



THE EVOLUTION OF WAGERING AT TABCORP

Tabcorp

TAB IDENTIFIED THREE (3) AREAS OF FOCUS FOR RETAIL

1

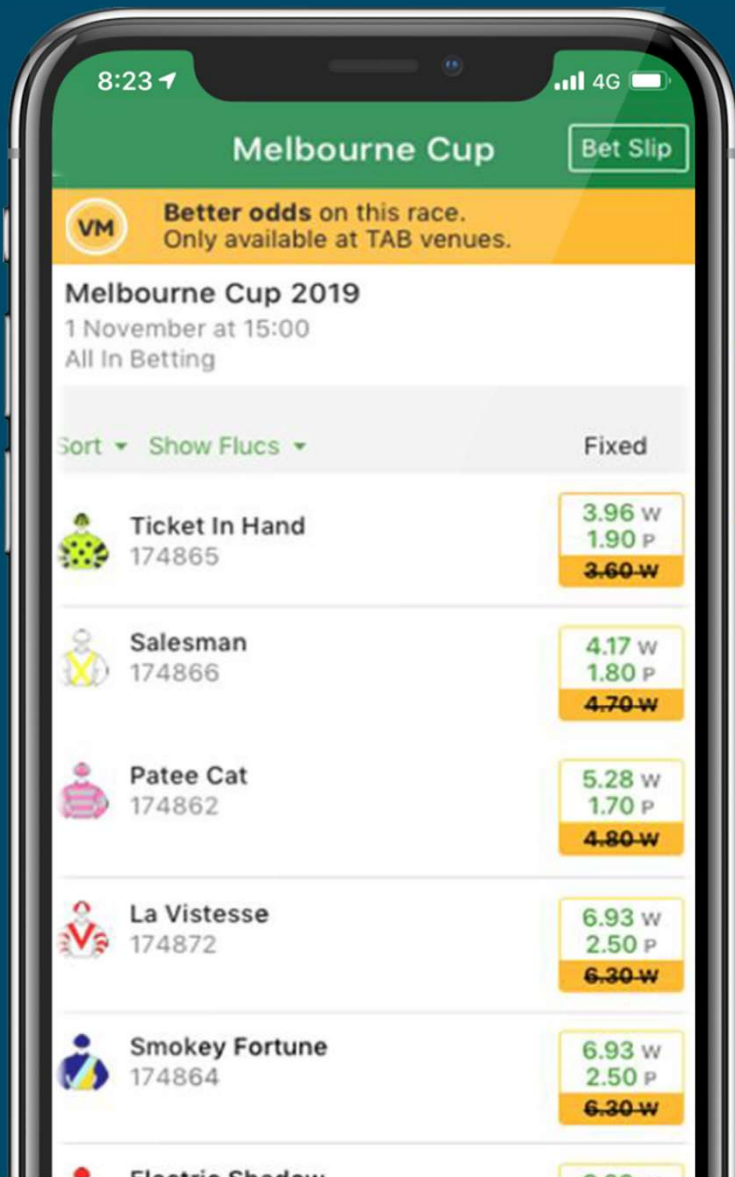
Drive advocacy for digital conversion

2

Solve channel conflict

3

Get ahead of 'Know Your Customer'



