Driving Growth in the Competitive Wagering Environment
# Tabcorp Business Brands

<table>
<thead>
<tr>
<th>Australia</th>
<th>UK</th>
<th>Isle of Man</th>
<th>USA</th>
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<tr>
<td>TAB.com.au</td>
<td>SunBETS</td>
<td>PGI</td>
<td>Sky Racing World</td>
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<td>Luxbet</td>
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THOROUGHBRED WAGERING MARKET

AUSTRALIA Thoroughbred Handle
AU$ Billion

NORTH AMERICA Thoroughbred Handle
US$ Billion

*Source: Racing Australia Fact Book 2014/5

*Source: Jockey Club Fact Book
CUSTOMER ENGAGEMENT

ENGAGING: “Attractive or interesting in a way that holds your attention”

- Merriam-Webster
FLEXI-BETTING

What is Flexi-Betting?
• Allows players to take a % of a wager
  – Opportunity to have a wager with more selections for a % of the dividend
• Example:
  – Bet type: Trifecta Box
  – Amount: $10
  – Selections: 1, 2, 3, 4, 5
  – Flexi-Bet: 16.66% [player will receive 16.66% of the dividend]

Which Bet Types offer Flexi-Betting?
  – Exacta, Quinella, Double, Duet, Trifecta, First 4 (Superfecta), Quaddie (Pick 4), Big 6 (Pick 6)

What are the Benefits of Flexi-Betting?
• Allows players to get in the game and invest at the level they are comfortable with
• Creates consistent winners
• Increases churn factor
• Keeps players engaged
**Fixed Odds**

Allows player to take a fixed price at time of wager

- Racing wagering market is 67% pari-mutuel and 33% fixed odds
  - Fixed odds grew by 16% last year
- Customers have the ability to compare prices and select a pari-mutuel wager or a fixed odds wager
  - Available via all channels
- Option to build a wager across races, tracks and sports
- Provides flexibility for operators and customers
  - Create markets
  - Select races, tracks, thoroughbred, harness, greyhound, sports...
  - Cash-out option
- Creates interest in early markets or morning line markets
Cash-Out Quaddie [Pick 4]

What is the ‘Cash-Out’ option?

• Allows players to ‘cash-out’ a Pick 4 after leg 1, 2, or 3
• Ticket stays in the pari-mutuel pool
• Wagering operator offers player a ‘cash-out’ price and if accepted by the player, operator ‘owns’ that ticket
• Available on races with a Fixed Odds market
• Option for partial ‘cash-out’ e.g. player takes a 50% cash-out and remaining 50% is a live bet

What are the Benefits?

• Gives players the choice to ‘cash-out’ at any stage or ‘let-it-ride’
• Keeps players engaged
• Increases churn
VIRTUAL RACING [TRACKSIDE]

• Wagering on Virtual Racing (Thoroughbred, Harness & Greyhound)
  – Race run every 3 mins
  – On-screen form guides
  – Available in ~3,000 outlets
  – Traditional racing bet types (including flexi-betting)
  – Always 12 runners per race
  – Fixed payouts
  – Annual handle ~AU$500M

• Benefits:
  – Complements ‘live’ product
  – Keeps players engaged
  – Educates ‘non-traditional’ horse players

• Currently offered under license in MD [RaceTrax] with annual sales of ~$150M