

A photograph of a horse race in progress. Several jockeys on brown horses are competing on a grass track. In the background, a large crowd of spectators is seated in a grandstand under a dark roof. The scene is brightly lit, suggesting daytime.

Retail innovation at scale

How can camera-based terminals help operators engage with the next generation?

WOTA Forum – Oct. 2nd 2025

Solutions

Hardwares



Software / Tote



Services

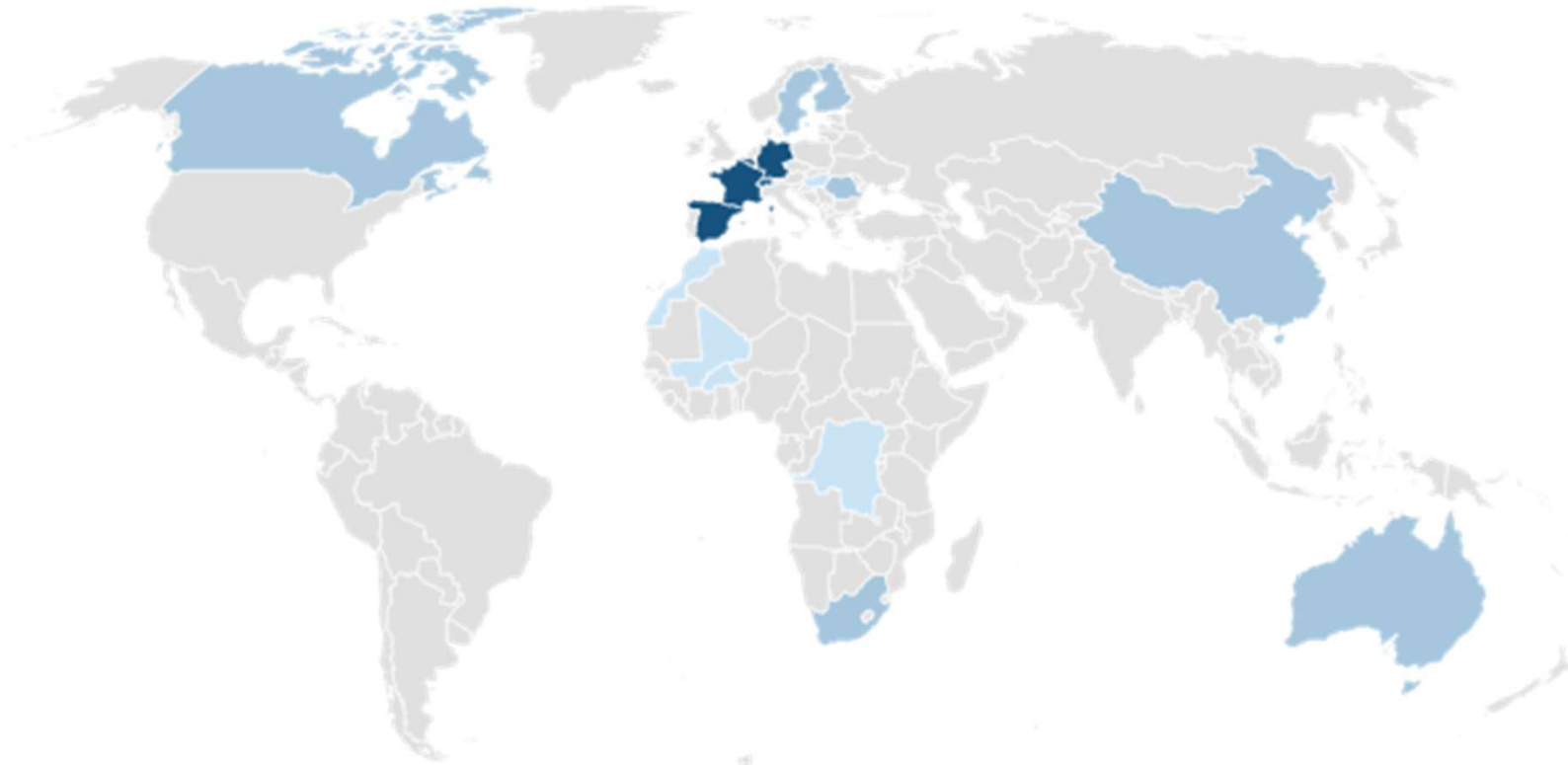
Racecourses



Operator



26 operators- 240 racecourses - 22 countries



香港賽馬會
 The Hong Kong
 Jockey Club



In Europe (EU-27 + UK), **56%**⁽¹⁾ of horse racing GGR comes from **retail**, yet there are major disparities





- **Hyper-equipped generation** (91% in 2024 in France vs. 17% in 2011 ⁽¹⁾) that relies on their smartphone daily for almost every purpose
- **Still using cash** > In France, 1/3 of the 18-25 years old (34%) withdraw cash at least once a week, and 9% do so every day ⁽²⁾
- In Germany, it's 35%, reasons : concerned about **data security** (40%), data may be used for **commercial purpose** (37%) and the desire to remain **anonymous** (28%) ⁽³⁾



We believe that to **engage this generation**, the retail betting experience **MUST be hybrid** — combining smartphone usage with the preservation of privacy



This generation does not tolerate failure — they amplify it online and expect flawless reliability

With the 18–25 generation, only reliable terminals can keep them engaged

R&D is key : 20% revenues invested yearly

Pioneer in camera-based technology since 2012

Exceptional reliability: **only 1 outage every 3 years !**





For this generation, it is a deeply rooted and pressing concern: 70% of those aged 16–24 say they are **extremely worried** about climate change⁽¹⁾

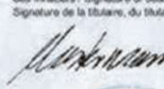
(1) World Economic Forum - 2022

Our responsibility is to **ensure that operators cannot be reproached** for offering an experience that **overlooks these imperatives** at any point in the value chain, including the **betting terminal**.





Betting is increasingly subject to strict regulation. **Technology must adapt** to this reality and remain compatible with **upcoming changes**

		BUNDESREPUBLIK DEUTSCHLAND FEDERAL REPUBLIC OF GERMANY • RÉPUBLIQUE FÉDÉRALE D'ALLEMAGNE	REISEPASS PASSPORT - PASSEPORT
Type / Type	Kode / Code	Code	Passe-Nr. / Passport No. / Passport No.
P	D		C01X00T47
1. [a]Name / Surname / Nom: [b]Geburtsname / Name at birth / Nom de naissance (H) MUSTERMANN			
(H) GABLER			
2. Vornamen / Given names / Prénoms: ERIKA			
3. Geburtstag / Date of birth / Date de naissance 12.08.1964		4. Geschlecht / Sex / Sexe F	
5. Staatsangehörigkeit / Nationality / Nationalité DEUTSCH		1964	
6. Geburtsort / Place of birth / Lieu de naissance BERLIN			
7. Ausstellungsdatum / Date of issue / Date de délivrance 01.03.2017		8. Gültig bis / Date of expiry / Date d'expiration 28.02.2027	
9. Behörde / Authority / Autorité STADT KÖLN		10. Unterschrift der Inhaberin, des Inhabers / Signature of bearer / Signature de la titulaire, du titulaire 	
			



What about our current customers expectations?

Cost efficient



1 failure every 3 years
-90% intervention in POS

Deliver at scale



+100,000 terminals camera-based delivered since 2012
4th generation

On top of all other expectations, our customers require a **cost-efficient** product that can be delivered **at scale**

Carrus helps you connect with tomorrow's punters, today

