

Symposium on Racing 2012

The ADW business

Ed Comins, Chief Operating Officer



watch  wager

Corporate Background

- ▶ WatchandWager - fully owned by European Wagering Services
- ▶ Parent company, Webis Holdings PLC – UK AIM listed
- ▶ ADW and Racetrack operations through Cal Expo
- ▶ Contracts with over 150 tracks worldwide
 - Commingle directly into track pools
 - Significant track contributions over the years
- ▶ Long and trusted record of online gaming throughout the world
- ▶ Turnover in excess of \$350m annually across all operations

watchandwager.com

- ▶ Acquired and operational early 2011
- ▶ Now based out of San Francisco, CA
- ▶ Licensed by the North Dakota Racing Commission (NDRC)
 - Track settlements by US Agent CHRIMS.
 - Amtote Hub in Hunt Valley Maryland.
 - Using I-Neda for support and front end development
- ▶ New wagering platform and experience
 - Interactive
 - Data enriched
 - Video streaming
 - New products
- ▶ Now Live!

Compliance

- ▶ Licensed in 3 jurisdictions:
NDRC|
IOM GSC
CHRB
- ▶ Thoroughbred Racing Protective Bureau (TRPB) published updated report on all operations – now available!
- ▶ Operate within the Wire Act & Interstate Horse Racing Act
- ▶ State legal opinion commissioned by top gaming law firm Lewis & Roca
- ▶ IRS registered and compliant for US play
- ▶ Already registered for Visa/MC coded 7995 and 7954 transactions
- ▶ Approved for E2 Treaty Trader Visa Status for migrating employees from UK/US,

US IS OUR BIG FOCUS

- ▶ US LICENSED
- ▶ US TOTE
- ▶ US SETTLEMENTS
- ▶ US DATA/STREAMING
- ▶ US SUPPLIERS
- ▶ US COMPLIANCE
- ▶ US BANKING
- ▶ US LEGAL
- ▶ US AUDITED
- ▶ WE ARE HELPING THE US RACING INDUSTRY & ECONOMY!

Racing Content

▶ US – Domestic

- Greyhound – 25 US tracks
- Thoroughbred – 65 North American tracks
- Harness – 41 North American tracks

▶ International

- Diverse and growing worldwide partners



Wagering Applications

- ▶ Easy2bet (link2bet)
 - Integrated program information
- ▶ WatchandWager
 - Expanded information and wagering capabilities
- ▶ Instabet
 - Batch wagering interface
- ▶ GWS Direct
 - Wager direct
- ▶ Call Centre
 - Open Noon to Midnight EST Daily

WatchandWager

watch and wager

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Today's Schedule (EST) [Today's Carryovers](#)

WatchandWager – Cal Expo

- ▶ Proud Licensed Operators of Cal Expo
- ▶ Commenced Racing 2nd Nov
- ▶ Saved Racing in Northern California
- ▶ Major investment protecting jobs and a whole way of live in Sacramento
- ▶ Managed by Golden Bear Racing (Chris and Ben)
- ▶ Early results very encouraging, handle up 16% and horse population good.
- ▶ Supportive of exchange wagering as a new innovation needed in the market

Operating Costs of Running an ADW

- ▶ Corporate/Licensing
- ▶ Compliance
- ▶ Staff
- ▶ Accomodation/administration
- ▶ Technical
 - Backend
 - Middleware
 - Front end development
- ▶ Content
- ▶ Data
- ▶ Streaming
- ▶ Other products
- ▶ Sales & Marketing

The ADW Pick4

- ▶ Technology
- ▶ Payments
- ▶ Content
- ▶ Marketing

We must work closer as an Industry on all 4 legs – we might all Win in the end!