

YOUTH CRICKET

MASTERS TOURNAMENT

DOMESTIC CRICKET

WOMEN'S CRICKET

Premium Cricket

Unlocking the potential in cricket betting

Betradar's Premium Cricket

Cricket is followed by more than 2 billion people globally, making it the second most popular sport in the world. The growth of T20 cricket is bringing a new, betting focused audience to the sport. More than twice as much money is matched on betting exchanges for main cricket matches than for main football matches. For bookmakers, the potential growth in their cricket income is enormous.



About our Cricket Team

Our approach to cricket modelling has evolved over the last 14 years, as we have amassed an exciting complement of specialist traders, statisticians and developers. Our systems provide the perfect blend of accuracy, consistency and control, ensuring we deliver the highest quality prices and service to bookmakers.

Investment in expert staff, real time scoring feeds and continuous innovation, set our product apart from anything else. We are very proud of this product and its industry leading figures:

	Current UK Standard	Premium Cricket
Hold	2.0%	4.5%
Pre-match Markets	25	200+
In-play Markets	30	250+
Matches per year	440	900+
Suspension Rates*	14%	1%
Persistence Rates**	78%	92%
Return Times***	117 seconds	9 seconds
Bet Settlement Delay	Varies (up to 7 hours)	1 minute

*The amount of each match where any of the main markets are temporarily suspended due to on-field action
 **The amount of a match where all of the main markets are available.
 ***The length of time taken for all of the main markets to return after a wicket
 (Data has been collected from companies listed on Oddschecker over the last two years)

Betradar's new Premium Cricket product is designed to help bookmakers revolutionise their cricket service and unlock this vast potential.

Our Product boasts

- Over 900 live games per year
- 200+ pre-match markets
- 250+ in-play markets
- Exceptional pricing quality
- Unrivalled user experience
- Real time in-venue pricing updates
- Full event creation, settlement and closure
- Liability management

Helping Bookmakers to increase their Stake

We know the potential is there for bookmakers to vastly increase their stake. Money matched in exchanges gives us a glimpse of how lucrative cricket betting could be:

Betfair live stake on Euro 2016 Football final: £22.9m.	UK Bookmaker stake on football across a 5 month period: £2,113m.
Betfair live stake on IPL 2016 Cricket final: £48.3m.	UK Bookmaker stake on Cricket across the same 5 month period: £237m.

Our product has been designed to attract an increased amount of recreational business. Stake is driven up by the originality of the product, which provides an unparalleled user experience:

- **More Betting Opportunities:** We offer 250+ live and 200+ pre-match markets, for 900+ games per year.
- **Rapid Settlement:** Our systems have been designed to result every market, pre match and live as soon as the result can be verified, including rolling resulting so customers don't have to wait for a market to close if their bet has already won.
- **Attractive Pricing:** Our highly accurate models and systems allow us to be more adventurous with our prices and give bookmakers the confidence to use smaller margins and larger stake limits.
- **Lowest Suspension Rates:** Our models automatically adjust prices in response to on field action so there is no need for unnecessary suspensions. Our main markets are active 99% of the time.
- **Quickest to Market:** When a realignment is needed, for example when a wicket falls, we will be back out with all of our main markets within ten seconds – by far the quickest around!
- **Original Markets:** Our team love producing new and exciting markets, including 'Last Man Standing' and 'Rabbit Runs'.

A first class user experience increases your customer base, while also encouraging higher stake per user. This strategy drives up your overall cricket stake, tapping into the enormous potential in cricket betting.

Helping Bookmakers to increase their Hold

Cricket is complex. Some prices can be affected by factors such as the length of the grass or the altitude of a venue, while others are affected by the type of soil or the amount of dew on the ground. We believe the only way to deal with these complexities is by employing highly trained manual traders in combination with sophisticated mathematical models. This approach has helped us to set new standards in both accuracy and hold.

