



GIVING BETTORS A REASON TO BET



# CONTENTS...

 **WHO WE ARE**

 **WHAT WE DO!**

 **TESTIMONIALS**

 **CLIENT LIST**

 **PRODUCTS**

 **CONTACT US**

# WHO WE ARE

## BACKGROUND...

At Betterlogic, we develop betting tools that set new standards in the quality of analysis available to the global on-line betting and media communities.

Founded in 2004, we build databases across the major sports in order to create editorial content specifically for those who bet on sporting events.

Using our analytical and modelling skills enabled us to create software that generates compelling bet prompts.

We understand betting and what makes bettors bet.

We are constantly adding new products and sports to our portfolio and all are designed for the rapidly expanding betting market.

Products are designed in such a way that we can create bespoke solutions whether it be for mobile, online or offsite engagement.

Increasingly clients are using our software to create personalised content for their customers.

## OUR SPORT DATABASE



FOOTBALL



TENNIS



RUGBY



ICE HOCKEY



HORSE  
RACING



DOG  
RACING



CRICKET



BASEBALL



BASKET  
BALL



AMERICAN  
FOOTBALL

Our use of data is split between those products which serve sportsbooks and media outlets and those which are sold as subscription products to consumers. We believe this gives us a valuable insight into what data consumers are interested in and how they like to access it.

# WHAT WE DO

## THE BETTORLOGIC PROPOSITION

**Bettorlogic software provides reason to have a bet...**

### BEFORE AN EVENT STARTS

Chelsea are at home to Man City

“ Chelsea have won 12 of their last 13 home games against top-six sides like Man City”

“ Six of Man City's last eight games away to top-six sides like Chelsea, have had at least three match goals “

### THEN WHEN IT'S LIVE

“ When drawing after 40 minutes at home, Chelsea have won six of their last nine games against top-six teams like Man City “

“ With no goals in the match after 40 minutes, four of Man City's last six away games have had more than three match goals “

- Works out how much can be won based on stake and the multiple bet chosen.
- Can used for other markets that a sportsbook might wish to promote. Just requires an odds feed and link to a betslip.
- A multiple that lets users enter their stake and then how much they want to win.
- Multiple instantly calculates what aggregate odds are required and then selects randomly from pre-populated odds groups.
- Bets are delivered with supporting reasons and if a user deselects a bet, it is replaced by another at similar odds.
- All our products, are created with mobile users in mind.



# TESTIMONIALS

"Having Bettorlogic products integrated into our betting experience and dynamic banners increased our turnover significantly"

*Sadok Kohen*  
CEO

**tuttur.com**

"The Horsefinder widget has proved very popular with our users and helped boost betting activity. The Bettorlogic team are extremely talented and have a good grasp of smart technology allowing them to develop engaging widgets for our customer base"

*Jaswant Deol*  
Sportsbook Director

**betway**

"Oddschecker is delighted to team up with FFL, an industry leader in football betting data. That expertise shines through their match previews, with insightful opinion backed up by rich analysis."

*Gavin Beech*  
Content Manager

**oddschecker**

# OUR CLIENTS

**365**  
SCORES



**BETBO\$\$**  
BET SMART. WIN BIG



**PERFORM**  
SPORTS CONTENT & MEDIA

**betway**

**betting** **WORLD**

**BET.co.za**

**BET**CONSTRUCT

  
**RUSHSTREET**  
GAMING™



**FUN88**

**HiPERbet** 



香港賽馬會  
The Hong Kong  
Jockey Club



**PADDYPOWER.**

**OFFSIDE**  
GAMING

**Kambi**

**IMG**

**Truewave**

 **bettorlogic**  
innovation. stimulation. motivation

# OUR PRODUCTS

## **Pg.8 EASIBET**

Easibet Looks at all the major markets and finds bets based on the strongest proposition

## **Pg.9 MULTIBET**

Users can create their own multiple by choosing a selection from the various markets...

