World Pool 2025 and Beyond

WoTA FORUM Berlin 2025

02 October 2025

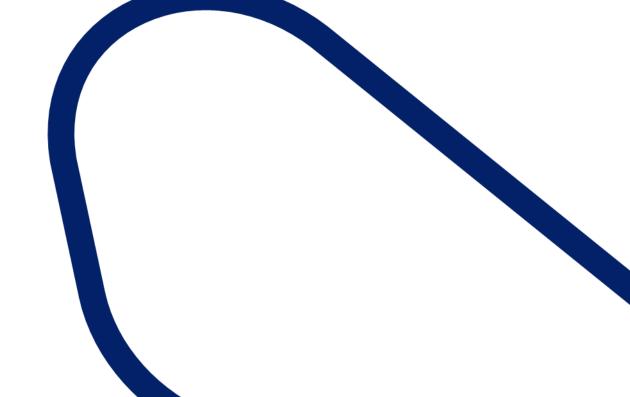




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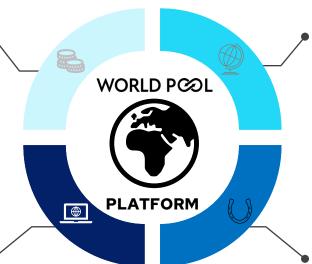
About World Pool



"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"

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



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

- 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





World Pool – Celebrating Milestones & Turnover



USD 122.5M

USD 209.1M

USD 436.2M

USD 792.2M

USD 939M

USD 1,192.7M

USD 1,495.3M

Inaugural World Pool at UK (Royal Ascot)

Introduced World Pool to **UAE**

Introduced World Pool to South Africa

Introduced World Pool to Ireland

Introduced World Pool to Australia, Germany and Saudi Arabia

Introduced World Pool to **Argentina**

Introduced World Pool to New Zealand and Hong Kong

18/19

LAUNCH OF WORLD BET WITH THE WORLD



Approved by HKSAR to increase **Simulcast Days to** 37 in S21/22



"Moment of the Year 2023" -Winner: **Equinox**

Appointed first World Pool Ambassador – Frankie Dettori



Highest World Pool Day Turnover of \$70.5M across 13 races from Australia & Dubai

Highest turnover for a Wednesday at Royal Ascot of \$46.7M

- Appointed **Ryan** Moore as World Pool Ambassador

- Approved by HKSAR to increase **Simulcast Days to** 53 in S25/26 and 70 in S26/27

19/20

Roval Ascot Comeback: Held (June 16-20) during COVID-19 restrictions





Launch of "Moment of the Day & Year 2022" **initiative** – Winner: **Alpinista**

Highest World Pool Single-Race turnover of **\$9.3M** on the Queen Flizabeth II Jubilee Stakes



Approved by HKSAR to increase **Simulcast Races** to 25 races and maximum no. of races to 12 per **Simulcast Day**

Billy Loughnane

Championship,

\$68k donated to

World Pool

Jockeys'

charity

won the inaugural

1USD = 7.8 HKD

Great journey so far ... can the industry,

TOGETHER, do more??