- **Specialisation:** As a department that is focused purely on cricket, we have been able to invest in highly specialised staff. Each game is covered by multiple specialist traders, who have a very strong mathematical background and an expert-level understanding of cricket.
- **Experience:** Our pricing system has been designed, built and tested by the traders who use them and as such they understand how to manipulate the inputs to provide total flexibility and control over all of their price outputs.
- **Speed:** We have real time solutions for every single match we cover, ensuring bookmakers are not susceptible to in-venue bettors. Betradar has the world's largest network of scouts, including over 7,000 highly trained data journalists.
- **Information:** We have liability information from multiple customers and access to Subcontinental prices, giving enhanced visibility and ensuring we are best placed to recognise market movements and react accordingly.



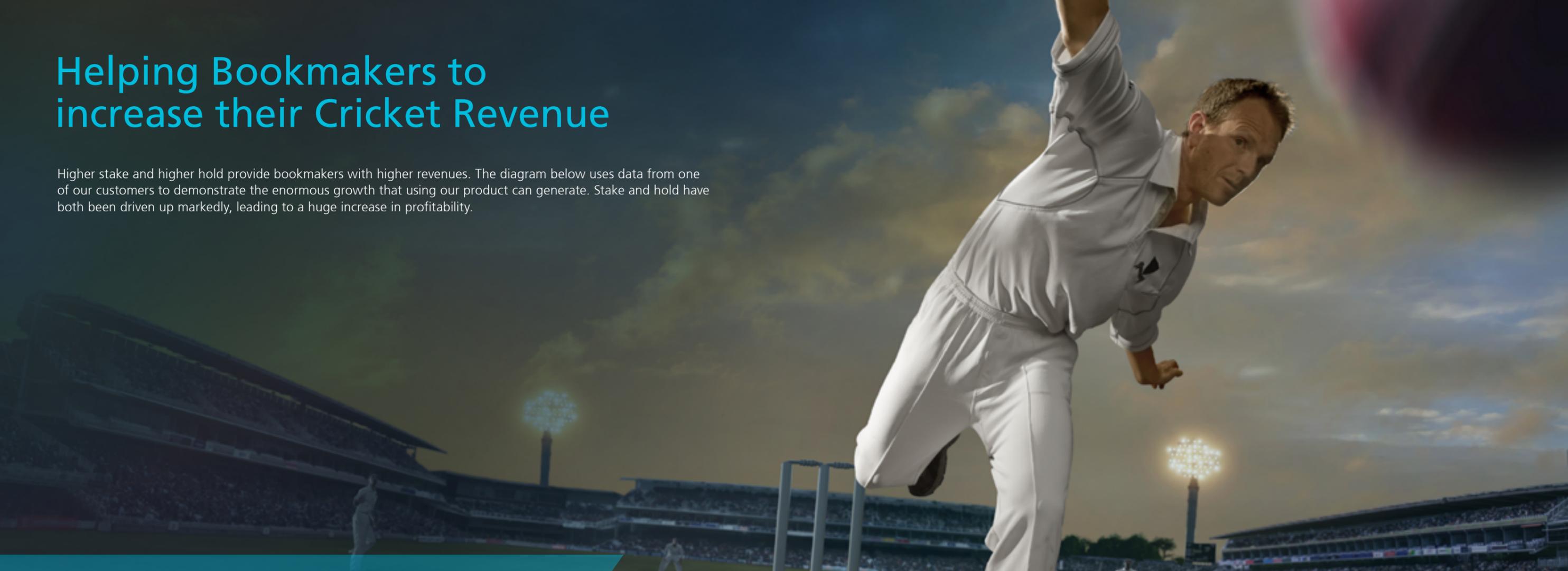
	UK Industry Standard	Premium Cricket
	HOLD (%)	HOLD (%)
Total ROI	2.0%	4.5%
Match Market	1.9%	5.1%
Innings Runs	1.8%	7.8%
Batsmans Runs	4.2%	4.7%
Fall of Wicket	3.8%	5.6%
Other	-2.8%	1.9%

*Public Sources

We are proud to provide the most accurate and mathematically robust pricing in the market. In 2015, UK bookmakers made a modest 2.0% from cricket. Our customers have made 4.5%.

