



ZETURF

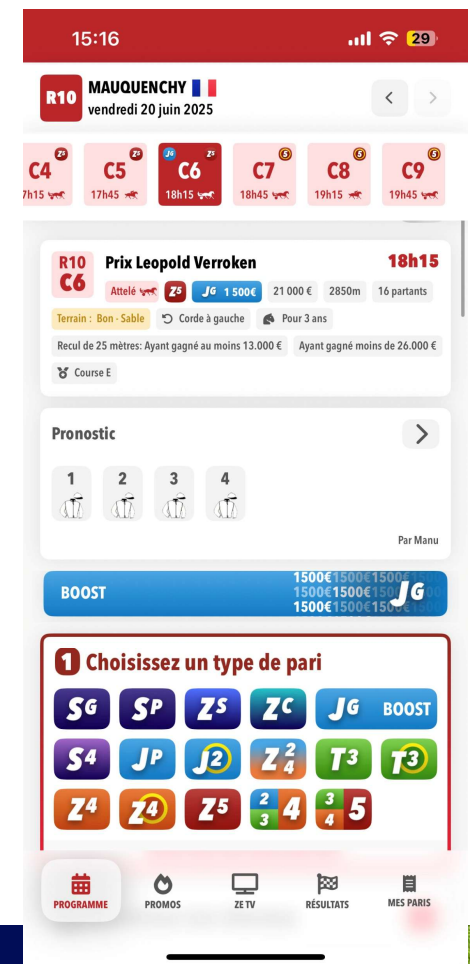
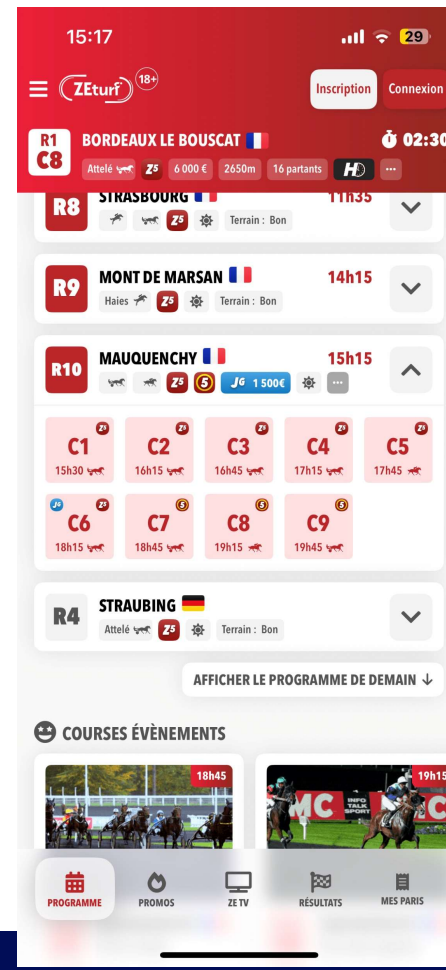
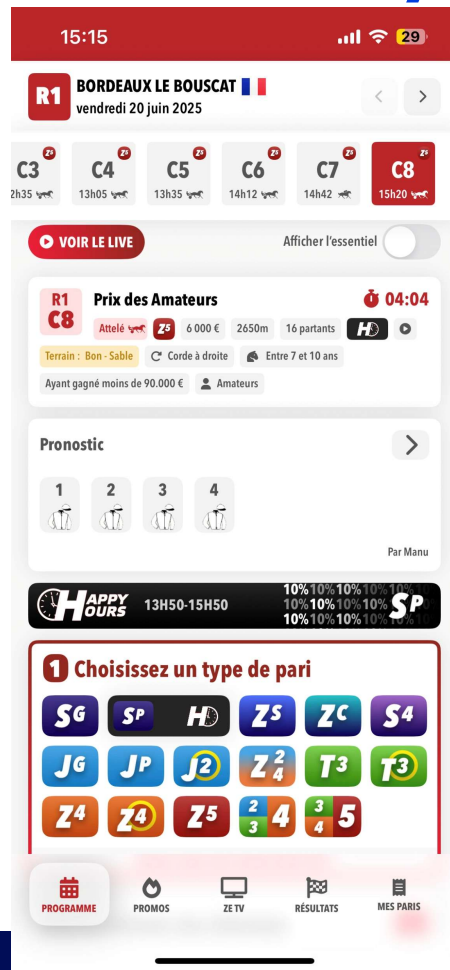
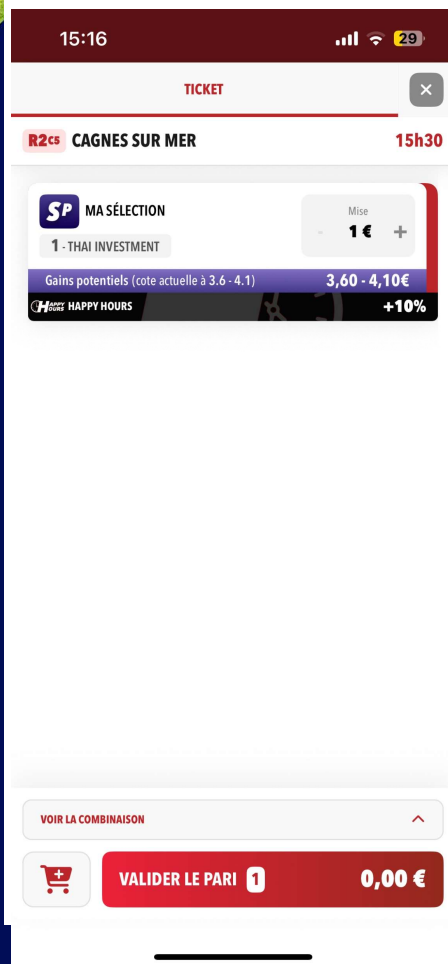
New features in 24/25 :

