



PARI-MUTUEL SPORT

PARTNERSHIP WITH SPORTING BODIES



COLLABORATION IS THE FOUNDATION OF SUCCESSFUL SPORTS BETTING INNOVATION. SPORTING BODIES SHOULD FEEL EMPOWERED BY THEIR BETTING PARTNERS, NOT BEHOLDEN TO THEM.

SUCCESS THROUGH COLLABORATION

Validation and amplification.

SHARED VALUE CREATION

Collaboration leading to extreme growth.

INTEGRITY & TRANSPARENCY

Fairplay, data security, brand protection and responsible betting.

ENHANCING FAN ENGAGEMENT

Communities who engage in their passions together.

HIGH-MARGIN, EXOTIC BET TYPES



SYMBIOTIC GROWTH: OPERATORS GAIN NEW PRODUCTS AND AUDIENCES, WHILE SPORTS UNLOCK ENGAGEMENT, CUSTOMERS, AND REVENUE.

ENGAGING FORMATS

Pool mechanics rival bet builders — offering clarity, consistent margins, and global engagement.

JACKPOT POTENTIAL

Create new products (Pick-N, First-X style bets) tailored for global audiences.

CULTURAL SENSITIVITY

Local jackpot traditions are entrenched; new markets need sport-backed products to carry meaning.

PARTNERSHIP POWER

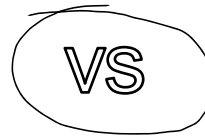
With sporting bodies, pools gain narrative, credibility, and fan resonance — becoming part of the sport's story.

IDENTIFYING THE RIGHT SPORT



POOLS THRIVE IN MULTI-OUTCOME, UNPREDICTABLE SPORTS — BUT THEY MUST CO-EXIST WITH FIXED ODDS WHILE FOCUSING ON THEIR MARKETS OF STRENGTH

PARI-MUTUEL FOCUS



FIXED ODDS FOCUS

Multi-outcome sports (e.g. horse racing, motorsport etc)

Highly binary sports (e.g. tennis, darts) unless creative formats are used

High unpredictability drives liquidity and engagement

Oversaturated markets (e.g. football O/U2.5 goals in UK)

Long events create scope for multiple, ongoing pools

Infrequent events without progressive jackpots

Regular fixtures sustain rolling engagement

IMPORTANCE OF COMMINGLING



COMMINGLING CREATES SCALE, LOWERS COSTS, AND GIVES SPORTS POOLS THE LIQUIDITY THEY NEED TO SUCCEED.



PROVEN CONCEPT

World Pool shows global commingling works — driving liquidity and funding sport.



GUARANTEED LIQUIDITY

Sporting bodies want guarantees — big headline numbers that can be marketed.



EFFICIENCY OF SCALE

International commingling = one global pool, one marketing cost, maximum reach.



COLLABORATIVE DISTRIBUTION

Partnerships with sports and fixed odds operators ensure distribution and engagement.

OPERATORS & PARTNERS – MAKING INTEGRATION EASY



A READY-MADE NETWORK OF PARI-MUTUEL OPERATORS AND PROVEN FIXED ODDS PARTNER INTEGRATIONS MEAN THE TECHNICAL FOUNDATION IS ALREADY IN PLACE.

ESSENTIAL INFRASTRUCTURE

Decades of commingling protocols, networks, and relationships already connect pari-mutuel operators globally.

API INTEGRATION (EASYGATE, GWS)

Proven, reliable FOB integrations provide seamless access to pools, consistent with operator platforms.

