

QUICK PICK - HARRY BOY

Ylva Svensson & Peter Ågren

ATG[®]

HISTORY AND DEVELOPMENT

ATG[®]

YEAR 1993



WHY HARRY BOY?

- To increase turnover we needed more customers
- We knew that many people didn't bet on horses since they thought they knew too little about it....



You don't have to be an expert to get rich on horses. Just say Harry Boy!

WHAT IS HARRY BOY?

- Not just a random pick of horses....
- An advanced algorithm that mixes favorites and less expected horses
- Key factors:
 - Level of RTP
 - Share of winning bets
 - Million-winnings (SEK)

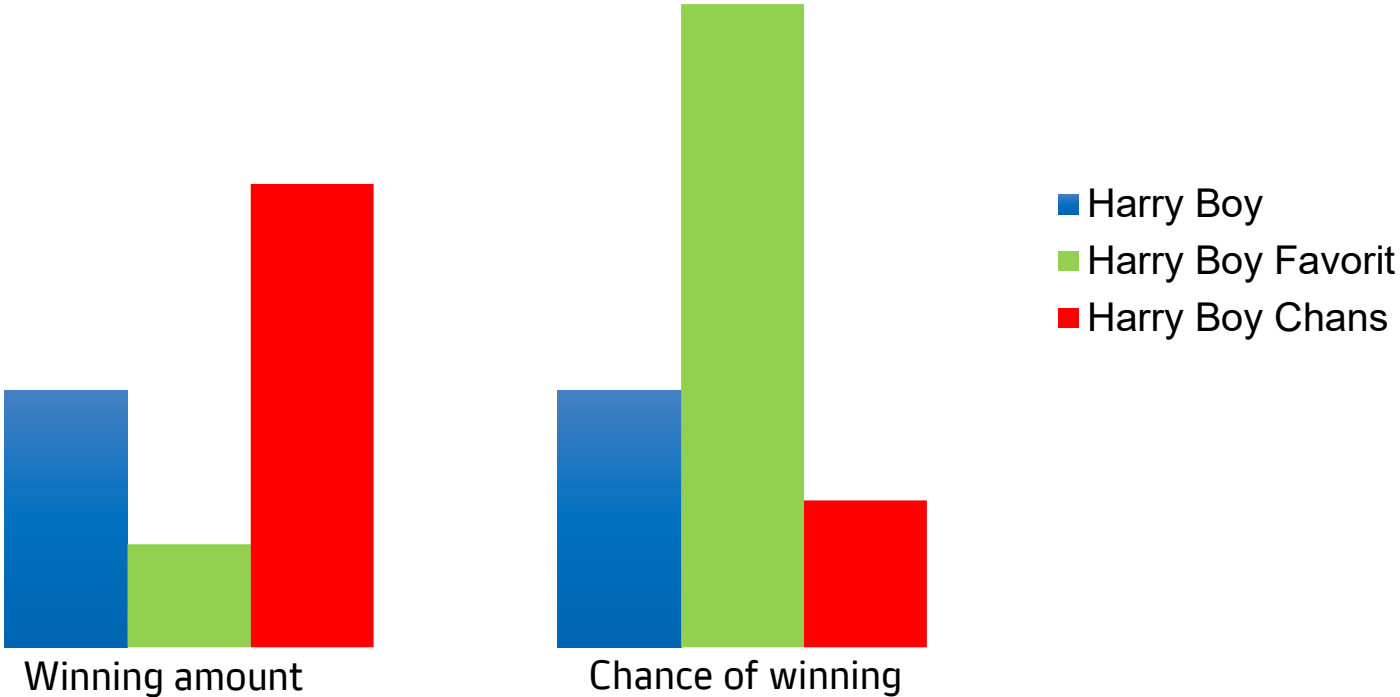


DEVELOPMENT

- Harry Boy on most of our bet types
- Banker Harry – the customer can pick one or more bankers
- Flexible Harry – pick some horses and open or close the legs
- Subscriptions – get a Harry for every occasion
- Chance and Favorite
 - Win often och or win more!



CHANCE AND FAVORITE INDEX



FINDINGS

- A challenge between development and still making it as easy as possible for the customer
- Easier to have different Harry Boys on-line than in shops



HARRY BOY FOR EVERYONE?