## **Pg.10 NEXTBET**

These are Amazon like recommendations, but applied to betting.

## **Pg.11 LIVELOGIC**

Updated in-play info that is generated every 5 minutes or whenever there is a change...

## **Pg.12 SOCIAL MEDIA**

Reasons to Bet & Livelogic supplied as a Social feed with CMS for automated...

## **Pg.13 SOCCER SPIN**

Casino style product but based on live football matches. Just spin and win.

## **Pg.14 EDITORIAL**

This is used by a variety of clients either on site; as part of their weekly e-letter marketing...

## **Pg.15 DAILY BETS**

The best of the day's football bets with a CMS so operators have the option to choose by...

## **Pg.16 HORSERACING**

A horse racing app/widget that finds bets instantly based on preference.

## **Pg.17 BET PROPENSITY**

Our software will analyse the betting history of customers to create profile groups based...

## **Pg.18 BET PROPENSITY**

Our software will analyse the betting history of customers to create profile groups based...

## **Pg.19 FORM LABS**

Subscription products that are used to reward and retain VIP customers and proven to...

## **Pg.20 MOBILE**

The most effective product for in-play betting

## **Pg.21 RETAIL**

Bettorlogic now display bet prompts in betting shops

## **Pg.22 CONTACT**

Connect with us



# EASIBET



A reason to bet is generated for every match in our 80+ leagues as well as Internationals and events such as the Champions League.



Easibet looks at all the markets and where there is sufficient strength generates a bet prompt for those markets.



Typically, 70 matches covered in a single day.



Additional reasons to bet for the major markets in a match. Up to 25 for a typical football match



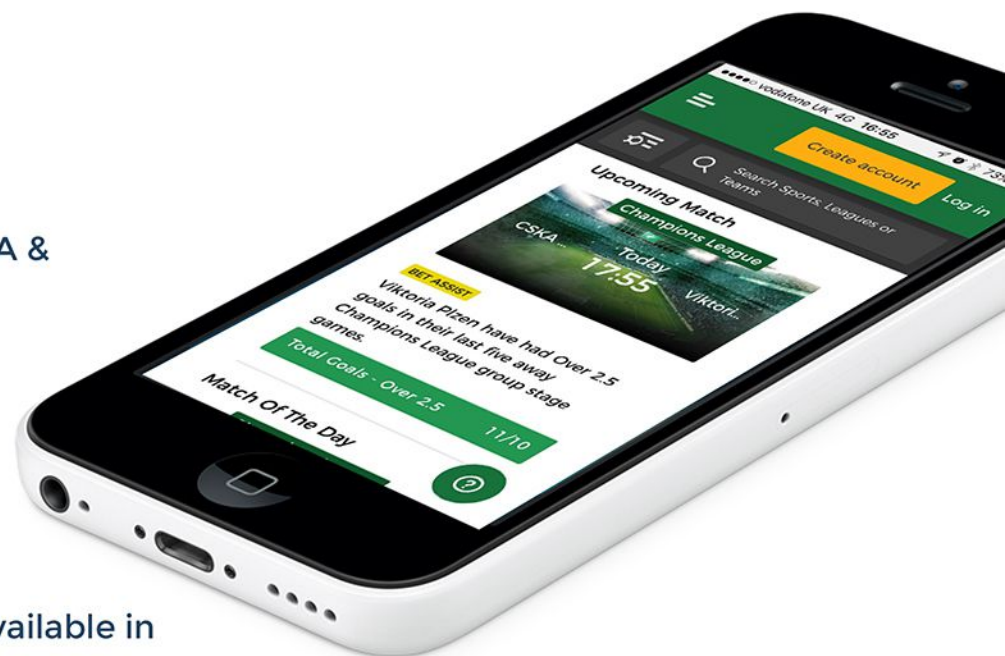
Easibet for all ATP, WTA & Challenger events.



Typically, 70 matches covered in a single day.



Like all our products available in multiple languages.

