

**V75**

***“THE LARGEST WEEKLY POOL BET IN HORSEBETTING”***

***ATG***<sup>®</sup>

*"Every week I watch trotting on Saturdays... It's become my company. It is not as empty and sad when V75 is on."*

**Ulla Lindblom 87 years**



# SATURDAY – ATGS CAMPFIRE

1	14:45	V4 1			
2	15:08	V4 2			
3	15:31	V4 3	LD 1		
4	15:53	V4 4	LD 2		
5	16:20			V75 1	
6	16:42			V75 2	
7	17:05			V75 3	
8	17:27			V75 4	
9	17:50			V75 5	
10	18:20			V75 6	
11	18:42			V75 7	
12	19:02				

				V5 1	
				V5 2	
				V5 3	
				V5 4	DD 1
				V5 5	DD 2
					V3 1
					V3 2
					V3 3



Win / Place / Quinella / Exacta / Trifecta

# ALL ARE INCLUDED ON V75

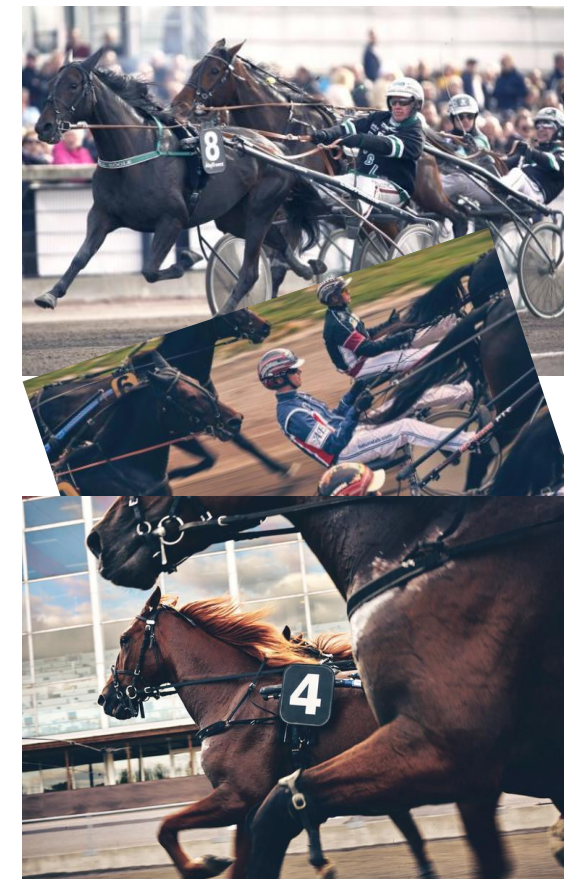
## ALL TRACKS

V75 is nation wide, from Boden in the north to Jägersro in the south and we spice it up with a couple of Nordic tracks, 23 tracks is hosting V75.



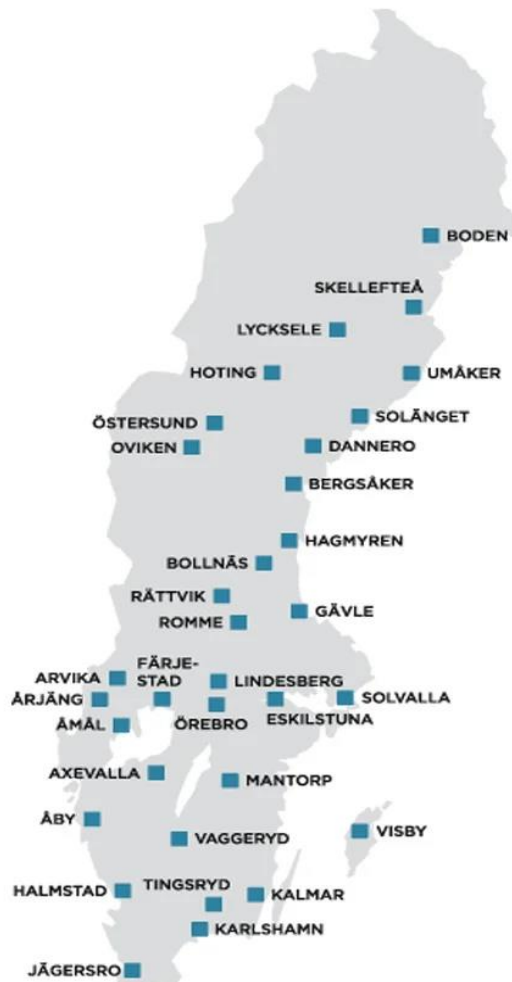
## ALL HORSES

V75 have five different classification for horses, Div. II, I, Bronze, Silver & Gold with earning from 100 001 SEK to Millions - it's creating SportStars.

