EQUIBASE COMPANY

STATS

WHO IS STATS ?

A Company

FOUNDED ON SPORTS STATISTICS

& content

With 30+ Years of

UNRIVALED EXPERIENCE

in the industry

Led by a constant

COMMITMENT TO ADVANCEMENT

exploring & developing new ways to advance sport

We

COLLECT, PRODUCE & DISTRIBUTE SPORTS CONTENT

with superior speed & accuracy

We leverage that data to create

SPORTS PRODUCTS & EXPERIENCES

to engage, inform & excite

Driving

INNOVATON IN SPORTS TECHNOLOGY

to shape how sport is viewed, understood, played & enjoyed

Not just a provider, a

STRATEGIC PARTNER

providing solutions for

Broadcast Media

Leagues & Teams

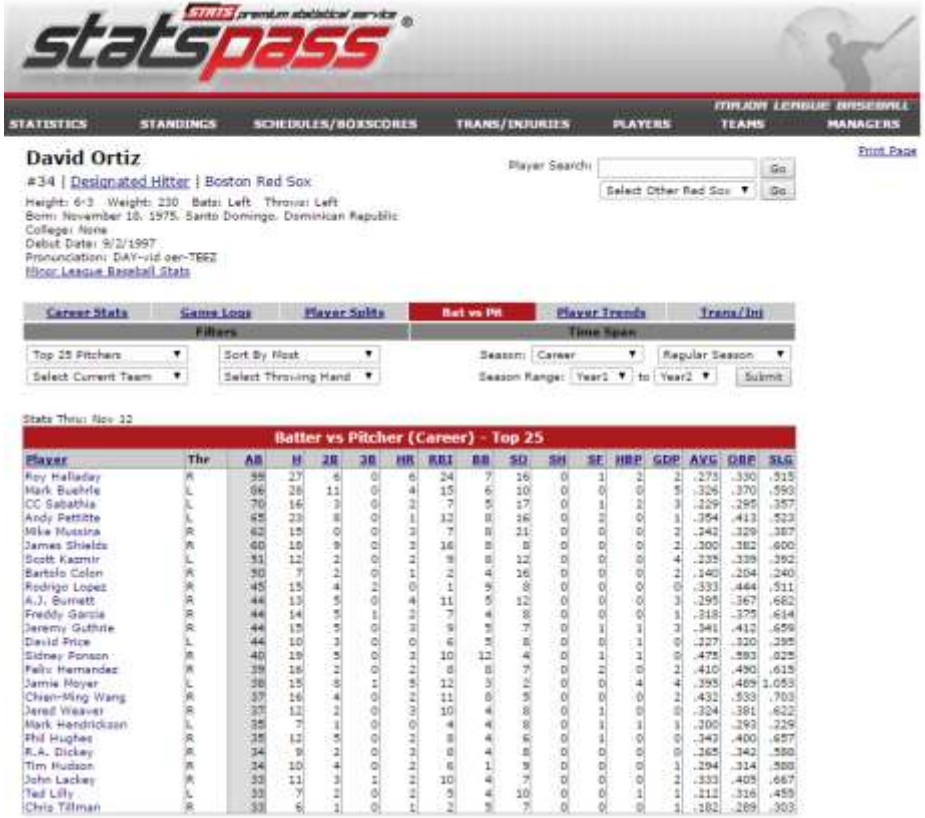
Digital Media

Fantasy Sports

Brand Activation

MONEYBALL

- “People in both fields operate with beliefs and biases. To the extent you can eliminate both and replace them with data, you gain a clear advantage.”
  — Michael Lewis, *Moneyball: The Art of Winning an Unfair Game*



