

Sports Pools Developments



Introduction

Many Sport Pool offers exist around the world but are all independent. Could WoTA work on a common solution?

What kind of content harmonisation and technical coordination are necessary to build a global sport pool?

Background

A) Globally racing betting (Tote) is stagnant and under ongoing pressure

B) Globally sports betting (especially football) is a growing juggernaut

WoTA members are predominantly focused on “A” but have the assets, brand, customer-base, licences and credibility that lend themselves to “B”

Leading statements

- WoTA members’ active participation in “B” can help future proof their revenue streams and longevity
- WoTA members could enjoy harmonised sports pools from Day 1
- WoTA members should jointly develop a world pool on sports

Sports Commingling - WoTA Members

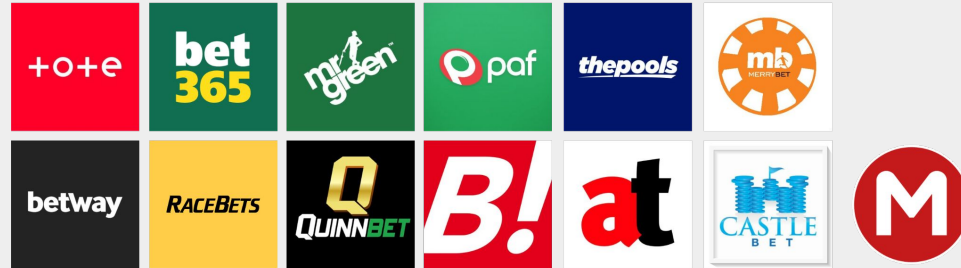
	Racing	Sports	Commingle in Sports
UK Tote	✓	✓	✓
Colossus	✓	✓	✓
4 Racing	✓	✓	✓
Svenska Spel	✓	✓	✓
HKJC	✓	✓	
Veikkaus	✓	✓	
ATG	✓	✓	✓
Danske Spil	✓	✓	

Existing Sports Commingling Arrangements

Svenska Spel



Colossus



Draft Kings



Why can't sports succeed on the same level as racing and lotteries through commingling?

Global Sports Pools

- Leading pari-mutuel sports products outside of US
- US products: prop market based, often same game parlays
- US represents the obvious emerging growth market
- Operators tend to be monopolies and/or government owned, less open to innovation?

* Handle Data differs by most recent available year

Operator	Country	Annual Handle
China Sports Lottery	China	£1,053,521,241
Svenska Spel	Sweden	£223,663,585
FDJ	France	£210,797,320
Betman	South Korea	£247,486,583
Selae	Spain	£129,149,421
4 Racing	South Africa	£81,431,584
Veikkaus	Finland	£81,257,000
Norsk-tipping	Norway	£43,497,399
Toto-dream	Japan	£56,212,452
Lotto.de	Germany	£37,205,439
Danske Spil	Denmark	£17,856,962
Spor Toto	Turkey	£18,483,946
ATG	Sweden	£12,329,749
HKJC	Hong Kong	£16,310,862
ADM	Italy	£10,285,470

Pool Types

Operator	Pool	Country	Annual Handle	Sport	Pool Type	Legs	Consolation categories
China Sports Lottery	China14	China	£652,100,429	Football	HDA	14	1
China Sports Lottery	China9	China	£370,409,445	Football	HDA	9	Win only
Betman	Pick 14	South Korea	£152,630,751	Football	HDA	14	3
Selae	Quiniela	Spain	£122,389,357	Football	HDA	15	4
Svenska Spel	Stryktipset	Sweden	£95,359,572	Football	HDA	13	3
FDJ	LotoFoot 14/15	France	£81,873,070	Football	HDA	14-15	3
Veikkaus	Vakio	Finland	£81,257,000	Football, Ice Hockey	HDA	13-20	3
FDJ	LotoFoot 7	France	£75,055,953	Football	HDA	7	1
Svenska Spel	Europatipset	Sweden	£63,420,586	Football	HDA	13	3

- Decline of Littlewoods style 'Score Draw' pool type in UK
- HDA Football overwhelmingly the most popular bet type
- Significantly overlapping content
- Contrast similarity of products to World Pool for racing
- Emergence of single game parlays: US & Bet Builder products

Pool Rules

- Abandonments
- Rollovers
- Takeout
- Allocations
- Reserve Funds
- Stake sizes
- Rules can vary slightly but a common agreement amongst WoTA members can be reached

* Europatipset differs slightly.
 ** Varies based on categories won.
 *** After takeout.