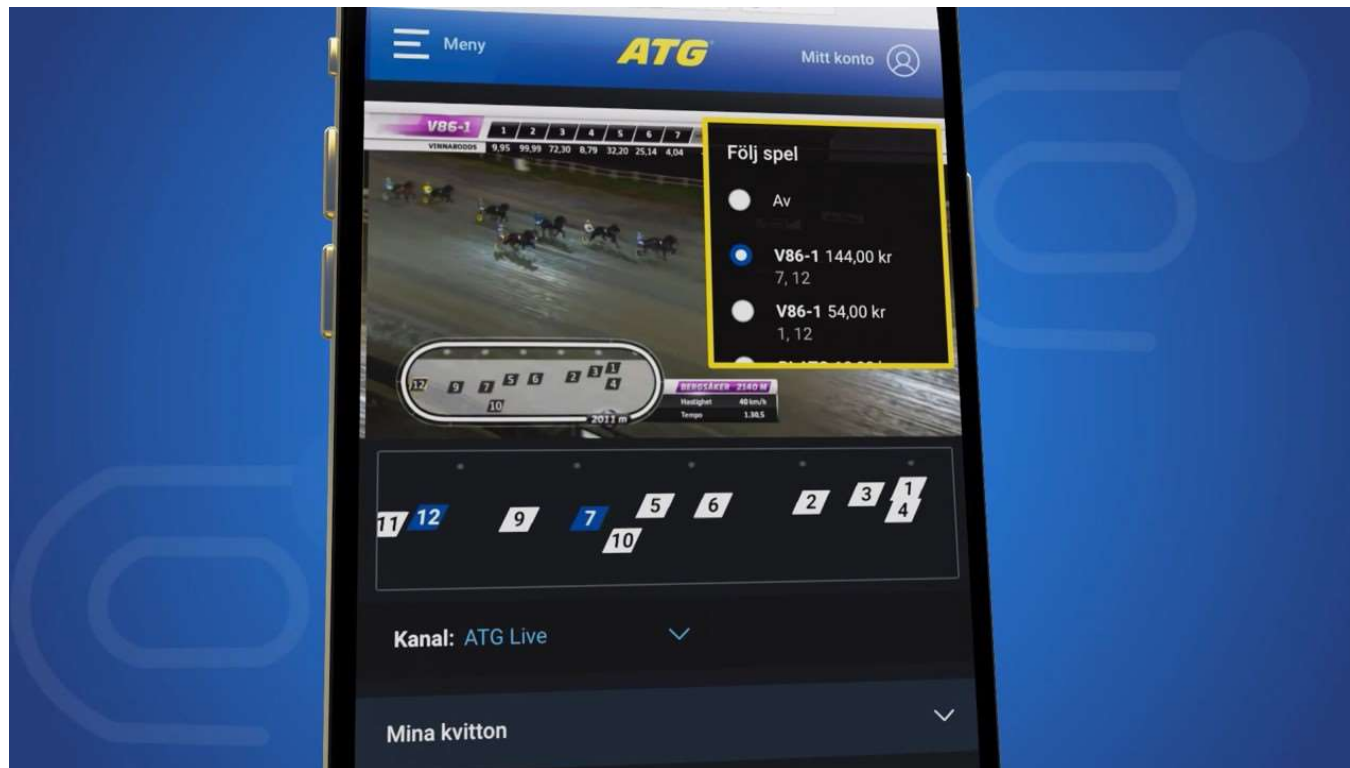
- 75% of our customers have made at least one Harry-bet the last year!
- 25% of our customers only bet on Harry Boy.



LAUNCH LAST WEEK

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CONNECT THE HORSE TRACKING SYSTEM WITH YOUR BET



NEXT STEP

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IMPROVED BETTING-EXPERIENCE?

Customer insights:

- When is the result ready?
- Where do I find my bet?
- How do I correct my bet?
- Make it smoother and more fun to correct the bet
 - Notifications
 - Animations



The screenshot shows a confirmation window titled "KVITTO" (Receipt) with the message "Ditt spel är inlämnat" (Your bet is submitted). It includes a toggle for notifications, the V75 logo, and race details for "Harry Boy" at Färjestad on September 18, 2021. A table below shows the bet details for two different selections.

