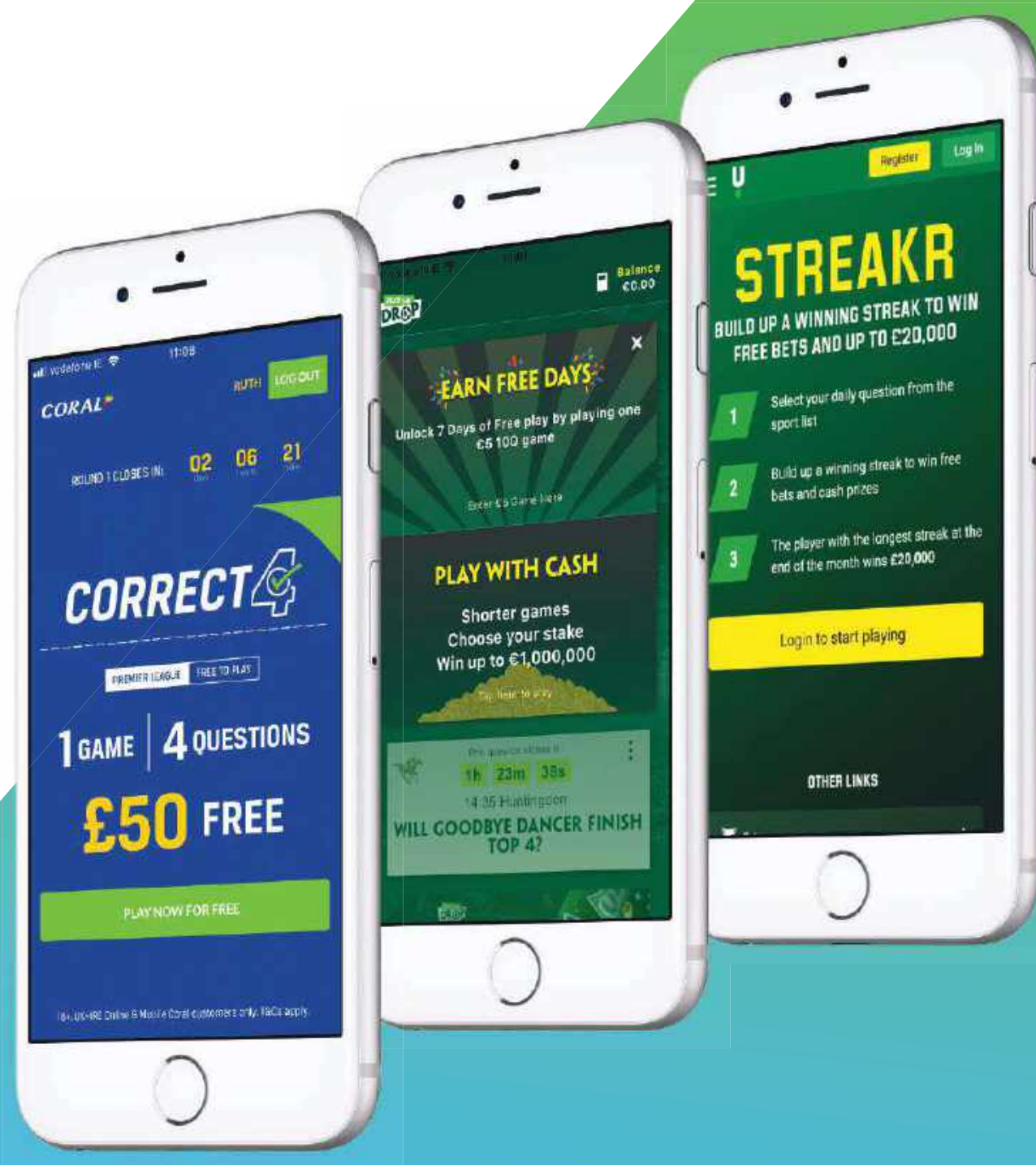




THE WORLD'S #1 FREE-TO-PLAY GAME PLATFORM

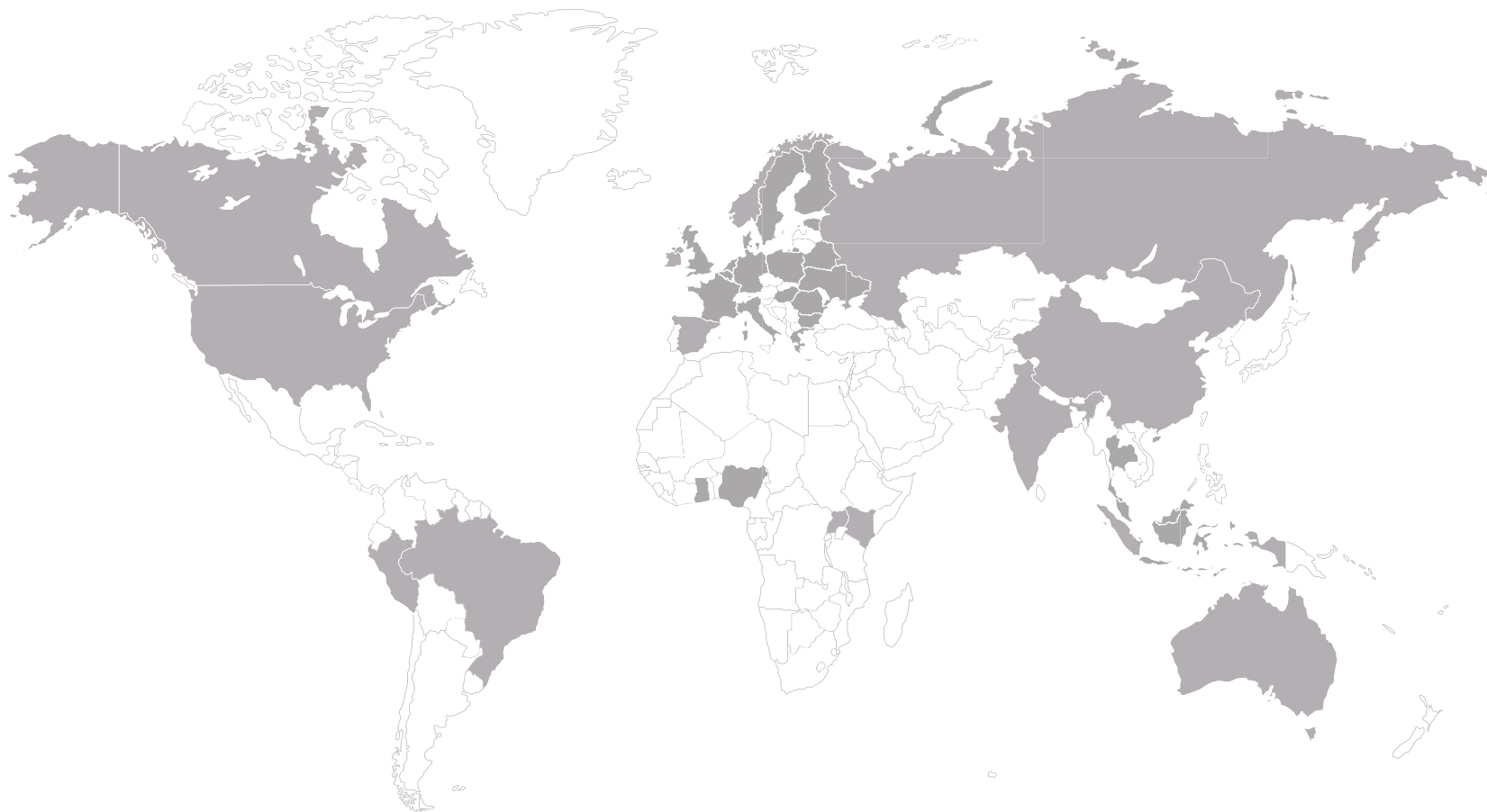
The SportCaller SCore Platform is a key customer acquisition and retention tool for some of the largest betting and media companies.

Our proprietary platform allows our clients to easily and quickly launch Free-to-Play Prediction and Jackpot Games across any sport, language and territory via web, iOS, Play Store and Facebook Instant Games.



Global Reach

SportCaller works with clients in UK, Europe, Asia, Australia, Africa, LATAM and North America across 20+ languages. Our expanding client base includes William Hill, GVC, Paddy Power Betfair, Kindred and FanDuel.



RACING POST

MoPlay

BetVetu

TVG

PADDYPOWER.

betfair

liveScore.com

Virgin BET

BET EASY

playMGM

UNIBET

CORAL

MANSION BET

betsson group

FANDUEL

Lottoland

William HILL

bwin

Effective Marketing Tool

“New customers acquired from each of the SportCaller games were more valuable and active than those from other sources.”

bwin

“Active customers show a significant uplift in value post adoption of the SportCaller delivered Lucky 7 Free-to-Play game.”

William HILL

“...continuing to offer innovative promotional products, such as ‘Beat the Drop’, to acquire recreational customers at lower costs.”

Paddy Power Betfair,...Q3 Trading Update

PADDYPOWER. 

“SportCaller’s Free-to-Play Games have surpassed expectations on new account acquisition and incremental betting activity.”





Judge's Comment:

“SportCaller’s business growth in 2018 has been very good. The business expansion has been excellent as a result of fully understanding market dynamics and sets the bar for other contenders.”

Acquisition & Retention Partner



Judge's Comment:

“Genius. Not seen a better way of engaging casual non-sports bettors in last few years. In highly-regulated environments, fresh acquisition tools are a must.”