	Pool	Legs	Consolation Tiers	Takeout	Allocations
UK Tote	Pick 15	15	4	30%	40/10/13/17/20
Colossus	Pick 15	15	4	30%	40/10/13/17/20
4 Racing	Soccer 10	10	1	30%	70/30
HKJC	6 HaFu	6	1	30%	70/30
Svenska Spel	Stryk/ Europatipset	13	3	35%	40/15/12/25*
Veikkaus	Vakio	13-20	3**	35%	26/13/9/15/2***
ATG	Big 9	9	2	35%	40/20/40
Danske Spil	Tips 13	13	3	25%	36/16/16/32

Pool Features

	Cash Out	Syndicates	Commingle	Consolations	Retail
UK Tote	✓	✓	✓	✓	✓
Colossus	✓	✓	✓	✓	✓
4 Racing			✓	✓	✓
HKJC				✓	✓
Svenska Spel		✓	✓	✓	✓
Veikkaus		✓		✓	✓
ATG		✓	✓	✓	✓
Danske Spil				✓	✓

FTP Games

- Sky: Super 6, frequently over 1m weekly entries
- Bet365: 6 Scores Challenge, Goals Giveaway, Free4All, over 2m weekly entries in early stages
- Fox Bet: NFL Super 6, 5 million players, \$7.5m paid out
- Draft Kings: Daily same game parlays, 100,000+ weekly entries
- Coral: Football Super Series

- Ladbrokes: 1-2-Free
- William Hill: Free or 4
- 888: Up For 8
- Betway: 4 To Score

FTP and real money can be same product with zero switching costs of player

The Argument to Commingle: Too big to fail

- Massive liquidity produces marketable jackpots on par with lotteries
- Illegal operators cannot compete
- Less operator risk
- Significantly overlapping content
- Common rules across operators and regions
- Outsource operations and associated overheads
- Success of Euro Millions and Eurojackpot proves the appetite for such a product and scope for a sports equivalent to succeed
- Potential for more large jackpots during events like the World Cup than individual operators might have the liquidity for alone.

Commingling Considerations

- Government regulations: Appears US will allow international commingling
- Tech issues
- Diverse audiences: Bias towards domestic fixtures, African market prefer fixed consolation prizes
- Commercials - Perceived reduction in percentage shares for operators, especially in the case of state owned monopolies with high takeouts.
- Retail: Can this work in a global sports pool?
- Varying ticket cost and taxation on players depending on country of purchase
- Time zone differences

Closing thoughts for WoTA

- Do the members want to own this future?
Draft Kings, Bet365, Betway are all entering this space, collectively we have a head start.
- Does offering sports pools provide a defence against customer transition from Totes to sportsbooks?
- Can WoTA smooth any regulatory burdens for Global commingling?
- As WoTA members are geographically non-competitive, a common pool makes sense
- WoTA has long coveted a “global bet” for racing; sports offer a much smoother route to success.

Colossus



Lottery-sized Jackpots

We offer the world's biggest sports jackpots with globally pooled liquidity and lottery-sized guarantees.

Cash Out

We enable players to sell their tickets partially or in full as the pool progresses.

Syndicates

We have built the first-ever crowdfunding solution for spots betting. Colossus Syndicates.

Colossus Pools



Sports Pool Types: 1X2, Correct Score, Asian Handicap, Point Margin, Single
Event Pool

Cash Out



FanDuel Sportsbook
@FDSportsbook

One of our customers needs Bears ML tonight to turn \$20 into \$68,500

Cash out for \$12.4k or let it ride?



Marco Piemonte
@Marco_Parlay

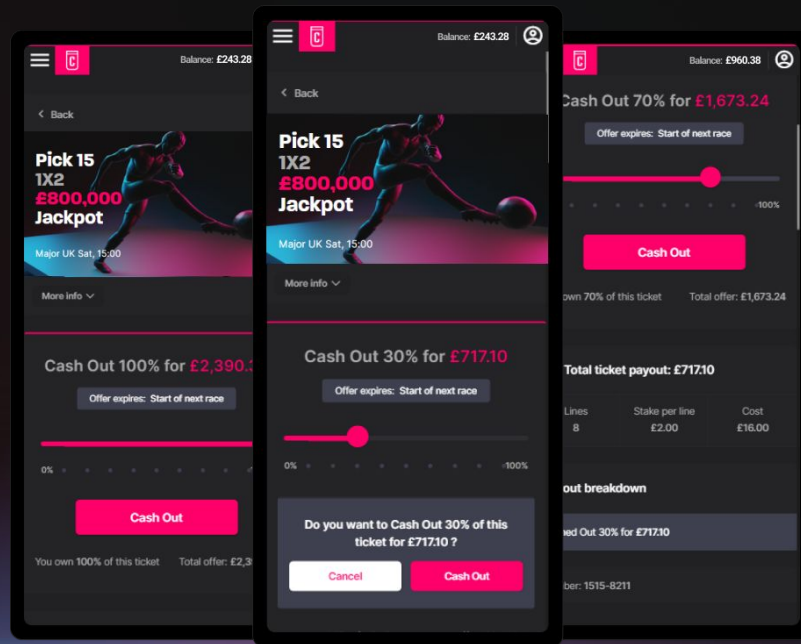
Halftime cash out offer from @PointsBetYSA is \$785,000



