



E-COMMERCE & CRM STRATEGY 2020

PMU IN A FEW NUMBERS

- First betting operator in Europe and the third Pari-Mutuel company in the world with **9.5 billion** stakes in 2019
- **90%** of sales are made by horse racing betting
- **100** partners in **60** countries with **1.1 billion stakes** abroad (in common pool)

OFFLINE



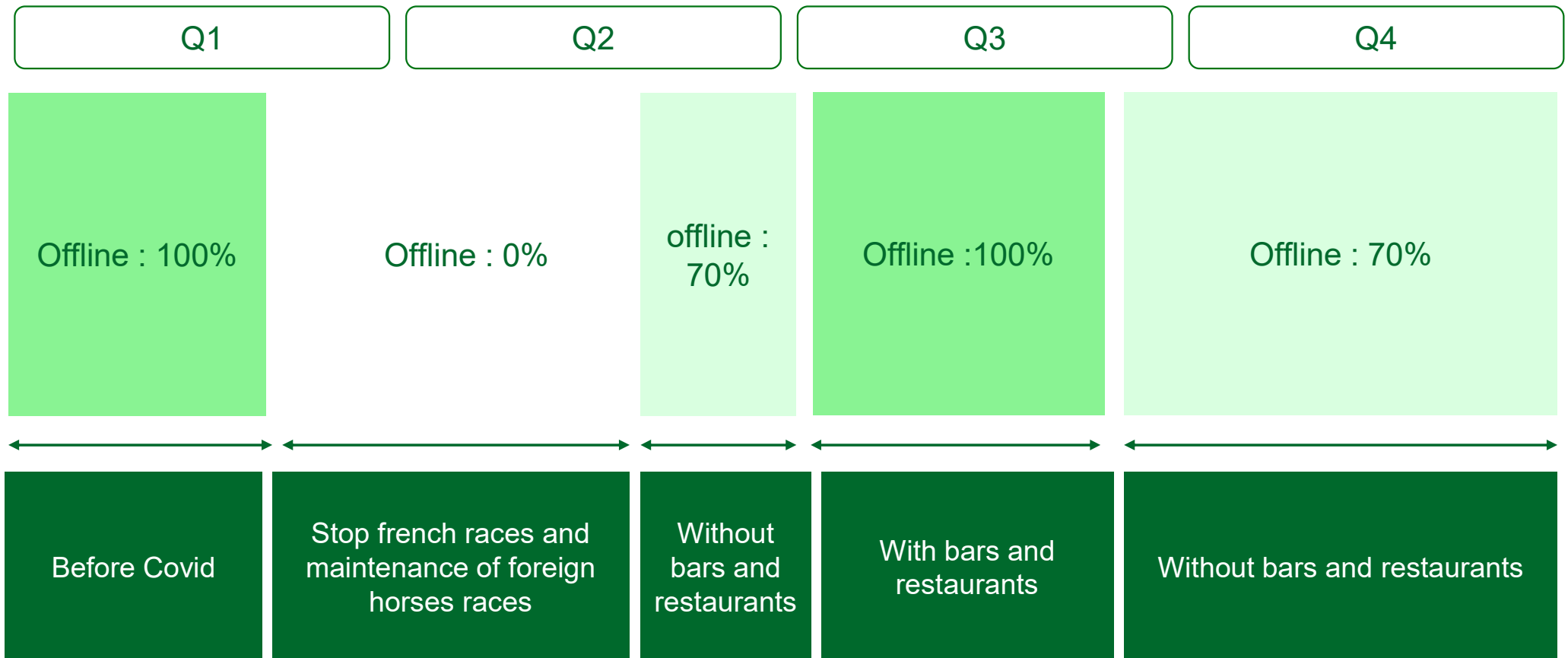
13 200 points of sale
80% of the stakes

ONLINE



1st betting website in France

COVID-19 AND HORSE RACING IN FRANCE IN 2020



OBSERVATION

- 2 lockdown last year
- The points of sale are considerably penalized
- French races completely stopped during 2 months
- Maintenance of foreign horses races

Implementation of an online action plan to make this context a growth opportunity

E-COMMERCE AND CRM STRATEGY

1

Increase the number of active online customers and reactivation of abandoned customer