Innovation in Sports Betting Software

Effective Marketing Tool

SportCaller’s FTP game audiences are primarily mobile, especially in USA where 95% of players are mobile

The ease of registration and simple, yet engaging game formats ensure unparalleled conversion levels from visitor to registration to fully completed game entry

Smart and contextual bet prompts ensure strong conversion to bet, especially amongst fully integrated clients

The inherent retention capabilities in FTP games are clearly evident in returning player levels, the end result of which is that the FTP audience is much more valuable than all control groups that do not engage with FTP

AGGREGATED DATA ACROSS ALL CURRENTLY ACTIVE GAMES

MOBILE USAGE



USER TO REGISTRATION RATIO



REGISTRATION TO PLAY RATIO



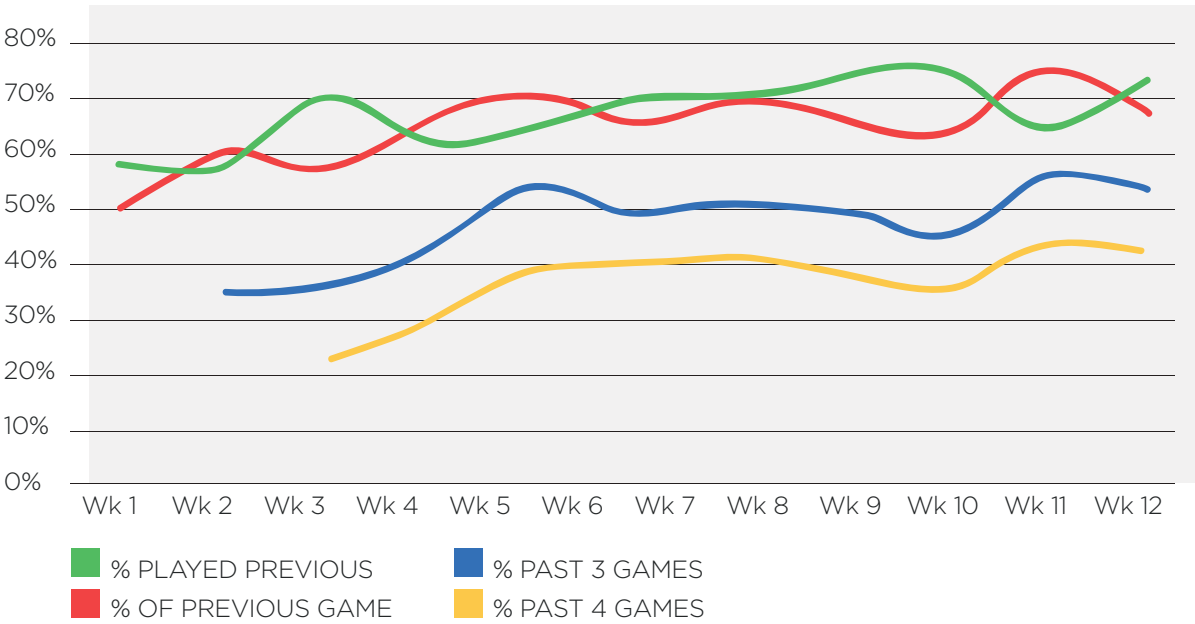
CONVERSION TO BET



FTP PLAYER VALUE VS NON-FTP



RETURNING PLAYERS

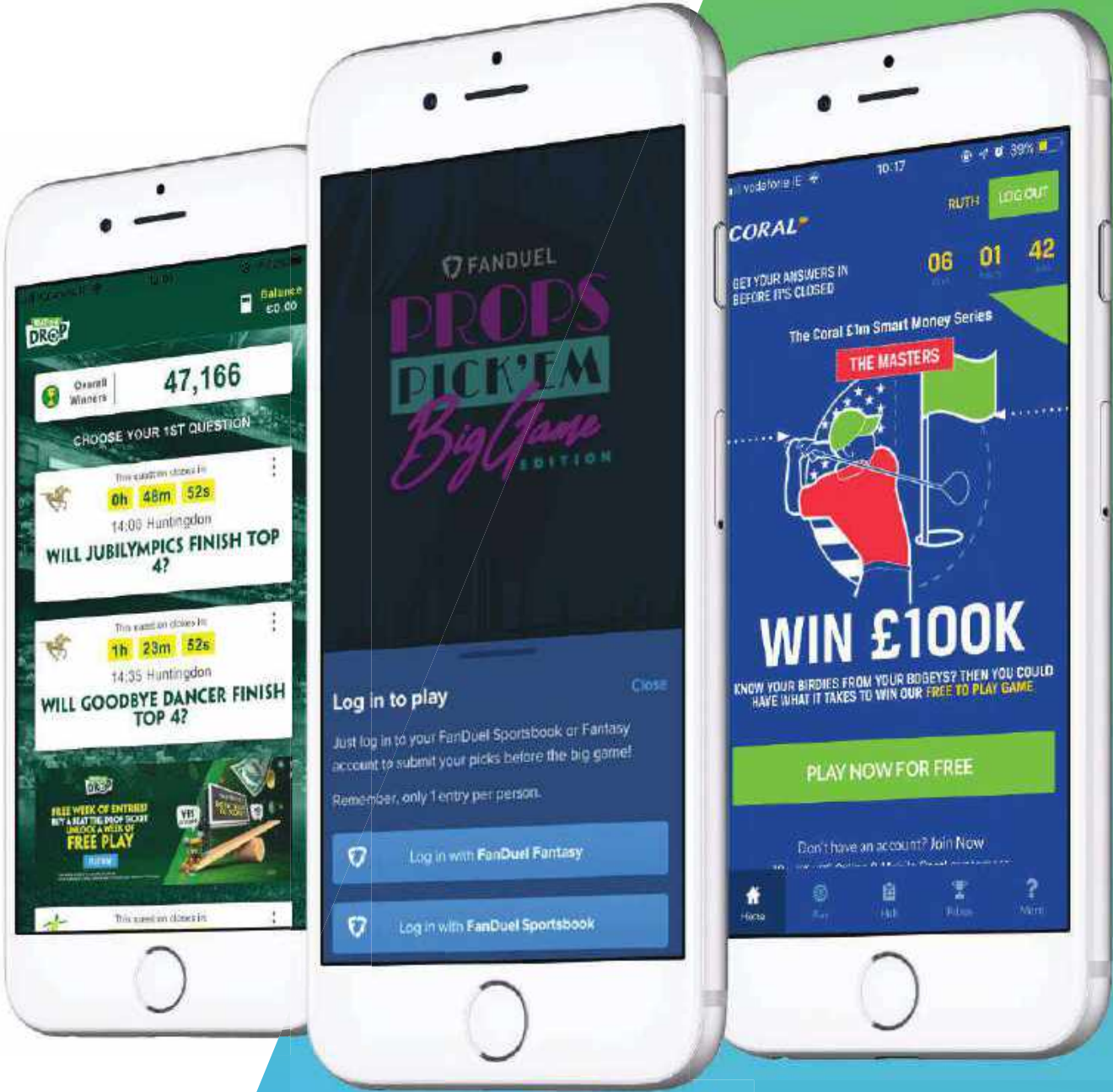


Game Formats

SportCaller offers a multitude of different game formats as standard that can be adapted to any sport, language, or country. Our platform is constantly evolving and new ‘standard’ templates are added regularly. We can also devise and develop bespoke game formats unique to your company.

Examples of bespoke and standard games shown.

PACKAGE	BronzeCaller	SilverCaller	GoldCaller
Game Formats	Choose 1	Choose Any	Templates & Customs
Win-Draw-Win	✓	✓	✓
Win-Win	✓	✓	✓
Correct Score	✓	✓	✓
Pick X	✓	✓	✓
Streak	✓	✓	✓
Correct Order	✓	✓	✓
Winning Margin	✓	✓	✓
Pay-to-Play			✓
Custom Format			✓



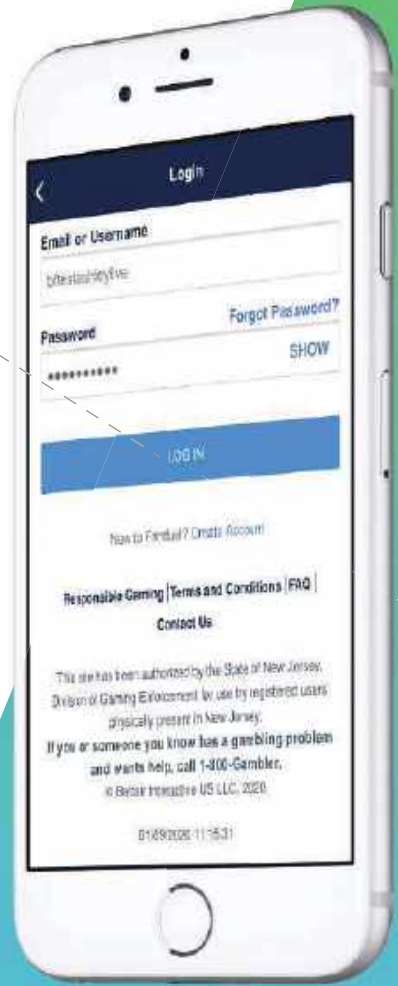
Integrations

SportCaller currently integrates with client API's, providing a seamless and engaging experience for players.