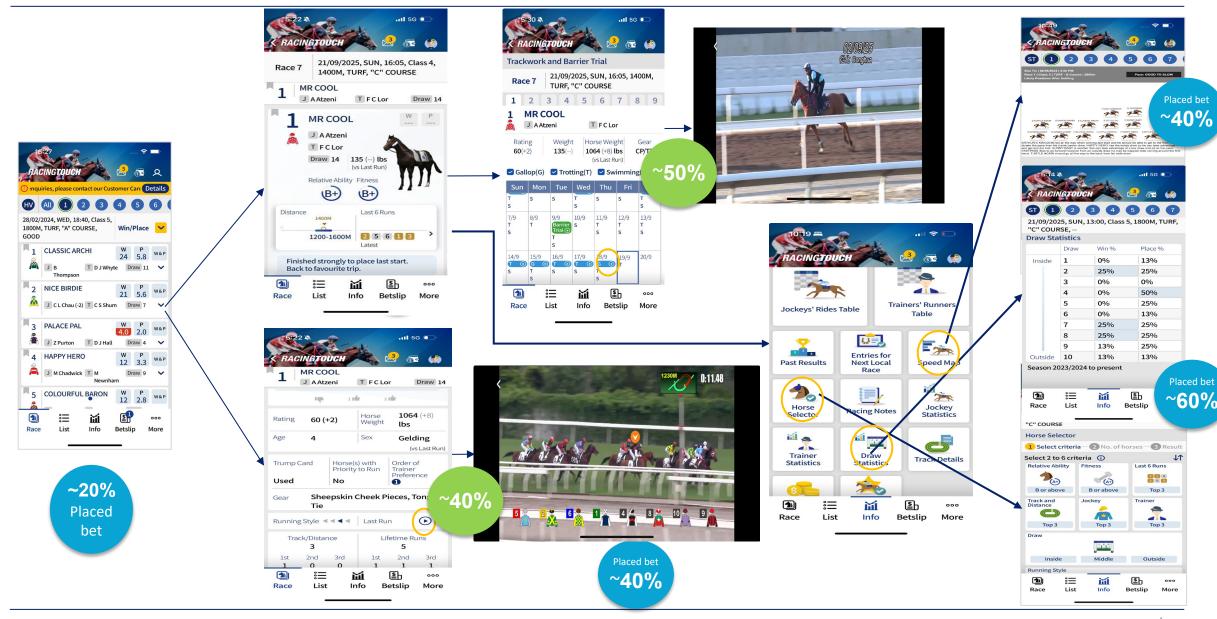


YES, WE CAN!



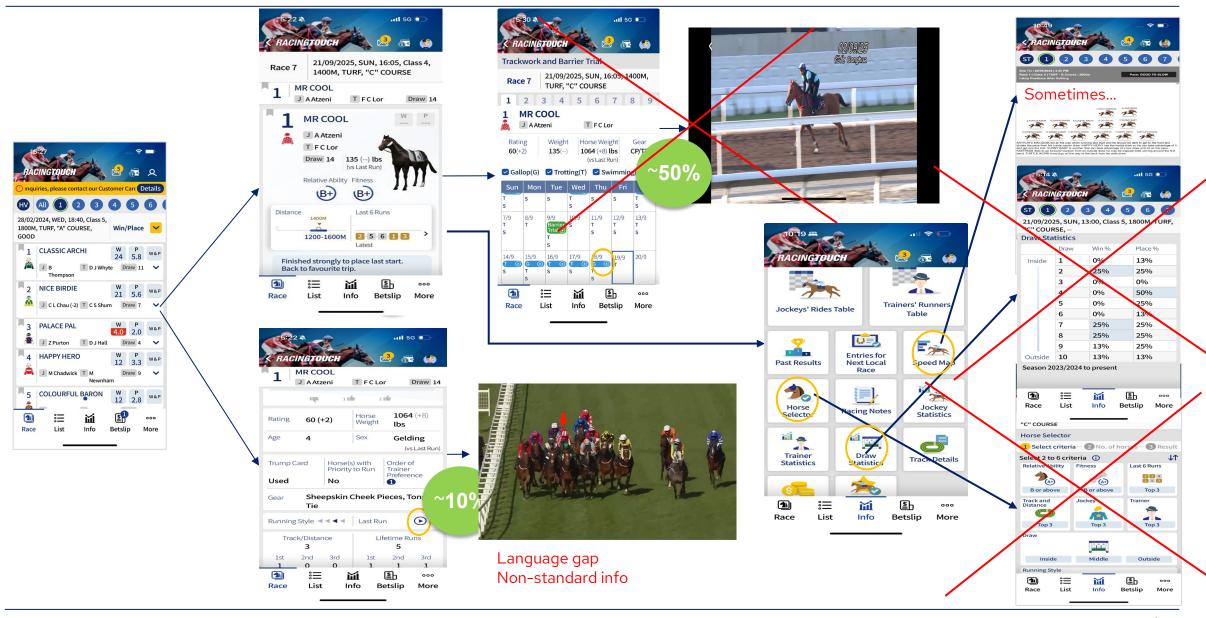
Top customers' sample journey (Local Hong Kong Racing)





