life-changing prizes
social skill-based gameplay
Innovate Racing Jackpot

• 5 Races
• 31,200 ways to win
• 240 unique tickets
• Only 1 ticket will contain every winner
Innovate Racing Jackpot

Race I Winner

Buddy Bundy
- Michael Russell  Managing Director
- Patrick Herrera  Systems Architecture & Integration
- Glen Johnson  Design, Innovation & User Experience
- Damian Kawa  Development & Operations
- Craig Driver  Business Development
- Shaun Pyrah  Product
race to the bottom
interactive sweepstake
determined by the results of
real-time racing events
Sports Betting & Wagering

Bingo, Casino & Slot Machines

Keno, Lotto Lotteries

Skill

Life Changing Prizes

Low Prize Values

Chance
Getting Started

• Players buy tickets that predict the winner in a set of real-life racing events.

• One unique ticket for every possible combination of winners.
Prior to each race Players can choose to:

- **HOLD**
  with tickets they like, and think will survive

- **FOLD**
  cash out tickets they think will be knocked out

- **RAISE**
  buy more tickets
After Each Race is Run & Won

All tickets that ‘**miss**’ the winner
  – are knocked out

All tickets that ‘**hit**’ the winner
  – survive to the next race
The Aim

- Be the last left standing, holding the 1 ticket that ‘hit’ every winner in the game
- OR
- Trade your way to a profit before being knocked out
Championship Millions
WIN UP TO $6,912
Current Pool: $450

Buy Now: $1.00

Game Centre

Bids

hold, trade, or buy more tickets - make sure you're not knocked out in the next round

Total Value: $93.37

Game Progress:

LEG 1: ADINA HOTELS FERNHILL HANDICAP
Start Time: Sat Apr 19 12:10 PM 2014

60 x SET A
VEUVELICIOUS CYCLONE GOULDIAN
51% $44.17 $82.11

40 x SET B
CARELESS STANDOUT KHRYSLER ALIYDA DASHIE DE LUXE FIRST DRAFT
48% $49.20 $108.47

Now Showing:
SELECT WHICH TICKETS TO VIEW

0 Tickets Selected:
$0.00 CASH OUT
Game Modes

- **EasyPlay**
  A passive play game with leaderboards and friends

- **P2O**
  Player-to-Operator featuring ‘cash out’, the resale of cashed out tickets, Bank offers on Player tickets

- **P2P**
  Full Player-to-Player trading
Game Variations

Based on target audience, games can vary in terms of:

- Tracks
- Racing code
- Duration
- Number of tickets, ticket price, prize value
Multi-Segment Appeal

• Research confirmed appeal for 3 key target segment

• Game of **CHANCE**
  Traditional gaming/lottery

• Game of **SKILL**
  Traditional wagering

• Game of **VALUE**
  Analysts and Pros
### Heavy Punter Appeal

<table>
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<tr>
<th>Swopstakes is new &amp; different</th>
<th>Would definitely or probably play</th>
<th>Would play at least once per week</th>
<th>Swopstakes as % of gambling spend</th>
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<tr>
<td>84%</td>
<td>62%</td>
<td>85%</td>
<td>25%</td>
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Core Revenue Streams

• Ticket Sales: 30% take-out

• Ticket re-Sales

  For example:

  • Player cashes out a ticket at a 30% discount

  • The Bank resells the ticket at a 10% discount
Innovate Racing Jackpot
Results So Far

• Race 1: Buddy Bundy
Innovate Racing Jackpot
Results So Far

• Race 1  Buddy Bundy
• Race 2  On a Dream
Innovate Racing Jackpot
Results So Far

• Race 1  Buddy Bundy
• Race 2  On a Dream
• Race 3  Our Exchange
Innovate Racing Jackpot
Results So Far

• Race 1 Buddy Bundy
• Race 2 On a Dream
• Race 3 Our Exchange
• Race 4 Pinky Tuscardero
Socialising real money gaming