

SIS
RACING

24/7 Live Racing Services

High frequency horse & greyhound
betting content



Introduction

SIS 24/7 live racing services offer operators profitable short form content, channels, and pricing with high frequency betting events and optional managed trading services.



We provide some of the best horse and greyhound racing content from all over the world, including Australia, Dubai, Europe, Ireland, Latin America, and the US.

Our experienced trading team provides a comprehensive range of markets and prices for all our racing content and can offer you a fully managed trading service to meet your operational needs.

Our team of industry expert traders can manage pricing, risk, and customer profiling to support you in maintaining a healthy margin, driving turnover, and saving operational resources.

Scale up your racing offer with a wide selection of premium horse and greyhound racing

Increase betting opportunities

Maximise margin

Build better engagement through PRO FORM™ betting prompts

Tailor screens with customisable branding

Racing & Trading content at a glance

Racing



160+ racecourses



30,000 greyhound races each year



35,000+ horse races from six continents

Trading



Pricing & Derivatives



Risk & Customer Management



Bespoke Odds

Key benefits

Racing

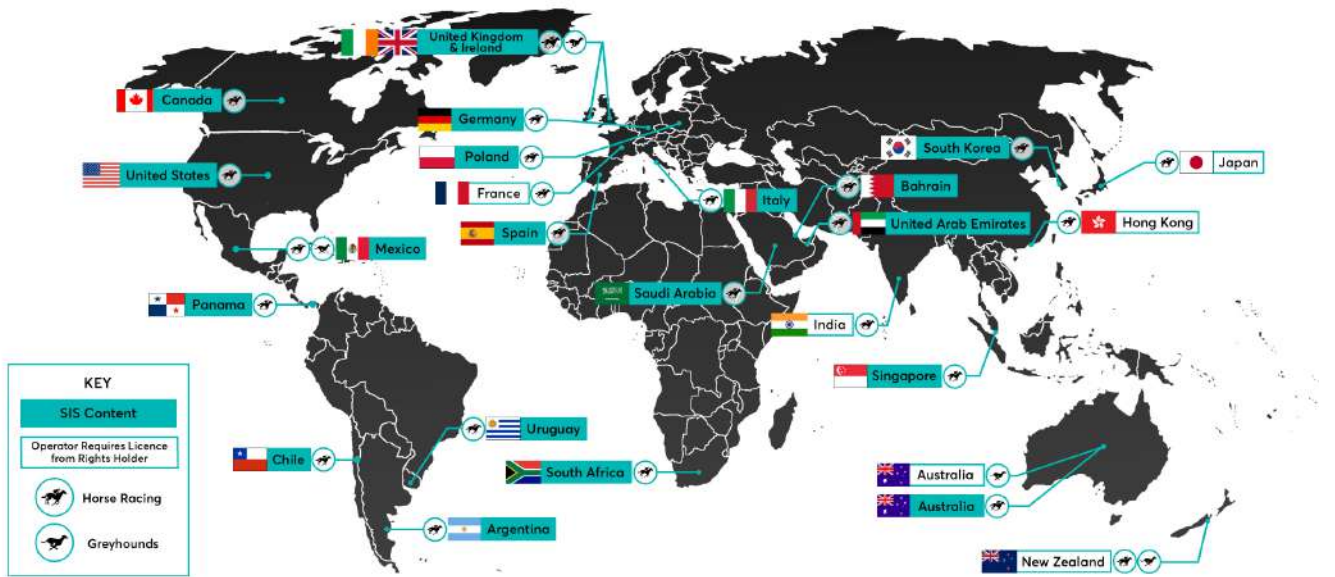
- Scale up your racing offer with a wide selection of premium horse and greyhound content
- Increase betting opportunities
- Maximise margins
- Build better engagement through PRO FORM™ betting prompts
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Trading Services

- Enhance your coverage with our high-precision early price markets
- Increase customer acquisition and retention with highly distinct derivative markets
- Tailor services based on your customer engagement with our Operator Specific pricing service
- Tap into the expertise of the SIS Trading team by fully outsourcing your horse and greyhound services with our Managed Trading Services
- Talk directly to our Traders with peace of mind 24/7 support channels

Breadth of racing content

SIS sources the best international horse and greyhound racing so you can benefit from 24/7 live content, including racing from both the mainstream and advancing territories. We provide early prices and derivatives from 25 territories, offering over 650,000 SIS racing betting events.



International Racing – Around the clock coverage









Content options

Benefit from live streamed pictures, data (racecards, race day control, settlement) pricing, including early prices and derivatives, and PRO FORM™ betting prompts. PRO FORM™ complements every race with tips, runner comments, star racings, speed maps, and race overviews.


Channel Content

Channels can be a combination of both horse and greyhounds or individual codes to meet your regulatory requirements, with all content available online.

