

Ylva Svensson

Project Manager of WoTA



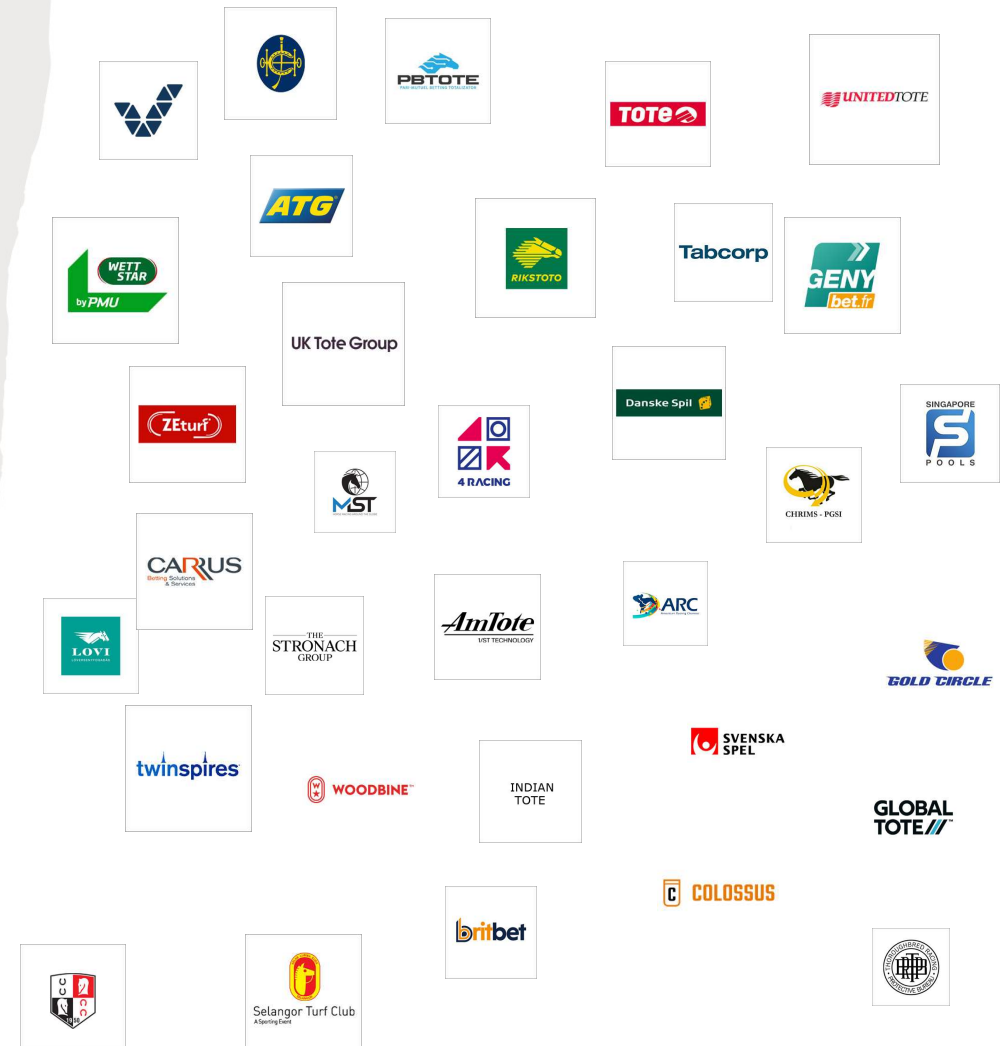
Overview of Sport Pool products

Sports betting

- The worldwide sports betting market is expanding rapidly, with a growth rate of more than 10% annually.
- The market growth is primarily driven by the increased access to the internet and mobile phones, improved digital platforms and expansions of legalized betting markets.
- Growth is challenged from increased taxation and legal obligations helping the illegal market.
- Sport pools are traditionally operated by monopolies or are quasi-government controlled meaning minimal innovation and commingling. - The Times They Are A-Changing
- New betting behaviour and new take on sport pools

WoTA

- Is there a demand for parimutuel sport pools - are the players gambling or consuming?
- A lack of progress and material milestones in WoTA so far. Products hesitations, tech issues, costs and the fact that there is competition between the members.
- We must offer something better than fixed odds operators.
- Games of chance where money is at stake has persisted throughout history - lottery like sport pools can be revitalized.
- Product development – parimutuel can be more than win bet, there can be a pool for each game but – innovation must be in response to customer needs and not an urge for innovation.



