



AN EXCITING PORTFOLIO  
OF NUMBERS AND VIRTUAL  
RACING GAMES

## OUR MARKET-LEADING 49's PORTFOLIO

Our popular 49's numbers and virtual racing portfolio provides retail and online bookmakers with a range of products to appeal to a diverse betting audience.

Our vast range of live draws offers something for all types of customers, from those who want to win big to those who want a regular betting opportunity. The original 49's live draw is well-known and played by millions around the globe. But did you know we can also offer you 39's and Fast 15's draws to provide more regular live content throughout the day? And were you aware of our 49's virtuals product, the UK's most popular virtual racing game?

Product choice is flexible so you can implement the games in a way that works best for you.

### Key features of 49's portfolio

- 8 Multi-channel high frequency betting content
- 44 Ability to tailor offering to target audiences
- 33 High-quality, proven content
- 41 Built-in integrity
- 49 Partnership model and white-labelling
- 27 High engagement on 49's website / socials

### Benefits to operators

- 14 Consistently high margins
- 25 Increased betting revenue
- 42 Increased lifetime value of customers
- 36 Engagement with new audiences
- 18 Smooth integration
- 5 Customer engagement and buy-in

## 49's LIVE NUMBERS DRAW

49's is the original live numbers draw, with over 25 years of heritage, a legacy of fun and a ready-made, loyal customer community.

The twice-daily draw is presented by a team of six professional presenters to boost bettor engagement.

It's played and trusted by millions worldwide, who love the chance to win big from a small stake, with all draws invigilated by Deloitte's.

- ✓ Pick 6 from 49 balls
- ✓ 2 draws a day
- ✓ c25%\* margin



\*blended average margin from SIS customers and their current payouts



## 39's - A NEW LIVE DRAW

An exciting new product which provides operators with regular live draws, every three minutes. It's a great filler for when there is less betting content available and optimises betting opportunities.

39's gives customers the sense they have a better chance of winning whilst still offering a high margin. Ball machines certified by GLL.

- ✓ Pick 5 from 39 balls
- ✓ High frequency - a draw every 3 minutes
- ✓ c20%\* margin



## FAST 15's

Fast 15's offers a high-churn live draw with improved odds for the customer. It has been designed specifically to keep bettors engaged with regular betting events and a simple to understand format. High volume draws and better odds mean customers are more likely to reinvest their winnings. Ball machines certified by GLL.

- ✓ Pick 3 from 15 balls
- ✓ High frequency - a draw every 3 minutes
- ✓ c12%\* margin



\*blended average margin from SIS customers and their current payouts

## 49's VIRTUAL HORSE AND GREYHOUND RACING

Our 49's virtual racing is the most popular virtual racing product in the UK. Each race is different with a variety of tracks and racecourses. 49's virtual racing has recently been relaunched to help create greater bettor engagement with improved animation, listings, race history and photo-finish detail.

- ✓ 3 horse racecourses
- ✓ 2 greyhound tracks
- ✓ c15%\* margin



\*blended average margin from SIS customers and their current payouts

## HELPING YOU WITH CUSTOMER ENGAGEMENT

We offer a number of assets to support you in building customer engagement and boosting betting revenues.

49s.co.uk offers results, tips, statistics and presenter information attracts c700,000 unique users every month. Operators can also sign up as affiliate partners to advertise on the site.

The @49sdraw social media channels engage with followers on a regular basis from across the globe with personal posts from presenters.

A suite of marketing materials including posters, digital assets and videos can be customised with your logo to support the customer experience across all touchpoints.



@49sdraw