

WOTTA

---

WORLD TOTE ASSOCIATION



The World Tote Association brings together **21 Tote/pari-mutuel betting operators** from around the world to work together to promote and support the horseracing industry in a socially responsible and sustainable manner.

The Asian African Tote Association and the European Pari Mutuel Association joined together to create the World Tote Association on 15 June 2020 under Belgian law.

## AMERICAS

STRONACH GROUP  
CHURCHILL DOWNS INC.  
WOODBINE

## AFRICA

SOREC  
4RACING  
GOLD CIRCLE

## EUROPE

ATG  
ZETURF  
NORSK RIKSTOTO  
TOTE IRELAND  
UK TOTE GROUP  
VEIKKAUS  
GERMAN TOTE  
HUNGARIAN TOTE  
DANSKE SPIL  
SVENSKA SPEL  
GENY/PARIS TURF

## ASIA

HONG KONG JOCKEY CLUB  
TABCORP  
SINGAPORE POOLS  
MACAU JOCKEY CLUB

In addition, the World Tote Association has **7 associate members:**

## TECHNOLOGY SERVICE MEDIA PROVIDERS

GROUPE CARRUS  
GLOBAL TOTE  
VIRTUAL LIVE RACING  
SUOMEN HIPPOS  
NASDAQ  
COLOSSUSBETS  
CHRIMS



# WoTA COMMITMENTS

The core aim of the World Tote Association is to boost host pool volumes through commingling.

World Tote Association members stand for integrity, fairness, transparency and trust and have responsibilities to customers, shareholders, regulators, national governments, and society as a whole.

Beyond legal obligations, our members are committed to maintaining a balance between their commercial objectives and social responsibility, including the promotion of responsible gambling and funding for horseracing.

Members work on the optimization of technology and operations to ensure each members can exchange best practice and develop mutually beneficial work streams collaboratively.







## WoTA BOARD

The board of the World Tote Association is made up of the following operators:

UK Tote Group, **Alex Frost**  
(Co-Chair 2022-24)

ATG, **Hans Lord Skarploth**  
(Co-Chair 2022-24)

AmTote/1ST/Technology, **Keith Johnson**  
(Treasurer 2022 -24)

Tabcorp, **Paul Cross**

Hong Kong Jockey Club, **Michael Fitzsimons**

SOREC, **Idriss Belghazi**

German Tote, **Riko Luiking**

Singapore Pools, **Simon Leong**

United Tote/Churchill Downs, **Andrew Archibald**

4Racing, **Fundi Sithebe**

Groupe Carrus/HAHE, **Jérôme Carrus**

Veikkaus, **Juha-Matti Mäkilä**





Moderator  
**Andrew Brown**

**Fundi Sithebe**  
CEO of 4Racing

**Hans Lord Skar**  
CEO of ATG

**Michael Fitzsimons**  
Executive Director, Wagering Products at  
the Hong Kong Jockey Club

**Aymeric Verlet**  
International Manager of the PMU

**Keith Johnson**  
Chief Revenue Officer of Technology Group/AmTote

**WoTA**  
**FORUM**  
LONDON 2022

## WoTA ACTIVITIES

The World Tote Association hosts an annual Forum for all members, as well as regular webinars on key topics including growing global pools, attracting new audiences, differentiating pool and fixed betting, along with regulatory and technology related issues.

**WoTA**  
**FORUM**  
LONDON 2022

**webinars**   
by **WoTA**  
WORLD TOTE ASSOCIATION





# WoTA WORKING GROUPS

Under a strategy set by the Board, the World Tote Association has Working Groups looking at the following areas:

## Commingling

Greater commingling of pools through identifying and removing barriers between operators, data sharing where appropriate and furthering mutually beneficial technology and betting protocol to support commingling.

## Integrity and standards

Integrity and standards by implementing leading responsible gambling and AML procedures by comparing and implementing best practice in accordance with local regulation and working constructively with national governments and regulators ensuring a better understanding of pool betting.

## Betting Experience

Betting experience by further improvements in the pool betting experience for customers and stakeholders and providing pool betting experience to the next generation.

