



NEW WAYS TO LOOK AT DATA

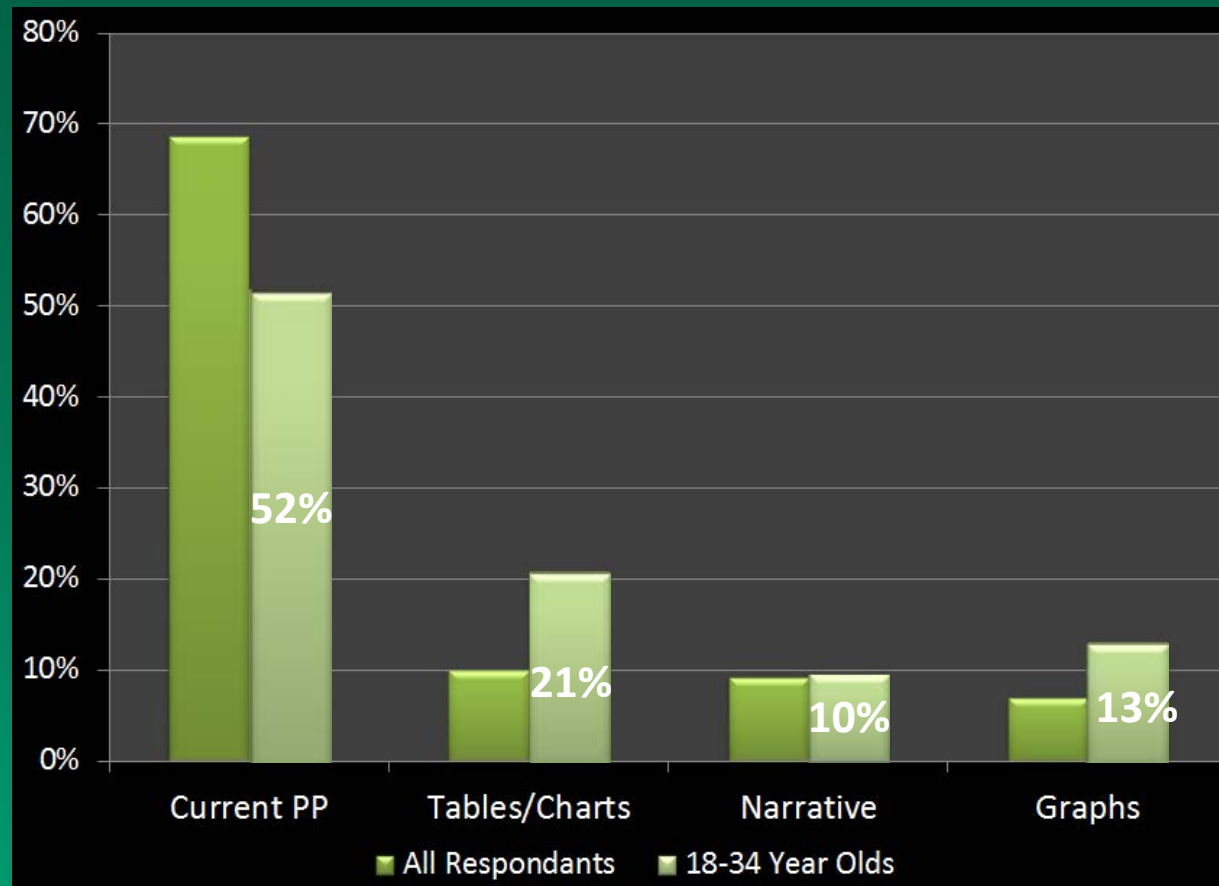
David Siegel

President, TrackMaster, an
Equibase Company



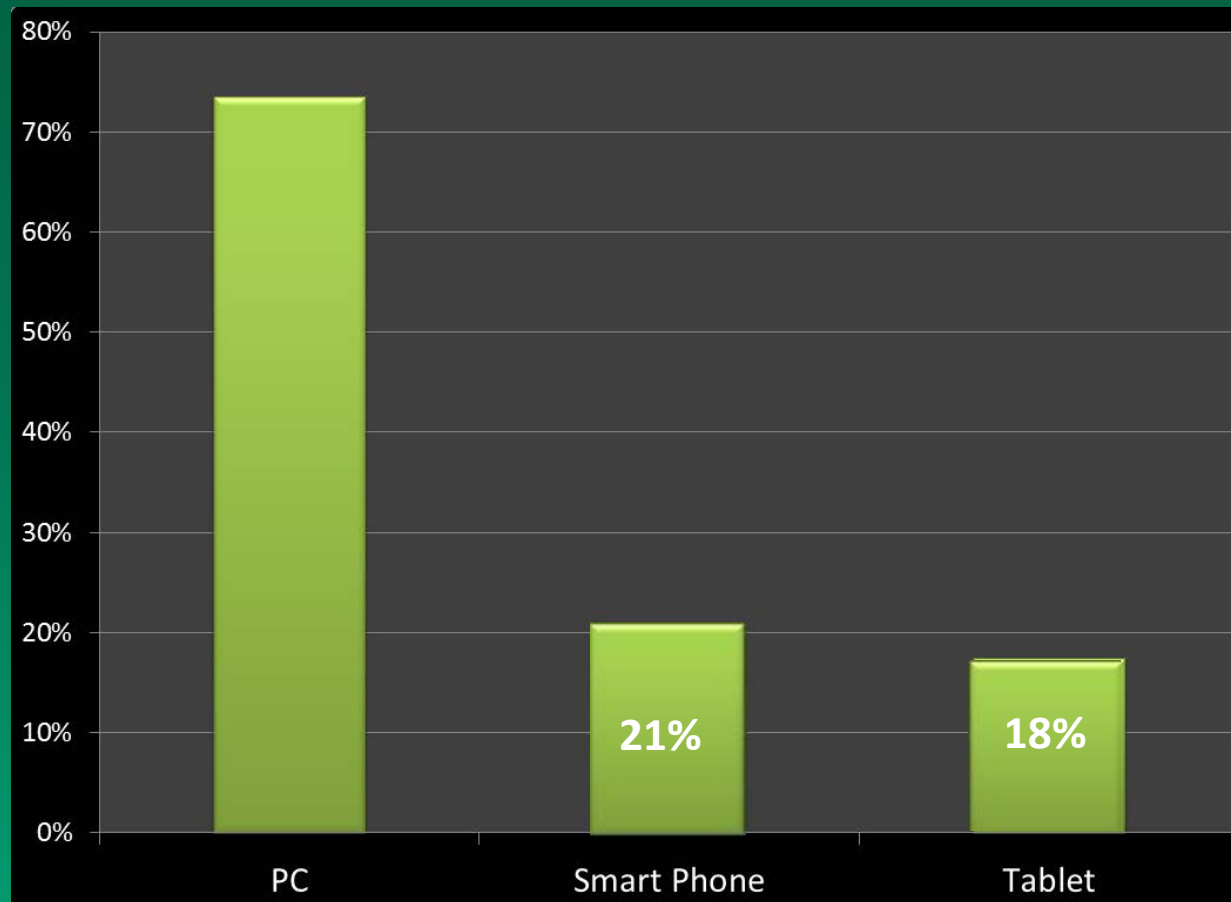
EQUIBASE
COMPANY

While Traditional PP Format is Still Favored, New Displays of Data are Gaining Interest Among Younger Fans and Players



