What is World Pool?

World Pool is a collaboration between global totes and the Hong Kong Jockey Club (HKJC). World Pool is hosted by the Hong Kong Jockey Club and will replace the simulcast calendar that they have run in previous years.

The collaboration looks to excite fans and bettors of elite racing by creating a single commingled pool across multiple countries.

Building on the success of World Pool at Royal Ascot and British Champions Day, HKJC are looking to hold World Pool on more British and Irish fixtures in 2021 and beyond.

WORLD POOL   **+o+e**

HKJC submit a request to Hong Kong government to show international racing for a **limited number of days.**

Once **Government grants the request** the HKJC can use the days however they want. Selecting international races from across the World.

HKJC selects races based on a number of factors. World Pool meetings and races are likely to be confirmed at the end of the year.

The Tote work with the HKJC, racecourses and international partners to help **co-ordinate, market and facilitate the event** and make it a success.

HKJC review the success of an event, the impact on the World Pool brand and turnover before making a decision on the following year's events.

How a World Pool event is chosen
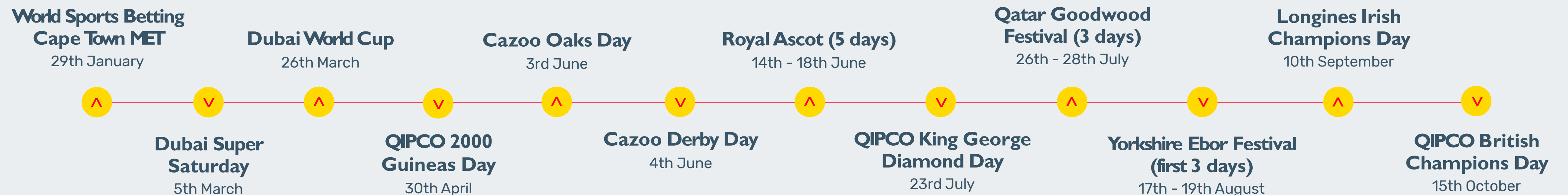
World Pool's positive impact on British and Irish racing

+ **Increased eyeballs:** Internationalises the sport and shines the global spotlight on participants

+ **Improves the sport's finances:** Generates critical betting revenue and increased media rights for racecourses

"The World Pool days produce a major additional income for racecourses like Ascot – between £500,000 - £800,000 per race day which makes a major difference to the bottom line."

Winfried Engelbrecht-Bresges, CEO of Hong Kong Jockey Club, October 2021

"World Pool is a brilliant new funding opportunity for the sport."

Nevin Truesdale, CEO of The Jockey Club, June 2022

World Sports Betting Cape Town MET
29th January

Dubai World Cup
26th March

Cazoo Oaks Day
3rd June

Royal Ascot (5 days)
14th – 18th June

Qatar Goodwood Festival (3 days)
26th – 28th July

Longines Irish Champions Day
10th September

Dubai Super Saturday
5th March

QIPCO 2000 Guineas Day
30th April

Cazoo Derby Day
4th June

QIPCO King George Diamond Day
23rd July

Yorkshire Ebor Festival (first 3 days)
17th – 19th August

QIPCO British Champions Day
15th October

World Pool Events 2022

tote

21 racedays   **154 races**

£650m bet in 2022 on World Pool days

Partners and reach

26

Participating countries

180+

Number of global racecourses Tote customers can bet on

17

UK/IRE World Pool fixtures this year

£521m

(£363m 2021)

Gross Trunover of UK and Irish World Pool days in 2022

Brand Power & Digital Growth

78k   **44%**

Tote Digital racing active customers

Growth UK/IRE World Pool days in 2022

Platform Stability & In-House Capability

6k   **180+**

No of bets the Tote platform can process per second

Tote employees with half working in Engineering, Technology, Product and Data

+ **£50,000 to racing's grassroots**

+ **£1,000 for each World Pool Moment of the Day to racing staff**

+ **£34,000 to World Pool Moment of the Year to the winning racing yard**

LAUNCH OF WORLD POOL 2022

The partners of World Pool would like to invite you to the **Launch of World Pool 2022** with a champagne and canape reception at Tattersalls on the eve of the Craven Meeting.

Along with conveying the importance of World Pool events for British and Irish Racing, we will be announcing a new and exciting bonus scheme for 2022. The event will be hosted by Tom Stanley and Gary O'Brien, and we will hear from guest speakers Mr Winfried Engelbrecht-Bresges and Mr Alex Frost.

Date: Monday 11th April 2022
Location: Red Room at Tattersalls, Newmarket
Time: 6pm
Dress Code: Smart Casual
RSVP: By 1st April 2022

World Pool @WorldPool · Apr 11
👍 Thanks to all in attendance, and those tuning in on @RacingTV, to the World Pool's UK&Ire **launch**.

Look forward to the 17 racedays ahead!

#WorldPool | **Bet With The World** 🌍

World Pool @WorldPool · Apr 25
CONFIRMED: 8 World Pool races on 2000 Guineas Day + 2 new bet types!

⭕ Listed Kilvington
⭕ 4yo+ Hcap
⭕ 3yo+ Hcap
⭕ G3 Palace House
🏆 G1 2000 Guineas
⭕ 0-105 Hcap
⭕ 76-95 Hcap
⭕ 81-100 Hcap
💰 **Exacta**
💰 Treble

#WorldPool | **Bet With The World** 🌍

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Coming Up …

+ **Confirmation of 2023 World Pool schedule**

+ **Working with racecourses to maximise on course turnover and education of customers**

+ **World Pool Moment of the Year expansion**

+ **Working together to link all World Pool events, coordinated marketing and exposure**