PACKAGE	BronzeCaller	SilverCaller	GoldCaller
API Integrations			
SportCaller Hosted Login	✓	✓	✓
Client Single Sign On		✓	✓
Events/Live Odds Feeds		✓	✓
Results Feeds		✓	✓
Vanity URL		✓	✓
Self-Exclusion CRM		✓	✓
Wallet Integration			✓
Transactions			✓
Bet History			✓
Customised API			✓



Player Clicks
Log In



Redirect to
Client SSO Page

Logged in and
redirected back
to game

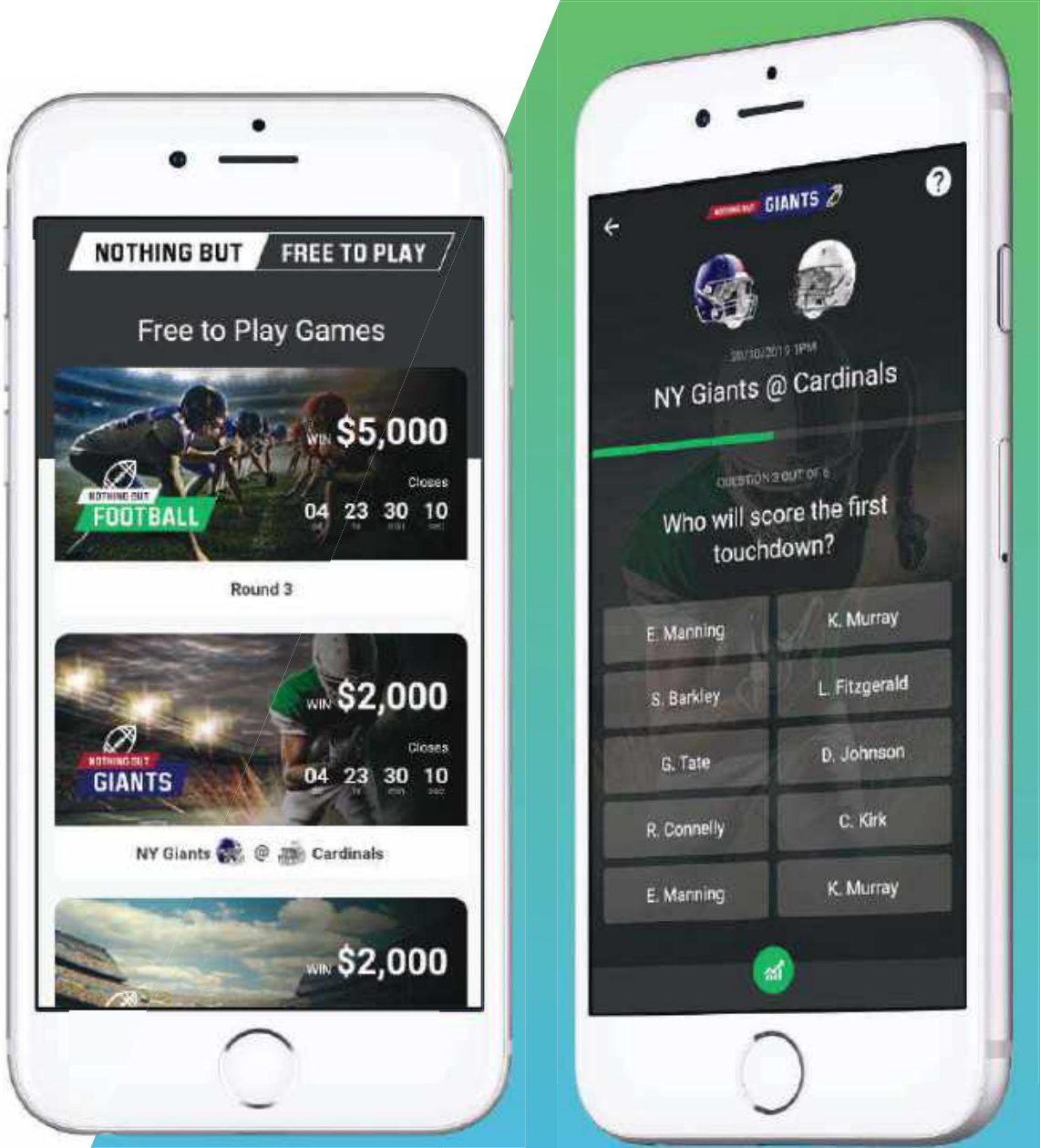


Designs

The SportCaller platform provides several design templates that will provide a custom fit for your chosen Game, in line with the brand guidelines provided. Our design team also offer unique customised designs to fit any game type for our GoldCaller projects.

Samples of mocked-up designs for SportCaller Whitelabel Platform Product shown, further examples in appendix.

PACKAGE	BronzeCaller	SilverCaller	GoldCaller
Design Options			
Branded Template	✓	✓	✓
Responsive	✓	✓	✓
Customised Design			✓
Dedicated Design Resource			✓
UX Research & Analysis			✓
Prototyping			✓



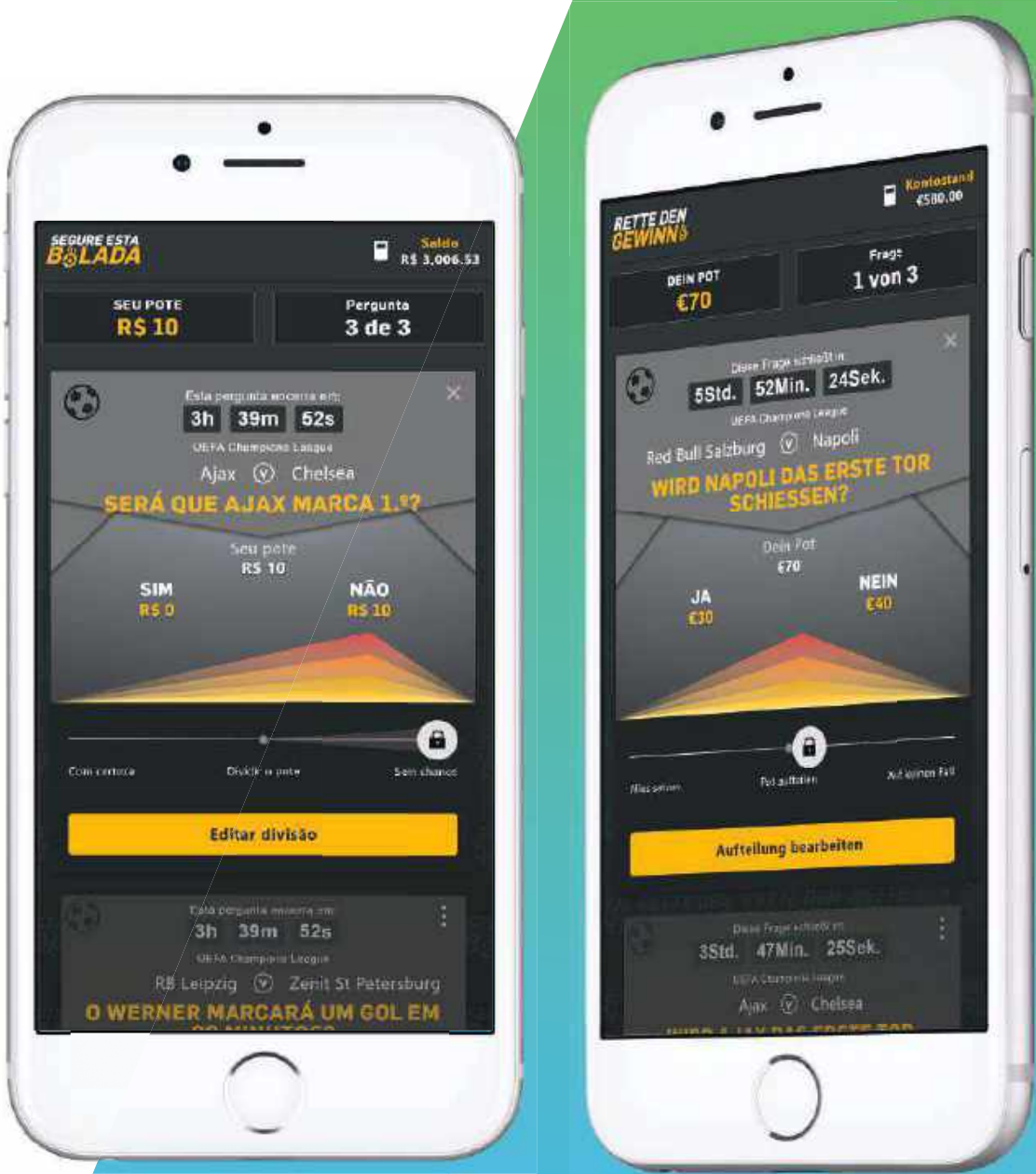
Localisation

Our platform currently supports players in 30+ countries via 20+ languages.

SportCaller has developed peerless geo-location tools allowing us to geo-target and distinguish and serve different content to various territories with ease.

Betfair International have recently launched localised versions of Beat The Drop to target audiences in Brazil and Germany, images shown.

