





WOTA

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VEIKKAUS OY

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BACKGROUND FOR PARI-MUTUEL BETTING IN FINLAND

In 1817 first trotting races on ice in the city of Turku

The first draft of Totalizator Act introduced in 1923

"Totalizator was convicted for criminal gambling"

The Totalizator Act in force 18 November 1927

Fixed-odds betting for horse racing introduced in 2017

Along with Finnish gaming reform including the merger of Finnish gaming companies

The previous bigger launch in 1993: Fixed-odds betting for sports events



PARI-MUTUEL BETTING FOR RACES

Year	Turnover
2016	234 MILL. €
2017	232 MILL. €
2018	221 MILL. €
2019	210 MILL. €
2020	232 MILL. €

HORSE BETTING TODAY IN FINLAND

PARI-MUTUEL BETTING

- Daily basis domestic races and races from Sweden, Norway, France, Denmark and Australia. Major international events from the United States e.g. Hambletonian
- Trotting races and major international thoroughbred races
- Various kind of bet types: Win, Show, Quinella, Trifecta, Daily Double, T4, T5, T65, T75

FIXED-ODDS BETTING

- Wednesdays t65, Saturdays T75 races
- Also major trotting events in Finland
- Win bet (fixed-odds): odds for 3 favourites, the 4th odd includes the rest of horses in this race
- Payout ~85%



FIXES ODDS BETTING FOR HORSE RACING IS A VALUE-ADDED SERVICE

- The Finnish trotting races 8th biggest sports event for Veikkaus' fixed-odds betting, yet it is **only 1 % of total fixed-odds betting's GGR.**
- Fixed-odds betting is a value-added service decision which **increases the interest in pool betting.**
- Early closing times for Veikkaus' fixed-odds betting events ensure that **fixed-odds betting will not harm pari-mutuel betting by decreasing the liquidity of pools.**
- Fixed-odds betting has good terms to bettors. **If Veikkaus would offer fixed-odds betting for races more often, it would definitely increase its popularity.**
- **Fixed-odds betting gives additional information on preliminary forecast,** when bettors are planning their T65 and T75 games.





CUSTOMER SEGMENTS

68%

Of fixed-odds betting customers participate in pool betting

11%

Of pool betting customers take part in fixed-odds betting

- Pari-mutuel bettors are keen on sports betting but not so in fixed-odds betting for horses. **One reason for this low interest could be that fixed-odds betting for horses locates different side than pool betting.**
- **Covid-19 has resulted in sports betting' customers to contribute to pari-mutuel betting turnover.**
- Even though sports events and leagues now continue normally, **pari-mutuel betting has maintained its position.**
- **Our understanding is that sports and horse betting are very close in customer segment perspective** with Covid-19 resulting in increased gross gaming.

PARI-MUTUEL VERSUS FIXED-ODDS IN FINLAND

PARI-MUTUEL



YOUNG HORSE RACING HISTORY

SPORTS EVENT FANS

FIXED-ODDS NOT MAINSTREAM

SKILL BASED

FIXED-ODDS

COMPETITIVE EDGE

POOL SIZE BENEFITS

THANK YOU!

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New Business, BU International

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See more

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A portrait of Pertti Koskenniemi, a middle-aged man with short dark hair, smiling. He is wearing a dark blue suit jacket, a light blue dress shirt, and a dark blue tie. The background is a bright, out-of-focus office interior with large windows. The text "Pertti KOSKENNIEMI" is overlaid on the right side of the image in white, with "Pertti" in a smaller font and "KOSKENNIEMI" in a larger, bold font.

Pertti
KOSKENNIEMI