



# The Global Pool Betting Network

OpenTote is the only truly global pool distribution network, giving your business the opportunity to bet into worldwide pari-mutuel pools. OpenTote offers thousands of betting opportunities through a single system. Our unique technology integrates betting from multiple vendors and pool operators, and the necessary supporting information into a single API, significantly reducing the cost and effort of offering pool products to your customers.

## Why Offer Pool Betting?

Pool betting is the only way to allow bettors to access betting on global horse racing products without risk to the operator. With pool betting integrated not only can customers bet on a wide variety of racing and other sports 24 hours a day, they also have access to a huge range of bets, offering a broad choice of betting options, as well as access to low stake opportunities with multi-million jackpots on a regular basis.

## Better Choice

Through OpenTote you can access pools from around the world. We support a diverse range of products on each and every race, including:

- Win and Place betting
- Forecast bets including Exacta (pick first 2), Trifecta (pick first 3) and Superfecta (pick first 4)
- Novice friendly bets such as the Swinger (pick 2 from first 3)
- High return bets such as the Pick 6 (six winners from 6 consecutive races) and the Scoop6 (Pick 6 winners from 6 premium UK races each week)
- Bettor's favourites such as the Placepot (Pick 6 horses to place in 6 consecutive races), where the bettor can win without even backing a winner.

... and many more betting options through a single system

Not only does OpenTote provide a wide range of bet types easily and without risk, it also brings together the widest selection of racing from around the world. Working closely with the local pool operators we can offer betting opportunities from many of the world's top racing nations including UK, Ireland, Sweden, USA, South Africa, Australia, Dubai and many more.

## Better Value

OpenTote has been designed to be quick and easy to integrate into your betting product, and we support you every step of the way to ensure a smooth process. Once connected, adding new product to your system couldn't be quicker. We assist in helping you make agreement to access pools with our providers, discuss with you what bet types and data service you require, and turn it on without any extra programming. It really is that simple!



Once operational the revenue model is also very simple; Tote betting works as a common pool, where every player contributes to the prize fund, and those with winning tickets divide the prize fund between them proportionately. Profit from the bet comes as a deduction (also known as take out) from the total amount bet before prizes are calculated, which is shared between you and the rights holder or operator of the pool.

For Example:

*Bettors betting into a typical Win pool with 18% take out*

*\$1,000,000 bet into the Win pool from all sources*

*\$100,000 of that bet into the pool comes via your operation*

*\$18,000 of your \$100,000 is deducted for take out, while \$82,000 goes to the prize fund of \$820,000 for winning bettors*

*The \$18,000 is split between you and the operator or host, \$7000 for the host, **with \$11,000 (11% of gross handle from your customers) commission to your business.***

## The Benefits of Pool Betting with OpenTote

With OpenTote integrated you can begin to enjoy the benefits that pool betting can bring to your business.

- Offer a comprehensive race betting service: Give your customers a wide choice of betting from all over the world with a range of great alternatives to the standard fixed odds bets.
- No risk from new markets: Because you earn commission whether the player wins or loses, there is no risk in offering markets for which you have little or no trading experience.
- No limits on winnings: Big winners are welcomed by totes, and with huge payouts on multi-race bets, your customers can access exciting betting every day.
- High stakes players welcome: As a risk free environment, your high stakes players can stake large amounts on races without fear of rejection, improving customer service and your bottom line.

## Not Just Pool Access

OpenTote not only allows you to expand your betting service without risk or extended development efforts, but also supports you in delivering a better customer experience. We provide you all the supporting information you need to give your customers the very best user experience through the same OpenTote gateway. Important content such as race information for display on your system, runner details, past performance, trainer and owner information and everything else you need to get customers betting.

Working with our partners, we can also help you access many added value services such as:

- Live and historic racing video feeds
- Detailed handicapping information
- Tips, form guides and up to the minute going information



# Get Connected

Connecting to OpenTote couldn't be simpler. We provide a comprehensive test system and documentation to support your development efforts, as well as a dedicated team of experienced developers and testers that will assist you through the process.

## The Process

Getting you up and running is what we live for, and its an easy 3 step process to begin betting on the global pool market.

Step 1: We'll supply our standard service contract, detailing the costs to you and what we will provide.

Step 2: Your development team or software provider works with our integration team to get your system talking to ours.

Step 3: We will introduce you to our operator network for each territory you will be offering betting on to agree contracts.

## The Price

No-one likes unexpected costs, and thats why with OpenTote we've made sure there aren't any. Our pricing structure is very simple.

We charge a service fee equivalent to 0.5% of bets from your customers through the OpenTote service. There are no additional fees for connection, testing or our support service. Even better, in some cases you won't pay anything for our service - we've negotiated deals with some of our tote providers to bring your their product at no charge from us!

For additional race data such as jockey silks or race data, each country has a service provider that can supply these services. We've done the integration work to provide the information to you, but you will still need a contract to use the data. The prices for each countries data are listed below. If you already have a contract for the data, its likely that you can use our data service under your existing contract.