Global interest

- Football has multiple leagues of significant scale across Europe (La Liga, Serie A, Bundesliga, etc.) in addition to the global appeal of the Champions League. A truly global game with Premier League as most popular.
- Basketball is another global sport, NBA and EPL are arguably the most 'global', with interest coming from all around the world.
- Motorsport with major brands like F1 and Nascar.
- Golf, tennis, ice hocky, cycling
- A global pool to be sizeable and successful it needs to be on a sport where global eyeballs and interest are on the same events.



Global

Members need to set aside local interest in order to become successful globally.

- Liquidity brings relevance
- Content - Sufficient international appeal so the content can support a global pool
- Large jackpot and dividends, lottery like weekly and daily offers of easy to win
- Syndicates - very successful and developed in Scandinavia and attract additional customers
- Technical set up for commingling



Local

- UX- User experience can be local for global content
- Enhance the user experience
 - Localize, adapt to customers
 - Real-time updates for scores and stats, interactive features like polls and predictions
 - Social betting, bring customers together

1

Premier League

Avspark
för 18:30

C Palace **Man Utd**

3 av 5 över 2.5 mål 4 av 5 över 2.5 mål

1 X 2 Över 2.5 Under 2.5

SPELPROCENT & ODDS

19%	23%	58%	73%	27%	18%
2.88	3.80	2.40	1.58	2.43	

Snabbinfo Spelvärde Form Ligatabell

Odds jämfört med spelprocent

Se skillnaden mellan matchens fasta odds (omräknat till procent) och hur spelarkollektivet tror att matchen slutar (spelprocent).

	1	X	2	Ö	U
Odds%	34%	26%	41%	61%	39%
Spel%	19%	23%	58%	73%	27%
Skilnad	+15	+3	-17	-12	+12

Spelfördelning

Moniveto

Ratkennut 24.10.2022

Voitto maksettu 24.10.2022

Hinta 0,20 €

Voitto 14 323,13 €

MONIVETO 6

Ottelu	Omat valinnat
Roma 0	0
1 Napoli 1	1
2 Barcelona 4	4
Athletic 0	0
Lille 4	4
3 Monaco 3	3

1 rivi, panos 0,20 €

Lopulliset kertolimet: 1. voittoluokan kerroin 71 615,68

OMAT VOITOT **Voittit 14 323,13 €**

Pelaa uusi Moniveto →

CHAMPIONS LEAGUE

1X2 - Pick 15

£800,000

Sat, 15:00

Solo Syndicates More info

Will the outcome be Home (1), Draw (X), or Away (2) in each fixture?

Consolation prizes

Any of 14 of 15	£20,000
Any of 13 of 15	£4,000
Any of 12 of 15	£6,000
Any of 11 of 15	£8,000

Additional Information

FULLTID 2.5 MÅL RESULTAT

STRÖMSODDET - HÅUGESUND 1 X 2 0 - 1-1

RODØYGLIMT - HÅUGESUND - 0 - 0 1-2

WILDCARD FULLTID 1-1

1-2

1-1

3-1




Parlay, In-Play, Accumulator, Bet Builder, Daily Fantasy Sport, Pickém

- US DFS 'Pick'em' market size has grown from ~\$1.6bn GGR in 2024 to est \$2.2bn in current year 2025 (E&K Gaming figures)
- Peer-to-Peer (pari-mutuel format) expected to be the dominant format of 'Pick'em' by 2029
- Parlays accounted for 70% of all NFL and NBA bets via FanDuel in 2024, up 65% since 2020.
- Other trends:
 - In-play betting and real time engagement
 - Social features like leaderboards, interactive AR/VR features, sharing predictions etc.
- Can we learn something from customers demand and behaviour?

