

EPMA-IFHA Racing & Betting Business Forum

**“How Racing and Betting could
cooperate more to face common
challenges?”**

Presented by:
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Intro

- Government linked & owned
- Local races - 95 competitive Singapore race days in 2011
- Attractively prized International Group 1 Races
- Foreign simulcasts
- S\$2 billion of turnover in FY10/11
- Sales Channels – own & agent
- Cash & betting accounts; assisted and self-serve
- Export SR abroad with S\$200m wagered a year

What Racing & Betting want?

Similar yet different ...

1. Customers
2. Money
3. Growth

Common Challenges

Main

1. Competition
2. Technology

Key Areas To Collaborate

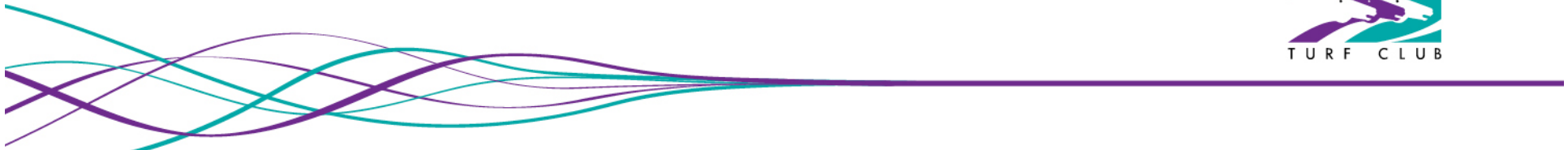
Need to

1. Reposition racing
2. Appeal & attract new franchise
3. Create new revenue stream
4. Establish a WIN-WIN funding model with gambling operators
5. Exploit technology

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Thank You

