

# European Wagering Services (WatchandWager.com LLC)

## 2010 Symposium on Racing and Gaming

### The ADW business

Ed Comins  
Chief Operating Officer  
December 2010

**EUROPEAN WAGERING SERVICES**



# EUROPEAN WAGERING SERVICES



Owns and operates a  
pari-mutuel  
account wagering  
"hub"  
which passes bets direct into  
global track betting pools

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# EWS

## current business

- Connects to over 80 thoroughbred, harness and greyhound tracks
- Hub capable of routing bets globally
- Fully own hub and all related hardware – software
- BtoC business through [www.link2bet.com](http://www.link2bet.com) and call centre
- White label services, eg [www.totebet.com](http://www.totebet.com)
- Settlements through Chrims
- Good handle annual growth and profitability
- Owned by Webis Holdings PLC, listed LSE, London

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# EWS

## ADW betting applications

- Easy2bet
  - Homebet
  - Instabet
  - BuildaBet
  - Link2bet Direct
- Provision of full range of applications dependent on customer choice
  - Allow customer to make their choice!

The screenshot displays the link2bet website interface. At the top, there is a navigation bar with the link2bet logo and links for 'dogs', 'horses', 'jai-alai', and 'harness'. Below this, there are links for 'open account', 'deposit', 'withdraw', 'pools', and 'help', along with a toll-free number '1-888-535-6786'. A secondary navigation bar includes 'easy2bet', 'Homebet', 'Link2bet Direct', and 'Build-a-bet'. The main content area features several promotional banners: 'Now Accepting Credit Card deposits from US clients' with a 'See Here to Deposit' link, '5% BONUS ON ALL EXOTIC WAGERS THIS CHRISTMAS', and 'Cashback 5% Exotics, 2% WPS'. A 'join now' button is visible in the bottom right corner. Below the banners, there is a 'betting options' section with a list of services: 1. Homebet (Simple to use interface for off-track betting), 2. Call Centre (US Toll Free: 1-888-535-6786), 3. Link2bet Direct (Live video streaming), and 4. Build-a-Bet (Drag and drop runners into the wager). The footer contains 'about link2bet' information, 'Amfote' logo, and contact details.

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# *WatchandWager.com LLC*

- Recently purchased *WatchandWager.com LLC* and its assets
- Licensed by the North Dakota Racing Commission
- Incorporated in Nevada
- Will be opening an on the ground sales and marketing presence in the US in 2011
- Exciting plans for the US Subsidiary in 2011!

**EUROPEAN WAGERING SERVICES**



**Now Accepting Credit Card deposits from US clients**

*See Here to Deposit*



**5% BONUS ON ALL EXOTIC WAGERS THIS CHRISTMAS**



Cashback 5% Exotics, 2% WPS.

Click [here](#) for details

**join now**

New US accounts only - special offer - \$250 in free matched bets



### payment methods



### about link2bet

link2bet.com brings you pari-mutuel (tote) wagering on horse and greyhound racing. Bet direct into track pools from your own home.



### betting options

**link2bet**  **homebet**  
betting options

- 1 Homebet** - Simple to use interface for your off-track betting. Get race results, current odds, pool totals and bet history too!
- 2 Call Centre** - US Toll Free: 1-888-535-6786 or Europe: +44 1624 698100. All lines open from 12pm EST until Midnight EST.
- 3 Link2Bet Direct** - Catch all the daily action with our live video streaming along with odds and pools.
- 4 Build-a-Bet** - Build your bet by dragging and dropping runners into the wager. Get race results, current odds, pool totals and bet history too!


[Open Account](#) | [Pools](#) | [Deposit](#) | [Withdraw](#) | [Responsible Gaming](#) | [Gamcare](#) | [Terms](#) | [About](#) | [Help](#)

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Call 1-888-535-6786 (USA) or +44 (0)1624 698 100 (INT). Email [info@link2bet.com](mailto:info@link2bet.com)



# Social media



twitter Have an account? [Sign in](#)

**Get short, timely messages from Link2Bet.com.**

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and follow [@LINK2BETdotcom](#).

