

Swedish Tote



Benno Eliasson
Executive Vice President



Sweden is a horse country

9 million Citizens

275 000 Horses

70 000 Trotters

5 000 Thoroughbreds



Professionals and amateurs within the trotting sport



- 450 Professional trainers
- 7000 Amateur trainers
- 1000 Breeders
- 42 000 Owners

Key statistics, 2005



Racing ownership	100 %
Turnover	M\$ 1 500
International	M\$ 110
Non gaming prod	M\$ 300
Employees	220
Market Share	24 %
Racecourses	37*
Race meetings/Year	1 100

* Trotting 32
Galopp 5

ATG:s view of the situation to day

- Mature market
 - hard to attract new customers
- More and new aggressive competitors
 - Domestic and International
- Internet bookmakers (“Pirates”)
- New products on market, Poker etc.
- Unclear legal situation in EU
- Gaming addiction -a coming issue

Strategies for an strong position

- Competitive Products
 - Big Pools, with big pay outs
 - Exotics
- Strong focus on distribution
 - Large number of OTB:s and Agents
 - Internet and mobile phones
- Bets 7/24
 - Race on customers demand
 - International cooperation



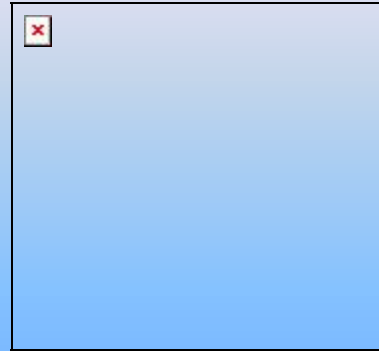
Strategies for an strong position

- Media & TV Coverage
 - National TV
 - Pay TV, Internet, mobile phones
- Strong brand name
 - Security, integrity



Fight the Pirates!

- Do not expect the regulators to protect you!
- You have to beat them on all levels
 - Products
 - Distribution
 - Media coverage
 - Technology



The V75 movie

