



Social Betting: Get Involved

December 2012



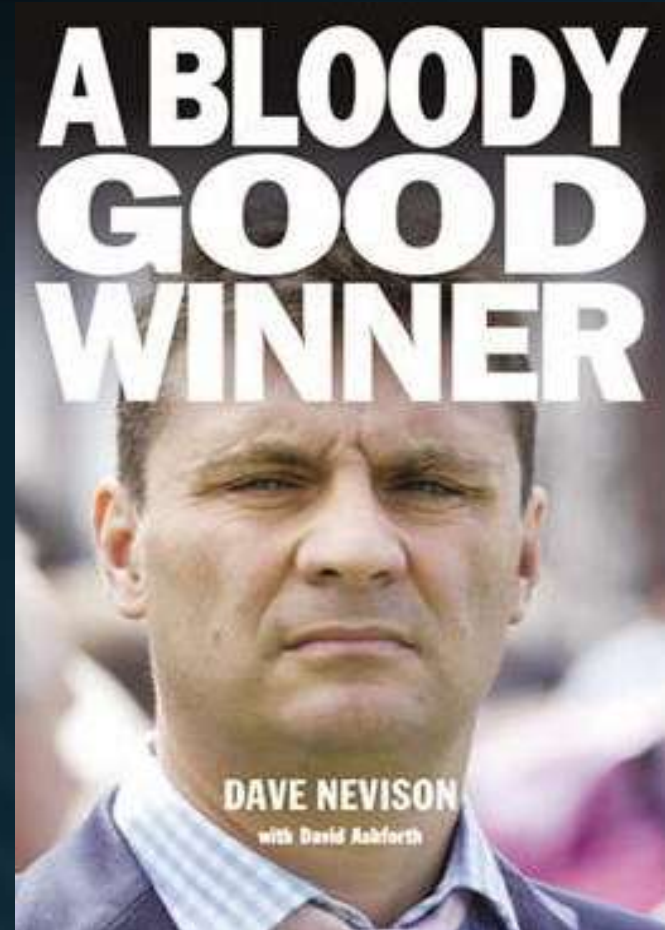


<http://www.youtube.com/watch?v=4cIIqaiyLgM&feature=plcp>



About Dave Nevison

- Former foreign exchange trader with Crédit Lyonnais
- 17 years as a professional gambler
- Best-selling author, racing journalist (The Sun) and television presenter (Racing UK)



From on-course to online



betfair

Search sports here

Sports In-Play Football **Horse Racing** Casino Live Dealer Poker Exchange Games Arcade Community

Offers Multiples Next Race Tote Form / Results Radio Live Video Community News & Tips Paul Nicholls Donald McCain

Popular Sports: All Sports Horse Racing

Sand 5th Nov

12:45 2mHf Hcap Hrd
12:45 To Be Placed
13:20 2m Beg Chs
13:55 2m Juv Hrd
13:55 To Be Placed
14:25 2mHf Hcap Chs
14:25 To Be Placed
15:00 2m Hcap Hrd
15:00 To Be Placed
16:00 3m Hcap Chs
16:00 To Be Placed
16:05 2m MHP
16:05 To Be Placed

Sand 5th Nov - 13:55 To Be Placed Matched: GBP 427 Refresh

Going in-play Live Video Radio Tote Race Card

Back & Lay Market Depth Betfair Starting Price (SP) More options

Selections: (9)	25.1%	Back	Lay	174.9%		
10 Volcan Surprise Robert Thornton	1.19 £7	1.23 £7	1.3 £121	1.32 £100	27 £3	980 £3
5 Mentalist Sam Thomas	1.41 £7	1.45 £7	1.73 £9	24 £2	25 £6	980 £3
1 Captain Sharpe Mr R. J. Williams	1.66 £7	1.74 £58	1.75 £28	1.9 £2	2.04 £36	2.06 £27
2 Dark And Dangerous A. P. McCoy	2.14 £7	2.16 £15	2.34 £6	9.8 £8	10 £13	200 £3
4 Kambis Jamie Moore	2.42 £7	2.58 £3	3.35 £7	5.3 £11	5.4 £26	150 £3
6 Nothing To Hide Mark Grant	3.6 £26	3.7 £21	3.8 £7	11 £12	15 £2	980 £3
8 Target Score Colin Bolger	4.4 £12	4.8 £7	5.6 £3	25 £9	980 £7	
7 Rasam Aldaar Alex Merriss	6.4 £3	7.6 £3	8 £7	980 £7		
3 Dauids Dilemma Mark Bradburne	18.5 £2	23 £2	25 £7	980 £3		

Bodugi
...be a winner .com



Winner Betview
Newcomer of the Year Awards 2012

About Bodugi.com

Bodugi is a new **social betting** concept which uses the online poker model, where you can choose to **play against your friends** or other Bodugi players, rather than the bookmaker.