Source: The Matrix Group – 2013 Equibase Survey

Smart Phones and Tablets Joining PCs as Essential Devices for Handicappers



Source: The Matrix Group – 2013 Equibase Survey



EQUIBASE C O M P A N Y



EQUIBASE
C O M P A N Y

Equibase Listens - New Data Elements and Pertinent Information Added

TODAY'S SCRATCHES & PROGRAM CHANGES

Laurel Park

Last Updated: November 20, 11:04 AM ET

Current weather Conditions

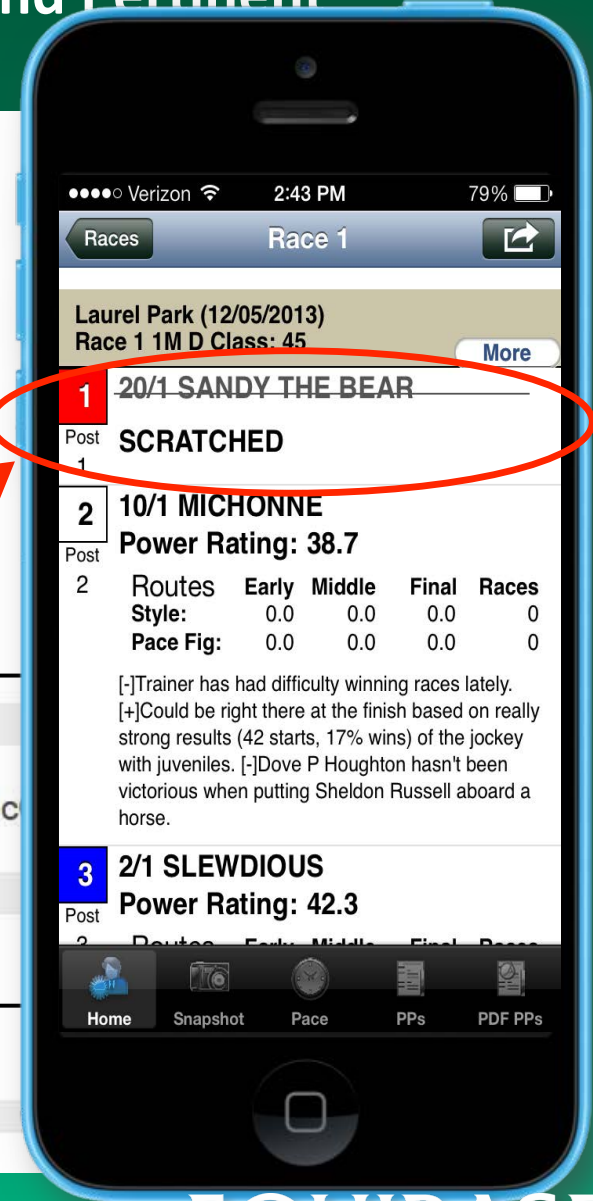
Overcast Temperature 64°F
Wind SSE at 3 mph Humidity 70%

Race: 1	Changes
#1 Sandy the Bear	Scratched - Veterinarian
#9 Mandy's Punch	Jockey - Mallory Strandberg changed to Trevor Mc

Race: 2	Changes
#6 Joey N	Scratched - Veterinarian
#8 Torchranner	Scratched - Veterinarian

#1 Sandy the Bear	Scratched - Veterinarian
#9 Mandy's Punch	Jockey - Mallory Strandberg changed to Trevor McCarthy

Race: 2	Changes
#6 Joey N	Scratched - Veterinarian



Equibase Has Made Significant Investments to Deliver Fans Meaningful Statistical Records of Horses, Jockeys, Trainers and Owners

Horses | **Jockeys**

2008 | 3 YO | Female

All Ages | All Sexes

2 YO | Male

Show/Hide 3 YO | Female

4 & Up

Rank	Horse Name	Sts
1	Goldikova (IRE)	

Goldikova (IRE)

B, M, foaled March 15, 2005
(Anabaa - Born Gold, by Blushing Groom (FR))

Connections as of last Start:
 Jockey: [Olivier Peslier](#)
 Trainer: [Frederic Head](#)
 Owner: [Wertheimer and Frere](#)
 Breeder: Wertheimer et Frere

Career Honors:
 Eclipse Award - 2010 Champion Grass Mare
 Eclipse Award - 2009 Champion Grass Mare

Best Racing Class Achieved:
 Multiple Graded Stakes Winner

Rank	Horse Name	Sts	1st	2nd	3rd	Total \$↓
1	Goldikova (IRE)	1	1	0	0	\$1,150,200

9	Sweeter Still (IRE)	7	4	1	1	\$262,134	\$37,448	57%	6	86%	105
10	Bel Air Sizzle	11	3	2	2	\$248,866	\$22,624	27%	7	64%	107
11	Closeout	8	4	2	0	\$236,196	\$29,525	50%	6	75%	104
12	Northern Kraze	5	2	0	2	\$214,405	\$42,881	40%	4	80%	93
13	Acoma	2	2	0	0	\$210,696	\$105,348	100%	2	100%	104
14	Much Obligated	8	3	0	0	\$97,920	\$4,748	38%	5		101

Equibase Has Repackaged Statistical Information to Provide Newcomers With a Simplified Basis for Wagering



Equibase Continues to Expand the Reach of the Sport Through a Variety of Free Mobile Offerings

Today's Racing App



Proud Image

Horse Information
Proud Image (AR)
CH, G, foaled 04/15/2009

EQUIBASE Virtual Stable

Dam	Proud Brush
Sire	Grand Reward
Broodmare Sire	Proudest Romeo
Breeder	Dr. K. K. Jayaraman & Dr. V. Devi Jayaraman
Connections as of last Start	
Jockey	Leandro Goncalves
Trainer	Brad Cox
Owner	Jayaraman, K. K. and Jayaraman, V. Devi