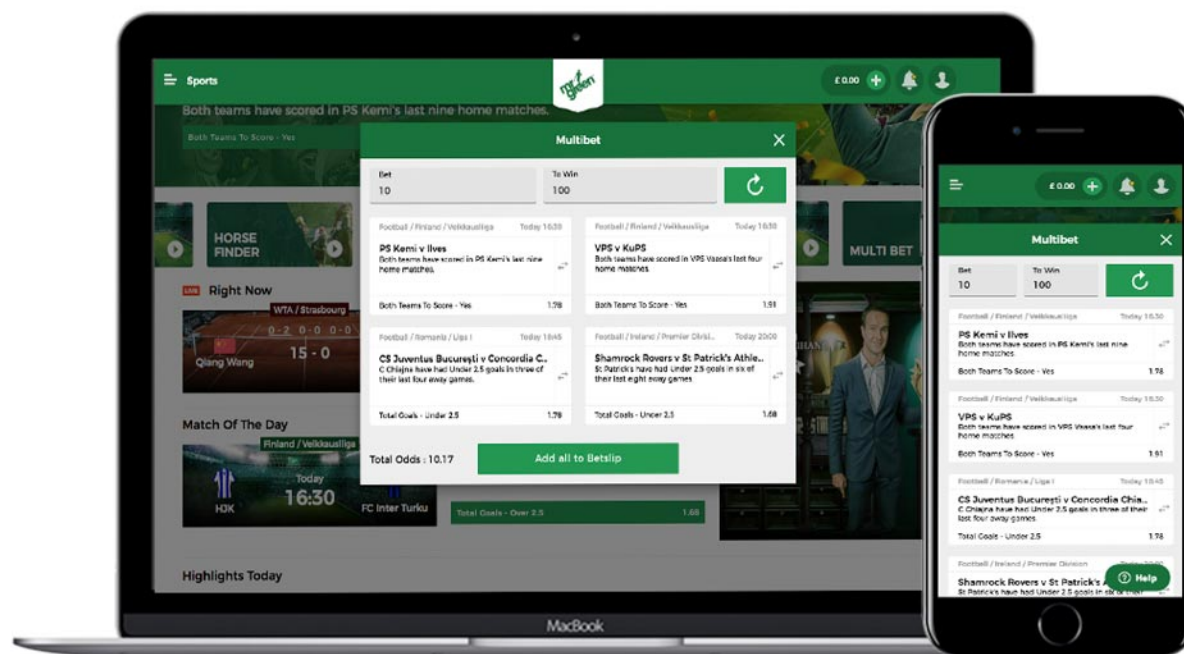




# MULTIBET



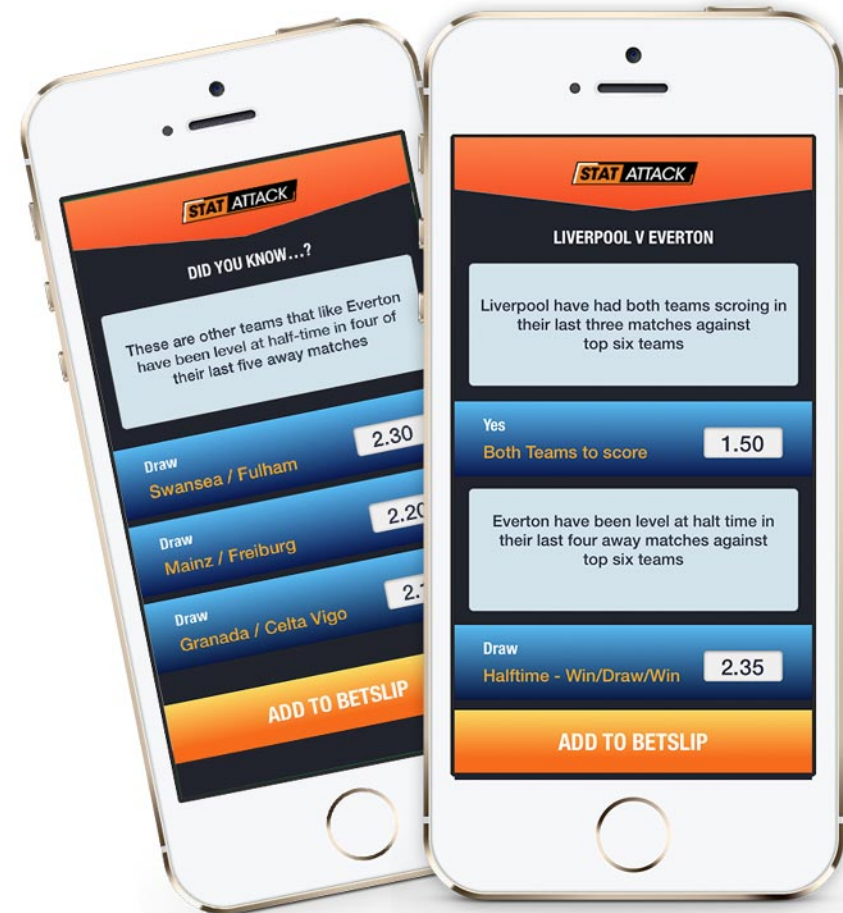
- Selects from the forthcoming matches, the five teams/players that have the best 10 game record against the type of opposition they are playing.
- This rule is applied to the 1x2 Goals, Correct Score, 1stGoalscorer, Handicap and Half-Time result.
- Works out how much can be won based on stake and the multiple bet chosen.
- Can used for other markets that a sportsbook might wish to promote. Just requires an odds feed and link to a betslip.
- A multiple that lets users enter their stake and then how much they want to win.
- Multiple instantly calculates what aggregate odds are required and then selects randomly from pre-populated odds groups.
- Bets are delivered with supporting reasons and if a user de-selects a bet, it is replaced by another at similar odds.
- Like all our products, very suitable for mobile.



# NEXTBET



- When a customer makes a bet selection, Nextbet first finds statistical support for that bet and then finds other bets that have similar support.
- It caters for nearly 100 markets and with one click Nextbets can be added to the betslip.
- For every match we generate over 400 reasons to bet and therefore over 200,000 during the course of a typical weekend.
- In this example to the right, the customer is betting on Everton to draw the first half.
- From all the results that are returned it then uses preference logic to load other teams from leagues of likely interest and who have a similar record and their applicable odds.