Tabcorp

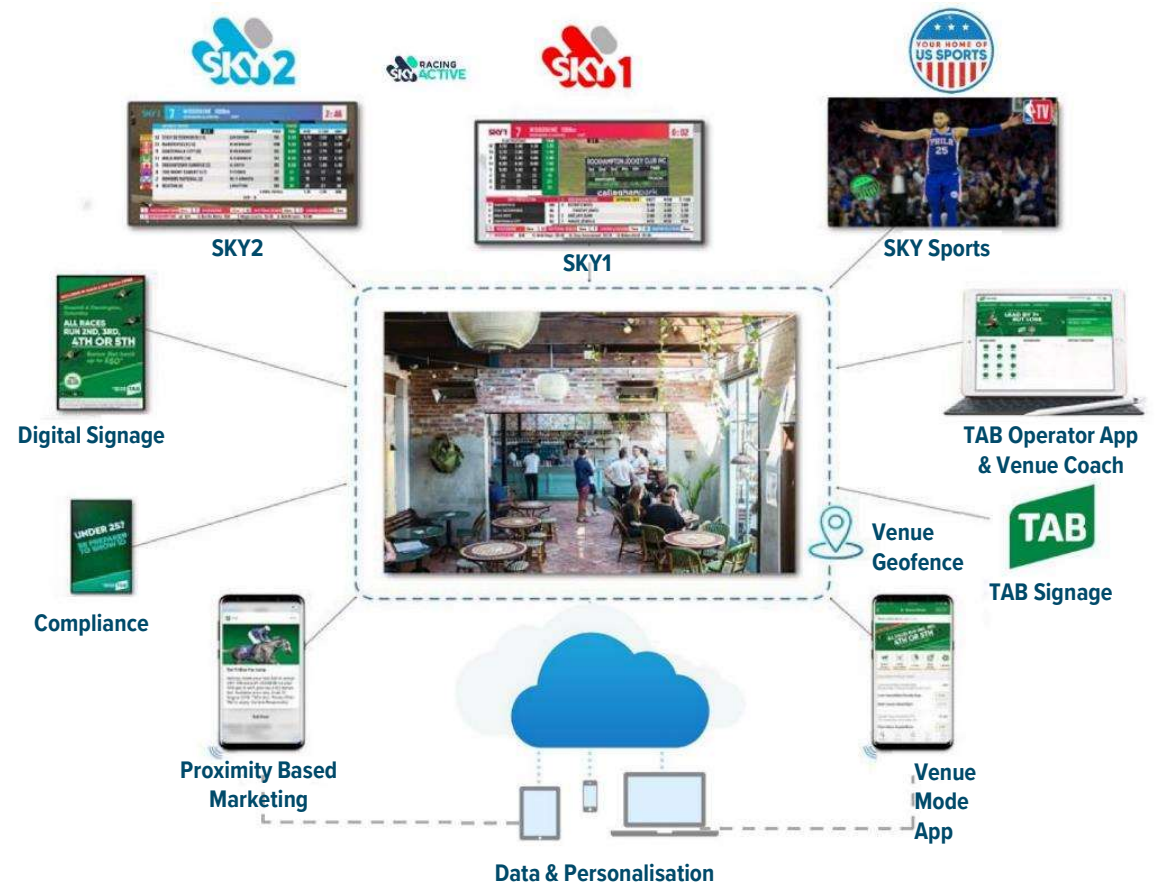
THE TRADITIONAL VIEW OF TAB'S WAGERING OFFERING WAS THE STATUS QUO

The wagering experience in TABs in Pubs, Clubs & Agencies was underpinned by three main elements:

- TAB equipment (Operator & Self Service)
- Vision delivered by SKY Racing
- Transactions via cash



