



# ***BIG 9 - A BRIEF INTRODUCTION***

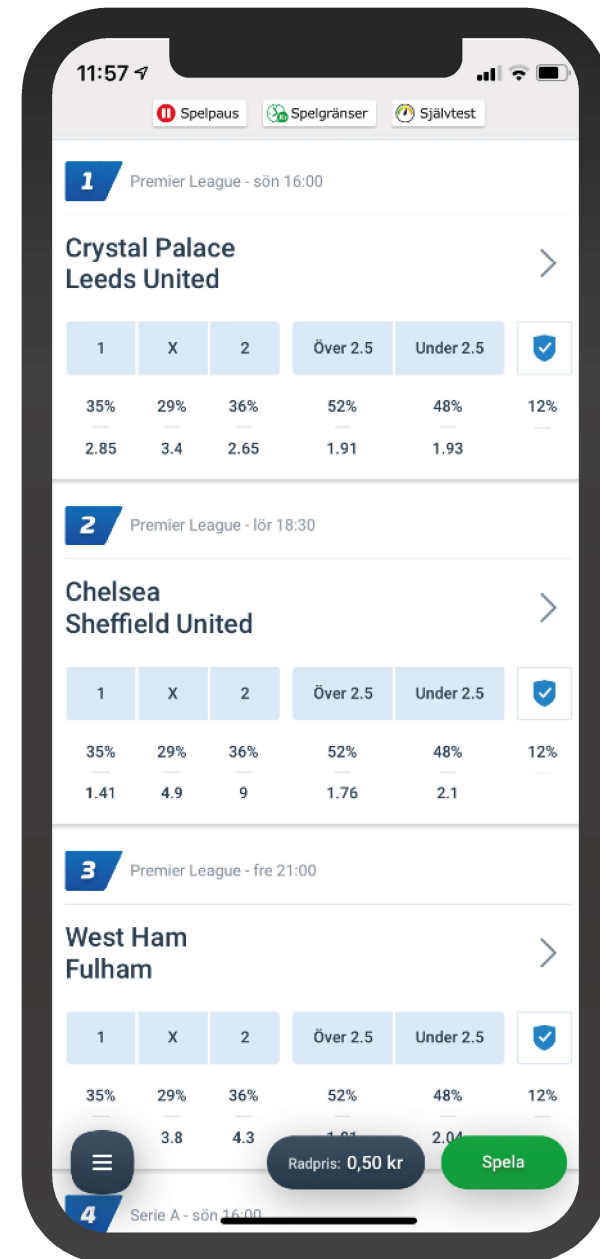
Christian Erlandsson, Head of Sports, ATG

# ***WHY A SPORTS POOL FOR ATG?***

- Broadening our sports offering
- Increased share of wallet
- Drive revenue for our large and growing sportsbook

# QUICK FACTS

- 9 matches to predict
- Payout for 9, 8 and 7 correct
- Predict Match outcome *and* Over/Under 2.5 goals
- "Wildcard" placed at game of choice = Correct
- Matches from top european leagues
  
- 35% RTP, with a 40/20/40 pool distribution
- Jackpot handled as for V75
- Row price SEK 0.50 (€0.05)



# WILDCARD

- Can be placed on any match
- Guarantees a correct pick for that match
- A popular feature and a talking point

BIG 9		Måndag 26 dec 16:00			
MATCH		RESULTAT		2.5 MÅL	
<b>1</b>	Arsenal - West Ham	1	-	-	Ö U
<b>2</b>	A Villa - Liverpool	1	X	2	Ö U
<b>3</b>	Leicester - Newcastle	-	-	2	Ö U
<b>4</b>	Southamp. - Brighton	-	-	2	Ö U
<b>5</b>	C Palace - Fulham	1	X	2	Ö -
<b>6</b>	Everton - Wolves	1	X	-	- U
<b>7</b>	Rotherham - Stoke	-	-	2	Ö U
<b>8</b>	Sheff Utd - Coventry	Wildcard			
<b>9</b>	Middlesbr - Wigan	1	-	-	Ö U

# **INTERNATIONAL**

- With over two decades of experience in international commingling on horse racing ATG decided to add Big 9 to our bet by bet protocols
- First partner, Danish Derby25, successfully launched in September 2022
- Ready for common pool on a global level



**ATG Betting Interface**  
ABI Version 5