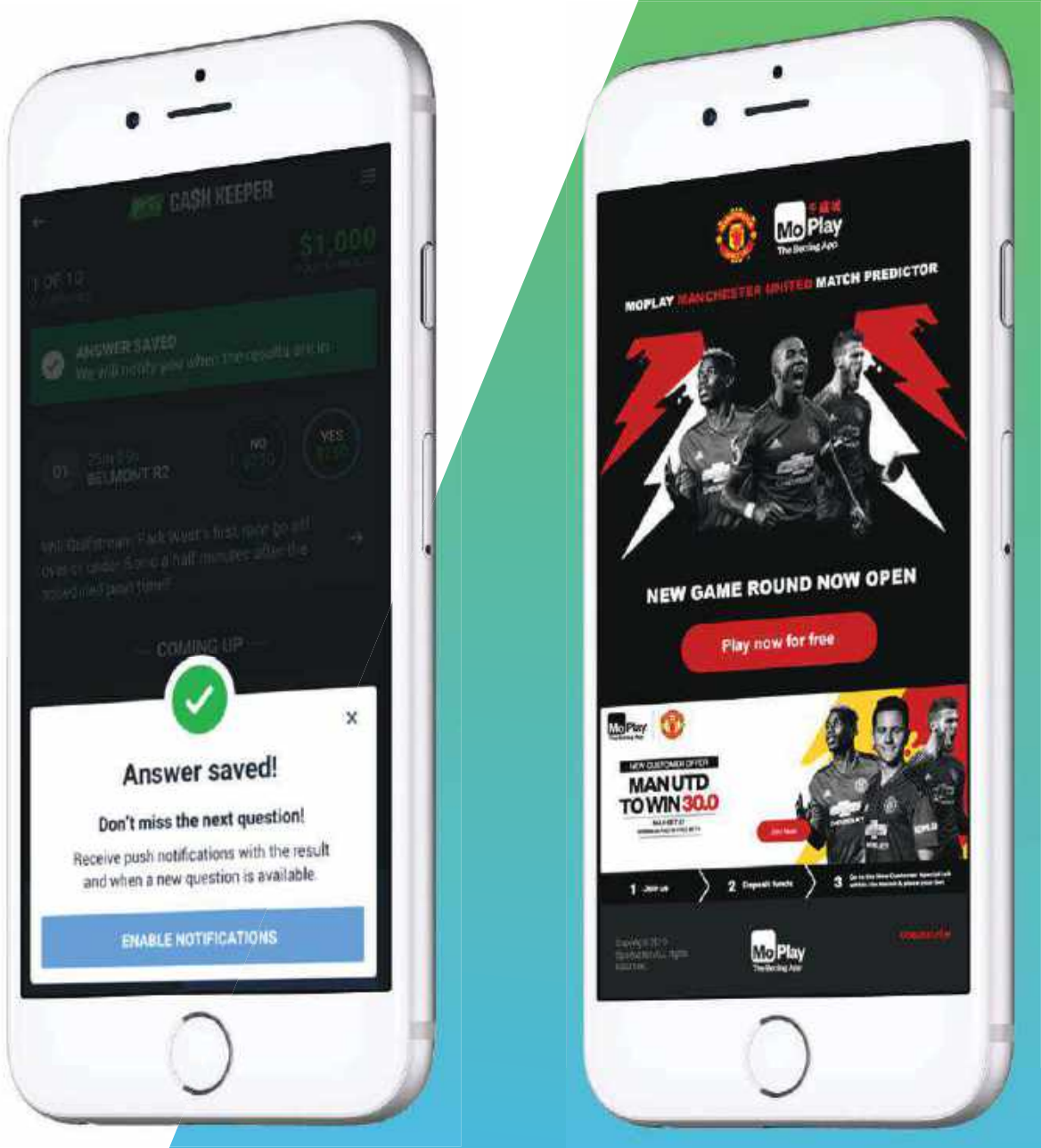
PACKAGE	BronzeCaller	SilverCaller	GoldCaller
Localisation			
Geo-Restrict	✓	✓	✓
Two Languages		✓	✓
Multiple Languages			✓
Translation API			✓
Translation via Client Operated CMS			✓



CRM

CRM is an important tool in acquisition and retention of players within our Games. SportCaller offer a managed email and push notification service that provides personalised messages to support players at different stages of the Game and increases the conversion to funded accounts and real money betting.

PACKAGE	BronzeCaller	SilverCaller	GoldCaller
CRM Options			
Welcome Email	✓	✓	✓
Game Now Open	✓	✓	✓
Your Game Stats		✓	✓
Custom Email			✓
Push Notifications			✓

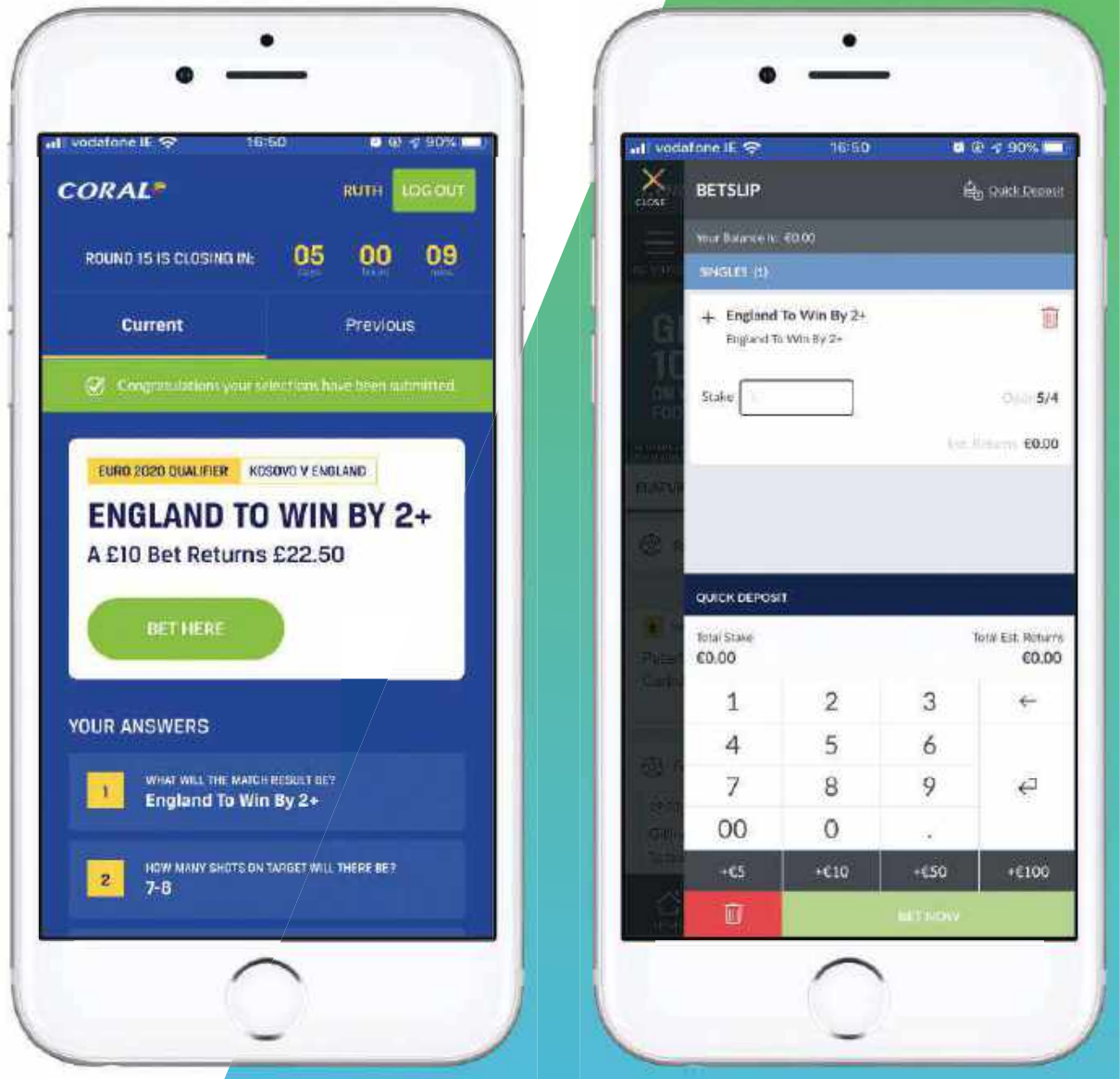


Bet Prompts & Upsells

The SportCaller platform allows for a customised and engaging experience that increases conversion to real money gaming, with players prompted with bet opportunities once they have completed their entry. The options available here are dependent on the level of integration provided within the Game.

Examples shown of fully integrated client with bet prompt carried through to pre-populated betslip.

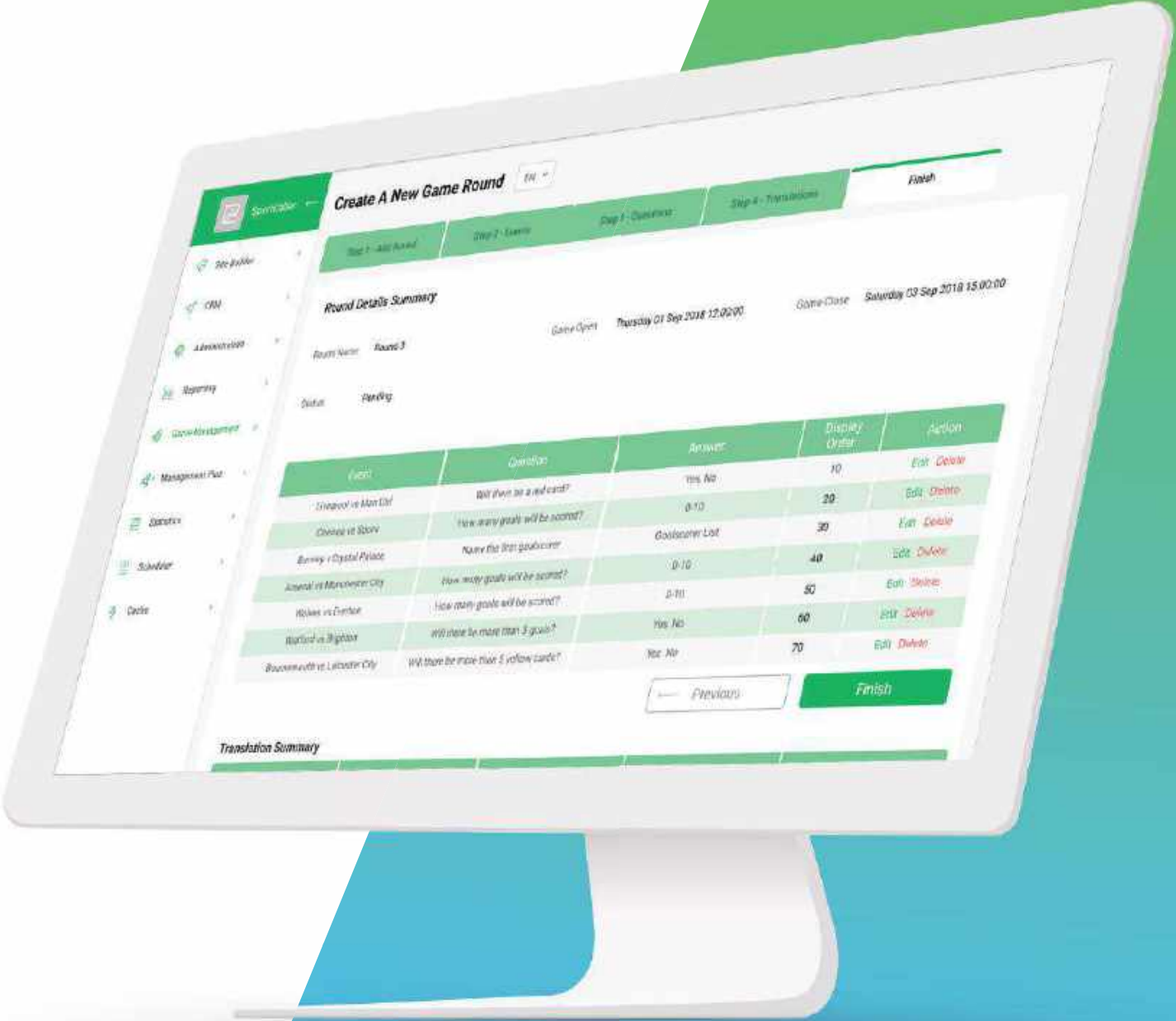
PACKAGE	BronzeCaller	SilverCaller	GoldCaller
Conversion Mechanic			
Client Banner	✓	✓	✓
Static Bet Prompt		✓	✓
Personalised Bet Prompt		✓	✓
Deposited Player Flag			✓
Interactive Bet Prompt			✓
In-Game Betting			✓



