

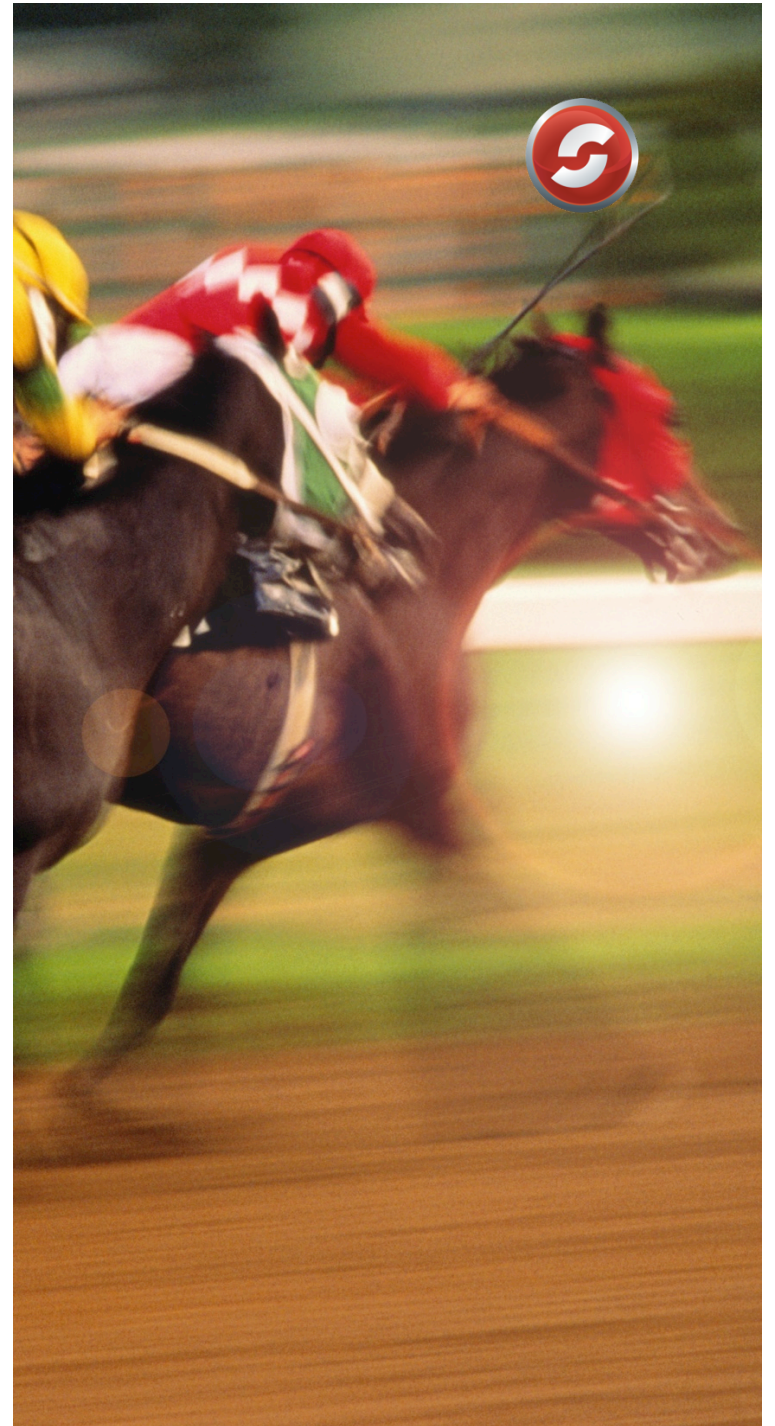


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Delivering a winning experience

