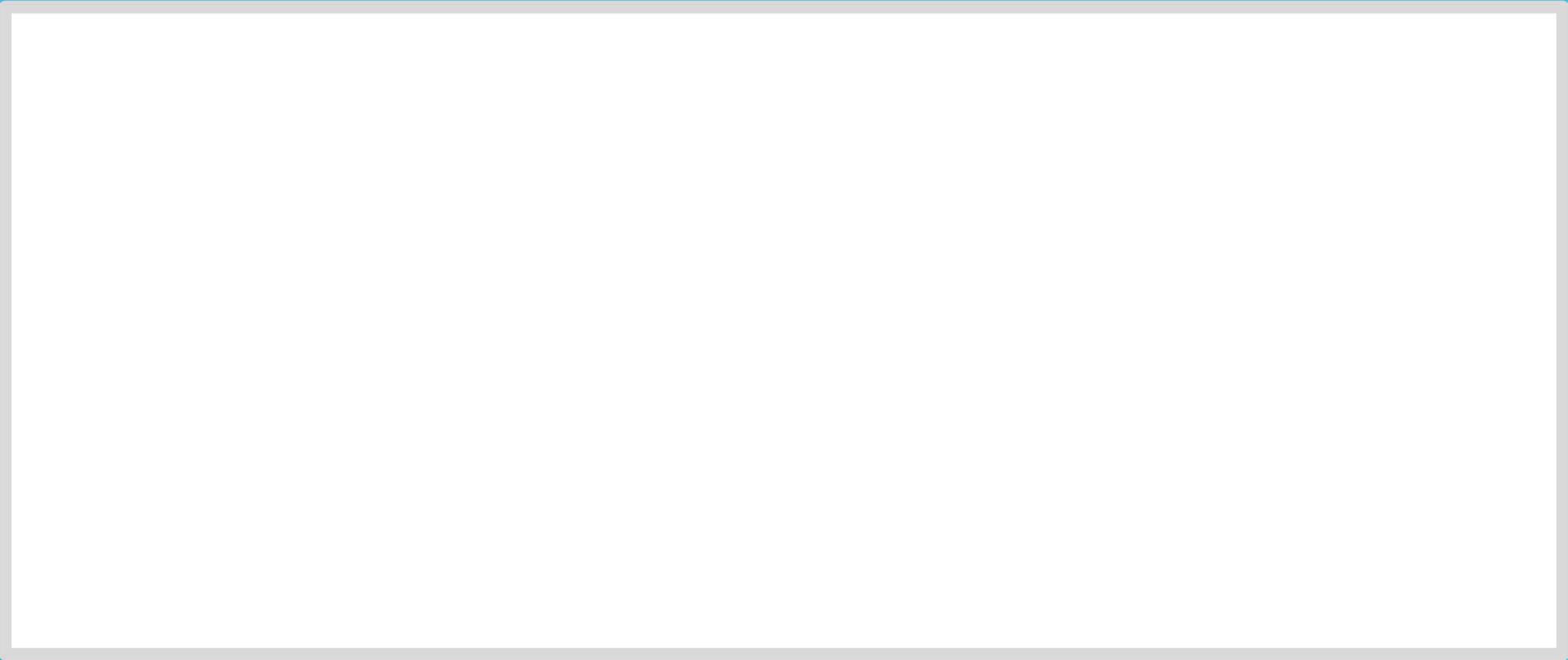
socialising real money gaming