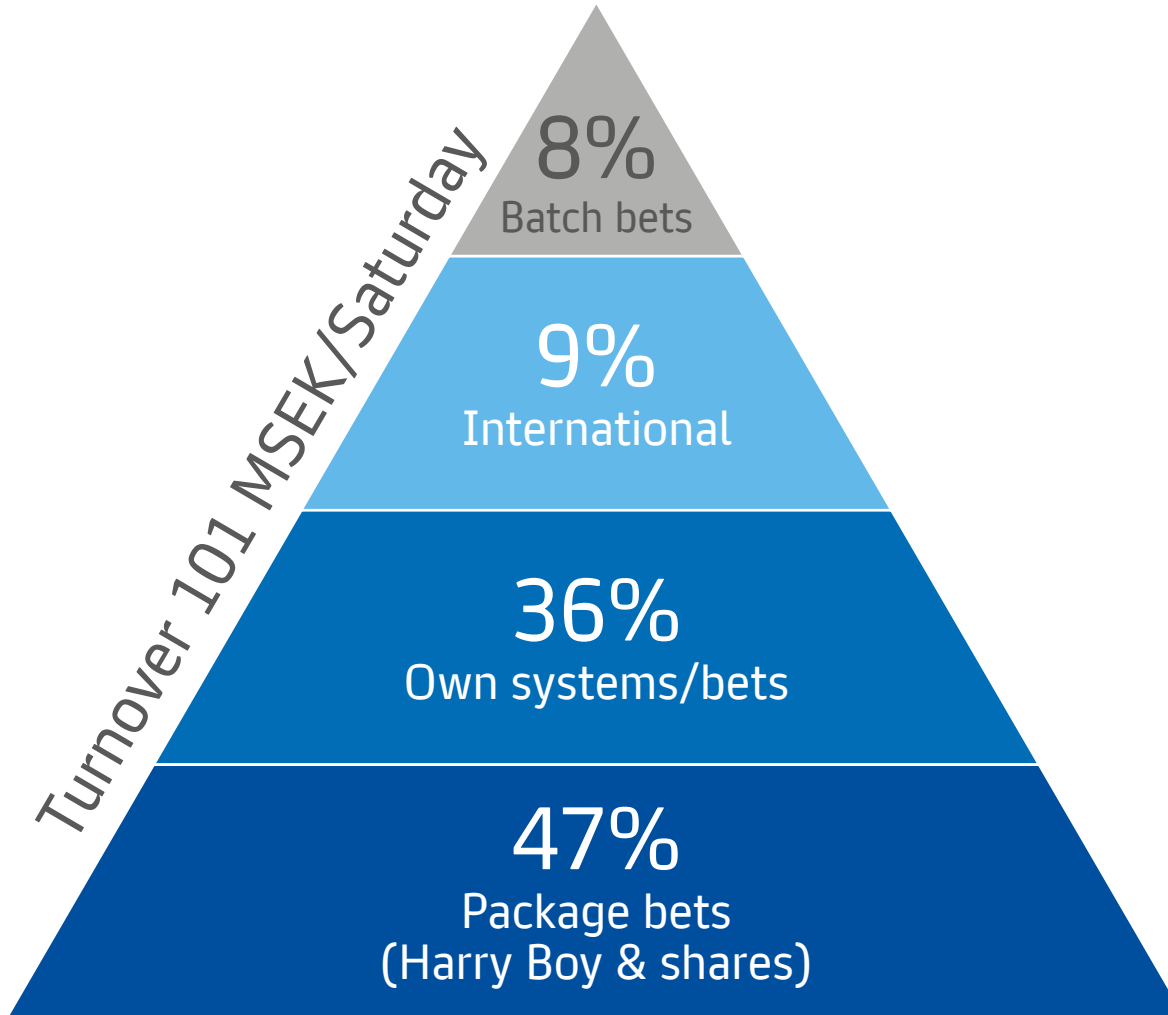


## ALL CUSTOMERS

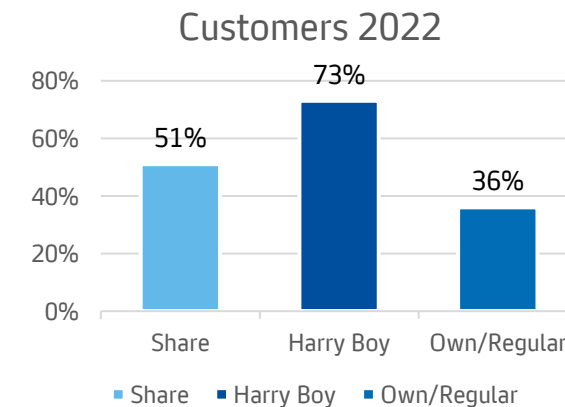
We have a large customer base with great variation on age, gender and level of turnover.



# HEALTHY POOLS AND WIDE PLAYER BASE IS THE KEY







- No rebates or rakebacks
- Limited number of systems
- Prohibited from playing statistically generated systems and/or systems that are automatically generated
- Wide customer base
- High turnover from package bets



OVER A MILLION CUSTOMERS A YEAR  
MORE THAN 400 000 EVERY WEEK

# HOW MANY WATCH AND WHERE?

Program	4	12	ATG LIVE TELE2	ATG atg.se	ATG
V75 Direkt 	250 000	140 000			
V75 Live 				40 000	4 000
				25	5
Bansändning 				700	100

4,5h - live broadcast in Swedish #1 TV-channel TV4 & TV12 every Saturday

Total approx. **460 000** on Saturdays.

Many who follow us in dual channels, especially when *V75 Direkt* moves between TV12 and TV4 at 18:00.



# ***TOP 5 V75 WININGS & TURNOVER***

1. 67,3 MSEK, 27 feb 2010, Axevalla

2. 56,3 MSEK, 14 jan 2012, Åby

3. 47,4 MSEK, 7 juli 2007, Halmstad

4. 45,3 MSEK, 24 juni 2007, Kalmar

5. 43,1 MSEK, 10 dec 2016, Färjestad

1. 201,4 MSEK, 10 nov 2018, Eskilstuna

2. 188,1 MSEK, 7 nov 1998, Solvalla

3. 175,7 MSEK, 26 dec 1995, Mantorp

4. 174,5 MSEK, 24 sep 2022, Solvalla

5. 173,7 MSEK, 4 april 1998, Åby



## ***SUMMERY***

- Pool size
- Number of customers
- Live broadcast in TV4/TV12
- Saturdays
- Nation wide
- “SportStars”
- International interest



# **INTERNATIONAL**

Ylva Svensson

Trotting?