2

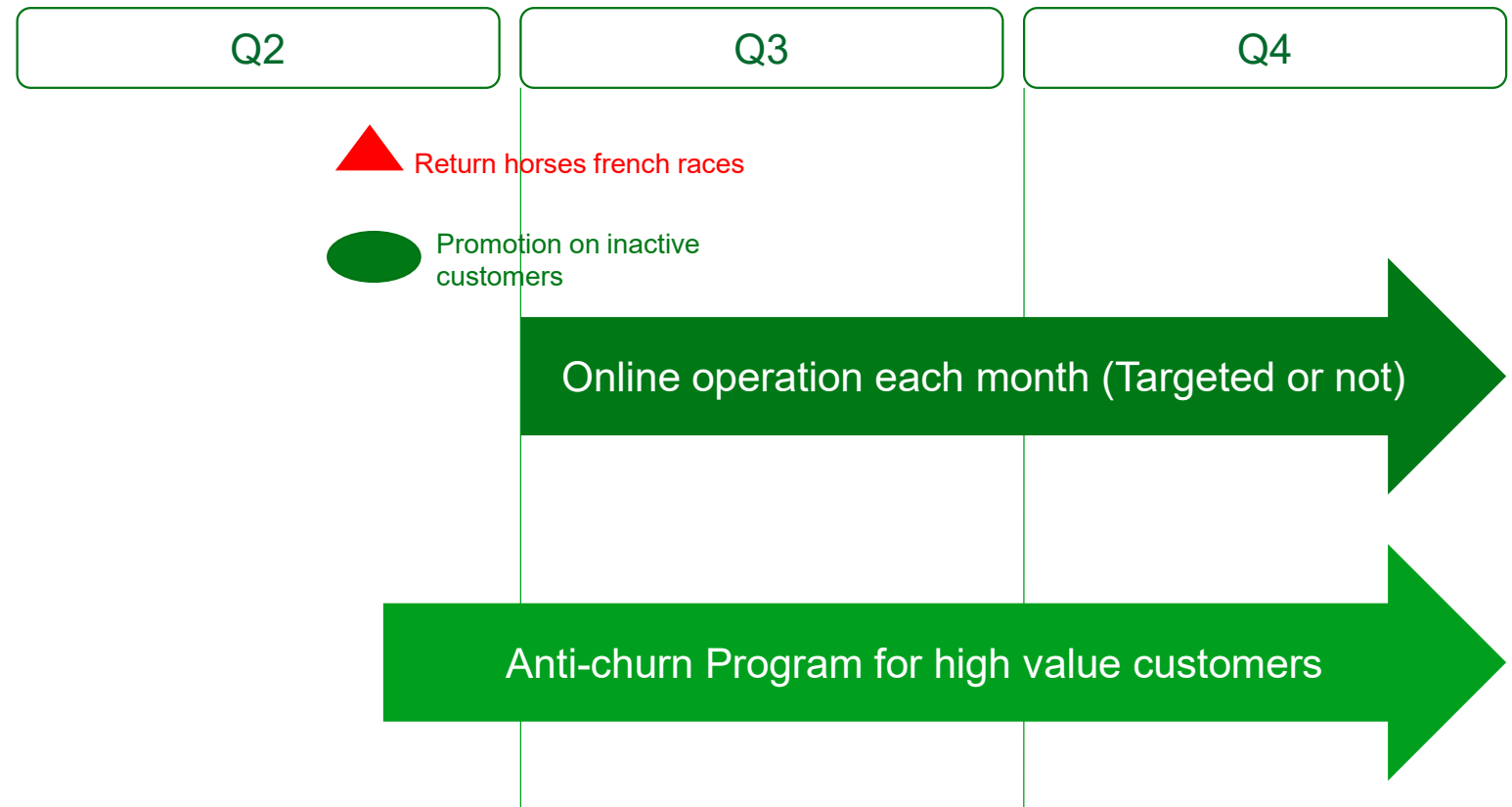
Optimize the recruitment of our offline customer

