

World Pool 2025 and Beyond

WoTA FORUM Berlin 2025

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香港賽馬會
The Hong Kong
Jockey Club

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香港賽馬會
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"To bring the world's finest races, horses, jockeys, and trainers to a global audience all year round, and to host internationally commingled pools on these races"

1 Liquidity attracts Liquidity

- For liquidity, $1+1 = 3$. World Pool not only provides liquidity in standard products, but also the excitement of high jackpot products to global customers

2 Combat illegal betting

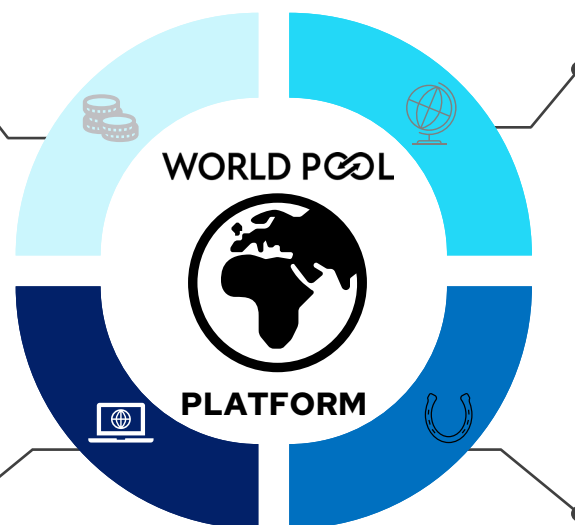
- Demonstrate can grow gaming opportunities would not lead to gambling harm;
- Deep liquidity creates value to combat illegal market;
- Legitimate way to enjoy races globally

3 Standardize Information Strategy

- Horseracing is a game-of-skill, in which data play a major role;
- Especially for younger generation, they love data, and tools are available to perform analysis

4 An enabling platform to improve quality of horse racing

- Higher turnover creates revenue to tracks/operators;
- Giving back to the sport, training of talents, strengthening animal welfare;
- Sustainability is key.



