



RewardBet

Feature Benefits Matrix. World-wide Operators.

Superior and patented benefits for wagering operators.

RewardBet performs across every vertical and all channels to provide the most engaging, exciting and financially rewarding product in wagering/gaming.

Increases revenue	Customer benefits	Other operator benefits	Virtual Racing/Sport
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Racing - Gallops, Harness, Greyhounds

RewardBet Feature Description	Pari-Mutuel	Bookmaker	Benefit
Fastest way to place all your bets for a race - More opportunity, turnover, engagement, ALL channels			 Unbeatable
Easiest way to engage with bet types - Attract new generation; attract non-racing punters			 Strong acquisition
Targets all punters from new thru to professional - Every customer segment can use RewardBet			 Retain customers
Increased turnover via "The RewardBet Advantage" - More engagement; less churn; increased funding			 More revenue
Increased commission revenue - More engagement; less churn; increased funding		 Operator dependant	 More revenue
Fixed Odds Exotics - Perfect to introduce via RewardBet. Superior option.	 Regulator approval?		 More revenue
Encourages engagement on non-core codes - Punters bet on other codes, via product engagement			 More revenue
Provide easy-lay interface for all punters - Traditional lay mechanism via prices for win and exotics			 More revenue
Responsible Gambling Wager-Safe (TM) Features - Protect customers; engage longer; industry leading			 RewardBet unique
Provide hybrid bet-types across traditional mix - Better bet-types, eg 'RewardBet Quaddies'			 Strong USP
In-play racing - own the category - Fastest betting; superior experience; ALL bet types			 RewardBet unique
Virtual Racing - eg, Kiron Interactive - Increased turnover though more engaging interface - Move customers from Virtual to Real Racing			 Strong acquisition

Sports - Accumulators or Multis

RewardBet Feature Description	All Operators	Benefit
Increased bet amounts - Stake retained, not reduced due to large projected returns		 How it should be
No discentive to choose outsiders - Punter bets with heart without fear or favour		 Higher yield
Longer multi-chains - Increased yield, more punter engagement		 Higher yield
Improved liability management for operators - More predictable revenue results, less reporting angst		 Management
Easier, more transparent cash-out with visibility of tiers before placing bet - Better punter experience, point of differentiation in the market		 Better experience
Utilise promotional Reward Levels to increase engagement - More exciting, longer multi-chains, more engagement		 More engagement

Casino - Eg, Roulette, Sic Bo, Big Wheel

RewardBet Feature Description	All Operators	Benefit
New and compelling engagement - New way to play what is for many a tired game.		 Invigorate
Easier interaction, attract new players and a new generation - Makes complex bet types history, many engagement advantages		 New players
Attract and move punters between verticals - Especially for online operators, move players between all verticals		 More engagement

Overarching Advantages - All Operators

RewardBet Feature Description	All Operators	Benefit
Patented Product - ultimate competitive advantage - Protected in multiple countries. Racing, Sports, Casino, Fantasy ...		 Under agreement
All customer segments: new to engaged to professional punters. - Reduces marketing costs; increases reach and engagement		 RewardBet unique
Reduced re-engagement costs - Longer engagement, punters remain in operator's ecosystem		 RewardBet unique
Move punters between verticals, easy vertical engagement - Move from sports to racing; racing to fantasy; casino to sports, etc.		 RewardBet unique
Unlimited personalisation and promotion through Reward Levels - Customised, personalised and targeting promotions - unlimited		 RewardBet unique
Natural fit into Loyalty Programs - Reward Level concept of Bronze to Diamond complements loyalty programs		 RewardBet unique
Lowers cost of acquisition - RewardBet is the lowest cost of acquisition product in marketplace		 RewardBet unique
Easily promote new bet types to customers - Promotional Reward Levels make this easy		 RewardBet unique
Registered Trademark provides customer acquisition advantages - "RewardBet" can be legally used in taglines, eg "It's your RewardBet"		 RewardBet unique