



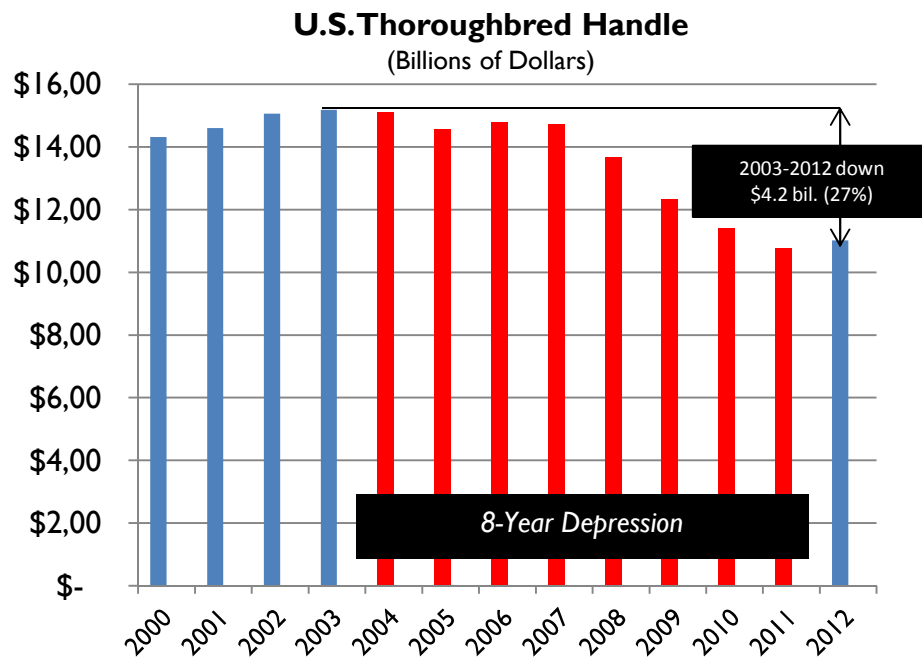
# United Tote - Mobile Technology

Prepared For: EPMA Forum

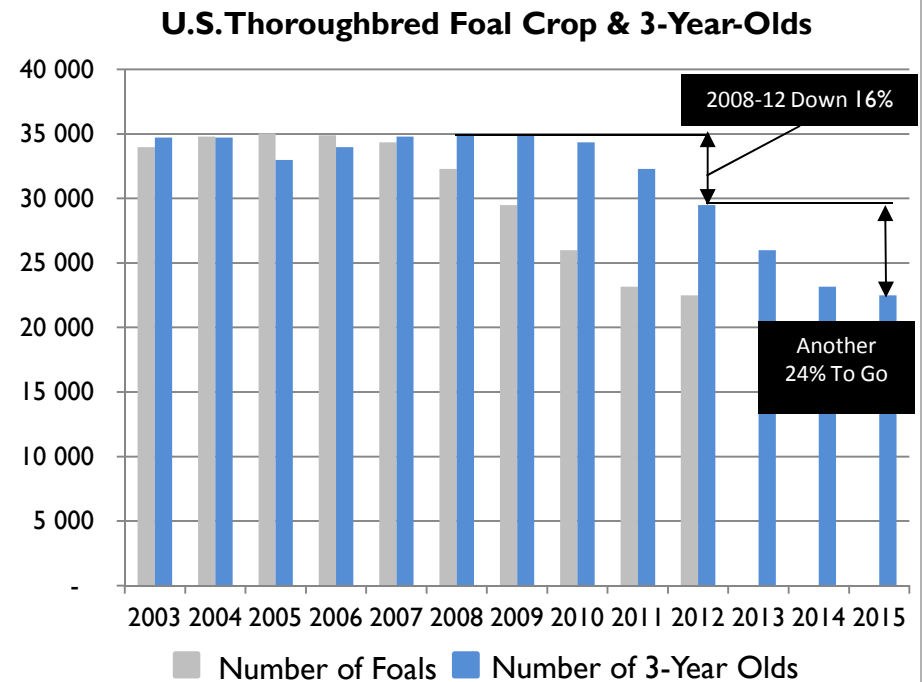
4 October 2013  
Paris, France

# The U.S. racing industry has been in a depression

We face several more years of decline in the number of racehorses



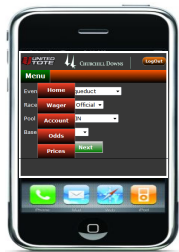
Source: The Jockey Club



## Investments in on-track innovation

*Self-Service technology improves the on-track customer experience*

### On-Track Wagering Innovation



FastBet Mobile

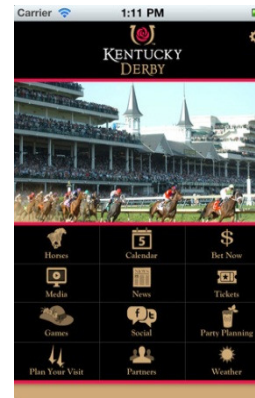
Account Management Kiosk



Tote Ticket Redemption Kiosk



### Other On-Track Innovation



Wi-Fi Network that supports FastBet Mobile supports other digital patron amenities

- Order food and beverage
- Find friends at the track
- Social Media
- Locate seats
- Stream video content
- Purchase tickets and merchandise

## Facility Based Mobile Wagering

*The obvious benefits of mobile wagering.*

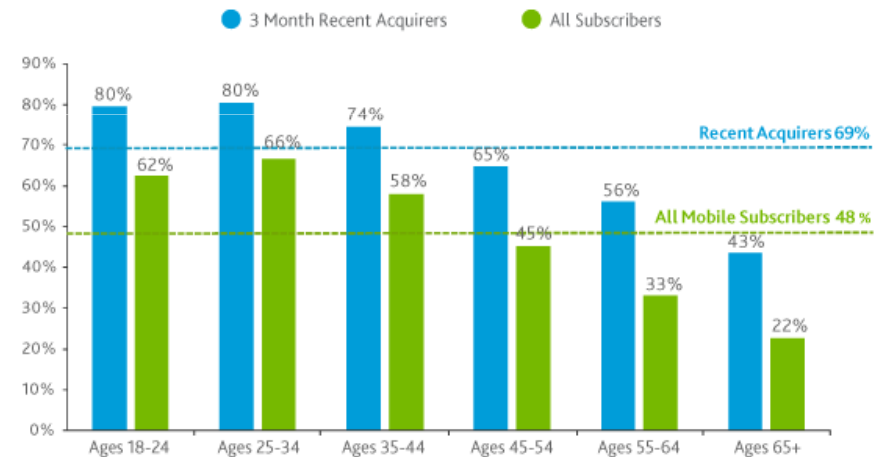
- New and younger punters will be attracted to the sport.
- New models of smart phones come out every few months.
- Mobile experience for track patrons is best of both worlds – live entertainment and top technology.
- CRM opportunities.
- Social integration... 

Excellent benefits, but a key directly measurable benefit...