AVD	HÄSTAR	RESERVER
1	1 2 3 6	5, 7
2	2 6	12, 5



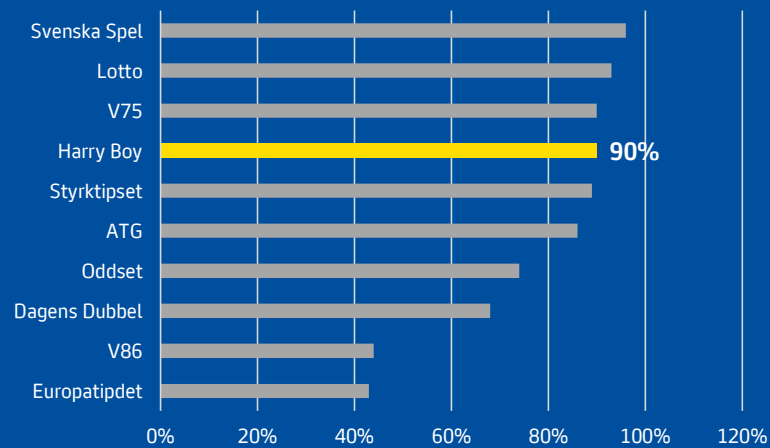
MARKETING AND BRAND

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PROMBT AWARENESS

- Which of the following gambling products, lotteries and betting-companies do you know of?
Population: All Swedish gambling-people



Harry Boy is very well known!

BRAND STRATEGY

POSITION

A smooth and joyful way to have a chance at ATG's big wins.

ROLE IN ATG:s BRAND PORTFOLIO

Be the brand that competes with big lotteries such as Lotto and Eurojackpot and continue to be the entry level game for potential ATG customers.

TARGET GROUPS

Main target groups are people who mainly participates in games, where there is a chance to win millions.

It is important, however, that the product and brand do not develop in such a way that it becomes irrelevant to Skill Players and Gamblers, who account for a large part of sales



COMMUNICATION

POSITION AND ATTRIBUTES

- Joyful
- Smooth / easy to play
- Makes me dream of the big win

Harry Boy is the brand that de-dramatizes horse racing in a fun way and makes it possible for anyone to have a chance at ATG's big wins.

To appeal to and attract customers who are further away from the sport and the game, Harry Boy should be associated with being easy to buy and creating dreams of the big win in a joyful way.

CONCEPT OF COMMUNICATION

"EVERY BODY CAN WIN, YOU CAN WIN"



ALLA KAN VINNA. DU KAN V

ÅLDERSGRÄNS 18 ÅR. STÖDLINJEN.SE

BRANDING



A globe of the Earth is shown, displaying a world map. The map is color-coded by country and includes labels for various regions and countries. The text is overlaid on the globe, centered over the Middle East and Africa. The background is dark and out of focus, with some blurred light spots.

How do we get Quick Pick such as Harry Boy to gain foothold internationally?

WHERE WE ACT, WE SEE RESULTS

Filling out a V75 or V64 bet slip

How to Pick Your Horses

Section A: Pick the Horse Type – either V75 or V64

Section B: Pick the Race that indicates the maximum amount you want to wager and then fill in the rest

Tip: Pick Your Own Horses

Section A: Pick the Horse Type – either V75 or V64

Section B: Pick the section

Section C: Pick your horses for each leg of legs for V75, 4 legs for V64

COMBINATIONS

Tip: Pick Some Horses: Three Leg Pick Your Horses

Section A: Pick the Horse Type – either V75 or V64

Section B: Pick the Race that indicates the maximum amount you want to wager

Section C: Pick your horses for each leg of legs for V75, 4 legs for V64

Calculating the cost

Leg	1st	2nd	3rd
# of picks	3	5	2

V75 Wager: Determining Your Total Cost
 Combinations x 10 cents = total: **240 x 10 cents = \$24**

Payout Calculator
 The net total of all money wagered is according to the percentages

V75 GROUP - STAKE OF PAYOUT
 7 cents = 40% of \$1000 = \$7 and 30% of \$1000 = \$30

YOUR FORTUNE CAN LITERALLY CHANGE ON A DIME

\$2 Buys 20 Combinations **V75** **ATG** **Record Payout \$1.2 million**

Average weekly pool **\$11,000,000**

Pick the winner in seven specially selected trotting races. Consolation prize money for picking six or five winners.

\$2 Buys 10 Combinations **V64** **ATG** **Record Payout \$1.07 million**

Average weekly pool **\$2,500,000**

Pick the winner in six specially selected trotting races. Consolation prize money for picking five or four winners.