IN CONSOLIDATION WITH INDUSTRY STAKEHOLDERS, TAB INVESTED HEAVILY IN REDEFINING THE RETAIL/ONCOURSE CX

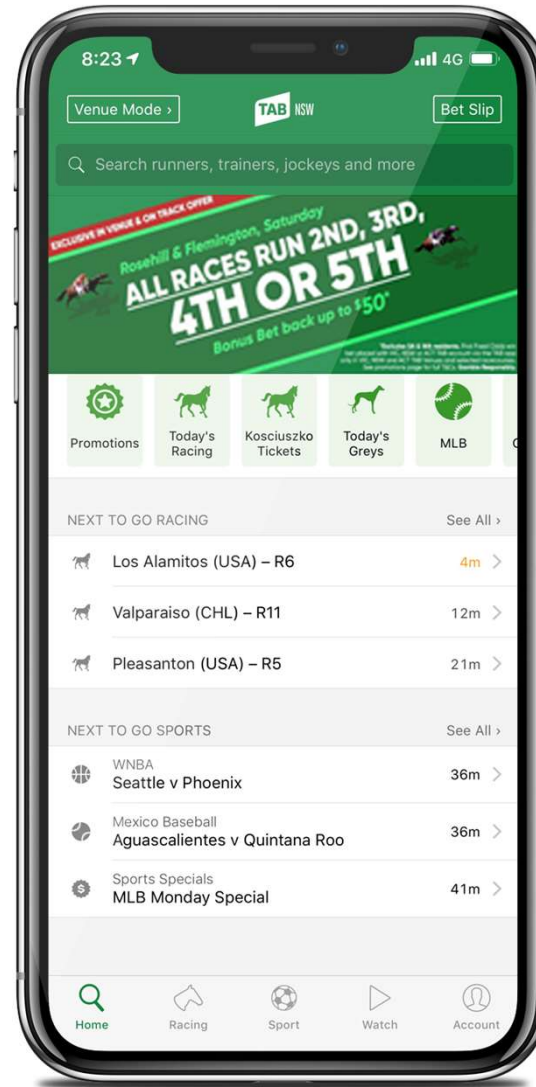


ARTIFICIAL INTELLIGENCE & MACHINE LEARNING ARE KEY DRIVERS OF TAB'S DIGITAL IN RETAIL PROGRAM DELIVERED TO CUSTOMERS VIA:

1. VENUE MODE

2. PERSONALISED CRM

Industry partners drive advocacy for the tab app to customers as tab is driving repeat visitation and increased dwell time.



VENUE MODE

- Venue Mode is the platform that allows TAB to communicate offers & promotions that are exclusive to Retail.

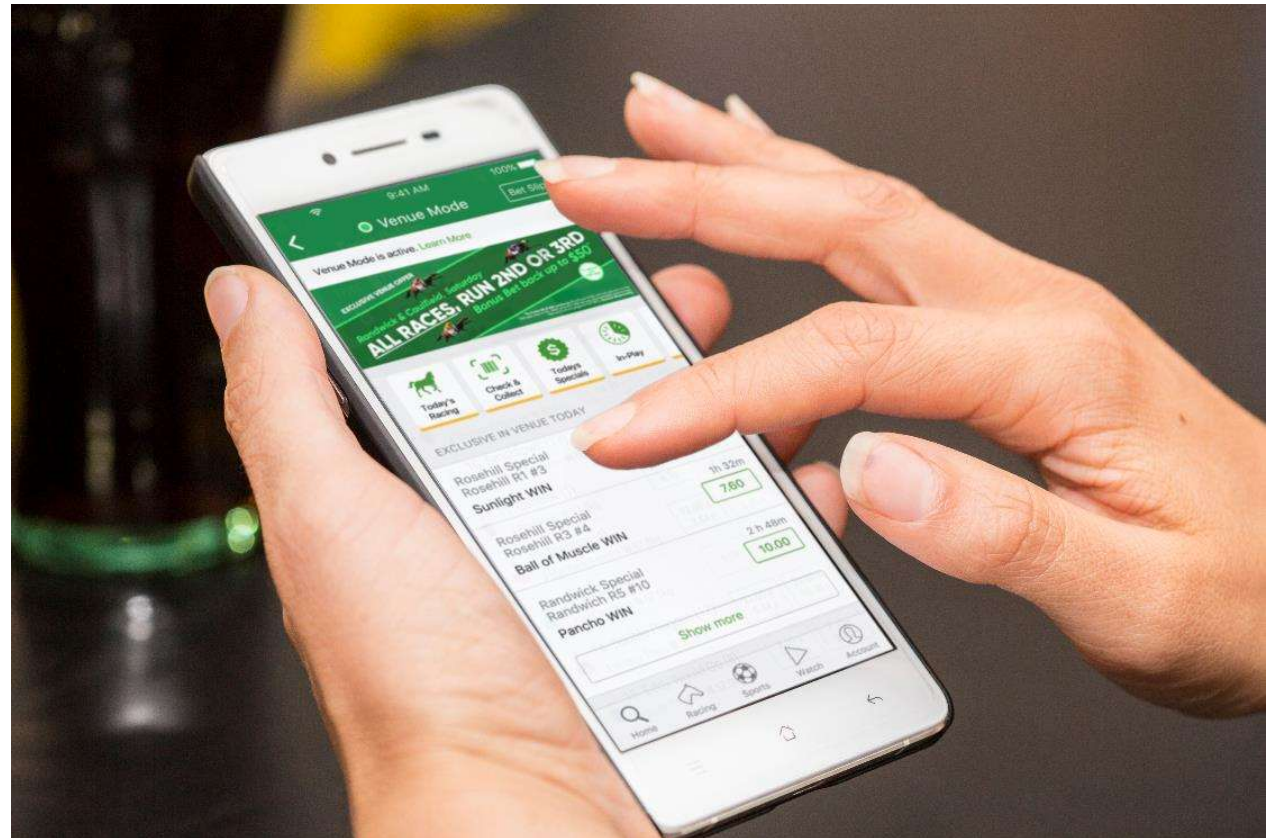
PERSONALISED CRM

- Using analytics & machine learning we are now able to send out personalised campaigns directly to account holders based on their wagering preferences & history allowing for tailored and more successful campaigns.