Client Dashboard & Support

The SportCaller Platform provides a dashboard for each Free-to-Play Game. In the case of multiple language/territory Games they share the same dashboard for ease of use. Clients can edit and update content across the Games, while managing all aspects of their product, including CRM, reporting and player management

PACKAGE	BronzeCaller	SilverCaller	GoldCaller
Functionality			
Game Management	✓	✓	✓
User Data	✓	✓	✓
Reports	✓	✓	✓
CMS	✓	✓	✓
Game Hours Support	✓	✓	✓
24/7 Support			✓
Dedicated Resource		Upon Request	Full Time Team



Tracking & SEO

The SportCaller Platform provides Google Analytics tracking across all Free-to-Play Games. Each client project is maintained within its own private account and access is granted upon request.

All projects are set up on Google Search Console. This allows SportCaller’s SEO team to monitor search performance, and optimise Games’ visibility in Google search results.

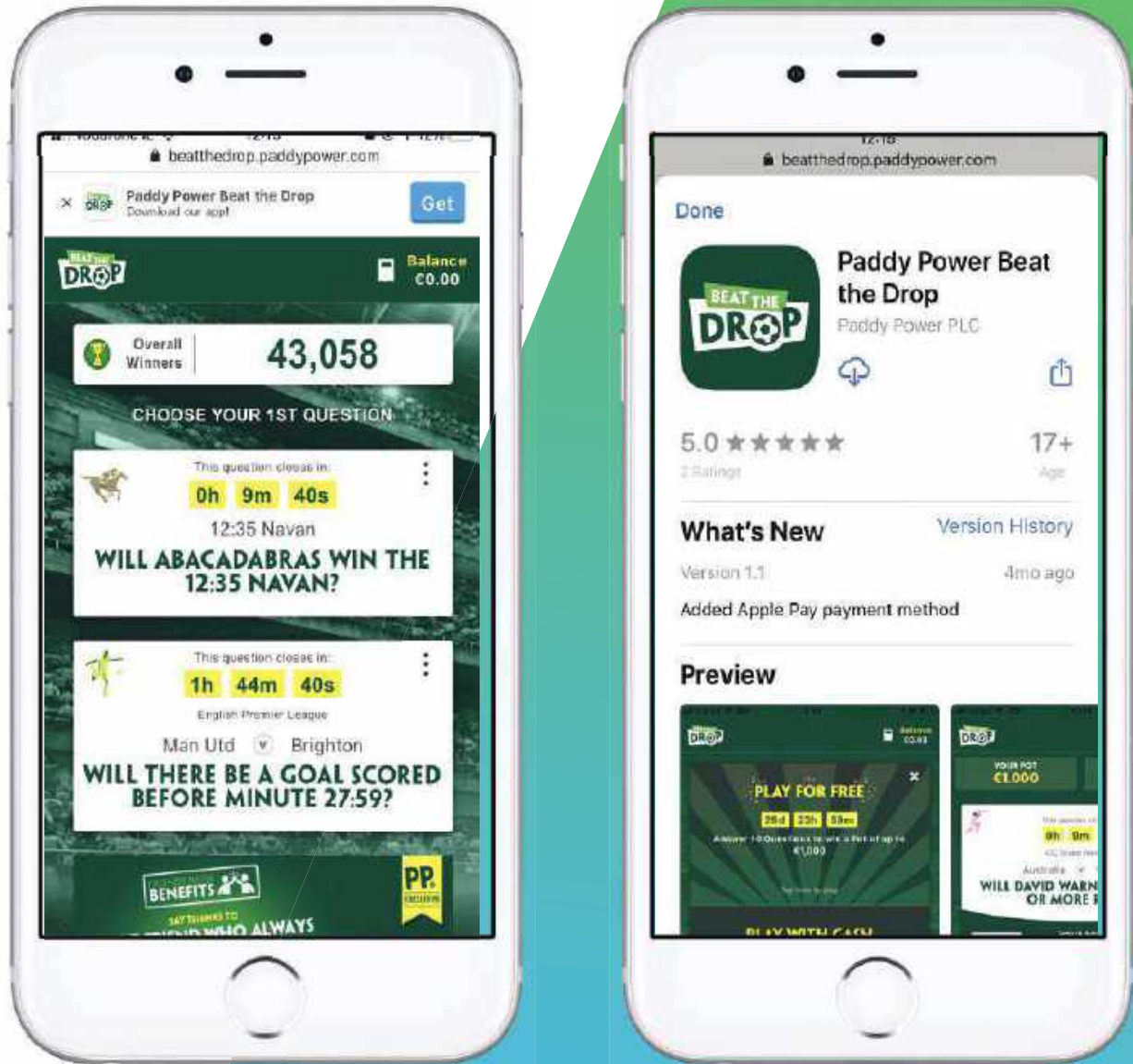


PACKAGE	BronzeCaller	SilverCaller	GoldCaller
Tracking & SEO			
Google Analytics	✓	✓	✓
Client Google Tag Manager		✓	✓
Google Search Console		✓	✓
Pixel Tracking			✓
Customised Tracking			✓

Enhanced Features

From apps to marketing services, we have created a wide range of value-add features to the SCore platform, some of which are priced upon request.

PACKAGE	BronzeCaller	SilverCaller	GoldCaller
Other Features			
Social Plug-Ins	✓	✓	✓
Insured Jackpots	✓	✓	✓
Wrapped Apps			✓
Third Party Affiliate Widgets			✓
Native Apps			✓
Facebook Instant Games			✓
Pay-to-Play			✓
Play-to-Earn			✓
Bet to Qualify			✓



SportCaller – Hosted Services



SportCaller provides secure and reliable hosting of our Games in a dedicated, environment running on Amazons AWS infrastructure, all isolated by client. We manage and support all hosting, patching, security and resilience so that you can focus on your core business.



Security

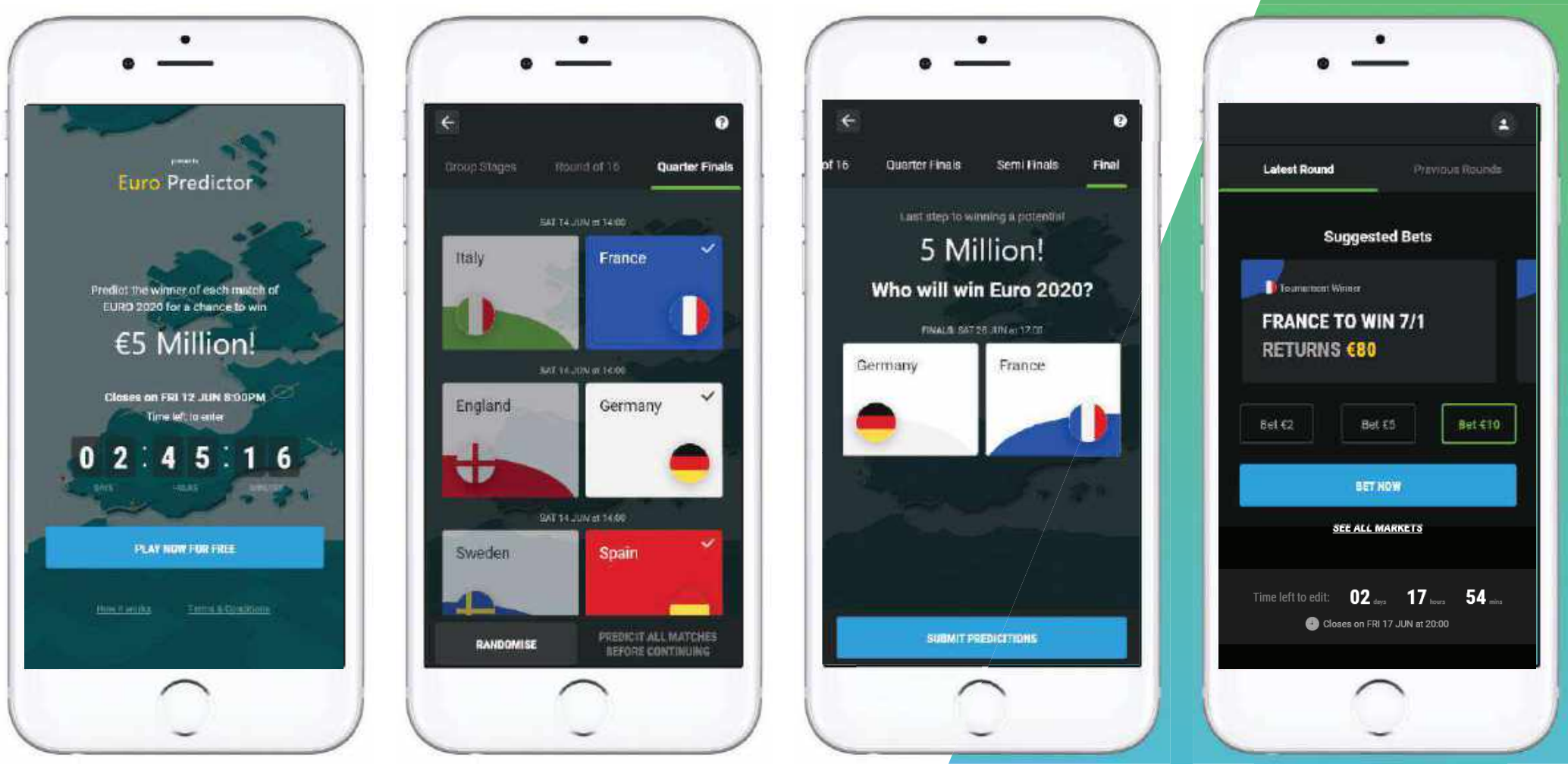
Client Game databases are individually created, separate and cannot be accessed from outside of the hosting environment. Client Games web servers are not accessible directly from outside of the hosting environment and can only be accessed through a firewalled Load Balancer. All our Games are accessible only over HTTPS - all traffic is encrypted via strong SSL encryption.