Swedish race meetings on Wednesday and Saturday include 11 to 12 races, with fields of 10 to 15 horses in each race.
 V75 wagering includes races 1 to 7 every Wednesday.
 V75 wagering includes races 1 to 10 every Saturday.
 Wagering Swedish race meetings have also been the opportunity to wager on **Wife, Steve and Quinella** in every race, together with a leg **Daily Double** and **Daily Double** wagering on Wednesday or on race 11 and 12 with a bonus of 2-200,000 each week. **Daily Double** wagering on Saturday or on race 11 and 12 with a bonus of 2-200,000.
 Tickets are offered in sets of 7 on Wednesday and sets of 5 on Saturday.

OH GOODNESS, TOT65 ON SO CLUELESS

Kun lähdössä ei ole tuttuja nimiä, kokeile vaikka pikapeliä.

TOTO VEIKKAUS

Alle kan VINNE
 Kjøp Stalltips – hestene er valgt for deg!

LØRDAG Du kan vinne 12 millioner!

V75 **ATG** **V75**

Alle kan VINNE
 Kjøp Stalltips – hestene er valgt for deg!

LØRDAG Du kan vinne 12 millioner!

V75 **ATG** **V75**

SCHWEDEN WOCHENENDE ZUM elitloppet* 21

HARRY BOY Gratis

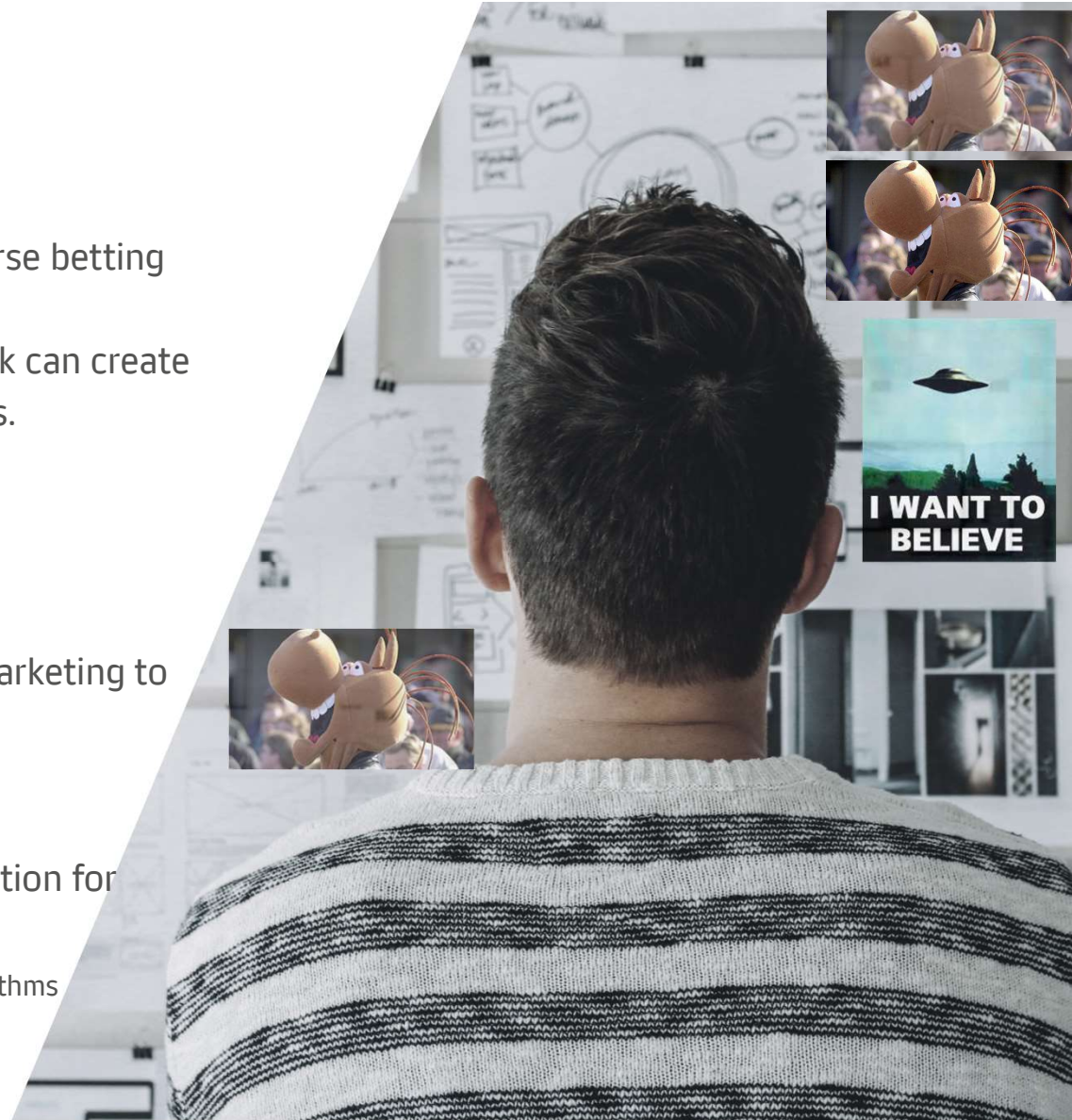
WETT STAR Offizieller Partner **ATG**

SAMSTAG Ab 25 € Tageseinsatz auf Schweden