Tabcorp

**TAB IDENTIFIED CHANNEL
CONFLICT (DIGITAL V CASH)
AS A BURNING PLATFORM
FOR BOTH RETAIL &
INDUSTRY PARTNERS.**

**TO ADDRESS THIS
CONCERN, IN 2016, TAB
INTRODUCED TWO (2) NEW
REVENUE STREAMS FOR
RETAIL & ONCOURSE:
DIGITAL IN VENUE AND
DIGITAL OUT OF VENUE**



- Digital In Venue rewards Pubs, Clubs & Agencies for “putting on the show”. Bets placed via the TAB App whilst in venue are paid as commission to venues at the same rate as cash transactions.
- Digital Out of Venue rewards venue partners to encourage their customers to sign up with TAB. All transactions placed via the TAB App outside of the retail network are attributed to the venue.

Tabcorp

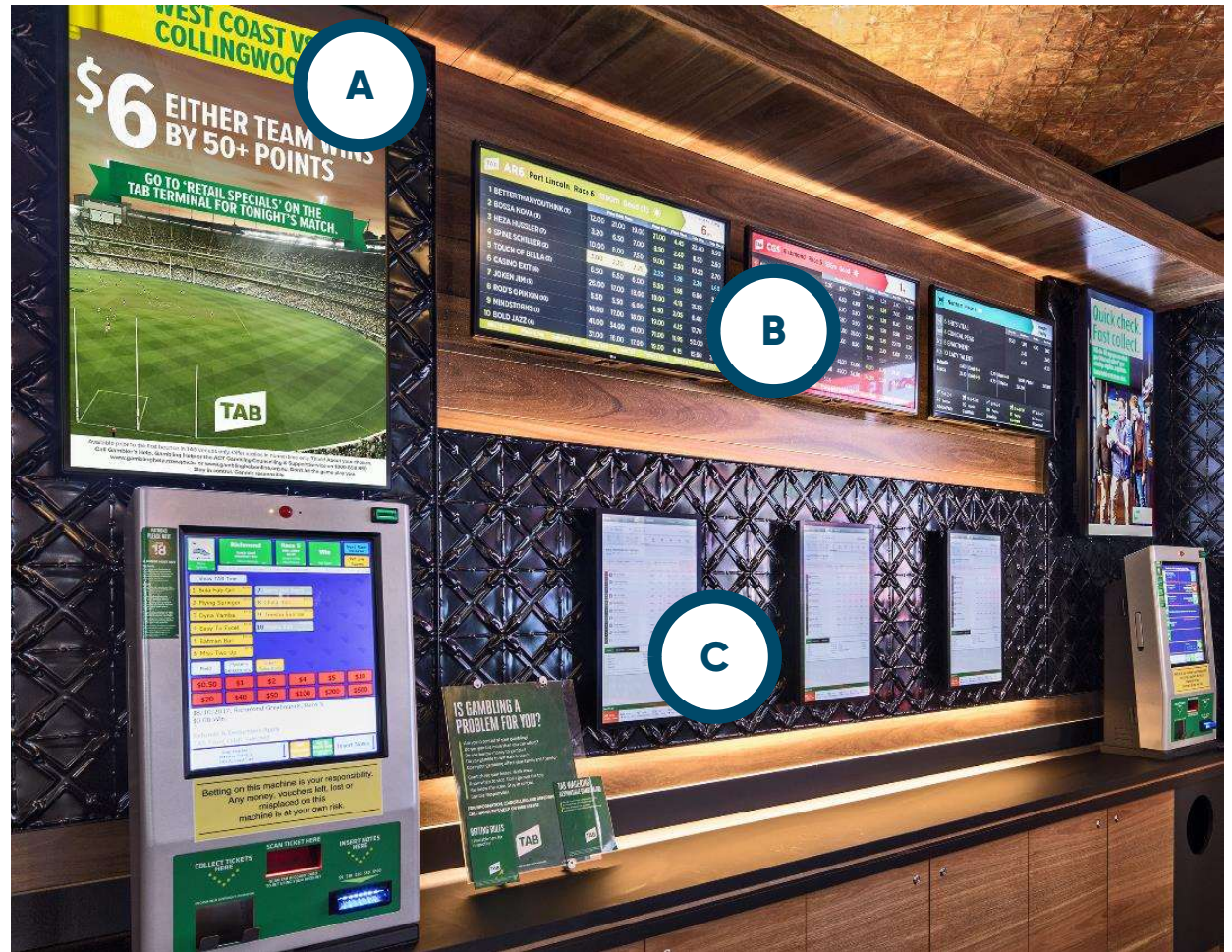
TAB



Tabcorp

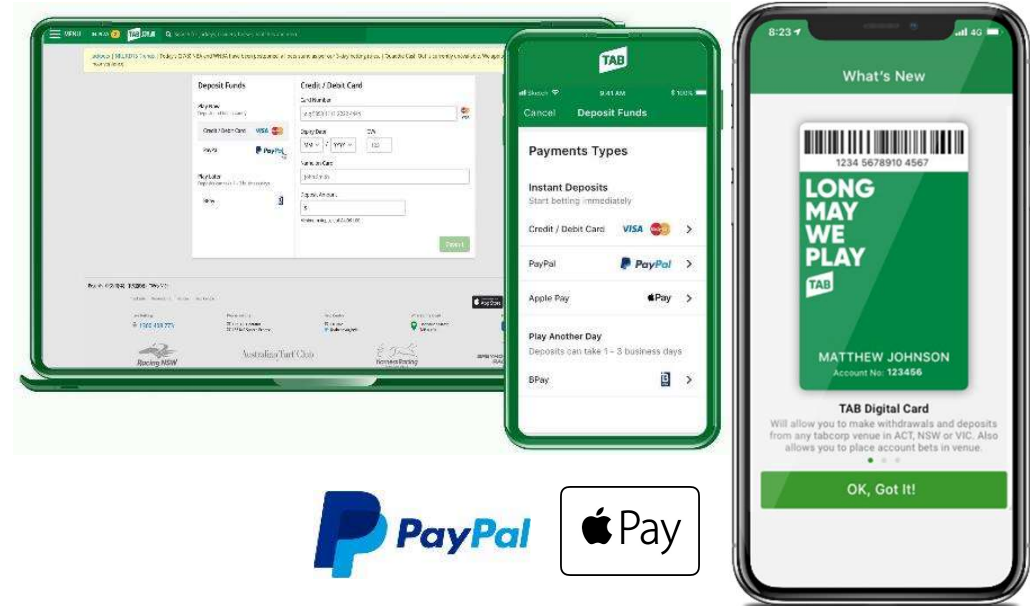