With Bodugi, you don't have to be completely right - you just have to be **more right than your friends**.



Bodugi – how it's different

- Site-wide chat
- Leaderboards
- Profiles
- Friends list
- Activity stream
- Notifications
- Social link sharing
- Player selections are visible once an event commences
- Every player is an affiliate

The screenshot displays the Bodugi website interface. At the top, the logo reads "Bodugi ...be a winner .com" with navigation links for Home, My Account, How to Play, Blog, Affiliates, and a prominent "New Game" button. Below the navigation, there are sections for "Live Games" and "Filling now...". The "Filling now..." section includes instructions on how to join a game and a "Want 5% Cash Back" offer. A "Banter Board" on the left allows users to chat in-game, with messages from users like "Macca118" and "England64". The main content area shows "All Games" with filters for "12 Player", "25 Player", "No Limit!", and "Play for fun". It lists several games, including "The Open" (£129 prize) and two "Single" games for "4:45pm Wolverhampton" (£18 prize).

Social is part of the product, not just our marketing



Engagement

- Peer to peer betting at Bodugi.com = greater engagement
- Check the scores and selections of other players
- Chat and exchange views on the Banter Board
- Add contacts and see updates in the activity stream
- Post the bets on FB and Twitter

The screenshot displays the Bodugi.com website interface. At the top, there is a navigation bar with the Bodugi logo and links for Home, My Account, How to Play, Blog, and Affiliates. A 'New Game' button is also visible. The main content area is divided into several sections:

- My User Name:** Shows a user profile with a photo of a smiling man, the name 'My User Name', a balance of '£12.36 first prize', and a 'Bankroll' of '888'. There are buttons for 'Accept' and 'Cancel'.
- Notifications:** A section for user notifications with 'Accept' and 'Cancel' buttons.
- My Current Games:** A table listing current games with columns for game name, odds, and a 'Bet' button. Games include 'Man Utd v Liverpool', 'Blackpool v Wolves', 'Cardiff', 'Chelsea', and 'Chelsea v Arsenal'.
- Activity Stream:** A feed of user activities, including 'Man Utd v Liverpool' and 'Chelsea v Arsenal'.
- My Friends:** A list of friends with their names and profile pictures.

At the bottom, there is a footer with social media links for Facebook, Twitter, and YouTube, and a 'RACING UP' logo.



Bodugi – a social betting experience

Top 6 players £40.00 first prize [Refresh](#)
[+ Share this game and invite your friends!](#) [view all prizes](#)

 Online	1st Tractorboy_Zip 552.25 points	
 Online	2nd Dean9184 526.38 points	
 Online	3rd onlinetrader 512.25 points	
 Online	4th Michael 116.25 points	
 Online	5th gecko6 88.50 points	
 Online	6th jaydubs 83.50 points	










You are 8th!

Page: << previous 1 next >> of 1 Find Player: [Go!](#)

 Online	7th leslawriek 39.00 points	 Online	9th Janicervilson 21.00 points
 Online	8th MarcOwenBanks 35.00 points	 Online	10th roseo92 17.63 points

My Friends... Skip to: [Find](#)

< previous 1 2 3 4 5 6 next >

 Online	superting Games live: 0	>
 Online	gamblingsal Games live: 0	>
 Online	Roryheff Games live: 1	>
 Online	Jon Games live: 1	>
 Online	Valeriy Games live: 0	>
 Online	Macca118 Games live: 4	>
 Online	wmklege Games live: 0	>
 Online	DOP Games live: 0	>
 Online	Dave Games live: 1	>

The Open! £2 Golf, 220 entries	£343 Prize	Join
The £2 Worcester Game! £2 Racing, 83 entries	£126 Min.Prize	Join
The £2 Sandown Game! £2 Racing, 243 entries	£500 Min.Prize	Join
Sandown £5 Racing, 8/12 players	£46 Min.Prize	Join

