Revolutionizing Racing Pools
Cash Out
Put the Player in control

The end of all or nothing jackpots

• Players can have their cake and eat it by banking profits as they progress through each leg

• 90% of bets that are cashed-out on Colossus pools go on to lose – the player wins from a losing ticket

• Trading functionality introduced to players, selling part and retaining part of their tickets

Cash Outs on losing tickets in Colossus pools in 2017

<table>
<thead>
<tr>
<th></th>
<th>Aug 2017</th>
<th>April 2017</th>
<th>Aug 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>£61,646</td>
<td>£44,579</td>
<td>£35,545</td>
</tr>
<tr>
<td>Spend</td>
<td>£6</td>
<td>£12</td>
<td>£9</td>
</tr>
</tbody>
</table>
Cash Out
Benefits to Operator

Boost your bottom line...
...and maximize player engagement

1) **Increases** spend into pool
2) **Generates** a second revenue stream
3) **Reduces** customer churn

4) **No greater** feelgood PR story
5) **Creates** product ‘stickiness’
6) **Modernizes** the multi-leg pool/parlay experience

30%
boost to pool income

80%
of Cash Outs are partial

30-65%
retention growth if player uses Cash Out
Bring Syndicates with CashOut to your racing pools

- First ever ‘crowd’ solution for racing pools
- Embedded social interaction

Unique code for sharing and ‘tweet your ticket’ functionality
Cash Out/Syndicates

The **must-have features** for social media/marketing

Provides interaction and engagement for players around Cash Out behavior and strategy
# Colossus Racing Cash Out API

**Partner Tote**

<table>
<thead>
<tr>
<th>A - Pool Start</th>
<th>Tickets (poolstart)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B - Cash Out</strong></td>
<td></td>
</tr>
<tr>
<td>i. Ticket id</td>
<td></td>
</tr>
<tr>
<td>ii. Offer</td>
<td></td>
</tr>
<tr>
<td>iii. Accept</td>
<td></td>
</tr>
<tr>
<td>iv. Confirm</td>
<td></td>
</tr>
</tbody>
</table>
Colossus Racing

- **Official partner** of British Horse Racing
- **Lotto sized** British racing pools
- British pools available via Colossus
- Multi leg + correct order pool types
- All with embedded **Cash Out** and **Syndicates**
Colossus
Daily Fantasy
NBA MVP

- Pick the MVP in each match (leg)
- UIGEA compliant Cash Game
- No Draft/Salary cap
- Level playing field
- Similar to Horse Racing Pick-N
Revolutionizing Racing Pools

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