Global Perspective on the Key Drivers of Pari-Mutuel Wagering

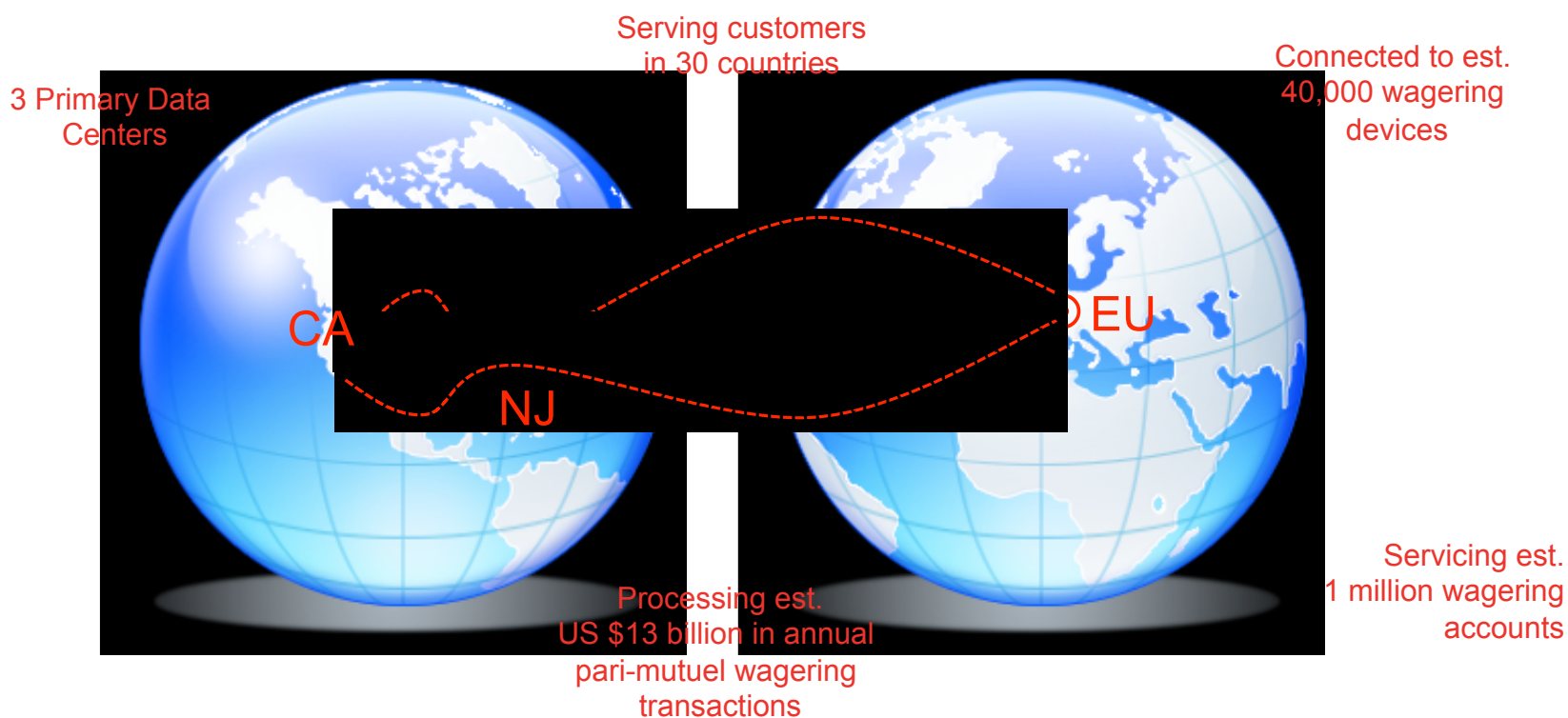
David Haslett
Managing Director
Sportech Racing





As an industry, we have progressed significantly in breaking down barriers to global wagering

- Systems rationalized into state-of-the-art data centers
- Global commingling is facilitated across multiple countries
- Increased utilization of ITSP globally
- Net pool pricing
- More sites are being added practically every day as operators tackle legal and regulatory barriers





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“With the expansion of International Commingling, significant strides have been made in developing and implementing technologies to support global expansion. While these technologies will continue to evolve, they are enablers and are only part of what needs to be an Industry wide approach to developing truly global pari-mutuel pools.”

Key drivers of pari-mutuel wagering



Access to Product

- Distribution
- Regulation
- Accessibility

Appeal of Product

- Field Size
- Takeout Rate
- Pool Liquidity

We as an industry can control some of the factors that impact demand for pari-mutuel wagering



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What drives pari-mutuel wagering is liquidity that results from maximizing participation through expanded distribution and improved accessibility



Significant gains in recent years in regulations and technology

Continues to evolve



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Maximize player access to betting products

Make regulations/rules consistent from one jurisdiction to another to increase participation

Industry cooperation is Vital:

- Launching new products
- Scheduling races
- Setting units of betting



Ample evidence that Liquidity boosts Demand

- Carryovers
- Large lottery jackpots
- V75 wager

Increased Pool Liquidity



Expanded Distribution

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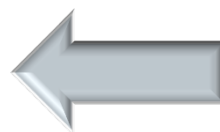
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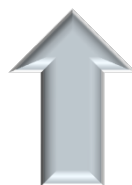
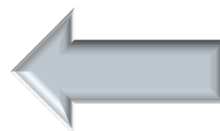


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Tote organizations are continually working to connect more and more systems, operators, players and products.

When it comes to the rules of global pari-mutuel wagering, we have one simple request...

...Pick One