Horses

 Argentina Tracks 1 Meetings 121 Races p.a. 1,573	 Australia Tracks 62 Meetings 625 Races p.a. 5,400	 Bahrain Tracks 1 Meetings 27 Races p.a. 216	 Britain Tracks 1 Meetings 41 Races p.a. 287	 Canada Tracks 1 Meetings 50 Races p.a. 400
 Chile Tracks 4 Meetings 328 Races p.a. 5,570	 Germany Tracks 33 Meetings 127 Races p.a. 889	 Ireland Tracks 26 Meetings 391 Races p.a. 2,737	 Italy Tracks 7 Meetings 205 Races p.a. 1,435	 Mexico Tracks 1 Meetings 126 Races p.a. 1,260
 Panama Tracks 1 Meetings 156 Races p.a. 1,248	 Poland Tracks 3 Meetings 60 Races p.a. 480	 Saudi Arabia Tracks 2 Meetings 113 Races p.a. 1,135	 Singapore Tracks 1 Meetings 48 Races p.a. 550	 South Africa Tracks 5 Meetings 245 Races p.a. 2,205
 South Korea Tracks 2 Meetings 200 Races p.a. 1,762	 Spain Tracks 6 Meetings 80 Races p.a. 480	 UAE Tracks 2 Meetings 26 Races p.a. 234	 Uruguay Tracks 2 Meetings 148 Races p.a. 1,480	 USA Tracks 6 Meetings 668 Races p.a. 6,470

Greyhounds

 Mexico Tracks 1 Meetings 104 Races p.a. 1040	 UK & Irish Tracks 14 Meetings 2,184 Races p.a. 26,200
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Derivative markets

Our extensive range of derivative markets enables millions of betting opportunities a year across horse and greyhound racing, returning a margin of 14%+ across the full suite of 20 fixed derivatives.

Greyhound racing derivatives



Horse racing derivatives



Flexible managed trading services

You can complement your existing trading resource or fully outsource it depending on in-house resources, risk appetite and objectives.

Features include:



Risk management

Set exposure levels which suit your risk appetite, bespoke pricing to ensure ongoing liability management.



Customer management

Customisable profiling approach, catering for wide ranging customer activity



Configurable trading strategies

Maximise your margins by differing overrounds per territory, type of race and time of day.



Reporting and analytics

We carry out customer bet analysis continuously to ensure an up-to-date profiling database.



Standalone software

Take control by purchasing the software to drive your racing service

Features



Flexible delivery

Content can be delivered as either individual events or as a continuous linear channel to appeal to a wide variety of customers. Our automated production system allows you to tailor content to your exact needs. You can choose to have either a SIS produced linear channel or a customisable channel to better appeal to your target market.



Easy integration

All SIS racing content is easy to integrate to ensure our partners can go live and drive revenue as quickly as possible.

Streamlining the onboarding process with a comprehensive service enables swift and effortless deployment, optimising development roadmaps for both internal and external stakeholders, while providing effective integration tools.

Our specialist service management team can support you throughout the complete integration process, offering easy-to-follow documentation that provides operators with the necessary information for data delivery, data content, and video streaming.

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

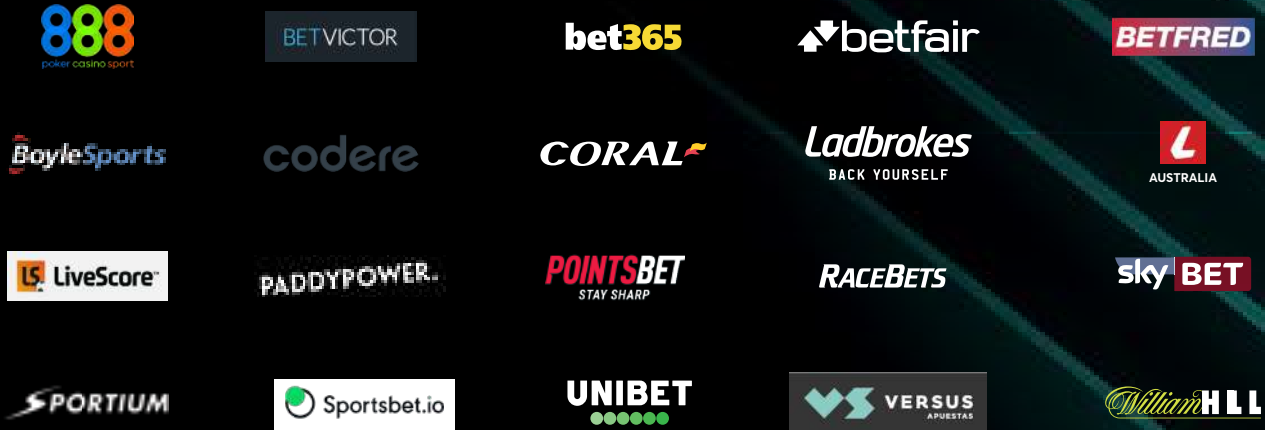


Since the SIS Trading Team took over the compilation of the show phase of French Racing we have seen a significant improvement in margins.

Trading Team
Ladbrokes Coral Group

Our customers

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



Some of our partners



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



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