Growth of World Pool Presence

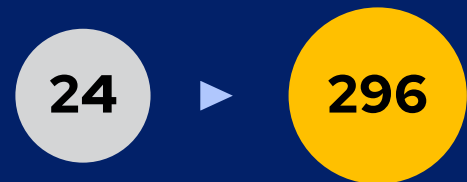


Driving Global Ambitions

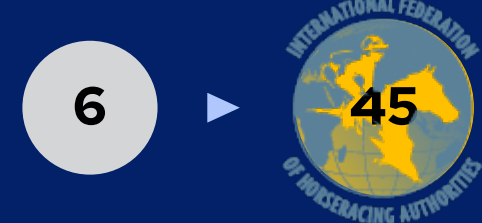


GROWTH SINCE
S18/19 TO S24/25

WORLD POOL RACES



IFHA TOP 100 G1 RACES CAPTURED IN S2425

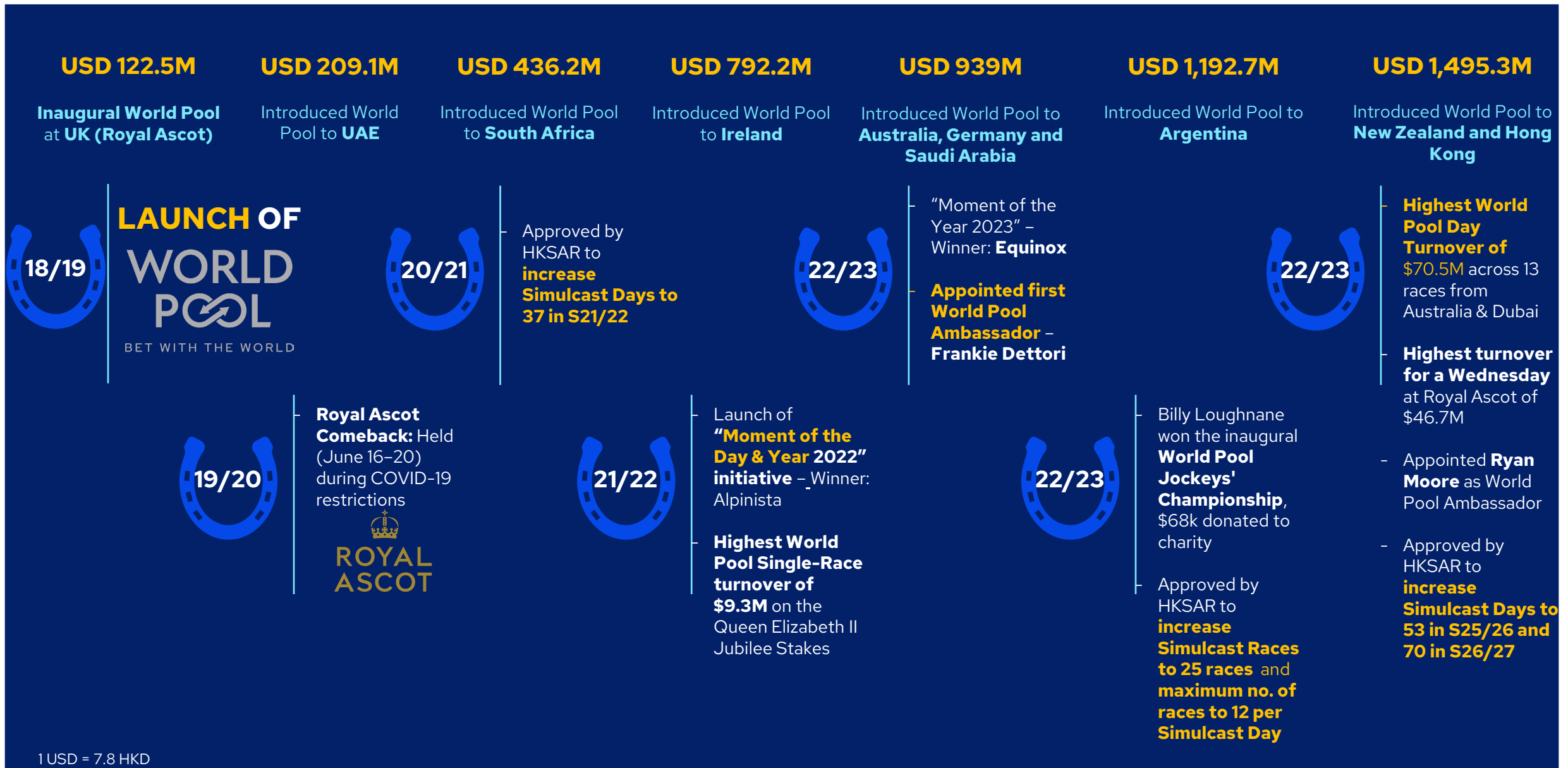


TURNOVER (USD)

\$122.5M → \$1,495.3M

*non-pool participants

World Pool – Celebrating Milestones & Turnover



1 USD = 7.8 HKD

Great journey so far ... can the industry,

TOGETHER, do more??

