

SIS

PRO FORM™ Betting Prompts

Race form & statistics

Ratings

Runner comments

Verdicts

Speed matrix

PRO FORM™ Betting Prompts

PRO FORM™ Betting Prompts provide accurate, real-time information that enables sportsbooks to grow turnover and drive customer engagement.

Customised betting prompts are generated utilising proprietary artificial intelligence-based technologies and are available in multiple languages. Real-time data ensures sportsbook data is easily accessible, accurate and dynamic.



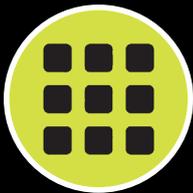
Race form & statistics

Comprehensive form and runner statistics from 28 countries, across all racing formats and available in multiple languages.



Ratings

Individual runners assigned a predicted performance rating against an easy-to-understand 100 point index.



Speed matrix

Automated speed maps that illustrate predicted early and mid-point position in run.

Generated using intelligent, proprietary statistical modelling, and updated in real time.



Verdicts & Tips

Summary of races and tips are automatically updated with market changes.



Runner comments

Individual runner comments, updated in real time, that present key insights into performance expectations.

Areas covered examples

Verdicts

Verdicts provides an insightful summary of the race and the winning chances. The Verdicts show the selections in tip format. *Picture for illustrative purposes, outputs can be configured to customer needs*

Ascot UK Qipco Champions Stakes Group 1 1m 12s 12:50pm

2004m 16 | 10 | 2021

1 2 3 4 5 6

Win/Place Same Race Multi Trifecta First 4 Quinella Exacta Quadrella Super 6

Race Overview

MISHRIFF (4) Won by a big margin last time at York and gets a favourable barrier. Can dominate and win. ADAYAR (5) Chimed in with a win two runs back here. Having a second run back from a break. Can go on with it. DUBAI HONOUR (7) Did enough to win last run at Longchamp but up against stronger competition. Going will this preparation winning 3 from 4 attempts. Good chance and wouldn't be surprised to see it pick up a win. ADDEYBB (1) Placed 2nd last run at Sandown but first up today. Placed 3rd in a barrier trial at Lark Hill on Sep 20th. Could sneak a place.

Verdicts Best Value Best Place Best Wins

1. ADDEYBB (5) 7.50 (Top Tip)

3. EUCHEN GLEN (7) 3.80

6. DUBAI HONOUR (10) 2.60

9. MAC SWINEY (6) 14.00

Best Value: 1 7.50

Best Place: 3 3.80

Best Quinella: 11 1 12.50

Speed matrix Short Form

Runner comments

Comments are unique to each customer to stimulate betting activity

Multiple languages available

1. ADDEYBB (5) 100

J: Tom Marquand (56kg) F: 1212x O: 6.4

5.8 6 6.9 7.5

7.50 1.35 6.90 1.20

52 9 12 10

7 15 9,800,760

Runner Comments

Ran well when 2nd beaten by 3 1/2L last run at Sandown but first run bak after break. Placed 3rd in a barrier trial at Lark Hill on Sep 20th. Strong performance at this distance in the past. Good enough chance at a very tempting price.

Owners: Sheikh Ahmed Al Maktourn

Track: 3-1-1-0 Good: 4-2-2-0

1st Up: 3-2-1-0 Heavy: 1-1-0-0

T&D: 0-0-0-0 Firm: 0-0-0-0

Dist: 3-1-1-0 Soft: 4-2-1-0

T. Dist: 2-1-1-0 Synth: 0-0-0-0

Dist Wins: 2000m (3), 1800m (2), 2400m (1)

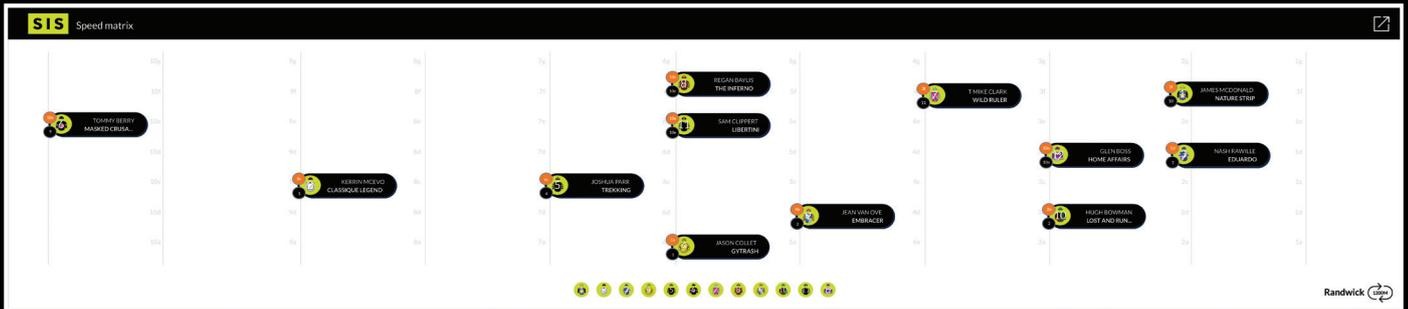
Days: 307

Gear Changes: N/A

Past Starts Race relevance is highlighted

Position	Lengths	Track	Date	Distance	Jockey	Jockey Weight	Price (£)	SP (£)	Condition
2/4	3.5L	Sandown Park UK	03/07/21	2001m	Tom Marquand	56kg	0.00	4.50	GOOD 0
1/7	0.5L	Randwick	17/04/21	2000m	Tom Marquand	56kg	4,000,000	3.20	GOOD 4
2/9	1L	Rosehill	27/03/21	2000m	Tom Marquand	56kg	700,000	2.10	SOFT 7
1/10	0L	Ascot UK	17/10/20	2004m	Tom Marquand	56kg	0.00	10.00	SOFT

Speed matrix



Speed matrix utilises sophisticated, historical tactical speed analysis, to provide an accurate and statistically robust expected position in running.

Customers can adapt Speed matrix data to suit their preferred graphical format.

Rating

The Rating provides a unique insight in a standardised format as to expected horse performance.

Using a 100-point top rated scale, the expected winner is assigned a rating of 100 and the other runners' relative chances are applied to the scale.

The Rating incorporates all key handicapping attributes and assigns one easy-to-understand rating, to stimulate interest and turnover.

No.	Runner	RATING
1	NATURE STRIP J MCDONALD C WALLER	100
2	CLASSIQUE LEGEND K MCEVOY L BRIDGE	87
3	EDUARDO N RAWILLER J PRIDE	85
4	GYTRASH J COLLECT D MOYLE +	85
5	TREKKING J PARR L CUMMINGS	46
6	MASKED CRUSADER T BERRY W WAYNE +	79
7	WILD RULER T CLARK P SNOWDEN +	46
8	THE INFERNO R BAYLISS C BROWN	63
9	EMBRACER J OVERMEIRE A BOTT +	25
10	LOST AND RUNNING H BOWMAN J 'SHEA	56
11	LIBERTINI S CLIPPERTON A ANTHONY +	49
12	HOME AFFAIRS G BOSS C WALLER	70

Key benefits

- Real-time customer betting information helps improve the user experience and drive better engagement.
- Betting prompts such as form comments and speed maps ensure that customers are fully informed.
- Drives betting activity by up to 20%, enabling operators to grow turnover, and helps with customer retention.
- Offers media/affiliate sites a high retention rate of customers and drives higher revenues for affiliates.