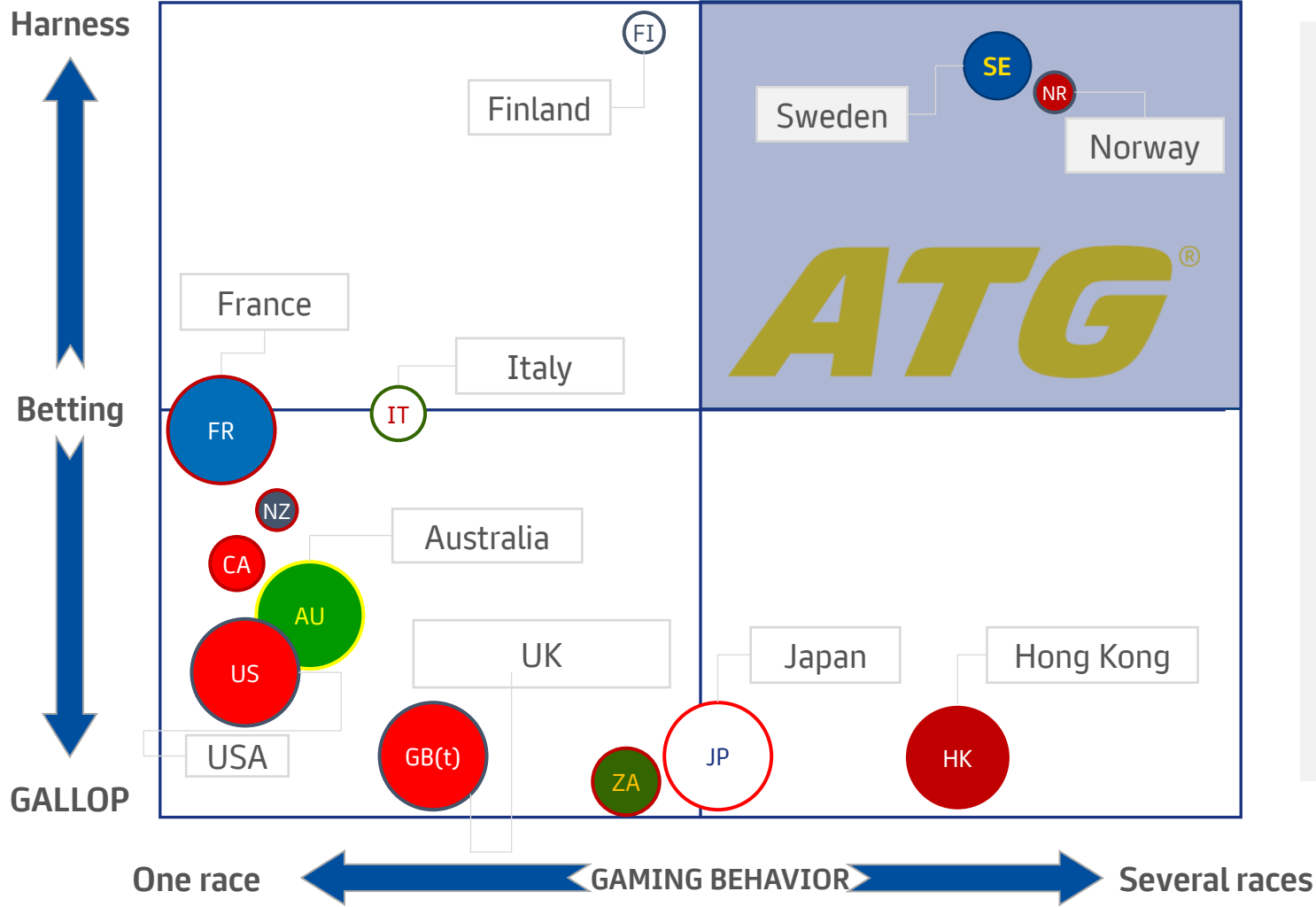


Multi-leg? Single-leg?