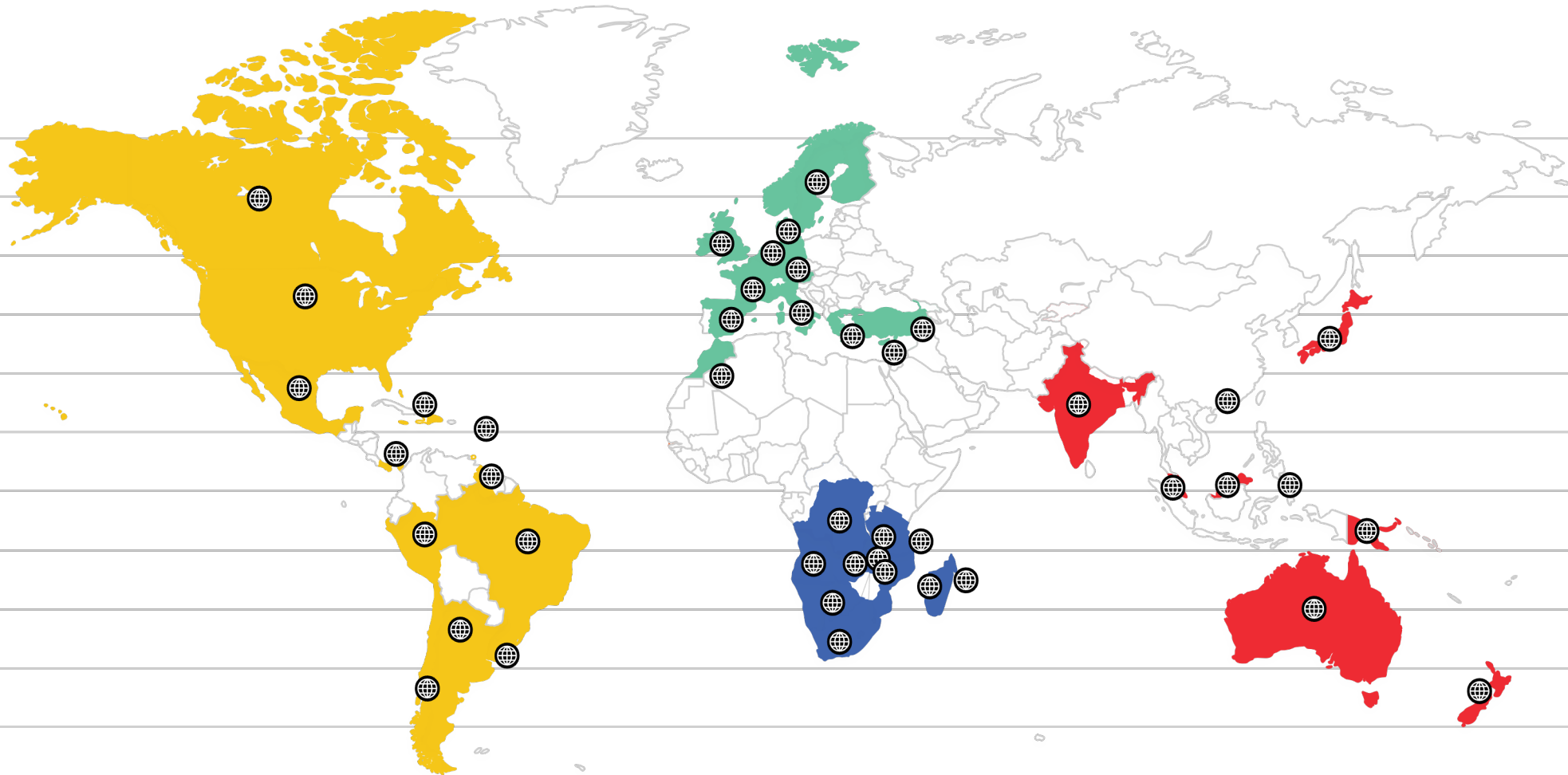
READY-MADE NETWORK

A global, commingled pool ecosystem exists today, capable of rapid extension into new sports.

COLLABORATION IS KEY

Beyond market regulation, success comes from agreements on hosting and cooperation between partners.

1/ST GLOBAL DISTRIBUTION



SECOND SCREEN ENGAGEMENT



TWO-SCREEN VIEWING IS THE NORM — POOLS CAN KEEP FANS ENGAGED BEYOND THE BET, DEEPENING VALUE FOR SPORTS AND BROADCASTERS.

ENGAGEMENT

Fans return to the app repeatedly, checking lines and outcomes throughout the event. Owning the second screen can make pool betting exponentially more valuable than a static, bet-only alternative.

ABUNDANCE OF CONTENT

Live data, diverse betting markets, and real-time widgets sustain attention. Viewers need to be focused throughout an event in order to maximise revenue across the board – not just via betting turnover.



SAFEGUARDING INTEGRITY ACROSS MARKETS

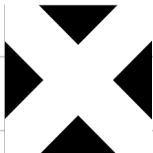


PROTECTING SPORT INTEGRITY THROUGH CLEAR RULES, TRUSTED OVERSIGHT, AND REGULATED POOLS.