**REDUCED COST**

### Smartphone Penetration by Age

Recent Acquirers vs. All Subscribers, Jan '12



Source: Nielsen



## State of our customers

*The revenue from running live racing and/or OTB's barely covers expenses.*

Typical Racetrack's Largest Expenses	
Labor	1
Maintenance	2
Signals/Satellite	3
Tote	4

Typical OTB's Largest Expenses	
Labor	1
Signals/Satellite	2
Tote	3

Tote's Largest Expenses	
Labor	1
Equipment	2
Paper	3

**What is the value proposition?**

## Mobile Wagering Platform (i.e. FastBet Mobile™)

One solution that hits multiple drivers.

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Tote's Largest Expenses	
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**Implementation immediately drive cost savings.**

## My patrons won't change

*Resistance to change can be overcome*

**THOROUGHBRED TIMES**

### Keeneland to test mobile wagering platform this spring

Posted: Wednesday, April 06, 2011 5:02 PM

by **Frank Angst**

Keeneland Race Course plans to unveil a wagering platform for smart phones at the upcoming spring meet.

On Wednesdays beginning April 13, the [horse racing](#) track will

### Driving Adoption

- ✓ Marketing (market to the “Gold” room).
- ✓ Willingness to reduce traditional terminal counts.
- ✓ Bringing teller staff onboard.