# JOIN US !



The World Tote Association is a non-for-profit association and would like to welcome more Tote/pari-mutuel operators from around the world to join the organisation in future in order to help benefit national equestrian and horseracing industries, and grow global pool betting.





# Becoming a member of the World Tote Association



## Full membership

- Owns and operates a pool betting/pari-mutuel system
- Operates legally in all countries where the organisation offers betting opportunities including holding “a licence or authorisation to operate” from the national regulator
- Has viable, transparent and fully registered financial accounts in their country of origin, and be willing to provide historical financial statements as required
- Contributes to the horseracing industry in line with national requirements

## Associate membership

- Operates technology and/or services for pool betting/pari-mutuel operators
- Operates legally in all countries where it provides services including “a licence or authorisation to operate where appropriate” from the national
- Has viable, transparent and fully registered financial accounts in their country of origin, and be willing to provide historical financial statements as required

## Benefits of membership

- Be part of a network where the Racing and Betting industry meet and the future of horserace betting is debated
- Share experiences and case studies with more than 20 different structures
- Exchange best practices and advices and learn from the experience of older and/or bigger structures
- Create common projects/products



# Fee Membership

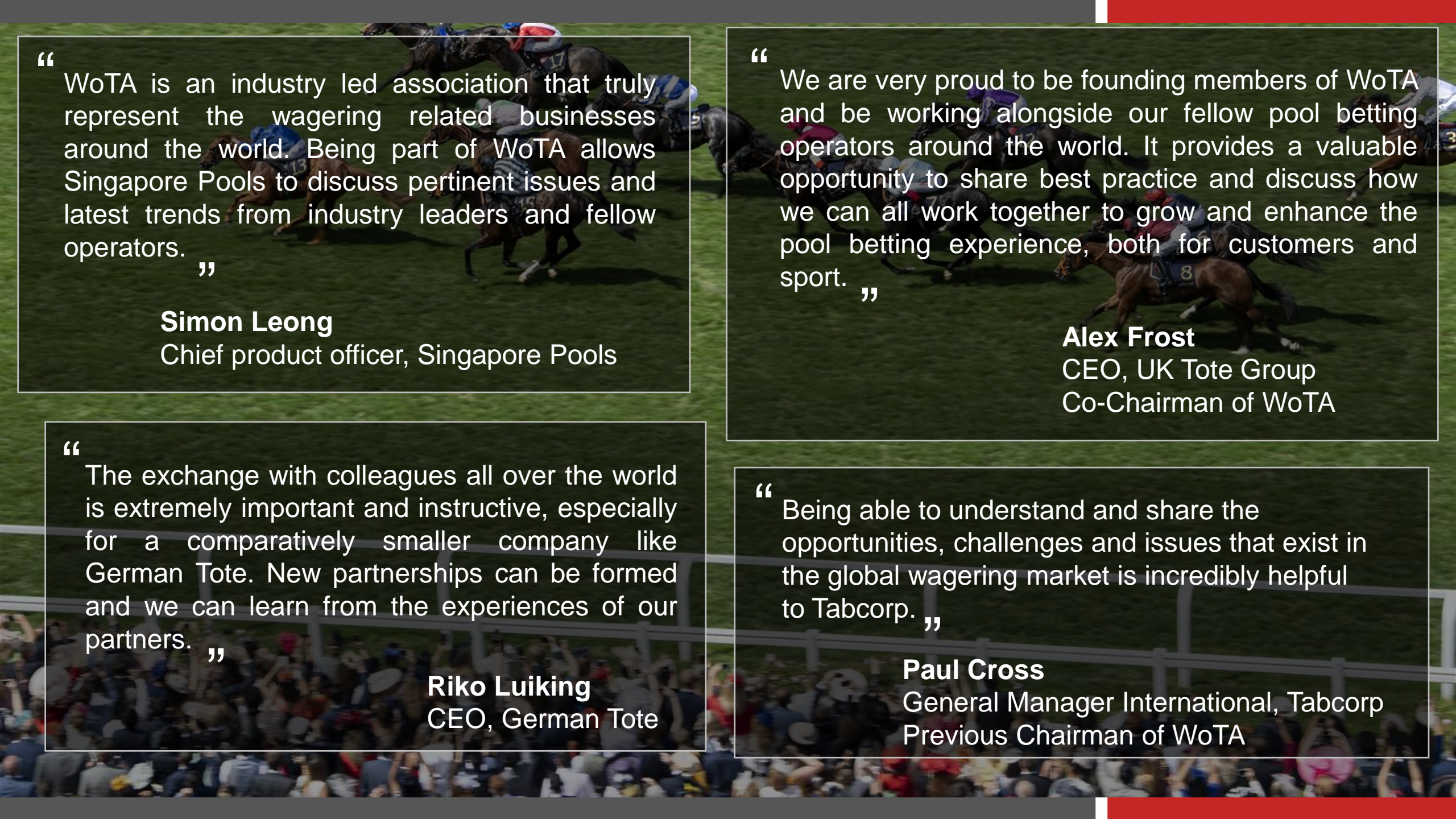


## Full members Tote operators

CATEGORY A	CATEGORY B	CATEGORY C	CATEGORY D
Gross turnover > €2B	Gross turnover €600M - €2B	Gross turnover €50M - €599M	Gross turnover < €50M
Annual fee €50 000	Annual fee €25 000	Annual fee €10 000	Annual fee €5 000

## Associate members

CATEGORY E	CATEGORY F
Technical/services Suppliers	Sport Federations
Fixed Fee	Fixed Fee
Annual fee €5 000	Annual fee €500

A composite background image featuring a horse race in progress on a green track, with several horses and jockeys visible. In the lower portion, a large, dense crowd of spectators is seen from behind, watching the race.

“ WoTA is an industry led association that truly represent the wagering related businesses around the world. Being part of WoTA allows Singapore Pools to discuss pertinent issues and latest trends from industry leaders and fellow operators. ”

**Simon Leong**

Chief product officer, Singapore Pools