[Sign Up](#) Get updates via SMS by texting follow [LINK2BETdotcom](#) to your local code. [Codes for other countries](#)

**link2bet LINK2BETdotcom**

**Zia Park is now available via link2bet as normal.**  
8:51 AM Nov 29th via web

Due to reasons outside of our control, Zia Park will not be available for live betting until further notice.  
8:58 AM Nov 23rd via web

Zenyatta retires after Breeders Cup loss: <http://myti.ms/cT5gXk>  
1:33 PM Nov 18th via CoTweet

So have anyone had any good wins at the Breeders Cup Yet?  
<http://bit.ly/c61g1Q>  
11:01 AM Nov 8th via CoTweet

Harmonious Is Ready for Her Close-Up <http://bit.ly/cEMZ4>  
8:02 AM Nov 5th via CoTweet

The Breeders Cup is here at last & [link2bet.com](#) can take all the bet types including the Pick6, Jockey and the Double.  
<http://bit.ly/c61g1Q>  
8:00 AM Nov 5th via CoTweet

ave you checked the Breeders Cup Schedule yet?  
<http://bit.ly/c61g1Q>  
5:58 AM Nov 4th via CoTweet

**Name** Link2Bet.com  
**Location** Douglas, Isle of Man  
**Web** <http://www.link2b.com>  
**Bio** Pari-mutuel (tote) wagering on horse & greyhound racing. Bet direct into track pools from your own home. US Toll Free: 1-888-535-6786 or Europe: +44 1624 698100

1,155 following 975 followers 14 listed

**Tweets** 795

**Favorites**

**Lists**  
[@LINK2BETdotcom/thoroughbr-racing](#)  
[View all...](#)

**Following**

[View all...](#)

[RSS feed of LINK2BETdotcom's tweets](#)

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# Database marketing

**link2bet** Wager direct into US pari-mutuel pools

**It's an Exotic Christmas with link2bet**

**It's an Exotic Christmas with link2bet**

Dear Subscriber,

**EXOTIC CHRISTMAS 5% BONUS**

It may be cooling down outside but things are hotting up at link2bet with our EXOTIC CHRISTMAS 5% BONUS.

As an early Christmas present, link2bet are offering you the chance to earn a scorching 5% BONUS on all Exotic wagers placed between now and 26th December plus a 2% BONUS on all Win/Place/Show bets.

[Please click here for the full terms and conditions](#)

**FREE DEPOSITS**

What's more unlike some of our competitors link2bet doesn't charge you any fees to deposit so you can use the full value of your deposit to wager with.

This couldn't be simpler with our improved card deposit system. Simply login to your account and follow the links within the deposit section.

Don't forget that we are always here to help at [info@link2bet.com](mailto:info@link2bet.com) if you need any assistance.

So join link2bet over the festive season as we turn up the heat this Christmas.

**Forgotten your Pin/Password?**

It maybe some time since you last used link2bet so email [info@link2bet.com](mailto:info@link2bet.com) if you have forgotten your pin/password. We will ask you a few simple security questions and you will be up and running.

[www.link2bet.com](http://www.link2bet.com) is operated by European Wagering Services, located, licensed and regulated in the Isle of Man, UK. All bets go direct into racetrack pools. We pay host track fees and horsemen contributions.

This offer is restricted to one account per household/ip. Link2bet reserve the right to amend these rules and in the event of any dispute link2bet's decision is final.

toll free 1-888-535-6786 **follow us** [link2bet.com](http://link2bet.com)

try **easy2bet** now!

bet slip  
live pool data  
live probabilities  
race results  
will pay

24hr bet history  
race cards  
play all races  
repeat betting  
plus many more

**Now Accepting Credit Card deposits from the US clients**

**REFER A FRIEND**

**5%**

**CASH MATCH BONUS**

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# Database marketing

**link2bet** Wager direct into US pari-mutuel pools

**Christmas gets even hotter with link2bet**

**5% BONUS on all Exotic wagers**

**Christmas gets even hotter with link2bet**

Dear Subscriber,

**EXOTIC CHRISTMAS 5% BONUS**

There is no reason to get hot under the collar with our EXOTIC CHRISTMAS 5% BONUS. link2bet's steamy new bonus offers you even better value by rewarding you with a chill busting 5% BONUS on all Exotic wagers placed between now and 29th December plus a 2% BONUS on all Win/Place/Show bets.

If you haven't already taken advantage of this offer there is still time so don't get frozen out and visit link2bet NOW!

[Please click here for the full terms and conditions](#)

**FREE DEPOSITS**

What's more unlike some of our competitors link2bet doesn't charge you any fees to deposit so you can use the full value of your deposit to wager with.

This couldn't be simpler with our improved card deposit system. Simply login to your account and follow the links within the deposit section.