ATG

INSIGHTS

- Important with credibility and acceptance for horse betting
- But – the combination of big pools and quick pick can create a great offer to betting companies and customers.
- Enable adaptation by country and retailer
 - Familiar, safe, correct price
- Distribution is key to availability, but you need marketing to reach visibility
 - Jackpot!
- Important with informative and clear communication for customers to really understand the product
 - Not only luck, based on both random numbers and algorithms



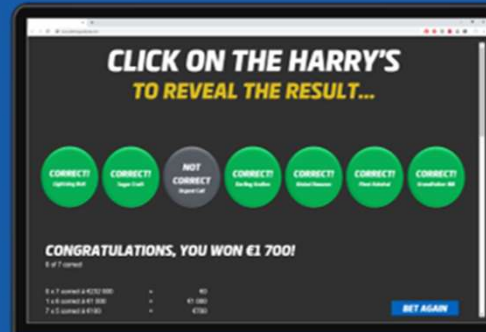
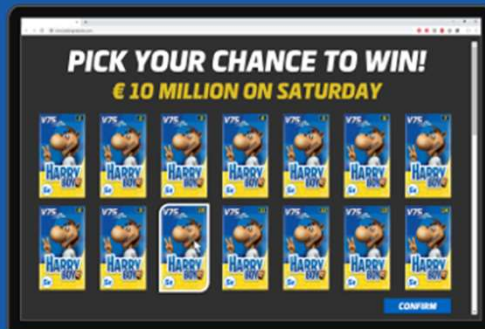
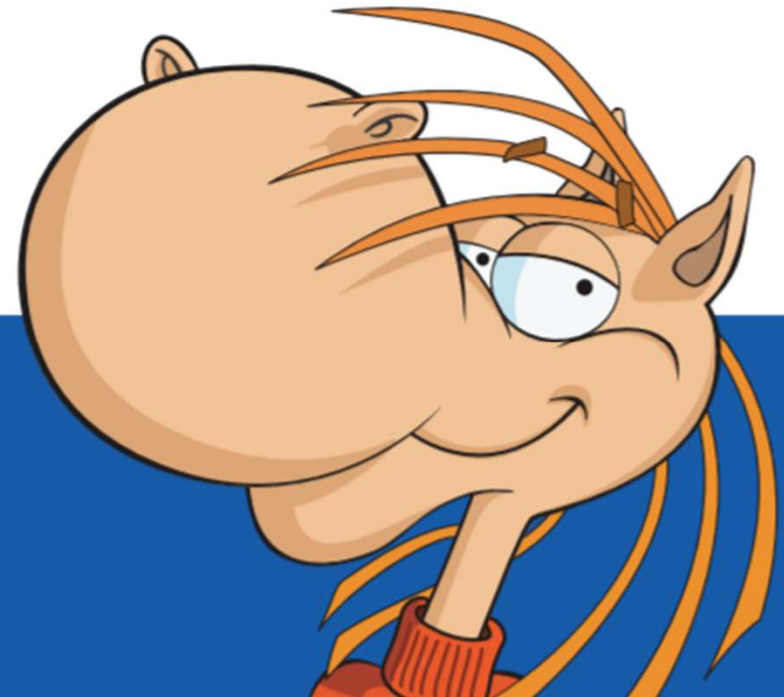
IN ORDER TO ACCELERATE SALES

- Sharpen the value proposition for international markets
 - Healthy pools for ATG, high margins for our B2B partners
- Package the customer offer to ensure relevance and clarity
 - Add-on product for skilled customers/ encourage customers to try multileg bets
 - Offer subscriptions
 - Entry level products such as Daily Double
- Communication
 - Easy, quick, smart, fun
- Highlight the unique selling points
 - It is better than a lottery
 - Your fortune can literally change on a dime!