CUSTOMER SAFEGUARDING

- ∅ Rigorous KYC and AML checks across digital and retail channels
- ∅ Strong responsible gambling protections embedded in the system



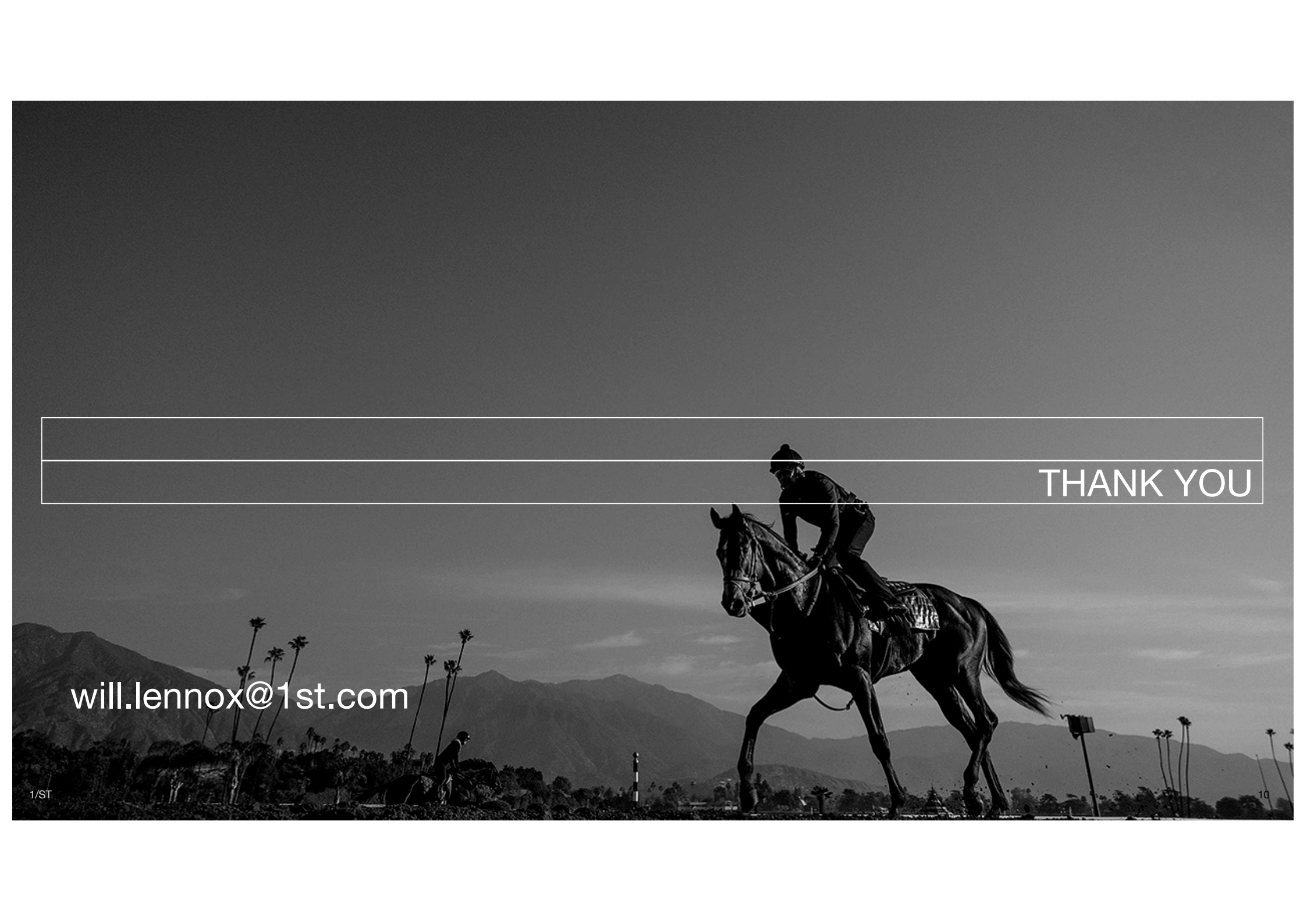
POOL INTEGRITY

- ∅ Liquidity control and transparent oversight to prevent manipulation
- ∅ Cross-border regulation builds trust with rights holders



BRAND PROTECTION

- ∅ Sports are nothing without a recognised brand
- ∅ No major league will risk their brand for betting partnerships



THANK YOU

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