The screenshot displays the PrizePicks mobile application interface. At the top, there's a back arrow and the 'PRIZEPICKS' logo. Below this, three player cards are shown, each featuring a player's headshot, name, team/position, game time, and a 'POINTS' value. Each card has 'MORE' and 'LESS' buttons. The players listed are Jaylen Brown (22.5 points), Donovan Mitchell (27.5 points), and another player (22.5 points). Below the player cards, there's a 'Two Ways to Win' section with a 'View Detailed Rules' link. It explains that the user will receive whichever payout is higher. The first way is 'Get first place in your group to win' with a '10X' multiplier. The second way is 'Pick a perfect lineup' with a '10X' multiplier, requiring 4 of 4 correct picks to win. At the bottom, there's an 'ENTRY' section showing '\$10.00' and a 'TO WIN' section showing '\$100.00'. To the right, the balance is shown as '\$237.50', the promo as '\$0', and free entries as '0'. A large purple 'Place Entry' button is at the very bottom.

← PRIZEPICKS

Player 1: [Headshot] CLE - G Thu, Dec 14 4:40 PM vs BOS 22.5 POINTS MORE LESS

Player 2: [Headshot] Jaylen Brown BOS - G-F Thu, Dec 14 4:40 PM vs CLE 22.5 POINTS MORE LESS

Player 3: [Headshot] Donovan Mitchell CLE - G Thu, Dec 14 4:40 PM vs BOS 27.5 POINTS MORE LESS

Two Ways to Win: [View Detailed Rules](#)
You will receive whichever payout is higher.

Get first place in your group to win 10X
In the event of a tie, payout is split.

OR

Pick a perfect lineup 10X
Get 4 of 4 correct picks to win

ENTRY \$10.00 TO WIN \$100.00 Balance: \$237.50 Promo: \$0 Free Entries: 0

Place Entry

Operator	Product	Turnover 2024 m£
ATG	Big 9	5,4
ATG	Daily 5	Premiere 2024
ATG	Daily 5 hockey	Premere 2025
HKJC	6HaFu	
FDJ	Lotofoot 7	33,00
FDJ	Lotofoot 8	45,00
FDJ	Lotofoot13	45,00
FDJ	Lotofoot 15/15	36,70
4Racing	Soccer 6	12,50
4Racing	Soccer 10	37,70
Lotto.de	Toto13	24,30
Selae	Quinela	132,20
Selae	Quinigol	6,80
Svenska Spel	Topptipset	62,40
Svenska Spel	Europatipset	63,00
Svenska Spel	Stryktipset	110,00
Veikkaus	Vakio	48,00
Veikkaus	Moniveto	

ATG has international ambitions for Big 9 and Daily 5 and offer a bet by bet commingling solution.

Svenska Spel has a long legacy and is very successful on the Swedish market, offer their biggest biggest product Stryktipset to 4Racing and National Lottery Iceland.

Veikkaus will offer international commingling shortly.

4Racing offer commingling through PGI

Colossus offer a wide range of pool products with guranteed payout and cash out.

FDJ only retail and no commingling

EXISTING PRODUCTS



- HDA Football overwhelmingly the most popular bet type
- Significantly overlapping content
- Generally have consolations



ACT NOW

Can we challenge ourselves to overcome all regulatory and constitutional limitations, inviting the world's best game developers to submit a proposal?

Creating a truly global product/s with the right content, easy to integrate etc.

The question we should be asking is even if we get the people in that room to agree on a product and the technical is agreed - will it be successful?

And why? Where are the key pockets of liquidity that have to be involved – will bookmakers distribute, do customers want it/need it?.

World pools

- We need case studies, success stories and documentation how to integrate.
- We must have commercially viable concepts/products in order to get the right attention and necessary resources from members.