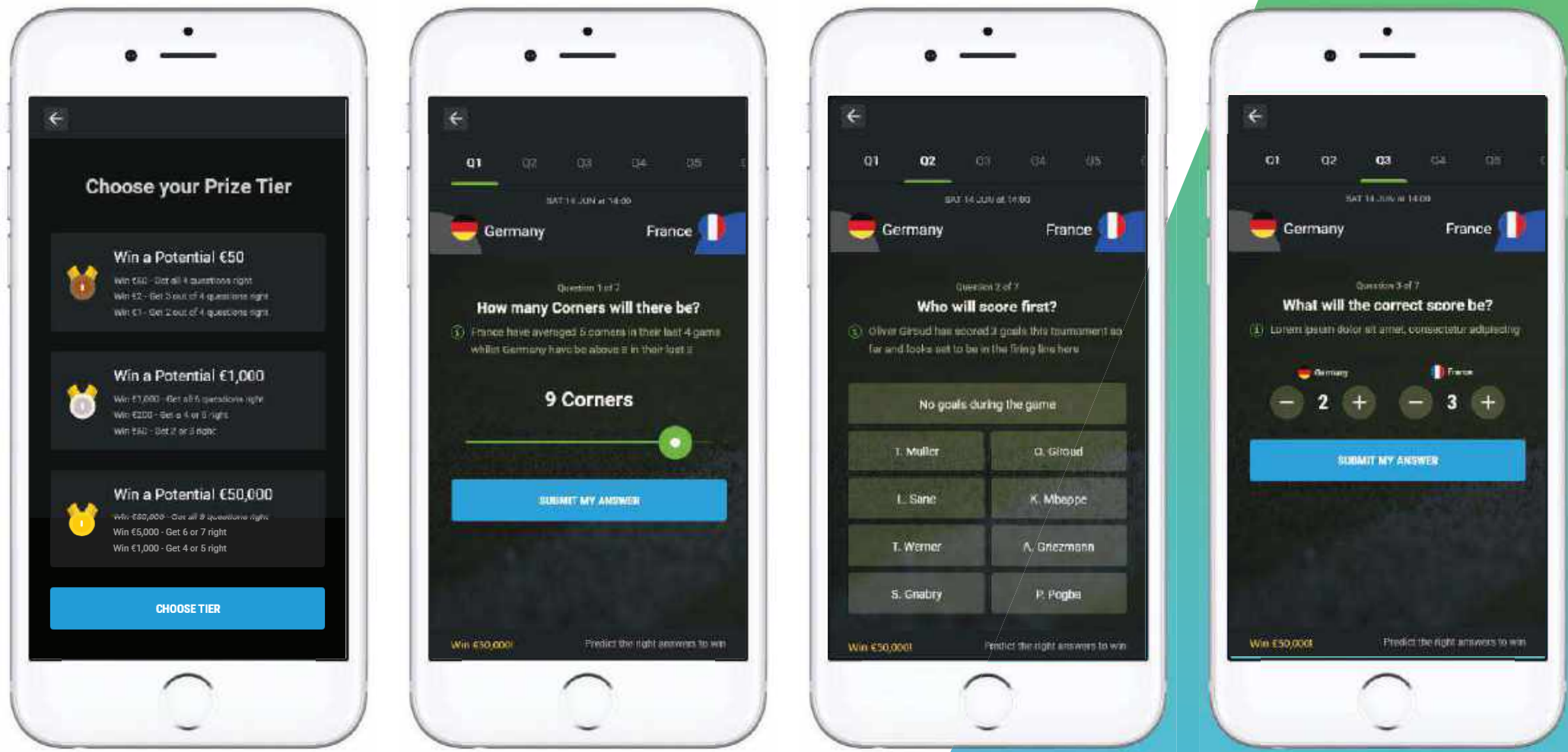
Reliability

Due to the nature of Amazon AWS services – our Games are reliable – with an uptime of c. 99.999% on average. Our servers and databases are synchronised across at least 2 availability zones within a region to ensure consistency of availability. We implement scaling rules and schedules for both anticipated and unexpected traffic spikes for our client Games, meaning we can always guarantee that our services will meet demand.

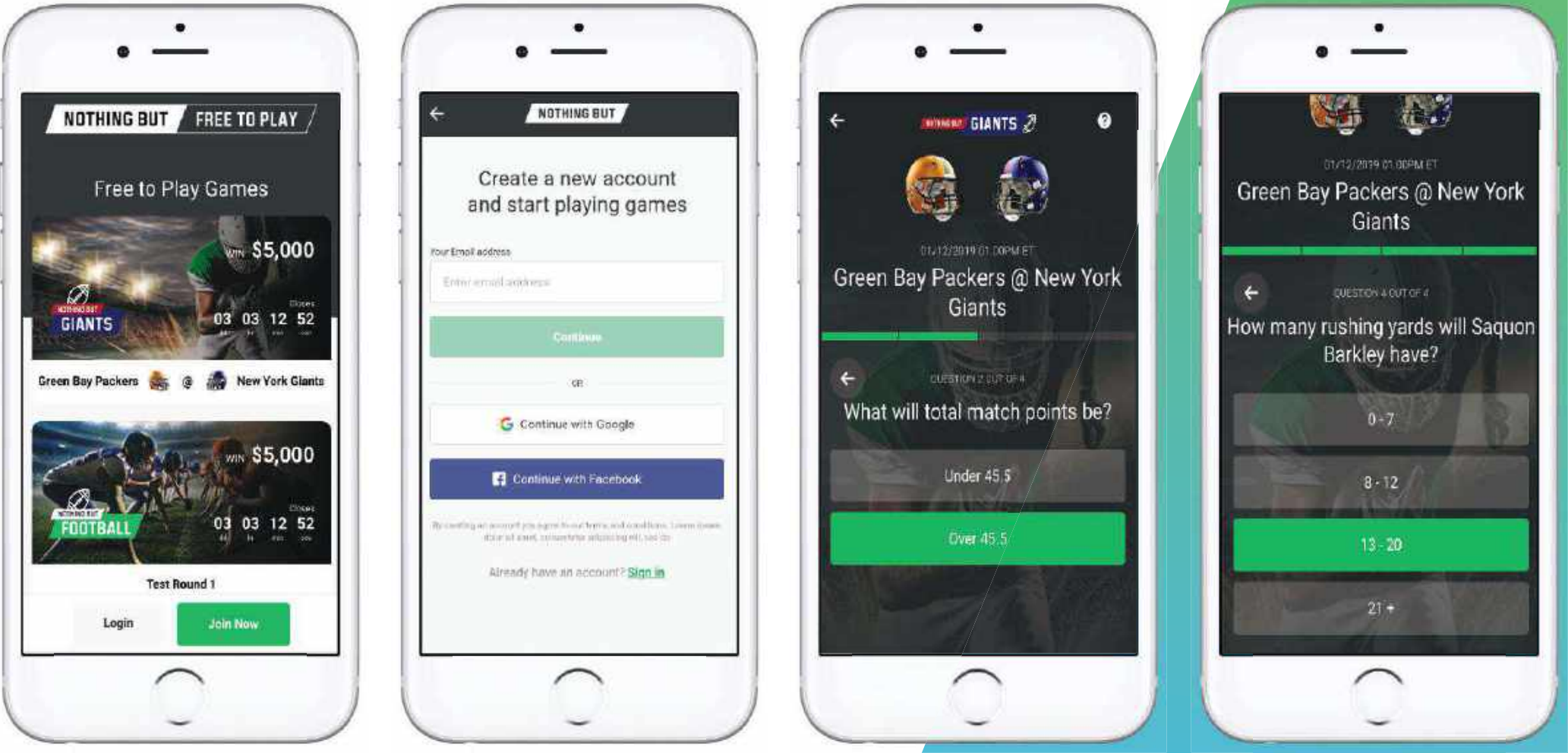
Appendix: Euro 2020 Game Designs, Bracket Game



