

WoTA QUICK PICK BETS PRESENTATION

GLENN LEE - TABCORP

TAB

CONFIDENTIAL AND NOT FOR CIRCULATION

WHERE WE'VE BEEN

3-Up

- Launched 1998 with its own Burt Reynolds marketing campaign
- Extension of existing mystery betting range so customers can receive 3 bets in 1 (\$1 win - \$1 exacta - \$1 trifecta)
- Remains available in retail TABs



Big 6 Launch – Fred

- Key to the marketing launch of the Big 6 bet type in 2009 was our animated horse Fred
- Fred provided a flexi mystery bet option available in \$10/\$20/\$50 amounts, with multiple selections in each leg
- Regulatory environment mandated that Fred (characters) cannot be used to promote wagering

\$10 Fred

Fred is a cartoon horse wearing a red cap with "FRED" on it, a white shirt, a red tie, and a red vest with a yellow "BIG 6" logo. He is holding a golden bell in his right hoof and has his wings spread.

HOW TO PLAY
Having a \$10 Fred is easy! On the reverse simply:
Mark the **Race Venue** Eg. Melbourne
and the meeting **Type** Eg. Races
OR
Mark the **Cross Meeting** box if the BIG6 involves two or more different race meetings. Eg.

To place your bet insert your card into the card reader at the selling counter, pay \$10 for your bet and receive your ticket. Good Luck!

BIG 6 PLEASE CHECK YOUR TICKET IS HANDLING A PROBLEM FOR YOU? CALL 08 8416 0000 COUNSELLING SERVICE OR 1800 000 000 OR 08 8416 0000 HELP \$100 SW 3888 000 789

TAB

WHERE WE ARE

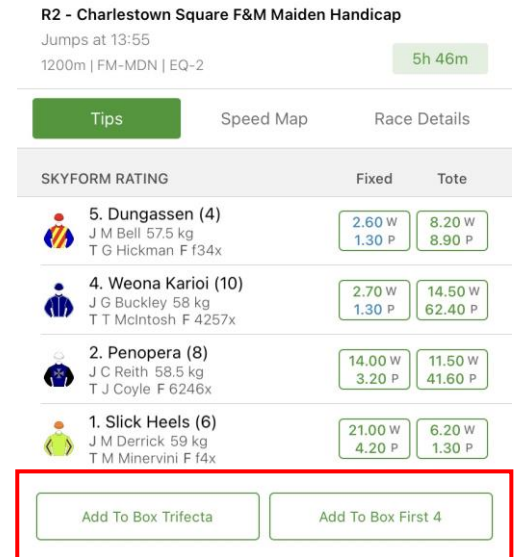
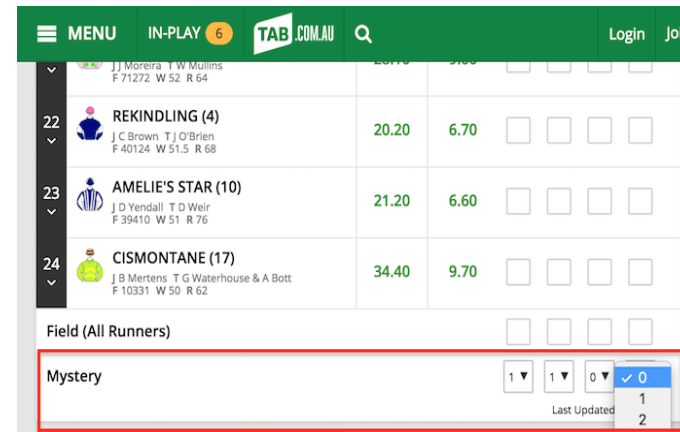
Retail

- Mystery Quinella, Trifecta or First 4 betting
- Via counter with betting cards or via electronic betting terminal
- Next race to jump only



Digital

- Mystery betting on all pari-mutuel bet types on any race
- Quick picks on form ratings
- Creation of new customer interactions (Odds & Evens wheel)



OPPORTUNITIES

Quick Picks and Mystery Bets have the opportunity to introduce new, and upsell existing, customers to pari-mutuel exotic betting

New or 'Spring Only' Racing Customers

- Utilise marquee racing events to target specific customer segments
- Leverage personalisation capability
- Cross-sell sport accumulator customers into racing exotics

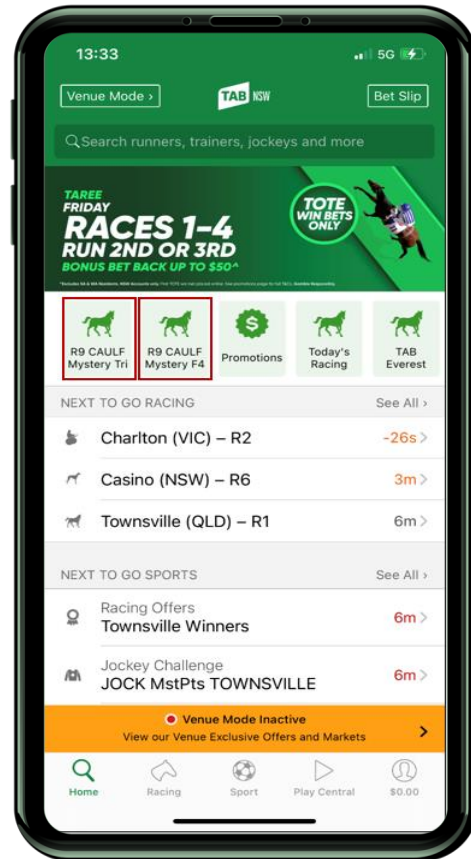
Existing Racing Customers

- Ease of transaction improvements
- Leverage tipster talent
- Integrate into other marketing promotions/offers

WHERE WE'RE GOING

Deeplinking Mystery Bets

- Drive mystery betting on feature events
- Target specific customer segments (e.g. new or spring only racing customers)
- Presented through personalised homepage carousel
- Align bet type with feature jackpots



Deeplinking Talent's Tips

- Further leverage Sky Racing talent through one-click betslip tips for pari-mutuel exotics
- Will include popular multi-leg bet types (e.g. Quaddie)

Next to Go Tips

FLEMINGTON RACE 1 4m 59s

David Gately's Tip

1. Adonisea (2)	3.20 W 1.70 P	4.40 W 1.90 P
7. Doriemus (1)	17.40 W 4.40 P	28.90 W 5.40 P
3. Highland Jak (4)	6.50 W 2.30 P	5.60 W 2.70 P
3. Clairvue (8)	34.00 W 7.00 P	81.00 W 8.00 P

Add To Box Trifecta Add To Box First 4

LONG

MAY

WE

PLAY