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





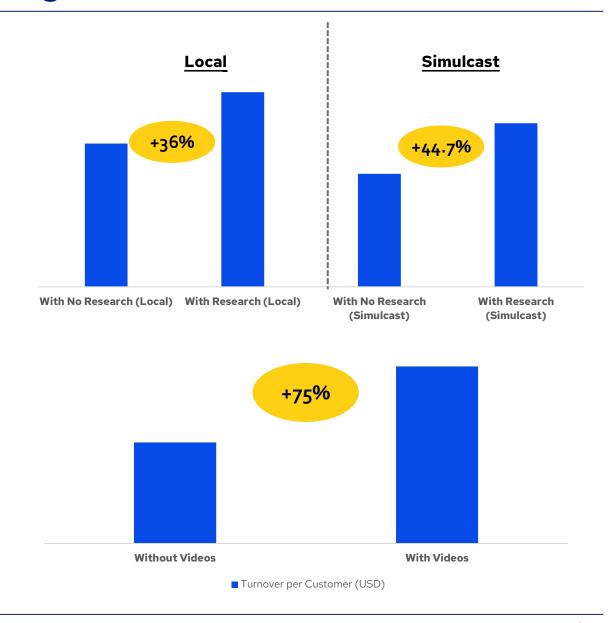
How Data Availability Directly Boost Turnover





versus local race...

	Total data	Critical	Current Data Availability on	
Datasets	fields for local race	data fields (I)	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).



Simplifies investing in foreign markets by eliminating the need for crossborder 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.

Be Customer Centric. Make Racing Simple. Together

Traditionally, until now

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

草地跑道 Turf Track 7 下午三時卅分 3.30 P.M. 頭馬 1st 56.0% \$1,590,400 第二 2nd 21.0% \$596,400 第三 3nd 11.5% \$326,000 報名費 Entry Fee \$8.520 Race conditions: Priority to run has been given to horses with a higher rating



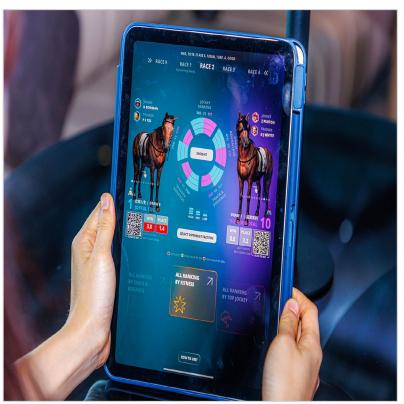
- 3 Prize money allocation, entry fee and conditions of race, if any.

(5)	Horse Information as follows:						
	Blinkers / Blinker with one cowl / Comell Coltar / Crossed Nose Band / Ear Plugs / Hood / Paoffer / Paoffer with cowls / Shadow Roll / Sheepskin Browband / Sheepskin Cheek Pieces / Sheepskin Cheek Piece One Side / Tongue Tie / Visor / Visor with One cowl, if applicable	the last 5 runs (if any) and statistics denoting current season starts with breakdown	Handicap weight, horse's rating (in brackets) and indication of any probable overweight declared by rider	Jodey name, weight allowance claimed by feedance lapprentice looky and stastiss charing current season starts with breakdown of 1st-2nd-3rd	Barrier position		

6 Form summary over various class, courses distances & track conditions, denotion total number of starts with breakdown of 1st-2nd-3rd-4th-l inclaced Track conditions are grouped as follows:
Truf Track: QEL: Cond to Elim Elim Q: Cond QVV: Cond to Violding Violding Violding to Saft Saft Honse

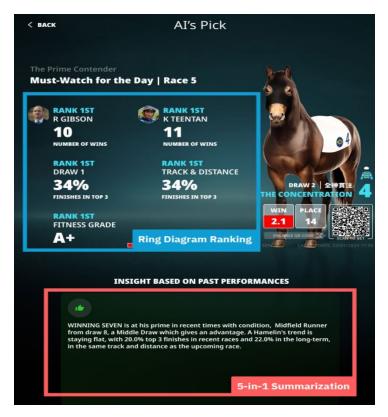
Slowly but surely happening ...

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



The Future ...

- Customer-friendly Agent powered by GenAl ✓ ✓ ✓
- 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.