2009 - Pitch Type Data for Derrek Lee

vs. RHP	Total			First Pitch			Ahead			Behind			Two Strikes		
	Tot	Sw%	BA	Tot	Sw%	BA	Tot	Sw%	BA	Tot	Sw%	BA	Tot	Sw%	BA
Fastball	825	44.4	.328	224	32.1	.486	206	43.2	.487	263	50.2	.188	210	59.0	.147
Cut Fastball	37	43.2	.400	8	12.5	-	11	36.4	1.000	10	50.0	.000	10	50.0	.000
Curveball	149	41.6	.171	39	23.1	.000	15	33.3	.667	78	50.0	.077	64	59.4	.133
Changeup	46	60.9	.143	4	75.0	.000	11	63.6	.000	23	52.2	.222	19	63.2	.200
Slider	308	44.5	.319	80	23.8	.333	77	49.4	.571	106	53.8	.265	90	62.2	.220
Split-Finger	20	40.0	.125	1	0.0	-	2	0.0	-	14	42.9	.000	11	45.5	.000
Total	1385	44.5	.294	356	29.2	.426	322	44.4	.525	494	50.8	.179	404	59.4	.160

2009 - Pitch Type Data for Derrek Lee

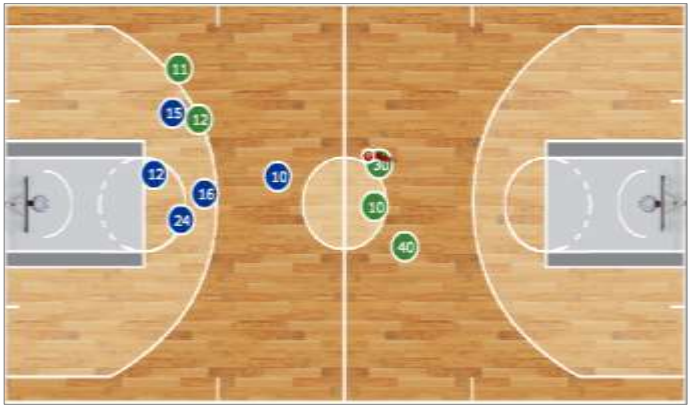
vs. LHP	Total			First Pitch			Ahead			Behind			Two Strikes		
	Tot	Sw%	BA	Tot	Sw%	BA	Tot	Sw%	BA	Tot	Sw%	BA	Tot	Sw%	BA
Fastball	228	36.0	.314	61	21.3	.667	71	29.6	.273	63	44.4	.077	60	61.7	.375
Cut Fastball	16	25.0	.200	2	0.0	-	8	37.5	.333	5	0.0	.000	3	0.0	.000
Curveball	40	25.0	.222	14	0.0	-	6	16.7	-	16	43.8	.143	11	63.6	.286
Changeup	78	47.4	.333	12	25.0	-	25	36.0	.400	28	60.7	.300	19	57.9	.333
Slider	37	40.5	.250	7	0.0	-	7	14.3	-	13	61.5	.250	13	61.5	.167
Split-Finger	7	0.0	-	1	0.0	-	4	0.0	-	0	-	-	0	-	-
Total	406	36.5	.293	97	16.5	.667	121	28.9	.316	125	48.0	.167	106	59.4	.300

BIG DATA

- Not about the data, it's about the insights.

What is SPORTVU ?

- 6 camera system which tracks positional location of players, referees and ball during game action
- Integration with event data allows for a new layer of player and team analysis for player development and personnel decisions



JAMES HARDEN – DRIVE EFFICIENCY BY HAND

Left Hand		Right Hand
37.4	% of Drives	62.6
1.2	Team PPP	1.0
46.6	Shot %	36.1
6.9	Pass %	12.4

LEADERBOARD – AVERAGE TIME TO INSIDE 3PT ARC

Opponent Possession Result	Fastest Team	Average Time to Arc (sec)
Field Goal Made	Warriors	9.9
Field Goal Missed	Wizards	6.4
All Field Goal Attempts	Wizards	8.1
Free Throw Made	Clippers	6.9
Free Throw Missed	Pelicans	7.8
Live TOV	Thunder & Rockets	4.6

LEADERBOARD – SPORTVU PLAYER RATER

	Production Rating Per Poss (2014-15)
Russell Westbrook	1.31
Chris Paul	1.25
LeBron James	1.22
Stephen Curry	1.22
James Harden	1.21

FGA Heat Map

HOW DOES THIS EXTEND TO HORSERACING?