“ We are very proud to be founding members of WoTA and be working alongside our fellow pool betting operators around the world. It provides a valuable opportunity to share best practice and discuss how we can all work together to grow and enhance the pool betting experience, both for customers and sport. ”

**Alex Frost**

CEO, UK Tote Group  
Co-Chairman of WoTA

“ The exchange with colleagues all over the world is extremely important and instructive, especially for a comparatively smaller company like German Tote. New partnerships can be formed and we can learn from the experiences of our partners. ”

**Riko Luiking**


CEO, German Tote

“ Being able to understand and share the opportunities, challenges and issues that exist in the global wagering market is incredibly helpful to Tabcorp. ”

**Paul Cross**

General Manager International, Tabcorp  
Previous Chairman of WoTA



A background image showing several jockeys on horses racing on a dirt track. The jockeys are wearing colorful silks and helmets. The horses are in motion, kicking up dust. The image is used as a background for the text boxes.

“ We need to work with all of our international partners, including bodies such as WoTA, to develop best practices to combat illegal betting and promote legal betting to ensure the pari-mutuel model can thrive. And of course more generally, tote wagering must be encouraged to deliver the returns to racing which will allow it to thrive in the future and meet the demands of the inevitable costs associated with tackling climate change and welfare. ”

**Winfried Engelbrecht-Bresges**  
CEO, Hong Kong Jockey Club  
President of the International Federation  
of Horseracing Authorities, IFHA

“ A great and much needed association for the good of the global tote industry. I was incredibly impressed by the work and studies that were done under “abnormal” conditions (covid times specifically). I was further impressed by the level of commitment by the big operators that are members. WoTA can bring access to numerous operators, organisations that deal with the tote. Collectively, we can put forward ideas to ensure that the tote remains relevant and remains a sought-after product. ”

**Fundi Sithebe**  
CEO, 4Racing

“ United Tote/Churchill Downs is extremely proud to be a part of WoTA and excited to participate with other operators around the world. We are most looking forward to shared collaboration to solve problems that impact us all. ”

**Andrew Archibald**  
President, United Tote division, Churchill Downs Inc.





**world-tote.org**

For further details please contact:

**Florence Gras**  
Secretary General

[florence.gras@world-tote.org](mailto:florence.gras@world-tote.org)