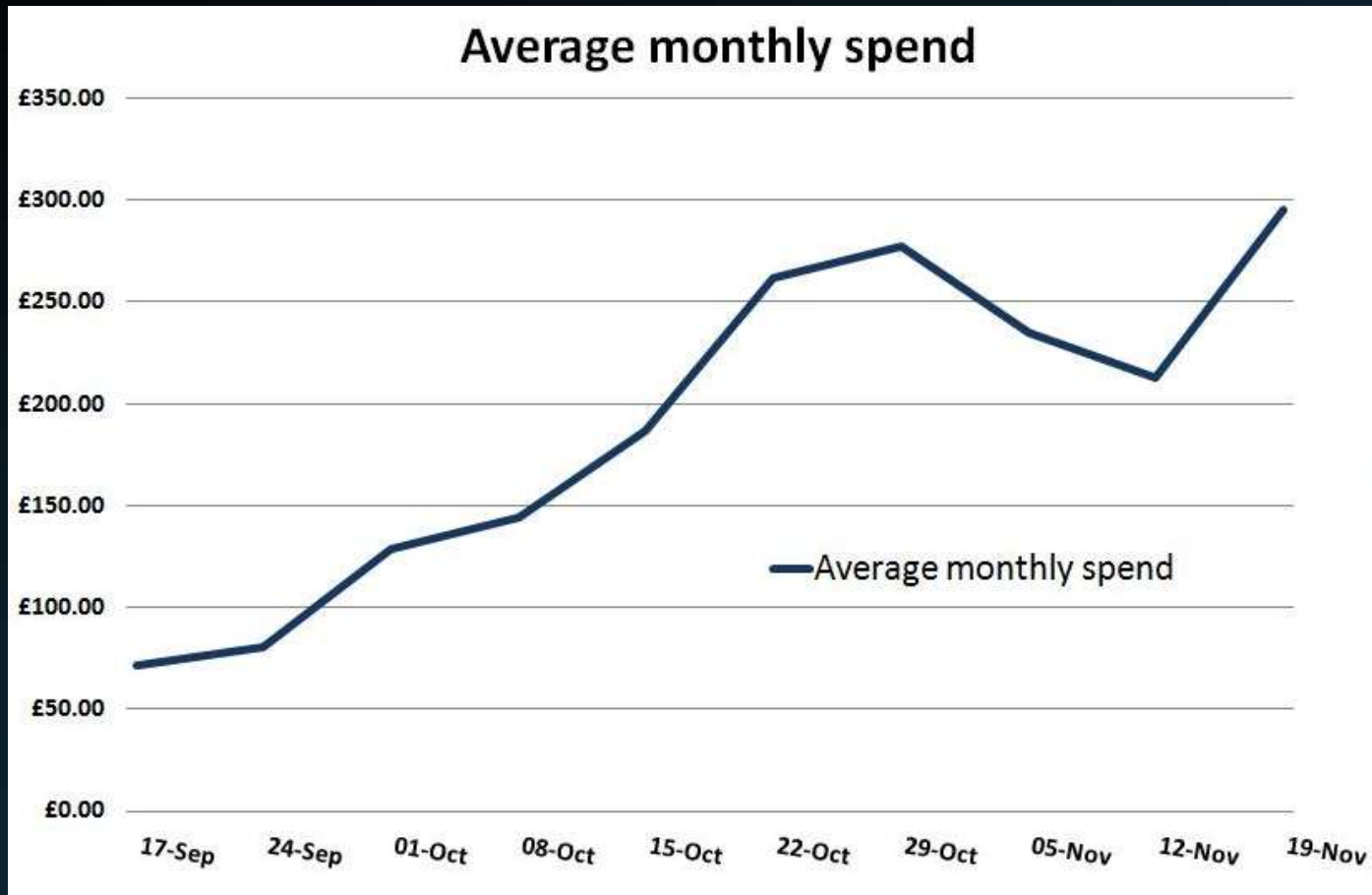
[View Profile](#)

Bodugi – vital statistics

- Average player engagement time = over **13 minutes**
- Over **80%** of users play for cash
- **53%** of Bodugi players also place traditional wagers with Bodugi
- **34%** of weekly active users are active on the site **EVERY SINGLE DAY**
- **29%** conversion rate to FTDs



Bodugi – from strength to strength



Customers want variety

- Our customers bet for enjoyment, **not just profit**. Social rewards are essential.
- Players embrace variety – new **bet types**, new **sports**, new **ways to engage** socially
- Totes and bookmakers fear cannibalisation – but customers **will** find a way to bet!



Where is online betting going?



Bodugi manifesto: real cash, live sports

- We believe novelty products and virtual race games will never replace the thrill of live sports betting.
- Championing live sports is core to all that we do



Collaboration and innovation

- Selling raffle tickets at football matches is an anachronism
- Bodugi is essentially an innovation around a pools product
- The more you understand your customers, the better you can serve them
- Racing can (and must!) collaborate to innovate and find ways to increase pool liquidity



Bodugi integrated White Label

Bodugi.com has launched its first white label website and mobile site in the UK

Contracted to deliver Bodugi onto William Hill's site in 2013

Additional partnerships in Holland and America with Sportech Inc

Operators select from a stand alone website, mobile site, integrated iFrame and social apps.



Winner Betview Awards 2012
Newcomer of the Year

Questions?

Get in touch:

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Email: dave.nevison@bodugi.com



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