

SIS

SIS Trading Services

The most comprehensive horse and greyhound pricing service



Trading Services

Our Trading Services offer is **flexible**, to suit the needs of operators of **all sizes**. SIS can provide the most **comprehensive** range of **markets** and **prices** for horse and greyhound racing and can now oversee **risk**.

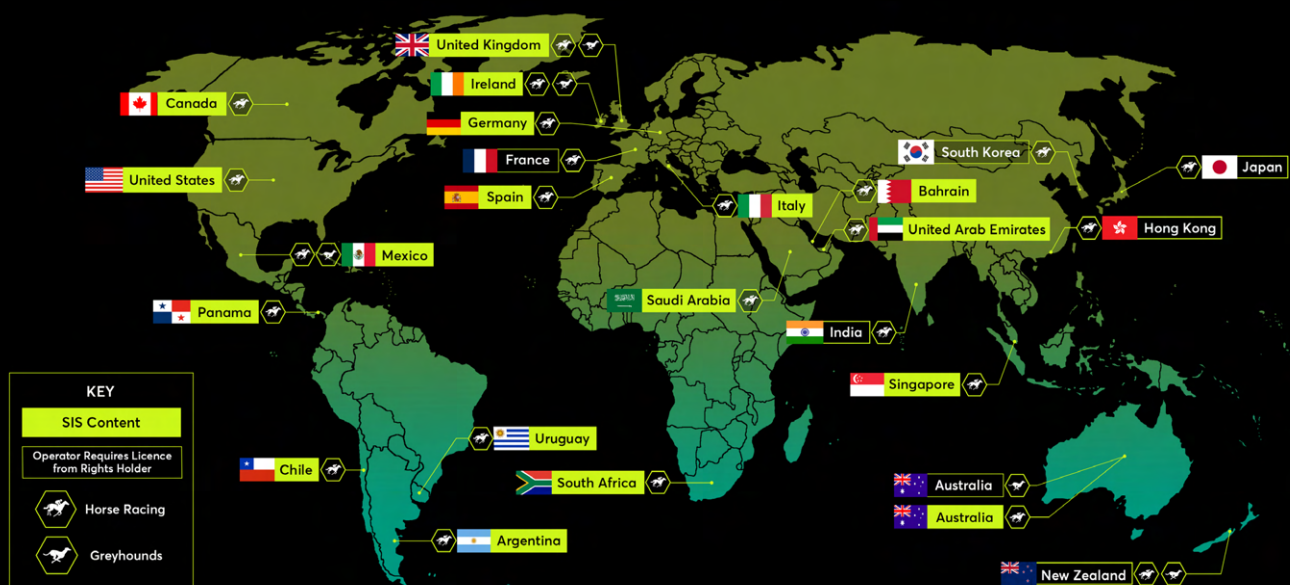
Our flexible offer means that:

- **Smaller operators** can outsource pricing and risk to us and use our experienced traders who will maximise margins.
- **Start-ups** could outsource in order to ramp up their racing product very quickly whilst deciding to build capability in-house.
- **Large operators** can hand over international content to SIS, utilising our specialist traders and use their own traders to concentrate on other more premium parts of their sportsbook.
- We can also now provide new industry-leading software (Odds Engine™ & Odds Engine Plus™) for operators that want to retain control.

Early prices and derivatives assisted by

SIS have a trading team of industry experts made up of some of the best compilers of international horse racing. This means we are able to bring racing from less established territories to the mainstream and enhance your service offering. Assisted by RACELAB's market-leading pricing software, we can now provide early prices and derivatives from 25 territories, 24/7, offering over 70,000 SIS events and 160,000 non-SIS events (for non-SIS events, operators need to have a licence).