Instant Withdrawal :

- Very important for customers
- Sportsbetting market standard in France
- competitive advantage versus our competitors
- Horse Racing competitors don't have it

The advertisement features the Zeturf logo at the top. A smartphone screen displays the 'Mon compte' (My account) page with a balance of 659,30 € and a withdrawal of +300,00 €. A man in a leather jacket is shown holding the phone. A large green checkmark graphic is overlaid on the phone screen. Below the phone, the text 'RETRAIT INSTANTANÉ' is written in large, bold letters. Underneath this, a blue banner reads 'VOS GAINS EN UN CLIN D'OEIL'. A circular icon with '-18' is visible in the bottom right corner. At the bottom of the ad, there is a disclaimer in French: 'LES JEUX D'ARGENT ET DE HASARD PEUVENT ÊTRE DANGEREUX : PERTES D'ARGENT, CONFLITS FAMILIAUX, ADDICTIONS... RETROUVEZ NOS CONSEILS SUR JOUEURS-INFO-SERVICES.FR (09 74 75 13 13 - APPEL NON SURTAXÉ)'. To the right of the disclaimer is the logo of the French Government (GOUVERNEMENT) with the text 'Liberté Égalité Fraternité'.

New features in 24/25 : Boost and Happy Hour :



NEW ZETURF APPLICATION

**For Horse Racing
Customers**

- **Customer feedback integration**
- **Redesign of key pages**
- **New race listing by post time**
- **Improved visibility of potential winnings**
- **Easier access to races, drivers and horses information**

**For X-conversion with
sports gamblers**

- **Better promotion of commercial offers (promos, boosts, etc.)**
- **Simplified betting process: 1-click horse selection and direct access to bet slip**
- **Enhanced help pages and new video tutorials**

Good way to make another communication :