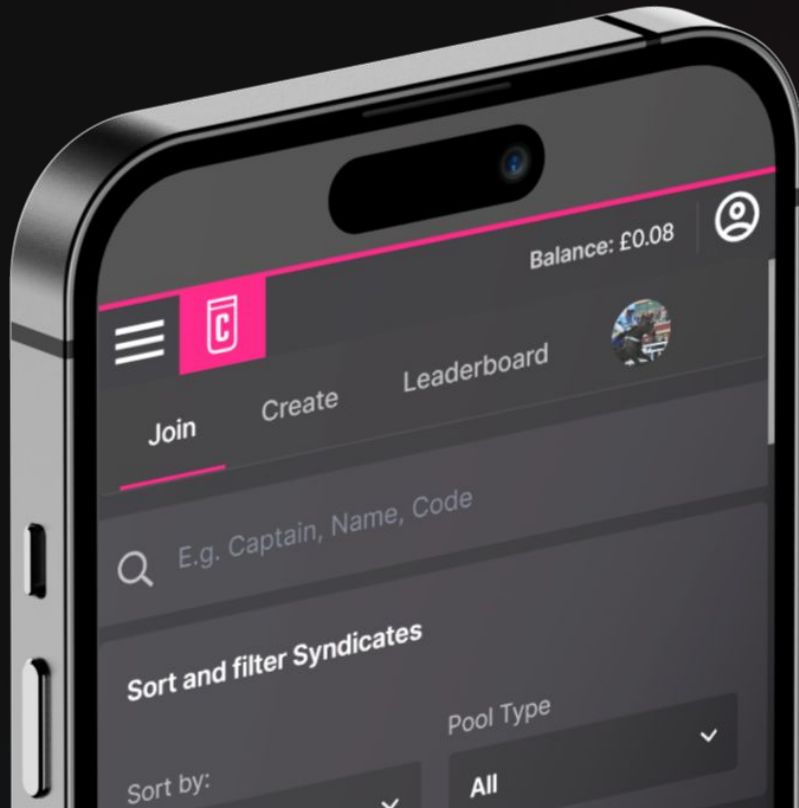
NBC Sports EDGE Betting
@NBCSportsBet

.@Marco_Parlay never wavered with his Parlay, and it paid off BIG TIME.

See how @PointsBetUSA adjusted their cash-out offers with the tempo of the game.



Colossus Syndicates



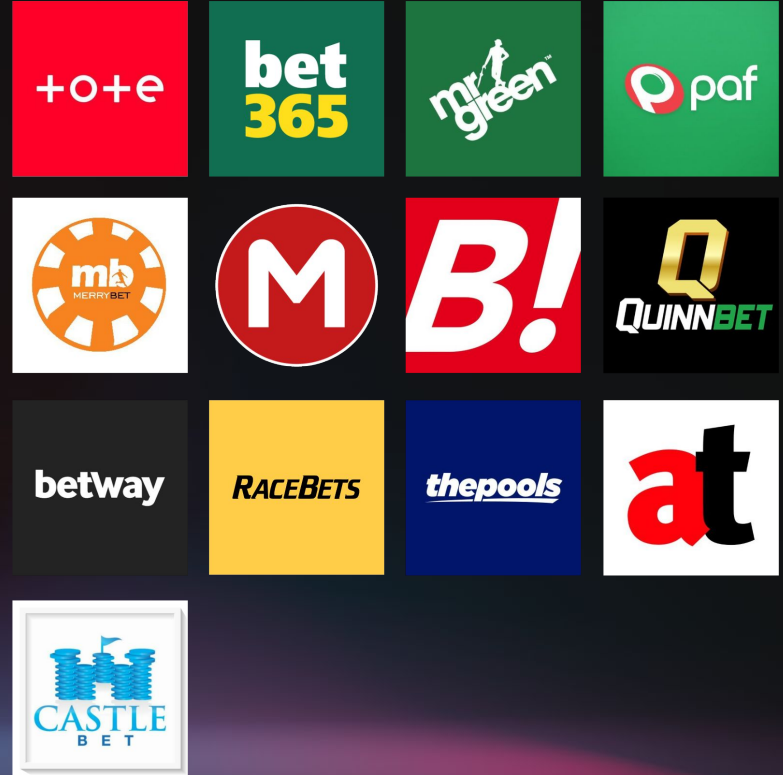
Customers can join existing Syndicates or create their own - whilst sharing them in either private or public mode.

Enables customers to join successful players and pros in the pool, or beat them by crowdfunding larger tickets.

Top performers are showcased, offering both transparency of historical performance and gamifying the experience.

Colossus Partners

Global commingled liquidity



What Might WoTA Harmonisation Look Like?

A seven day a week suite of products we can all support:

- Football/NFL/NHL/NBA
- Frequently won through to Lotto sized jackpots
- More sports and products as they come online

Mon	Tues	Wed	Thur	Fri	Sat	Sun
<i>Soccer 6</i>	<i>Soccer 6 Europatipset</i>	<i>Soccer 6 Vakio</i>	<i>Soccer 6 Vakio</i>	<i>Soccer 6 Big 9</i>	<i>Stryktipset Pick 15</i>	<i>Soccer 6 NFL Pick 7</i>