Career Racing Summary

Starts	Wins	Places	Shows	Earnings
7	3	0	0	\$35,736

By Year Racing Summary

Year	Starts	Wins	Places	Shows	Earnings
2012	7	3	0	0	\$35,736

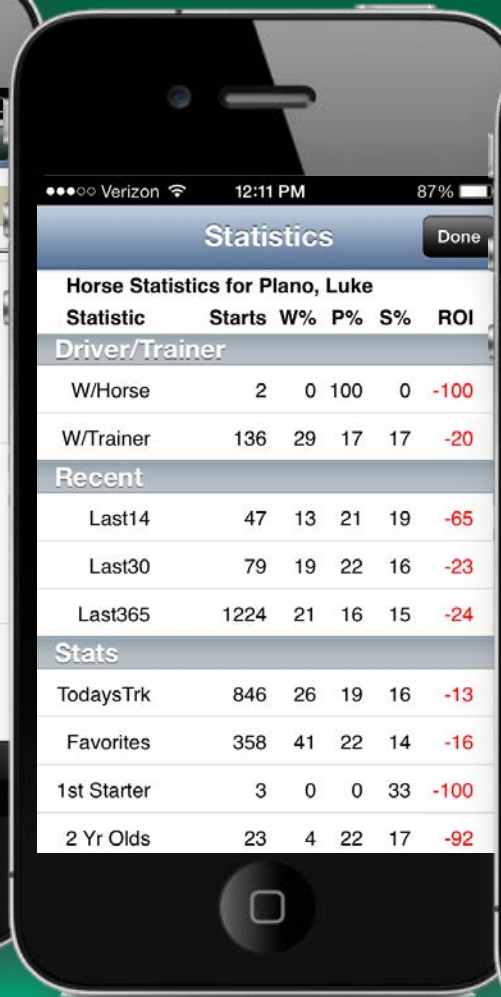
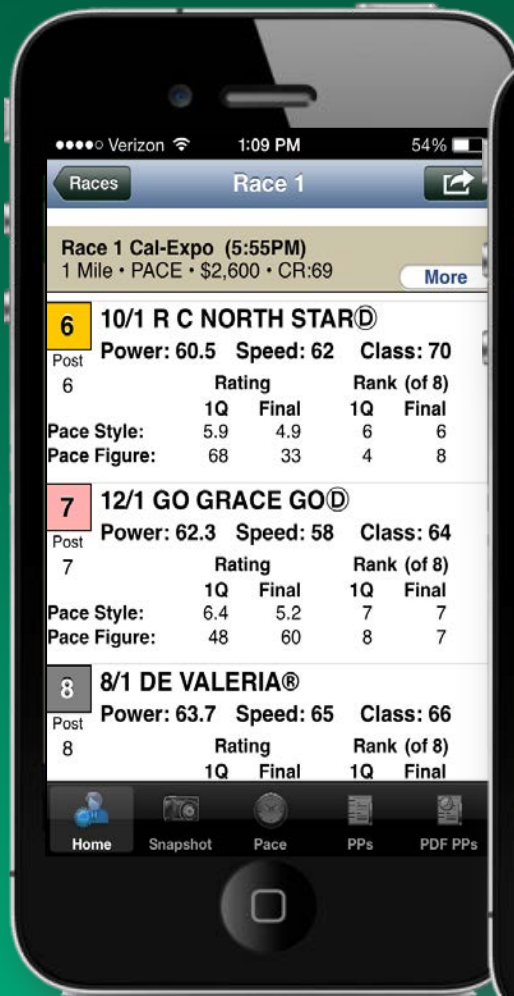
Entries Results Changes Schedule More

Equibase Continues to Expand the Reach of the Sport Through a Variety of Mobile Offerings

TrackMaster Mobile Site For Harness Racing



Pocket/Tablet Handicapper – Fully Functional Thoroughbred and Harness App for Android and Apple



Released in 2013, EquiGraphix Brings a Millennial Feel to the Display of Handicapping Data

Projected Early Pace (Class Rating: 111)

TrackMaster EquiGraphix

ating: 111)

Races & PPs - choose frc

Race List Horse/Jo

Pa:

Standard Platinum PPs Bias

9.0

77.0

8.0%

7.0%

1 BETFAIR HOLLYWOOD PARK - SUNDAY, DECEMBER 1, 2013

• Starter Allowance \$40,000
• 6 Furlongs - All-Weather - Age 2
• CR: 79 (Par of 1:11.77)

PURSE \$32,000
\$1 Exacta / \$2 Quinella / \$1 Trifecta \$1 Superfecta (10-cent min.) \$2 Rolling Double / \$1 Pick 3 50 cent Player's Pick 5 (14% takeout) / \$1 Place Pick

Trk Rcd: (1:07.55) FOR TWO YEAR OLDS WHICH HAVE BROKEN THEIR MAIDENS FOR A CLAIMING PRICE OF \$40,000 OR LESS OR CALIFORNIA BRED OR SIREB HORSES WHICH HAVE BROKEN THEIR MAIDENS IN A STATE BRED RACE FOR \$50,000 OR LESS AND WHICH HAVE NEVER WON TWO RACES. Weight, 120 lbs. Non-winners Of A Race Since July 15, 2013 Allowed 3 lbs.