Social ads



Presse spécialisée et PQR

Courses

LE QUARTÉ CE SOIR À MARSEILLE-VIVAUX
5 Prix Bartholémy et Henri Cabassu

Marseille-Vivaux Réunion 5

1	2	3	4
1. LE QUARTÉ	2. LE QUARTÉ	3. LE QUARTÉ	4. LE QUARTÉ
5. LE QUARTÉ	6. LE QUARTÉ	7. LE QUARTÉ	8. LE QUARTÉ
9. LE QUARTÉ	10. LE QUARTÉ	11. LE QUARTÉ	12. LE QUARTÉ
13. LE QUARTÉ	14. LE QUARTÉ	15. LE QUARTÉ	16. LE QUARTÉ
17. LE QUARTÉ	18. LE QUARTÉ	19. LE QUARTÉ	20. LE QUARTÉ

LE CROISÉ-LABOCHÉ Réunion 4

1	2	3	4
1. LE CROISÉ-LABOCHÉ	2. LE CROISÉ-LABOCHÉ	3. LE CROISÉ-LABOCHÉ	4. LE CROISÉ-LABOCHÉ
5. LE CROISÉ-LABOCHÉ	6. LE CROISÉ-LABOCHÉ	7. LE CROISÉ-LABOCHÉ	8. LE CROISÉ-LABOCHÉ
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17. LE CROISÉ-LABOCHÉ	18. LE CROISÉ-LABOCHÉ	19. LE CROISÉ-LABOCHÉ	20. LE CROISÉ-LABOCHÉ

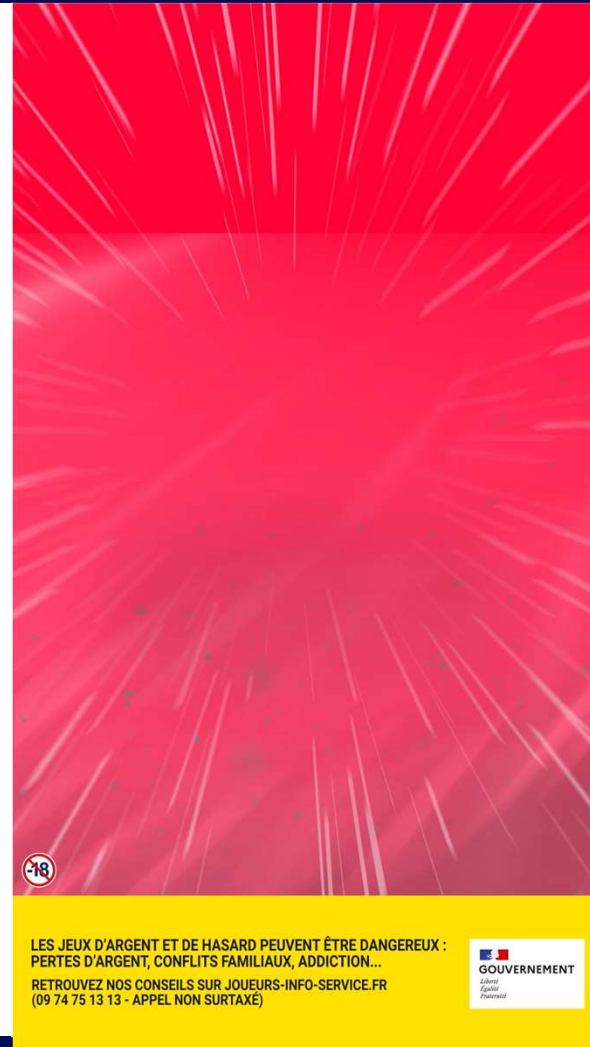


Display VOL



Display

MOTION VIDEO DESIGN



LES JEUX D'ARGENT ET DE HASARD PEUVENT ÊTRE DANGEREUX :
PERTES D'ARGENT, CONFLITS FAMILIAUX, ADDICTION...
RETROUVEZ NOS CONSEILS SUR JOUEURS-INFO-SERVICE.FR
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A successful adoption:

- Still work to do to win over a user segment highly resistant to change.
- Some bonuses are only available on the app.
- Acceptance rate: 95%.
- This is a good opportunity to gather final user feedback and continue improving in that direction.

