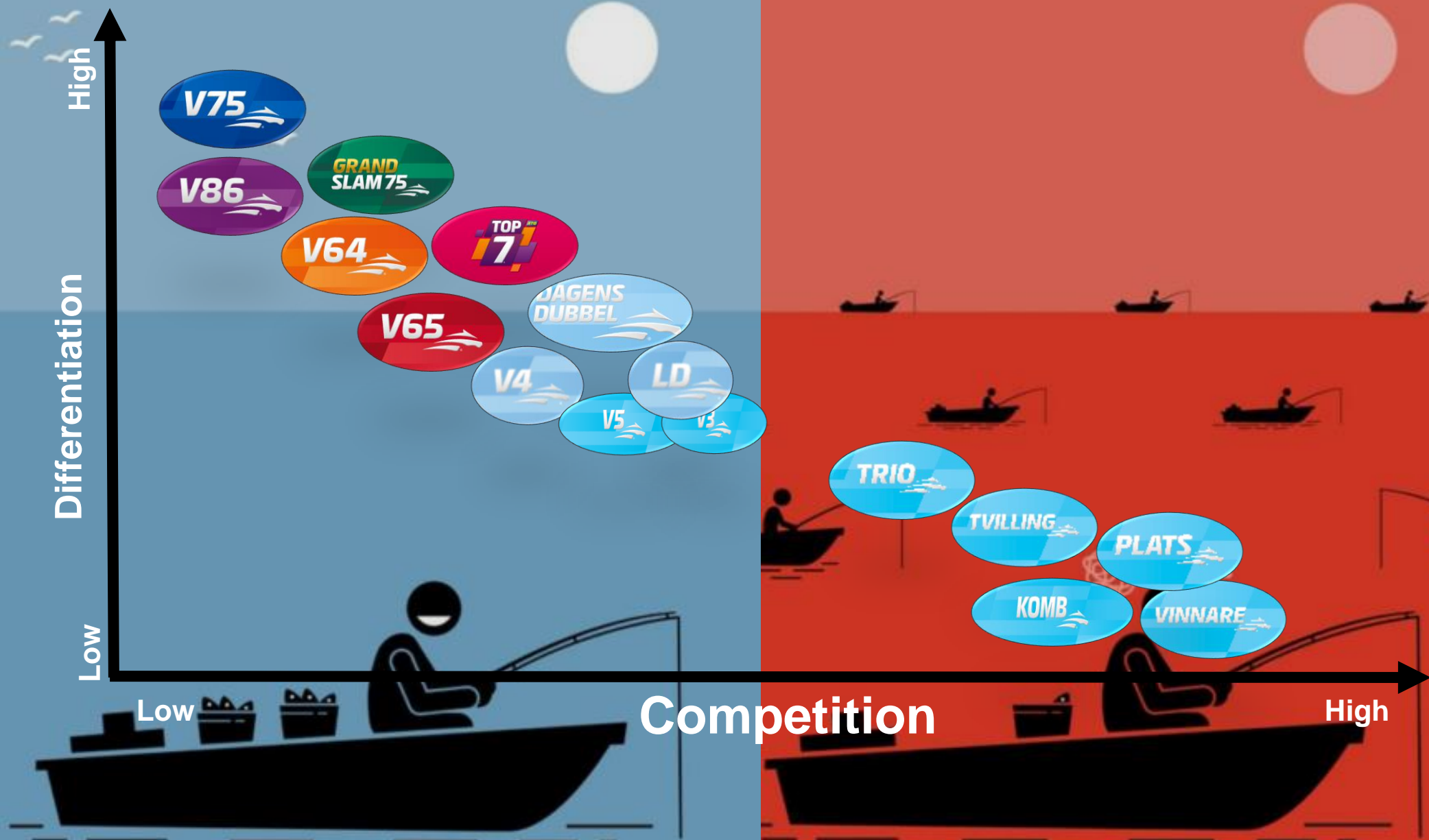


MULTILEG BETTING

WoTA 2022-01-25

Nicklas Jonsson



How to increase the interest for multileg betting?



“Create. Don’t Compete”