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toll free 1-888-535-6786  **follow us**  [link2bet.com](http://link2bet.com)

**try easy bet NOW!**

betting live pools data 24hr bet history  
live pool data race cards  
live probabilities play all races  
race results repeat betting  
will pay plus many more

**Now Accepting Credit Card deposits from the US clients**

**REFER A FRIEND**

**5%** 

**CASH MATCH BONUS**



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# Payment Methods


payment methods

<p>PREFERRED</p> 	
 <p><b>BANK TRANSFER</b></p>	 <p><b>UseMyWallet</b></p>
 <p><b>NETELLER</b></p>	 <p><b>CHECK DEPOSIT</b></p>





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# White label - TOTE BET

**1-877-TOTE BET**  
support@totebet.com

[OPEN ACCOUNT](#) | [FUNDING](#) | [SCHEDULES](#) | [WAGER POOLS](#) | [REWARDS](#) | [HELP](#)



### TROTTING

We've got [trotting](#) betting action from more than 25 tracks across America. [Check out](#) today's action.

ACCOUNT NO.

PIN NO.

[Lost Details?](#) [JOIN](#) [LOG IN NOW](#)


Get a **free sign up bonus** [when you join](#) - We'll give you 50% extra on your first deposit, up to \$50.

### TODAY'S WAGERING

#### LIVE BETTING

Live betting on all of the top horse and greyhound racing.

Today's action comes from [Beulah Park](#), [Hawthorne Racecourse](#), [Louisiana Downs](#), [Mountaineer Park](#), [Philadelphia Park](#), [Turf Paradise](#), [Will Rogers Downs](#), [Naples Fort Myers Greyhound Track](#), [Daytona Beach Derby Lane](#), [Hollywood Greyhound Track](#), [Jacksonville Kennel Club](#)... [more races](#).



**BET INTO TRACK POOLS**

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# Batch interface - *instabet*

Batch Wagering

**Account Details**

Master Account: ██████████  
Current Balance: ██████████ [refresh](#)  
Sub-Accounts: [Total: 0]

```
{
  "Wagers": [
    {
      "Program": "CHD",
      "Race": 7,
      "BetType": "WN",
      "Runners": "1",
      "Amount": 2
    },
    {
      "Program": "CHD",
      "Race": 7,
      "BetType": "WN",
      "Runners": "1",
      "Amount": 2
    },
    {
      "Program": "CHD",
      "Race": 7,
      "BetType": "WN",
      "Runners": "1",
      "Amount": 2
    },
    {
      "Program": "CHD",
      "Race": 7,
      "BetType": "WN",
      "Runners": "1",
      "Amount": 2
    },
    {
      "Program": "CHD",
      "Race": 7,
      "BetType": "WN",
      "Runners": "1",
      "Amount": 2
    },
    {
      "Program": "CHD",
      "Race": 7,
      "BetType": "P3",
      "Runners": "4,5,6",
      "Amount": 2
    },
    {
      "Program": "CHD",
      "Race": 7,
      "BetType": "P3",
      "Runners": "4,5,6",
      "Amount": 2
    },
    {
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      "Race": 7,
      "BetType": "P3",
      "Runners": "4,5,6",
      "Amount": 2
    },
    {
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      "BetType": "P3",
      "Runners": "4,5,6",
      "Amount": 2
    },
    {
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      "Race": 7,
      "BetType": "P3",
      "Runners": "4,5,6",
      "Amount": 2
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    {
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      "Race": 7,
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      "Runners": "4,5,6",
      "Amount": 2
    },
    {
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      "Runners": "4,5,6",
      "Amount": 2
    },
    {
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      "BetType": "P3",
      "Runners": "4,5,6",
      "Amount": 2
    },
    {
      "Program": "CHD",
      "Race": 7,
      "BetType": "P3",
      "Runners": "4,5,6",
      "Amount": 2
    },
    {
      "Program": "CHD",
      "Race": 7,
      "BetType": "P3",
      "Runners": "4,5,6",
      "Amount": 2
    }
  ]
}
```

The page at <https://instabet.link2bet.com> says:

Total Bets: 20

OK

[Clear](#) [Validate](#) [Submit Batch](#)

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# The must haves

- Customer service is vital
- No difference in price, so...
- Meaningful promotions
- Cash is king
- Free bets, matched bets, cashback
- 24/7 CS is required, live chat
- Ease of usage and overall functionality
- Tailored wagering applications to suit players
- Effective payments in and out
- Added content and streaming
- Community/social networking

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# US Opportunities

- Young market (immature)
- Web development – Euro style
- Hands on customer service
- Efficient payments
- Streaming
- Mobile
- Good margins
- US presence - the longer play

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# US Threats

- The product
- Pricing
- Effective payments
- Resistance to change
- Freedom to promote
- Protectionism

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# How EWS can help?

- Committed to US presence and strategy
- Unique co-mingling capability
- US and non US capabilities
- Proven track record of handle/profits
- We are here to Stay...
- Let us distribute the product:
- On a level playing field please!

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# Ed Comins

Chief Operating Officer

European Wagering Services

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