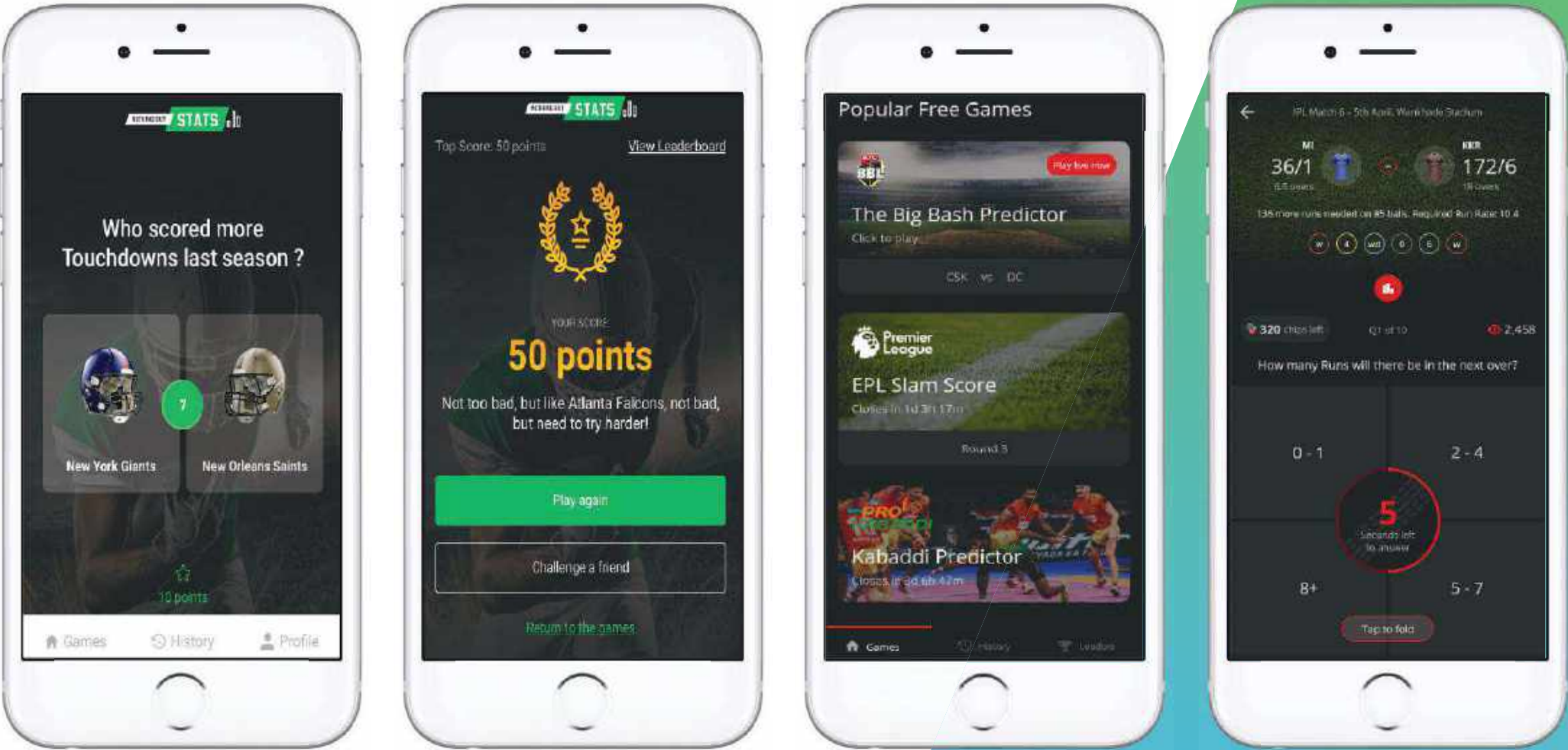
Appendix: Euro 2020 Game Designs, Daily Game