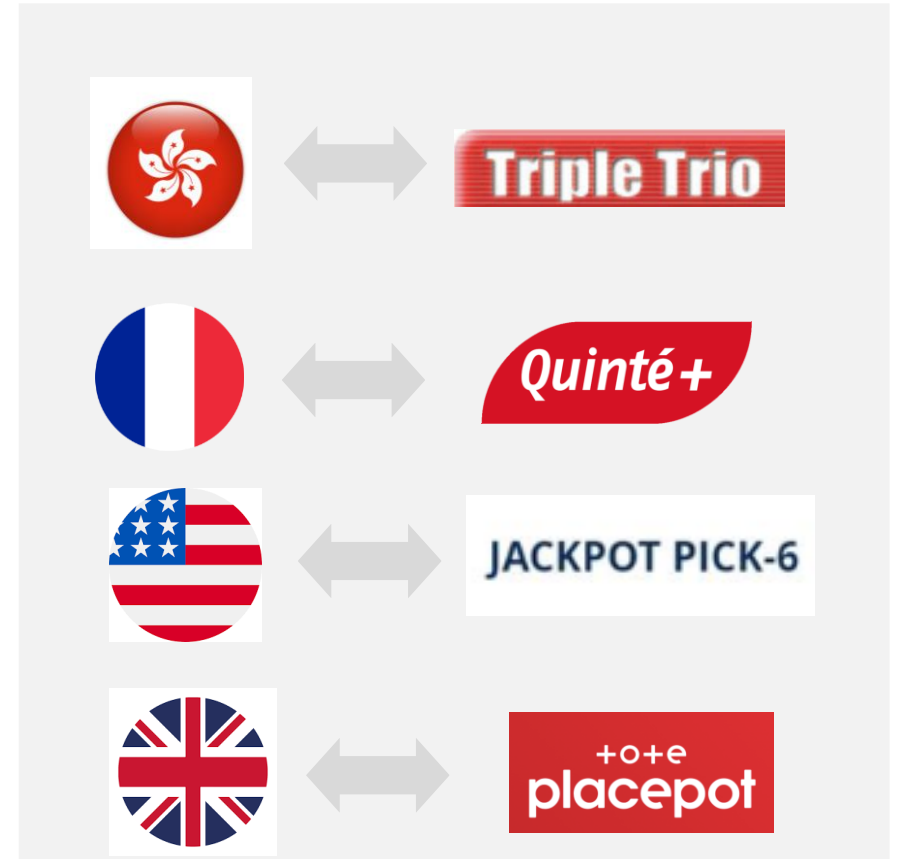


**ATG**<sup>®</sup>

# HORSE RACING AROUND THE WORLD

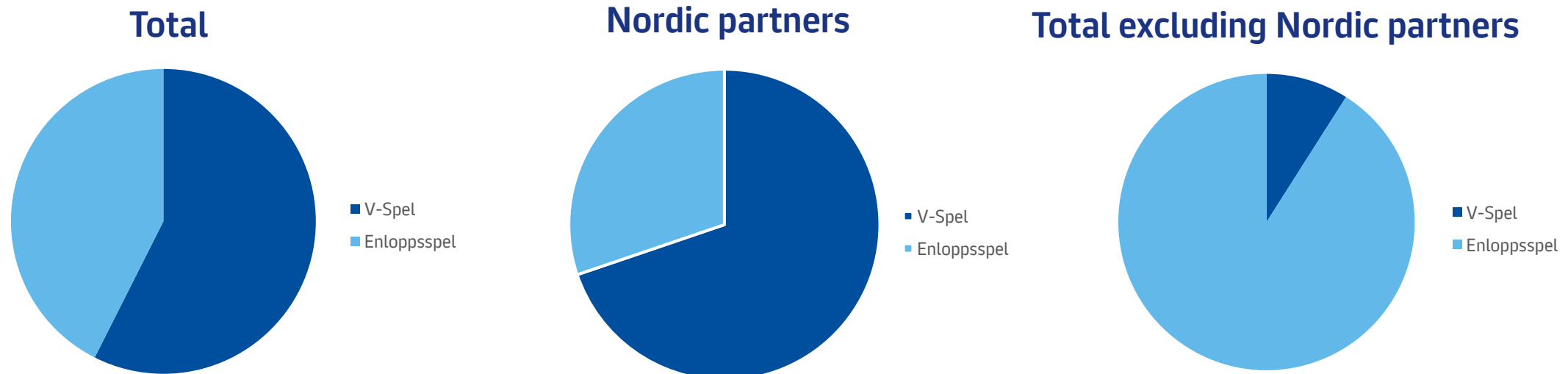


## INTERNATIONAL BET TYPES



# INTERNATIONAL TURNOVER ON SWEDISH RACES

- V-bets popular among the Nordic countries
- Simple bets most popular outside of the Nordics



# ***NEW WAY OF THINKING, NORDIC POOL***

- B-pool hosted by ATG
- V4 is an important product for ATG when we import foreign races.
- Takeout 25%
- Started with Hambletonian 2019
- Developed during covid to add more content to our Nordic neighbours and added value for Swedish customers
- Need approval from the rightsholder
- Can make V-bets interesting for customers outside of Nordic region

# ***NEW WAY OF THINKING, NORDIC POOL***

- Hosted by ATG, liquidity from Finland, Norway and Denmark.
- Protocols ITSP simple bets and CBI/ABI, synchronized bets for V-bets
- V4 on imported races:
  - French Winter Meeting
  - Hambletonian, Breeders Crown
  - Gulf Stream Park
  - Australian harness
  - Dutch racing
  - Dubai
- ATG invite more partners to commingle
- Introduces V-bets on racing familiar to customers



# ***SUMMARY***

- V75 and other V-bets has great global potential,
  - high margin for operators
  - life changing winnings for customers
- All our V-bets are offered through synchronized betting
- ATG is investing in modern technology – we are following discussions regarding commingling protocols
- Every region is unique
  - Introduce V-bets with local sport