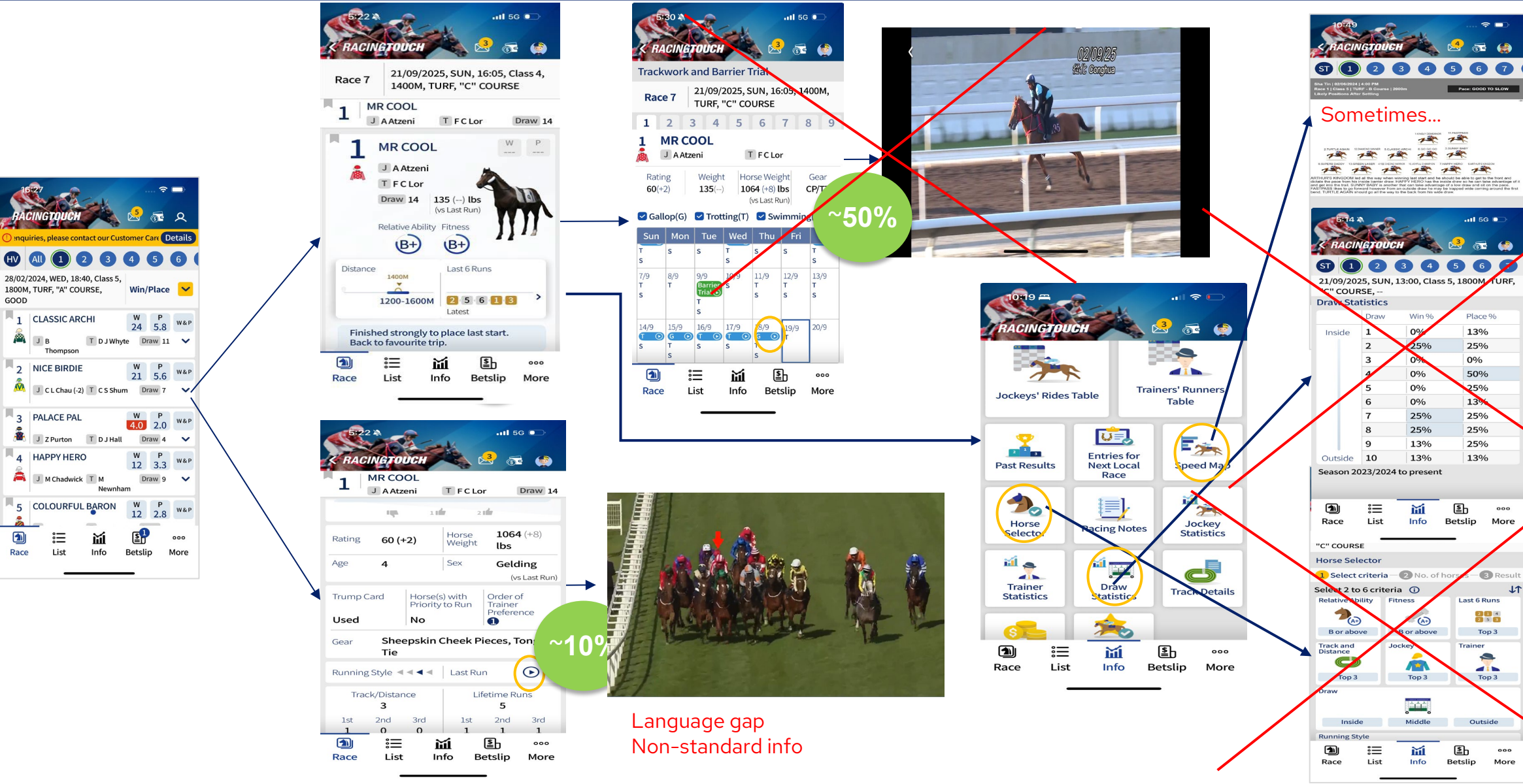


YES, WE CAN!