Appendix: Turnkey B2C Application

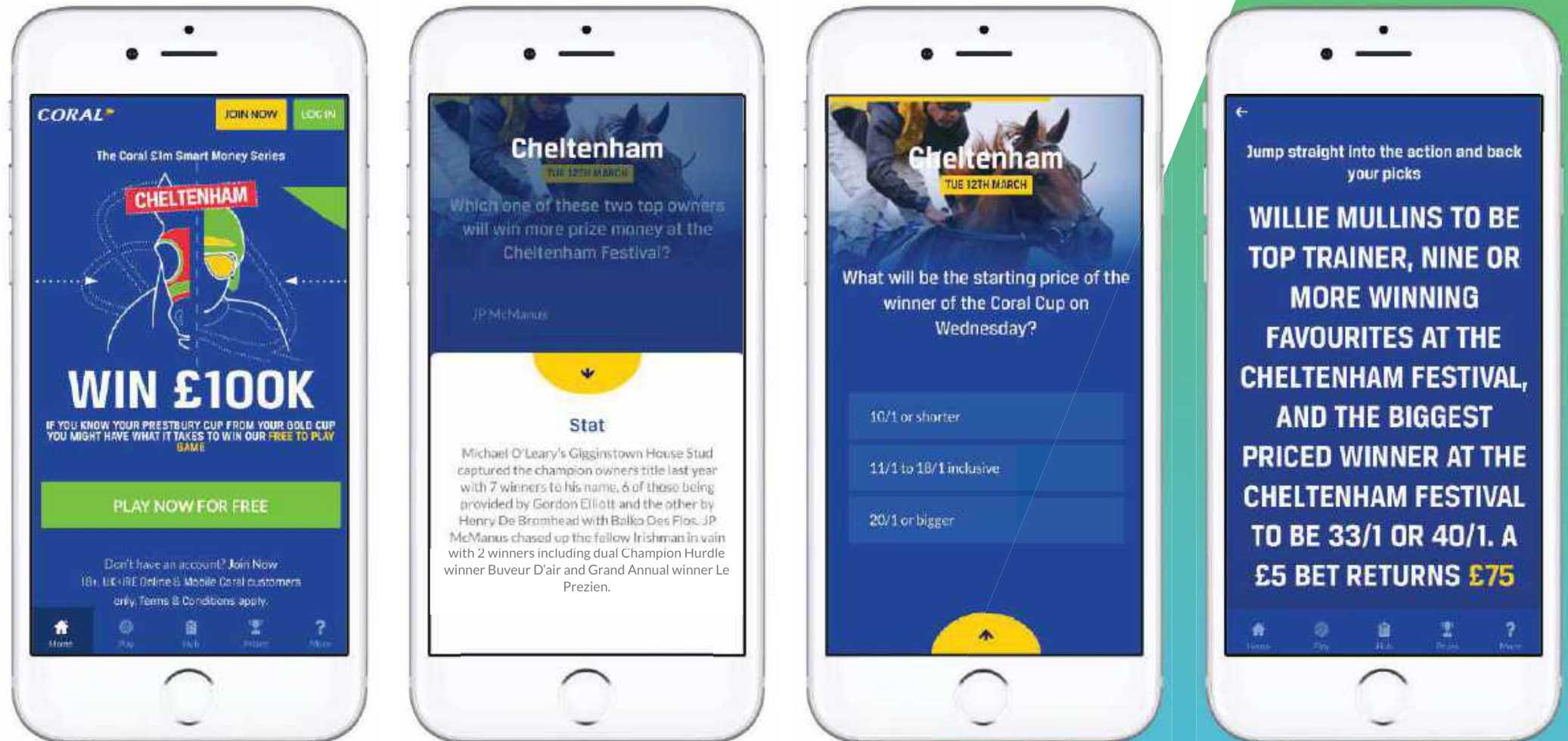


Appendix: Turnkey B2C Application

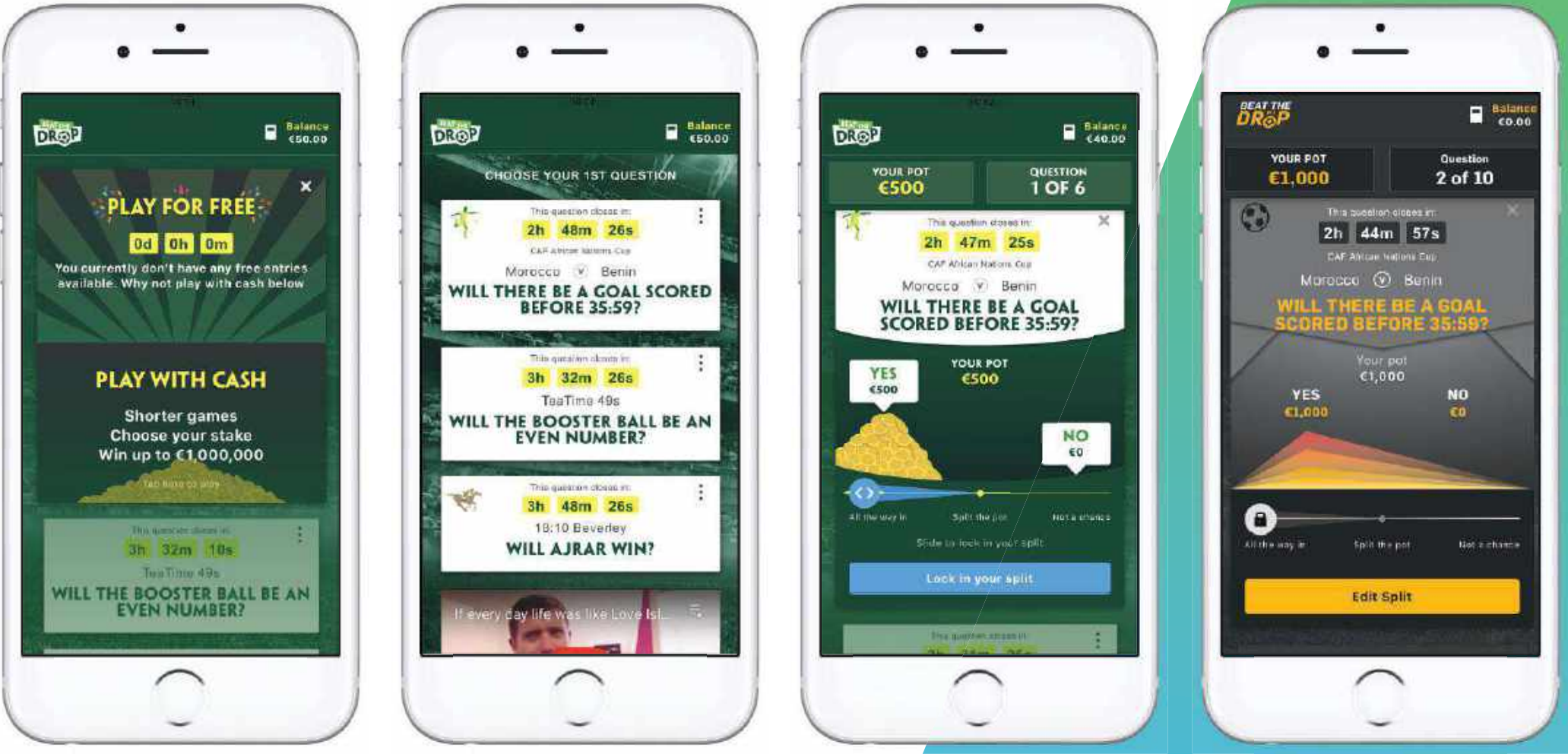


Appendix: Platform Game

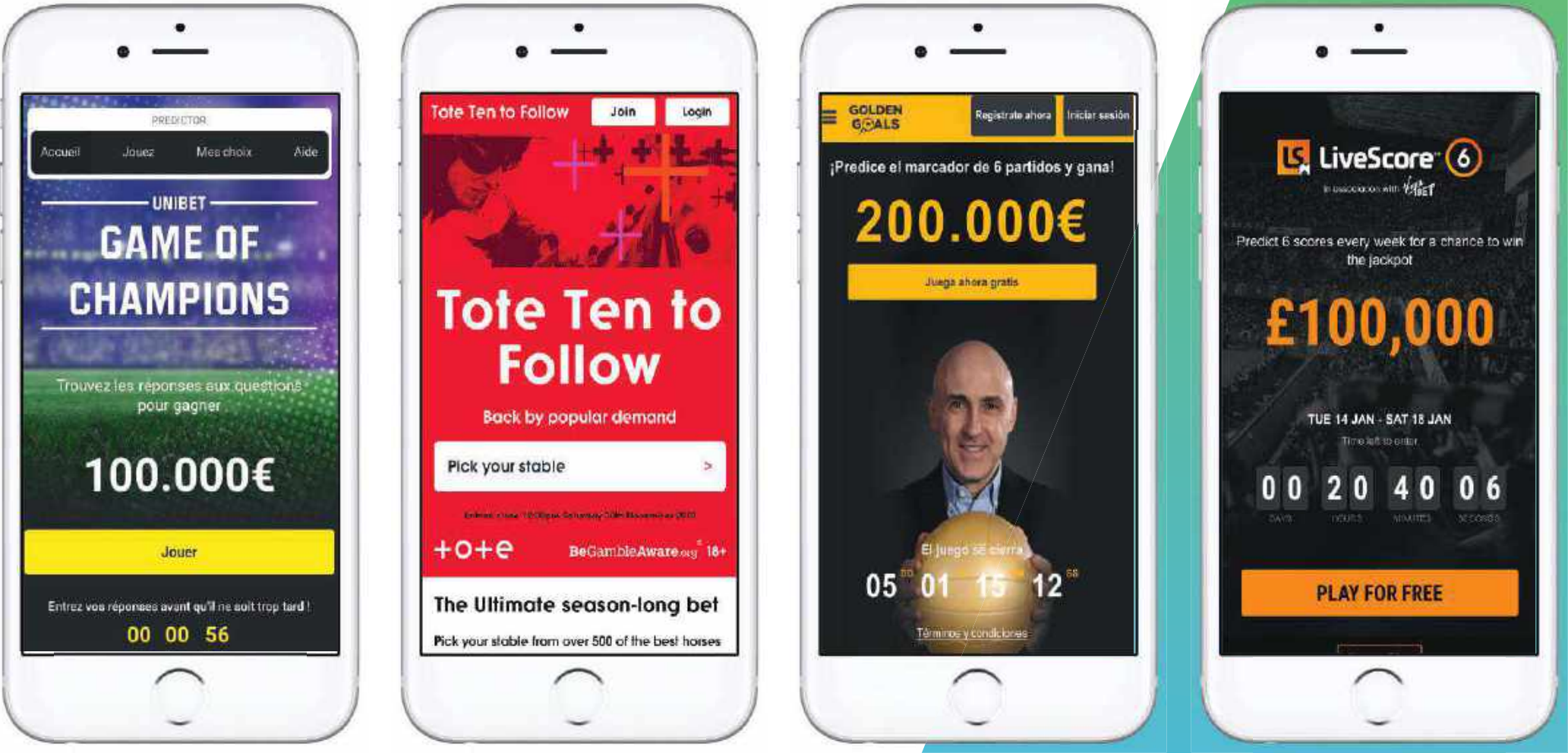
Coral – Smart Money Series, Cheltenham Edition



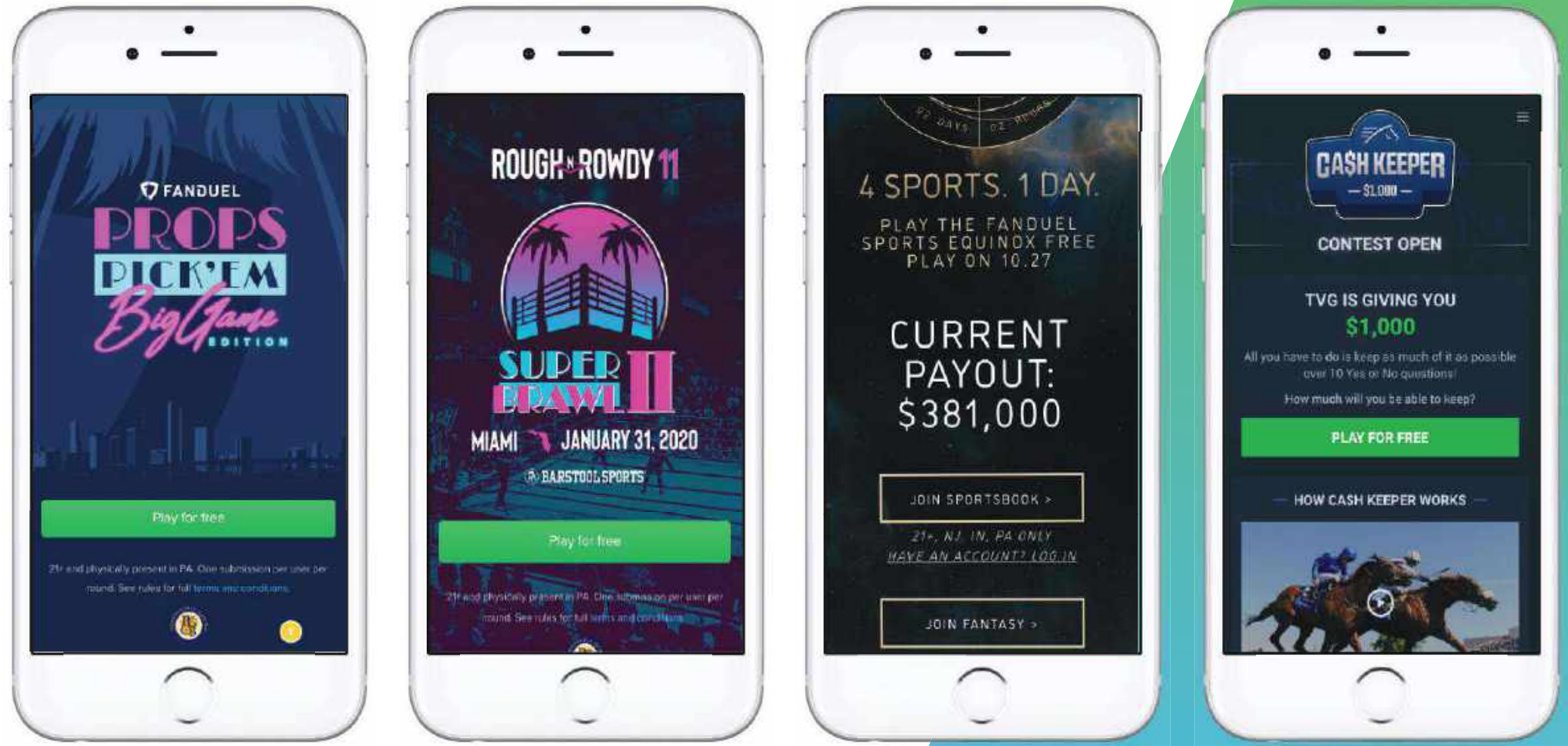
Appendix: Bespoke Client Games
Paddy Power / Betfair — Beat the Drop



Appendix: Selected Current Games Europe



Appendix: Selected Current Games USA





 sales@sportcaller.com

 +353 86 8383 062

 Marine House, Clanwilliam Place, Dublin 2