- Data. Lots of it. Need to make sense of it.
- Players within the industry make wagering decisions based on the data.

Program Help

05/22/09 APPROX. POST: 2:30PM $2 Win / Place / Show / $2 Daily Double (1-2) / $3 Exacta / $0.50 Trifecta / $1 Pick 3 (Races 1-2-3) / $1 Place Pick (1-9)

1 ARLINGTON EQUIBASE

Race Rating 75

Win | Place | Show | No.

BEATEN CLAIMING $17,500

Purse $16,360. (includes $4,660 from the I.O.A. for ICF) For Fillies And Mares Three Years Old and Upward Which Have Never Won Two Races. Three Year Olds, 119 Lbs. Older, 124 Lbs Non-winners of a race since April 22 Allowed 2 Lbs. Claiming Price $17,500 (Races where entered for $10,000 or less not considered). Six Furlongs (All Weather)

Track Record: Lighter Up(3), 119 lbs. 1:08.48 (5-3-08)

2 White 8-5 Clm Prc $17,500 Gypsy Sage (L) 124 Diego Sanchez

Owner: Parrish Hill Farm (Tom Roach)

Silks: GREEN, red sash, white band on sleeves, green cap

Trainer: Michael Stidham (5-6-1-2 | 38%)

Ch f 4 Hennessy ($80,000) - Vitoumare by El Gran Senor - Sold in Kentucky by Pagel Bloodstock (Apr 15, 2003)

FTK MIXT MDK 09 $7,000

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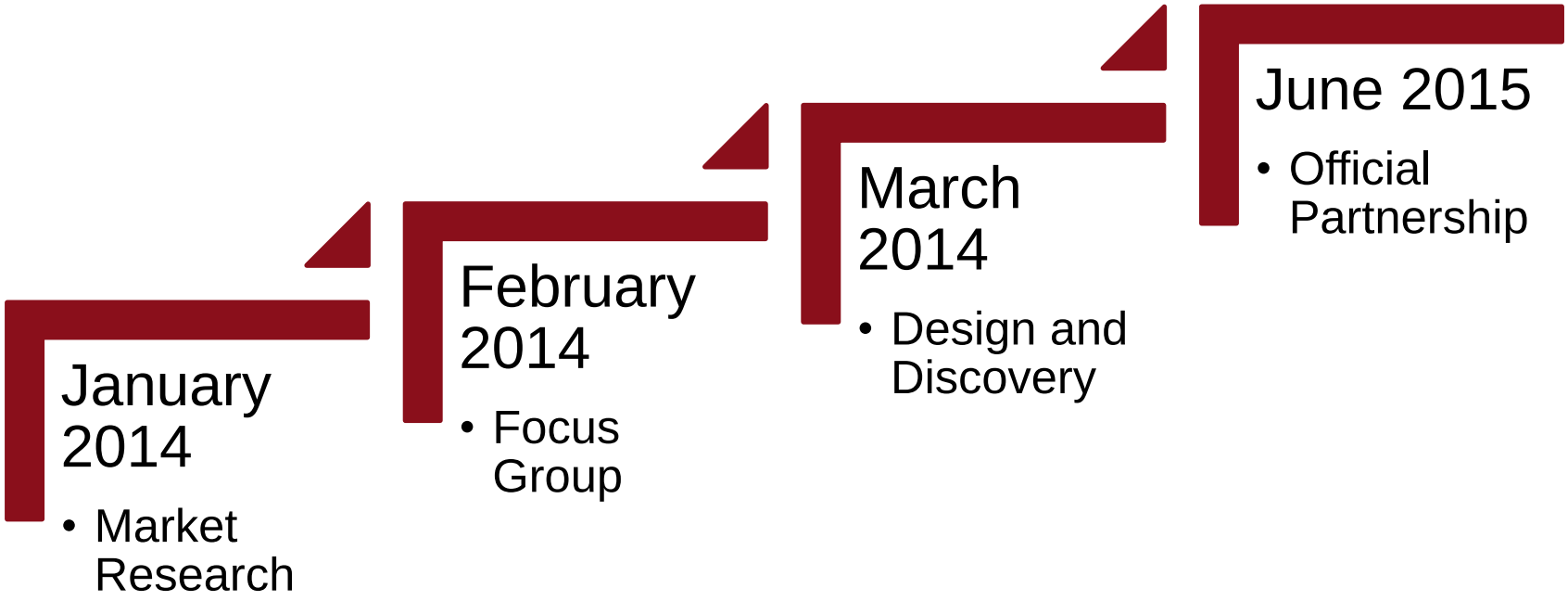
STATS & EQUIBASE