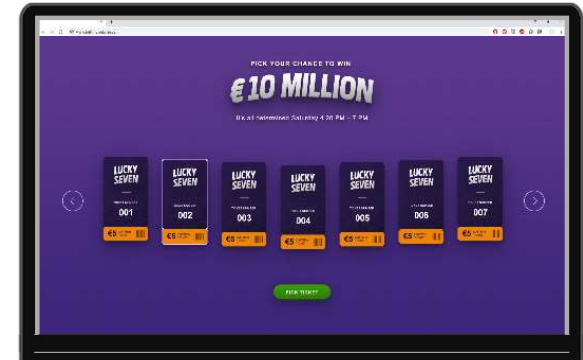
BUSINESS OPPORTUNITIES

- New potential partners who do not have horse betting as their core business
- Reaching customers who are not primarily interested in horse betting



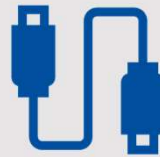
***A new deal:
PLAY QUICK.
WIN BIG.***

POWERED BY ATG





100% compliant



Easy to integrate

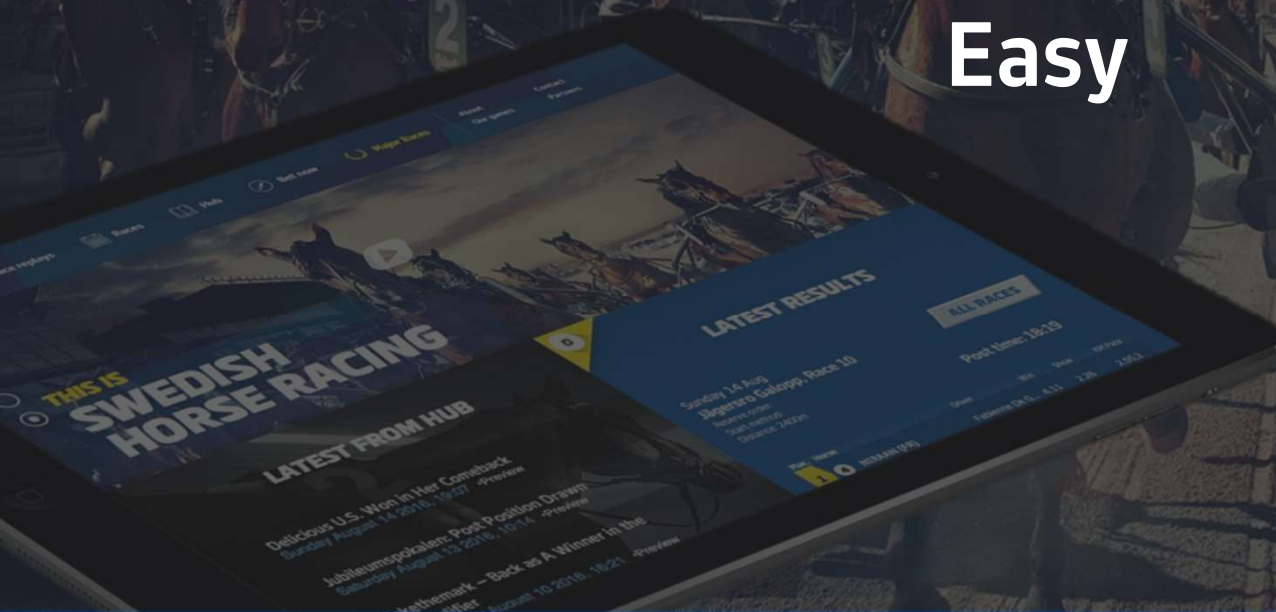


Profitable



Credible
Quick
Easy

Large potential to attract
additional customers



SPORTSBETTING

ATG[®]

NEW POOLBET ON SPORTS



Köp en Harry Boy

ATG[®]

FÖRVÄNTA DIG MER[™]