Customers' sample journey (Simulcast Racing) : NOT THE SAME

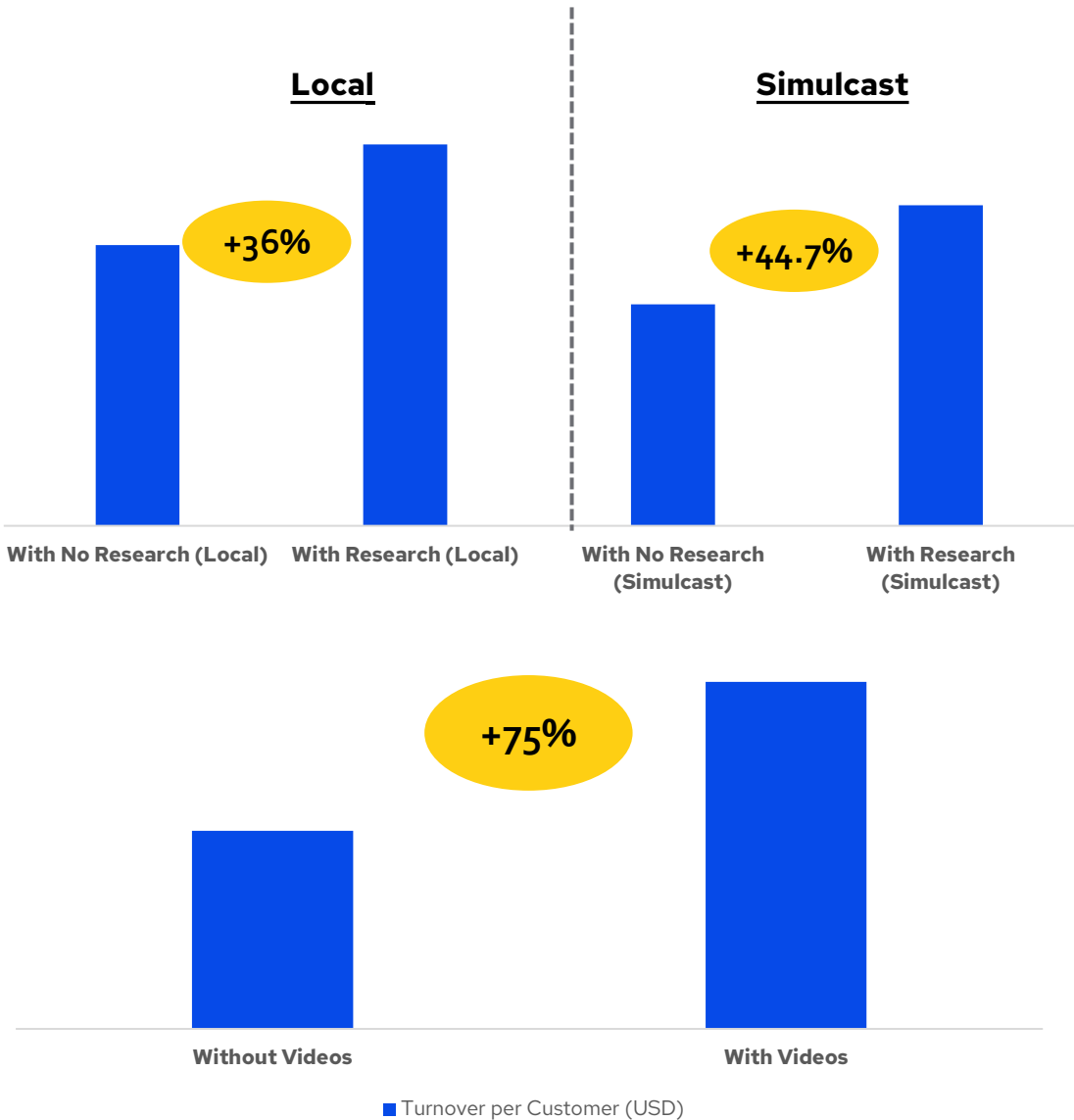


How Data Availability Directly Boost Turnover



Only **61%** Simulcast data are provided
versus local race...

Datasets	Total data fields for local race	Critical data fields (I)	Current Data Availability on selected Simulcast Races (II)
1. Barrier Trial	29	10	0
2. Horse	95	15	12
3. Horse Owner	24	1	0
4. Jockey	40	0	0
5. Racing Ops	110	32	24
6. Trainer	23	1	0
7. Videos	9	2	1
Total	330	61	37



Success case of provision and Standardization of info



A U.S. bank-issued certificate representing shares of a foreign company, traded in USD on U.S. exchanges like NYSE or NASDAQ, enabling U.S. investors to easily invest in foreign stocks



Liquidity

They enable global companies to attract U.S. investors, often leading to high trading volumes (e.g., TSMC's ADR trades 57.15 million equivalent shares daily vs. 36.44 million in Taiwan).



Accessibility

Simplifies investing in foreign markets by eliminating the need for cross-border transactions or navigating foreign regulations.



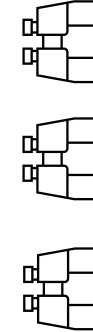
Standardization

ADRs adhere to U.S. listing standards, including consistent currency (USD), reporting frequency (e.g., quarterly), accounting standards (e.g., GAAP or IFRS), and English-language disclosures.

- » Paper Form;
- » Race cards on website;
- » Search Engine for the hardcore;

- » Our customers will have less & less time;
- » More importantly, our prospects very unlikely to spend the time on something “uncool”;
- » We have launched GenAI, ~ 90%

- » Customer-friendly Agent powered by GenAI ✓✓✓
- » Gather data, learn and answers questions (freemium model), send bets
- » Much more efficient to collaborate. Data, model training, like Liquidity ... the more the merrier



Thank you.



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