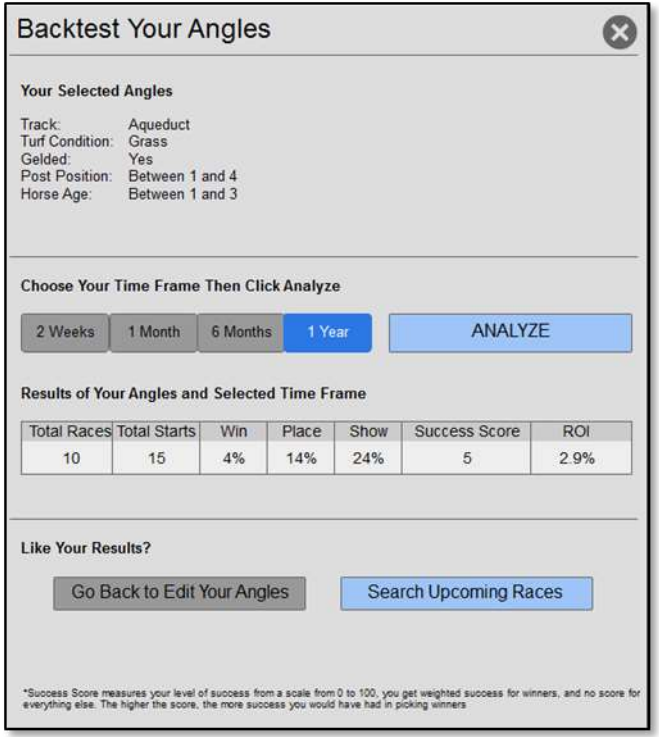


CORE PRODUCT FEATURES

- Backtest
- Advanced Search
- Customization
- Race Projection
- Multi-Platform Design

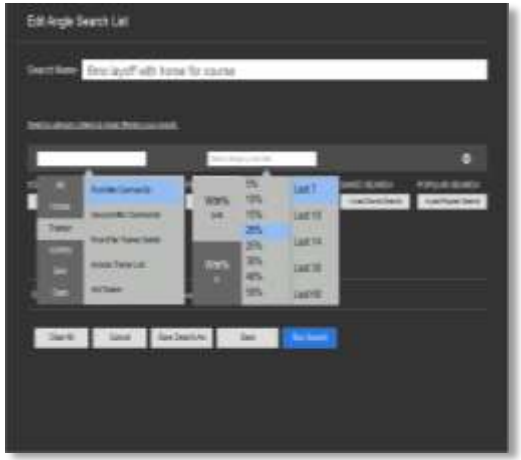
CORE THEMES: BACK TEST YOUR ANGLE

Ability to input your angle and back test instantaneously to see how well it would have performed over a period of time.