3

Offer an exclusive online animation

1

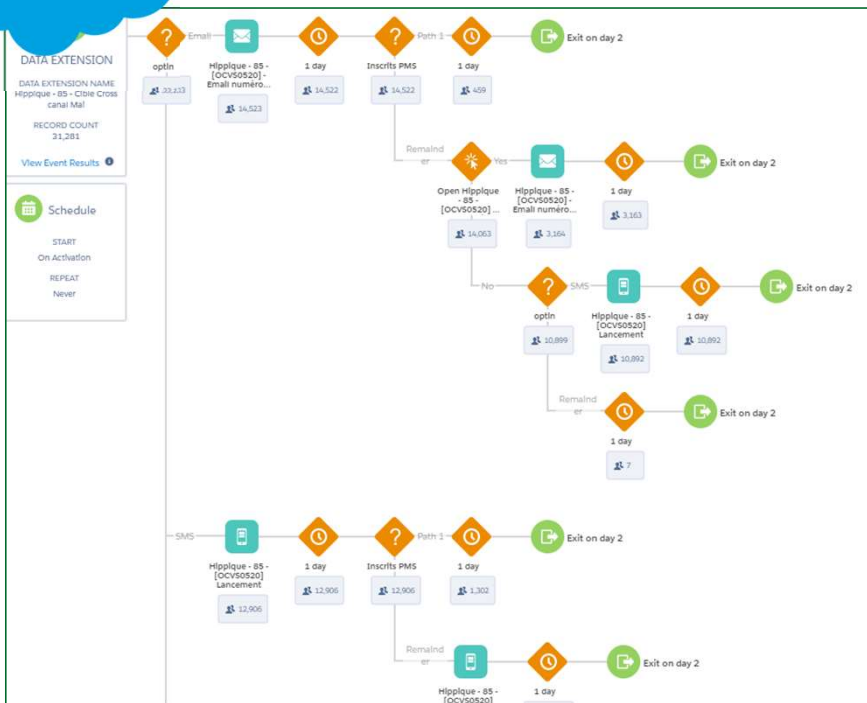
INCREASE THE NUMBER OF ACTIVE ONLINE CUSTOMERS AND REACTIVATION OF ABANDONED CUSTOMER



1

EXAMPLE OF AN OMNICHANNEL OPERATION

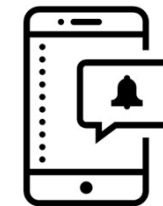
salesforce



Activation of
different channels
with marketing
automation tools



Email



Push notification



SMS

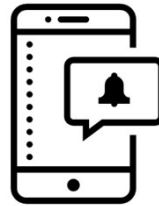
Build of customer journey in Salesforce connected
with our Big data



Webinar Framework World Tote Association

1

EXAMPLE OF AN OMNICHANNEL OPERATION



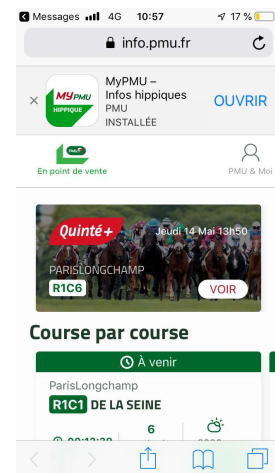
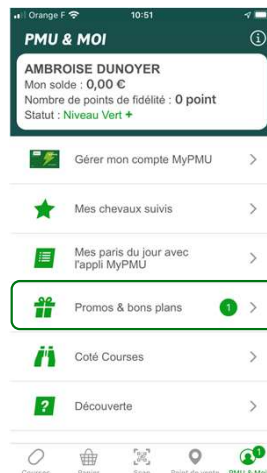
Jusqu'à ce dimanche 24 mai, recevez jusqu'à 35€ de bonus sur votre prochain approvisionnement !⁽¹⁾