W. Chan Kim

Swedish market

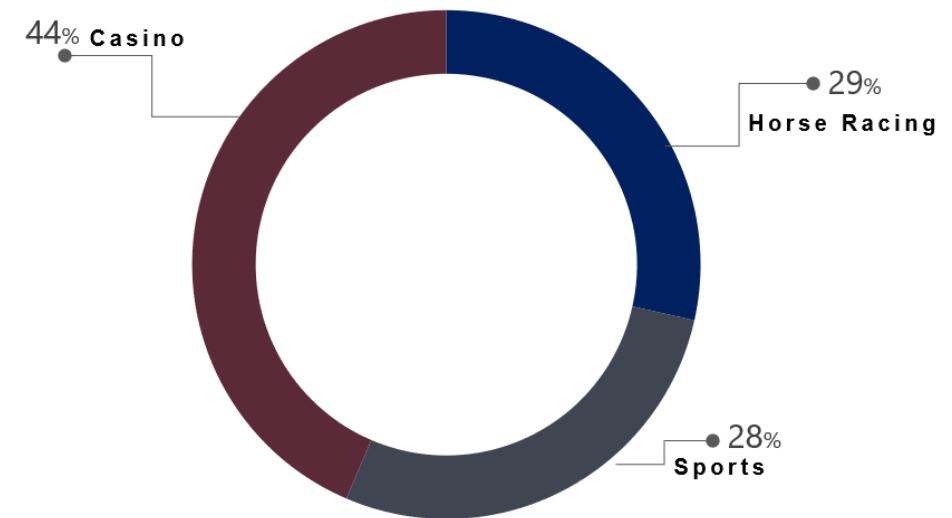
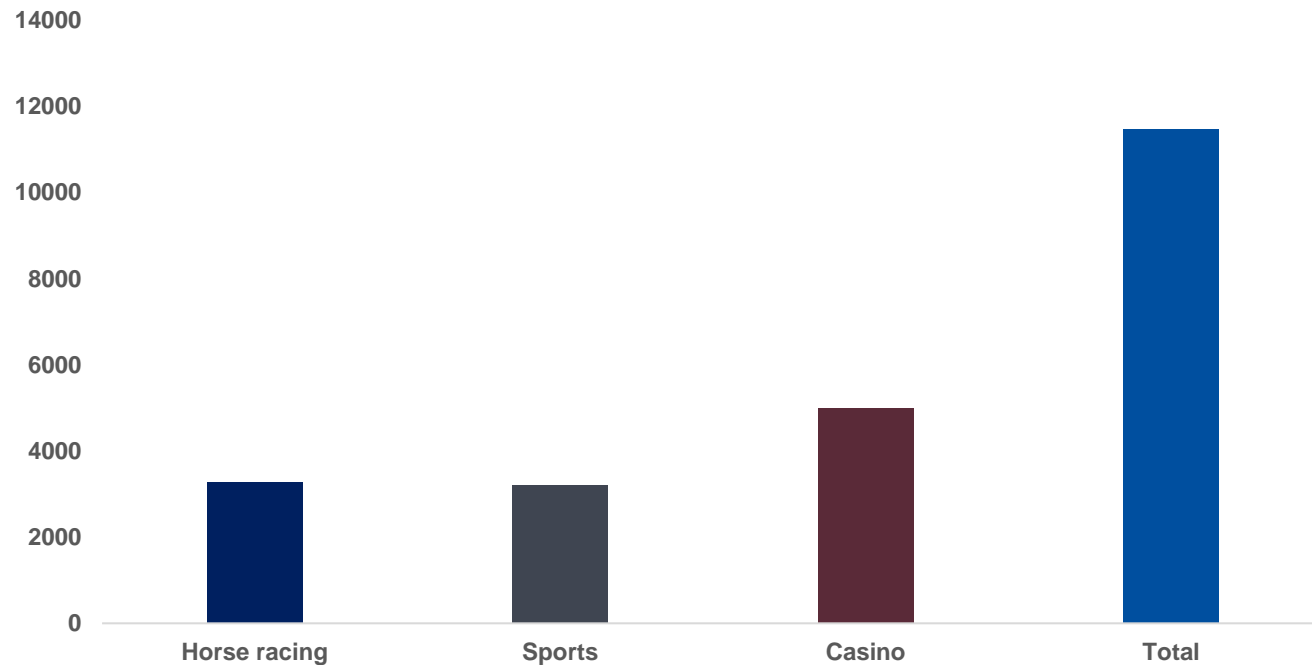
Enhancing the experience

What’s next?

THE SWEDISH LICENSED MARKET

- 92 operators have a license in Sweden (Horse racing, sports and casino)
- The biggest 10 sportsoperators also offers Horse racing

Gross gaming revenue Q1-Q3 2021 (MSEK)









ENHANCING THE BETTING EXPERIENCE

- Product positioning
- Exciting betting experience



PRODUCT POSITIONING

Day	 Saturday	 Wednesday	 Sunday
USP	Highest top wins The best sport Inviting, Social Live in broad TV	Hard but rewarding Xpress – 2 tracks Faster Late night	For the skilled players 1 million € guarantee GS7-alternative Jackpot distributed in all winning pools
Competition			

EXCITEMENT

- Before

- Content
- Betting methods

- During

- Live experience
- Exciting races

- After

- New Harry Boy correction experience
- Statistics from HTS

The collage illustrates the horse racing experience across different stages:

- Before:** A woman in a stable with a horse, representing content and betting methods.
- During:** A horse race in progress, representing live experience and exciting races.
- After:** A betting slip showing a win of 86,532 kr, representing the Harry Boy correction experience and statistics from HTS.

HTS Statistics:

HÄST	PLACERING
1 VIVID WISE AS Alessandro Gocciadoro FÖRSTA 200 M 1.05,2 min/km 1.09,2 min/km	2
2 GELATI CUT Gabriele Gelormini FÖRSTA 200 M 1.06,3 min/km 1.08,5 min/km	4
3 ECURIE D. Ulf Ohlsson FÖRSTA 200 M 1.07,2 min/km 1.10,2 min/km	6
4 DON FANUCCI ZET Ogjen Kihelšoni FÖRSTA 200 M 1.08,8 min/km 1.06,2 min/km	1

FÖRSTA 200 M

HÄST	PLACERING
4 DISCO VOLANTE Ulf Ohlsson FÖRSTA 200 M 1.02,0 min/km	4
5 HILARIOUS AM Dante Koljgin FÖRSTA 200 M 1.02,3 min/km	5
6 SAM THE MAN Magnus Teien Gundersen FÖRSTA 200 M 1.02,6 min/km	7
1 NIGHT BRODDE Conrad Lugauer FÖRSTA 200 M 1.02,7 min/km	1

HARRY BOY

WHAT'S NEXT?

- Personalization