Breadth of international racing content



SIS Content:

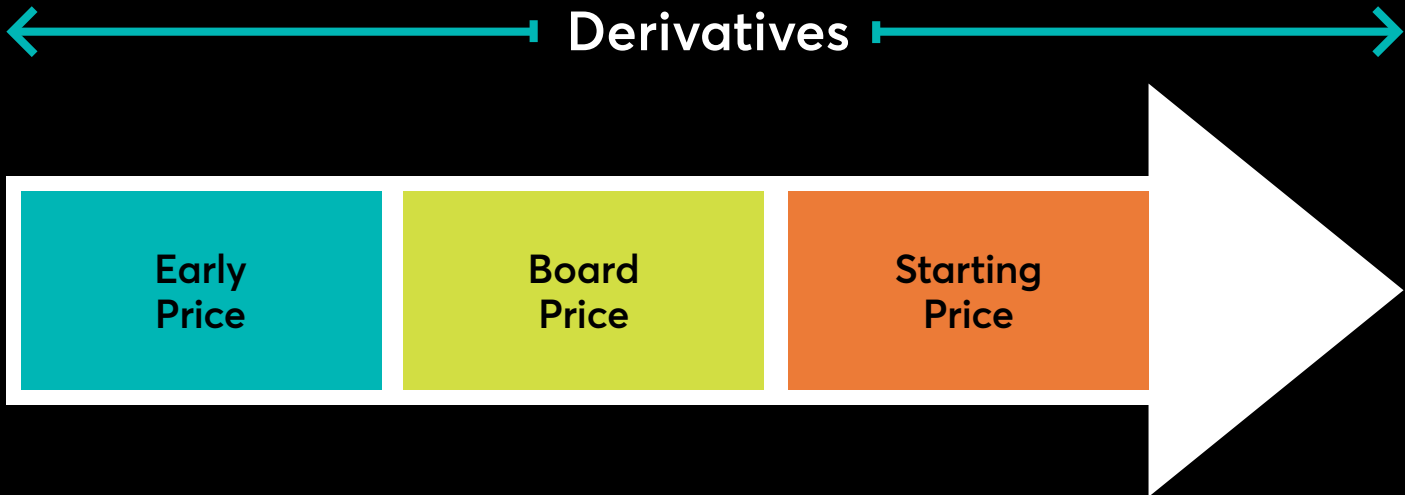
In addition to SIS content below, we can now offer pricing on all racing globally

| Country | No. of tracks/ racecourses | Meetings available | No. of races |
|--------------------|----------------------------|--------------------|--------------|
| Britain | 39 | 846 | 5,922 |
| Ireland | 26 | 387 | 2,709 |
| Argentina | 1 | 121 | 1,573 |
| Australia | 62 | 675 | 5,400 |
| Bahrain | 1 | 7 | 56 |
| Canada | 1 | 50 | 400 |
| Chile | 4 | 328 | 5,570 |
| France | 68 | 350 | 2,450 |
| Germany | 33 | 127 | 889 |
| Italy | 7 | 205 | 1,435 |
| Mexico | 1 | 126 | 1,260 |
| Panama | 1 | 156 | 1,248 |
| Saudi Arabia | 1 | 59 | 472 |
| Singapore | 1 | 48 | 550 |
| South Africa | 5 | 245 | 2,205 |
| Spain | 6 | 80 | 480 |
| UAE | 2 | 26 | 208 |
| Uruguay | 2 | 148 | 1,480 |
| USA | 6 | 668 | 6,470 |
| British Greyhounds | 10 | 2,340 | 29,300 |
| Irish Greyhounds | 6 | 416 | 4,160 |
| Mexican Greyhounds | 1 | 416 | 4,155 |

*Please note that not all tracks are licensed for all territories

Derivative markets

Our extensive range of derivatives markets enables millions of betting opportunities a year across horse & greyhound racing.



Over 20 fixed price derivative markets on offer:

SIS Horse Racing Derivative Markets

| | | | | | | |
|-------------------------|----------------------------------|------------|--------------------------|--------------------------|--------------------------|----------------------|
| Betting w/o Favourite | Betting w/o 1st & 2nd Favourites | Forecast | Tricast | Cover Bet (2 Places) | Cover Bet (3 Places) | Cover Bet (4 Places) |
| Favourites vs Outsiders | Match Bets | Threesomes | Place Betting (2 Places) | Place Betting (3 Places) | Place Betting (4 Places) | |

SIS Greyhound Derivative Markets

| | | | | |
|-----------------------|-------------------------|--------------------------|------------|---------------|
| Betting w/o Favourite | Favourites vs Outsiders | Forecast | Tricast | Odds vs Evens |
| Inside vs Outside | Cover Bet (2 Places) | Place Betting (2 Places) | Match Bets | |

Based on a full suite of Derivatives offered to current SIS customers, Derivatives return a margin of 14%.