Helping Bookmakers to increase their Cricket Revenue

Higher stake and higher hold provide bookmakers with higher revenues. The diagram below uses data from one of our customers to demonstrate the enormous growth that using our product can generate. Stake and hold have both been driven up markedly, leading to a huge increase in profitability.



Premium Cricket Benefits

When signing up to Premium Cricket, you experience the usual benefits of Betradar's service:

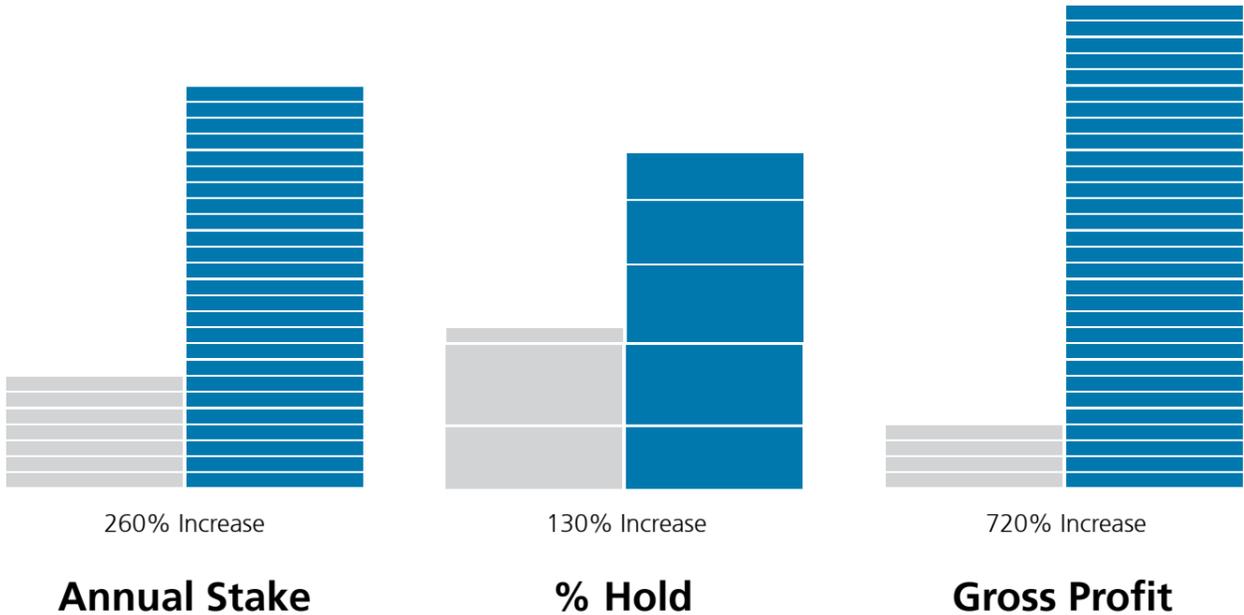
Anti-Corruption: Our Integrity Services team works closely with the various governing bodies, including Cricket Australia, ECB and ICC, to monitor for suspicious betting behaviour. This enables us to know first about anything untoward and to react the fastest, helping you to avoid potentially costly situations.

Liability Management: You have access to the benefits of Betradar's Managed Trading Services (MTS). Our experienced team of trading analysts manage your liabilities, allowing you to externalise your risk management: lowering costs and increasing security. MTS can be tailored for all types of businesses and is available across multiple channels.

Scouting: Betradar's worldwide scouting network with over 7,000 data journalists across the globe guarantees a steadily increasing coverage meeting the highest quality standards. Real-time solutions for all of our cricket coverage allow you to use shorter bet delays and keep certain markets out longer and deeper into the match.

IT Infrastructure: Betradar's established IT infrastructure is the envy of many, ensuring we have a robust and secure network underpinning our systems and feeds. You will find a straightforward integration process, fully supported by an account manager within the cricket team.

Experience: Betradar is an established brand and has a long track record of providing consistent product delivery and support. Our highly experienced IT specialists ensure our service is robust and that you have no resilience or downtime issues.



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