

**SIS**



**THE LEADING NUMBERS PORTFOLIO  
OFFERING OPERATORS HIGHLY  
PROFITABLE 24/7 CONTENT.**

# INTRODUCTION

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Our popular numbers content provides retail and online bookmakers with a range of numbers products to appeal to a diverse betting audience to drive profitable betting 24/7.

Our portfolio offers operators over 200,000 betting events every year and includes the world famous 49's Original Live Draw, 39's, Fast 15's, Irish Lotto Bet and World Lottos. The range of live draws offers something for all types of customers, those who want to win big in the 49's Original Live Draw to those who want a regular betting opportunity with Fast 15's offering a draw every three minutes.

Product choice is flexible, which allows operators to implement our numbers games in a way that will work best for you. This means you can take a mixed stream of all of our numbers content for online or retail with a betting event every three minutes or you can take a number of separate single product streams to allow customers to just focus on their favourite draws. Alternatively, you could do both.



## 49's

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49's is a market-leading fixed-odds live numbers product that provides online and retail operators globally with a high-quality, high-margin numbers draw.

Our highly engaging live draws are presented by a team of well-loved presenters and currently drive significantly more revenue for operators than competitor products. 49's has been globally popular for over 25 years with customers who love the chance to win big from a small stake with the pick of 6 balls from a 49 ball format.

Format	Pick 6 from 49
Frequency	2 draws a day
Margin	27%

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# KEY BENEFITS



## INCREASE BETTING REVENUE

Over 200,000 high-margin betting events each year.



## ATTRACT NEW AUDIENCES

Universally understood product that is very popular with a wide demographic of ages and genders.



## INCREASE LIFETIME VALUE OF CUSTOMERS

24/7 content with a betting event every minute, means there is always a betting event to keep customers engaged.



## PROVEN SUCCESS

49's significantly outperforms competitors in a number of key territories including local lotteries!

# 49's WEBSITE

All the 49's products are supported by a popular website (49s.co.uk) which has results, hot and cold balls, historical draw statistics, information on the presenters and generates over 7 million visits per month. There is also a highly engaged audience across our social platforms.





## 39's

An exciting new product from 49's which will provide operators with regular live draws around every 5 minutes throughout the day with a schedule optimised for betting, when there is less betting content.

These 'pick 5 from 39' draws will give your customers the sense that they have a better chance of winning, whilst still offering operators a high-margin of around 27% - similar to 49's.

Format	Pick 5 from 39
Frequency	Draw every 5 minutes
Margin	27%



## IRISH LOTTO BET AND WORLD LOTTOS

Create an instant lotto zone for your sportsbook or retail estate with our data feed with over 70 draws a week including the incredibly popular Irish Lotto Bet.

Format	Variety
Frequency	70 draws a week
Margin	36%

Each day there are a minimum of 5 draws a day from other popular lotteries including New York, Australia, South Africa, China and Russia.

# FAST 15's

Fast 15's is a new numbers product from the popular 49's brand.

It is a high churn, live draw designed to keep bettors engaged with a new draw every three minutes. The simple to understand 'pick 3 from 15' format is accessible to everyone and proven to encourage viewers to re-invest winnings. Fast 15's provide a consistent margin of 15% on average across the three most popular markets; Pick 1, Pick 2 or Pick 3.

# FAST 15's

Format	Pick 3 from 15
Frequency	Every three minutes
Margin	15%



# PARTNERSHIP APPROACH

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Our revenue share commercial model removes barriers to entry for operators of all sizes and helps to create a mutually beneficial relationship. To ensure our operator partners are as successful as possible we provide them with marketing support to help raise awareness of the products and drive betting revenue.

## DELIVERY

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### ONLINE



#### WATCH & BET

Continual streams without the need to have placed a bet.



#### STREAMING

Content delivered through our dedicated low-latency streaming service.

### RETAIL



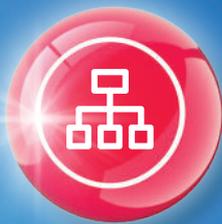
#### SATELLITE

Content delivered via our established satellite network.



#### STREAMING

IPTV content delivered via internal network, internet or IP network.



#### PRE-EXISTING CHANNELS

Our content can be added to pre-existing SIS produced retail channels.