SIS Managed Trading Services

Our specialist traders can provide a fully outsourced trading service to operators, which can include the following services:

- **Configurable trading strategies** – we can offer differing overrounds per territory, type of race, time of day, all of which will help maximise the margin you can make on our content.
- **Risk management** – outsource your day of racing price and risk management. Our traders can now manage liabilities to your particular risk appetite.
- **Customer profiling** – our traders can use their knowledge of racing to ensure that your customers are profiled quickly and accurately. This ensures margin is being maximised across horse and greyhound racing.
- **Reporting and analytics** – comprehensive reporting on your service, tracking profit and loss via various metrics, which can be used to refine pricing and trading strategies. Customer bet analysis carried out to constantly refine profiling database.



Key Benefits

- **Interactive trader console.**
- **Flexibility for operators of all sizes** - complement your existing trading resource or fully outsource.
- **The ability to increase racing content and revenue** - provides operators with racing expertise to instantly scale up their racing proposition.
- **Access to sophisticated trading technology and specialist racing knowledge** - offering full or partial managed trading services.
- **Trading resource efficiencies** – allows you to focus resource on other parts of your sportsbook.

NEW Odds Engine™ Trader Software



Odds Engine™ is a software service enabling traders to create high speed live pricing and derivatives for racing. Also available to operators as a standalone technology, Odds Engine™ utilises rules based automated pricing technology, with unrivalled global event market coverage, to enable efficient management of trading. Traders are able to monitor all market information on one screen, providing fast alerts on market changes.

Odds Engine™ also provides market monitoring tools and powerful new market insights. It will help increase global racing market coverage, expand derivative product offerings, deliver efficiencies and enhance profitability.

Interactive trader console



Odds Engine Plus™

NEW Odds Engine Plus™ will enable traders to manage exposure and reduce risk, by integrating your bet stream and realise next generation benefits of intelligent pricing, customer profiling and risk management. A solution built by traders for traders.

For more information on Odds Engine™ and Odds Engine Plus™, see separate product presenters.

SIS Trading Services Key Benefits



Flexible approach to suit operator needs

Complement your existing trading resource or fully outsource.



Increased content for operators

Our international racing expertise allows scale up of your racing offer.



Drives operator revenue and margin

Extensive range of markets & prices to fit any trading strategies.



Provides sportsbooks with a trading advantage

High-precision early markets (tissue prices) and live markets via proprietary 'intelligent pricing'.



Supports acquisition and retention

Highly relevant derivatives now available on all content.



Experience and expertise of SIS trading team

Trusted delivery of service from experienced industry professionals.

Integration

We use AMQP messaging protocol – message payload always full object in either XML or JSON

SIS Agent is installed as a service on customers' infrastructure (Windows or Linux host), and it communicates directly with SIS servers (AMQP/TLS)

Dedicated service management team available to answer your more detailed questions on integration.

Testimonials



We have seen a dramatic improvement in the speed and accuracy of price delivery in the greyhound service since the SIS trading team have overseen the compilation of this data.

It has given the markets a far better structure and consistency from opening show through to Starting prices and resulted in a significant increase in margins.

Gary Pearce
Director of Betting and Gaming, Arkin Group



Since the SIS Trading Team took over the compilation of the show phase of French Racing we have seen a significant improvement in margins.

Trading Team
Ladbrokes Coral Group

Our customers

SIS partners with over **400** customers
in **50** countries

Some of our customers

bet365

Ladbrokes

BETVICTOR

CORAL

 Tabcorp

BETFRED

William **HILL**

BoyleSports

sky BET

betway

188BET

PADDYPOWER.

SPORTIUM

RACEBETS

UNIBET

 betfair

betcris

FEG

 codere

*POINTS*BET

Some of our partners

RMG
racecourse media group

 HORSE RACING
IRELAND

parx

SINGAPORE
S
POOLS

Saudi Cup
كأس السعودية

GERMAN TOTE
Faszination Pferderennen

 Irish Greyhound Board

PMU

 4 RACING

Greyhound Board
of Great Britain

 HIPÓDROMO
ARGENTINO
DE PALERMO

 مبدار
ميدان

meydan

RACING POST



MARONAS

 HipódromoChile

RACING.COM

 RACELAB

TIMEFORM

To see a full list of our customers & partners please visit our website: www.sis.tv