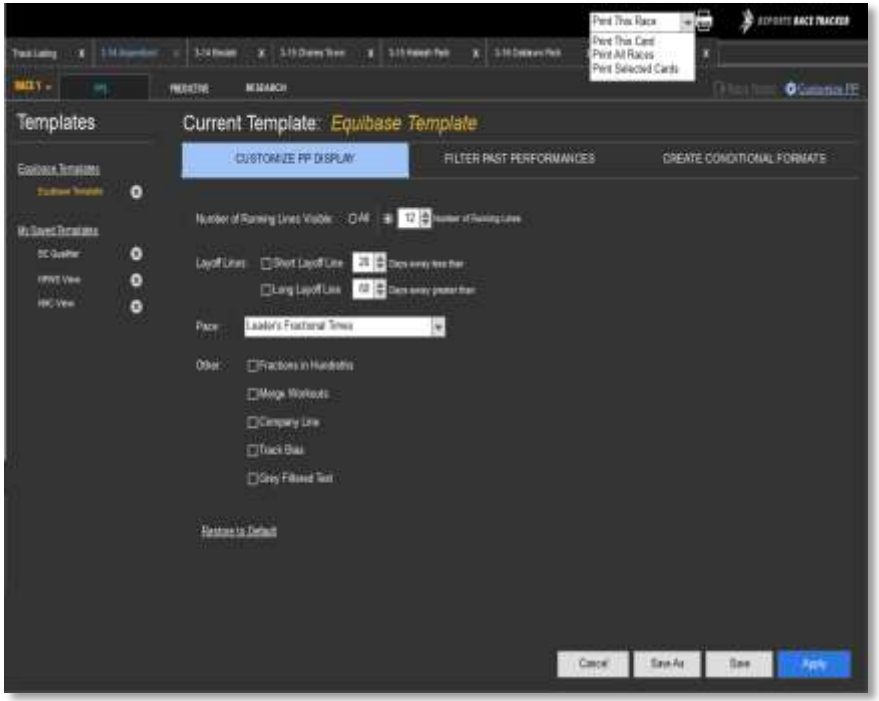
CORE THEMES: ADVANCED SEARCH

- Ask the application a question and receive an answer
- Sift through mass amounts of historical data, locating betting opportunities based on their handicapping angle.
- Saved customized search and set alerts when new events happen that meet your criteria



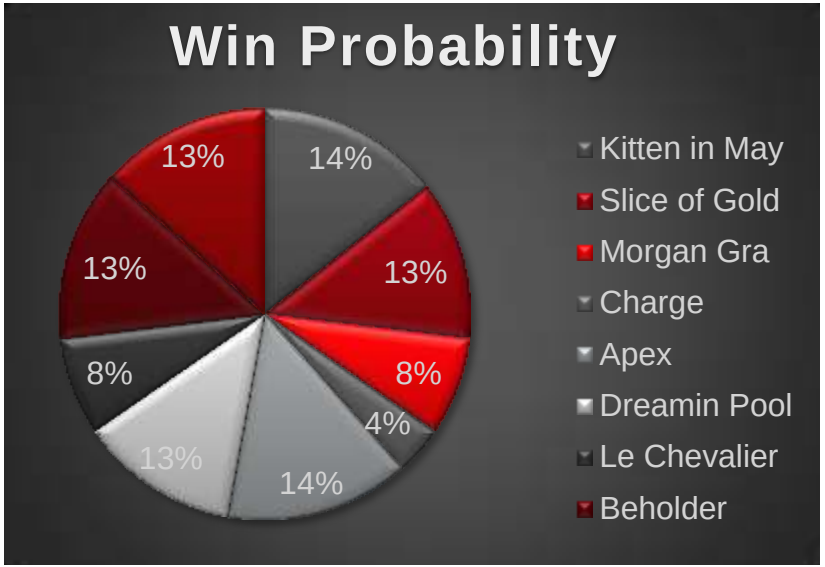
CORE THEMES: CUSTOMIZABLE PP

Create customized PP allowing the handicapper to select what data **they want to see**



CORE THEMES: PREDICTIVE ANALYTICS

STATS Data Science teams are creating win probabilities and other new views that will allow the handicapper to weigh the importance of the Probability Factors



CORE THEMES: MULTI-PLATFORM

WHAT'S NEXT? – ACROSS ALL SPORTS

- More Data – Tracking (Position and Physical), Weather
- Data Science – More focus on analysis, machine learning
- Technology – Increased compute power in the cloud
- Make Sense of the Data – Automated Insights

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