1 Heyyoucan

3/1 PP-1

Jockey: Talamo Joseph **Trainer:** Miller Peter

Sire: Forestry (\$17,500) **Dam:** Making Time (Royal Academy)
Br: Michael T. Barnett, Aaron Jones & M (KY)(Mar) **Own:** William Tai

Lifetime Record: 77 (2013) 5 1 3 0 \$36,050
2013 5 1 3 0 \$36,050 Turf: 0 0 0 0 \$0
2012 0 0 0 0 \$0 4 1 2 0 \$30,050
BHP 2 0 1 0 \$6,650 Dist: 2 0 2 0 \$12,600

OBS SPR 2YO 2013 \$35,000

Avg Class	75	4/7	Power	69.5	3/7
Avg Speed	67	2/7	Earn/St	\$7,210	4/7

3

Pace Ratings

Early	73.0	5/7
Middle	69.0	5/7
Finish	66.6	4/7

2YO Allow

St	54	W	24%	P	20%	S	15%	ITM	59%	ROI	-22%
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Last30 St 101 W 17% P 12% S 19% ITM 48% ROI -19%
Last10 St 32 W 25% P 9% S 22% ITM 56% ROI +4%
DstSurf St 548 W 14% P 16% S 16% ITM 45% ROI -28%
Sire2yo St 833 W 18% P 12% S 12% ITM 43% ROI -15%

WithJoc St 48 W 15% P 23% S 10% ITM 48% ROI -35%
DstSurf St 231 W 21% P 13% S 14% ITM 47% ROI -3%
2YO Allow St 104 W 19% P 14% S 13% ITM 47% ROI -18%

79 77 7 1 3 2 2 1 1 2 5 Talamo J L122 2.1 -1 EchoZulu#Heyyoucan#HorseLaugh#1 Led into lane,gamely N/M 7
71 69 7 1 4 1 3 1 2 1 2 Talamo J L119 *0.7 10 Luca#Heyyoucan#Tosheen#3 3wd into str,2nd best S/M 8
71 76 10 3 5 6 4 5 2 2 1 3 Gomez G K L120 *1.7 -4 Heyyoucan#Steppinggood#MrObeso#3 4wd to turn,bid,clear N/N 10
72 64 2 3 1 1 1 1 1 2 2 Talamo J L118 b 4.1 4 EasyTopper#Heyyoucan#BehindTheBossman#8 Off rail str,held 2nd S/N 8
80 47 9 7 7 4 1 9 7 9 6 2 Talamo J L118 b 16.8 2 AlbertsHope#Bajan#RumPoint#k 4wd to turn,wkened N/M 9

26Nov13 4f ft BHP :50 H 31/38 20Nov13 4f ft BHP :49 H 15/27 3Nov13 5f ft BHP 1:01 H 14/55 28Oct13 5f ft BHP 1:04 H 45/47 22Oct13 5f ft BHP 1:03 H 21/22 26Sep13 5f ft BHP 1:01 H 20/49
20Sep13 5f ft BHP 1:04 H 36/38 13Sep13 5f ft BHP 1:04 H 24/25 5Sep13 4f ft BHP :50 H 16/26 19Aug13 4f ft Dmr :51 H 35/38 5Aug13 3f ft Dmr :37 H 12/17 23Jul13 4f ft BHP :50 H 26/33
18Oct13 6f ft 2 SA - Reason-Unavailable

A racer coming back this rapidly after a strong contest is a good signal. Last event was a good effort.

Commercial Use of Existing Data Provides Interesting Opportunities – Automated Morning Line

15-1

7-2

5-1

USTA
US Trotting Association

of the Game (L) GRAD 118
Ricardo Santana, Jr (60-8-8-6) 43%

er Sky (L) GRAD 118
Julien R Leparoux (42-9-4-6) 21%

Shanon Nicole (L) 122

Computer monitor and tower PC.

Red arrow pointing from the computer to the data.

- Fast and Reliable
- More Accurate
- Uniformly Applied
- Efficient

Commercial Use of Existing Data Provides Interesting Opportunities – Enhanced Data for Everyday Broadcasts





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