TAB DEVELOPED PROPRIETY TECHNOLOGY TO PROVIDE VENUE & RACING INDUSTRY PARTNERS WITH A FREE ON-GOING SUITE OF PRODUCTS THAT ENHANCE THE CUSTOMER EXPERIENCE MORE THAN ANY OTHER WAGERING PROVIDER

- Digital Signage
- Digital Odds
- Digital Form

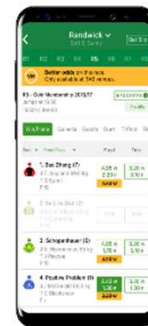


- A. Digital Signage that can be customized to a venue/racecourse level.
- B. Digital odds to provide customers the information they want in real time
- C. Digital Form to alleviate the reliance on wall sheets.

TAB'S STRATEGIC APPROACH TO MERGE RETAIL & DIGITAL HAS ALLOWED OUR TEAM OF DEVELOPERS (THE LARGEST IN OUR CATEGORY) TO CONCEIVE AND ROLLOUT SOME AMAZING PRODUCTS FOR OUR CUSTOMERS AND VENUE PARTNERS INCLUDING CASHLESS PAYMENTS AND INCENTIVES FOR CUSTOMERS TO REVISIT RETAIL.



DIFFERENTIAL PRICING



VENUE INTEGRATED MEAL OFFERS



IN PLAY BETTING ON MOBILE



Tabcorp