5€ DE BONUS EN CASH
si vous approvisionnez votre compte entre 25€ et 74,99€

15€ DE BONUS EN CASH
si vous approvisionnez votre compte entre 75€ et 119,99€

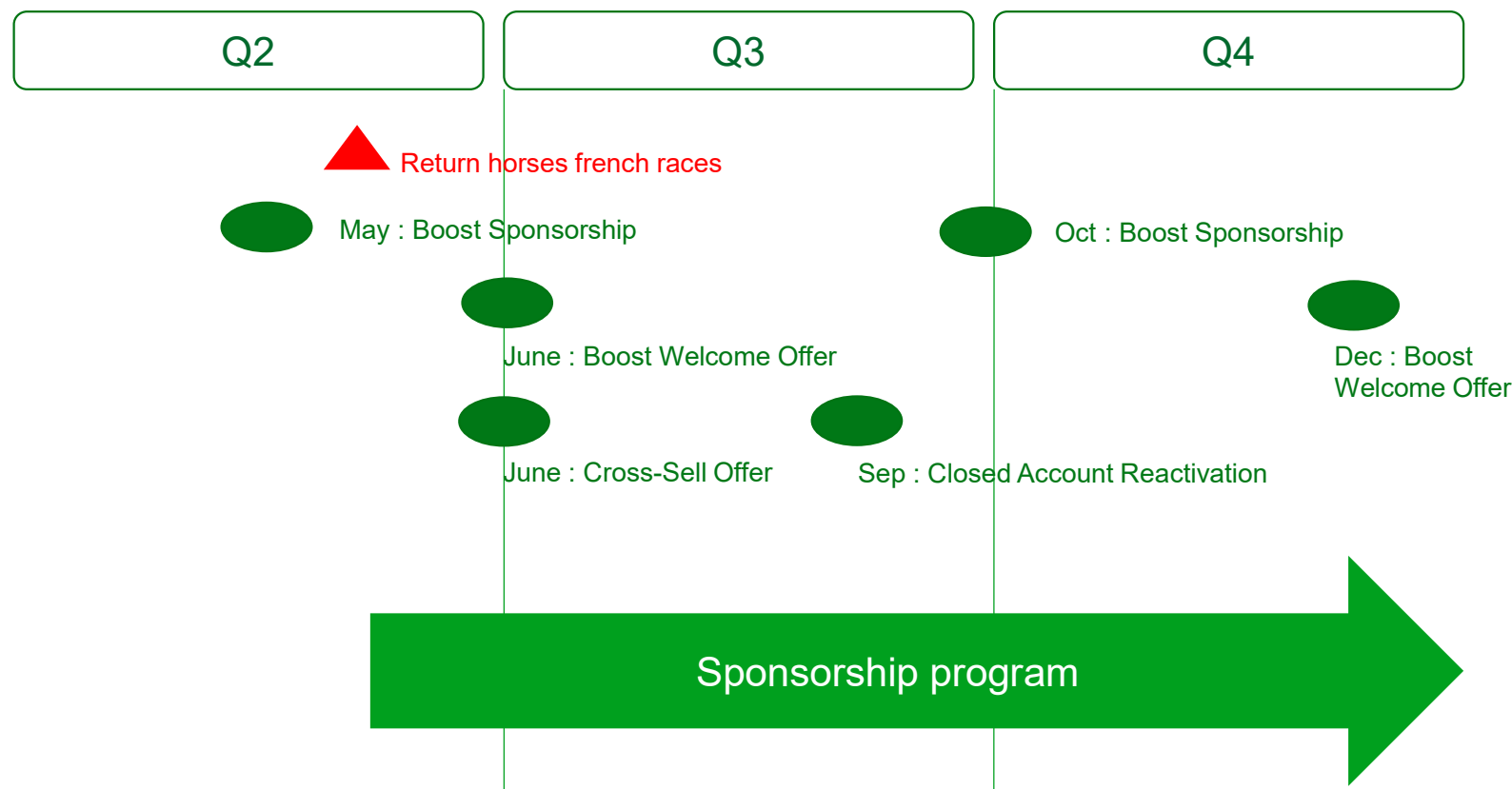
35€ DE BONUS EN CASH
si vous approvisionnez votre compte de 120€ ou plus

Pour en profiter :



2

OPTIMIZE THE RECRUITMENT OF OUR OFFLINE CUSTOMER



3

OFFER AN EXCLUSIVE ONLINE ANIMATION

1

More visibility

- Spot TV + digital
- Media digital et Social Media geolocated on big french cities where we have many closure of points of sales.
- Digital communications of exclusives promotionnal operations and services on pmu.fr (jackpot, booster etc.)

2

Be Differenciated

- "Hippique Morning letter": access to exclusive content (statistics) on the morning for 1 or 2 hours
- Opération « Boost » multiplying on 2sur4 Jackpot
- Intensification of prognosis
- Creation of specific online meetings with specific races at international

3

Recruit better

- Boost visibility of sponsorship offer
- Launch of a mobile app download campaign
- simplification of recruitment landing pages
- Dedicated customer service to facilitate account opening

3

EXEMPLE OF AN EXCLUSIVE ONLINE ANIMATION

The principle → Christmas calendar

animate each day differently around :

- A PROMOTION
- A PROGNOSIS
- A INFORMATION / STATISTICS

Objectives

- INCREASE % ACTIVITY OF DATABASE
- BOOST VISITS ON WEBSITE
- # NUMBER OF NEW ACTIVE CUSTOMERS



AND NEXT...

- Support offline when bars and restaurants will be open in france
- Continue to develop online activity with a specific and exclusive offer
- Improve customer retention
- Retain and develop responsible gaming for our large online customers
- Continue recruiting new online customers

THANK YOU