- If a Scandinavian league had been chosen it would select other bets from Scandinavian leagues and popular leagues such as the EPL.





# LIVELOGIC



- Updated in-play information that is generated every five minutes or whenever there is a change in match status. LiveLogic uses a complex hierarchy to ensure that it delivers the most stimulating information as opposed to the most obvious and therefore at odds likely to attract a bet. As we know what the price will be for any match situation, so we know what match situations supported by LiveLogic will be of most interest. Therefore you can set up messages before games start to be auto sent when such match situations occur.
- Available as a hosted solution or XML feed
- Just need your odds feed for integration
- Available in a variety of languages
- Over 80 leagues covered plus major international and domestic competitions such as the Champions League
- Also available for tennis and NFL with basketball in development



# SOCIAL MEDIA

- Easibet & Livelogic supplied as a Twitter feed with a CMS for automated or manual publishing with the latest odds and hash tags to the relevant market.
- Send tweets (or any Livelogic output) directly to customers who can set up alert preferences
- Tweets include odds and hash tags to the relevant market

**“So I’ve chosen the Leagues I’m interested in and I want tweets for those matches when it’s all square in the 1st half and Livelogic highlights teams with at least a 60% record of winning from that match position”.**

Romania Liga 1  
Half-time 23/02 - 16:00  
Ceahlăul Piatra N. 0 0 0 0  
CFR Cluj 0 0 2 1

Doha WTA  
1st set 0:47 23/02 - 16:10  
Deuce 2 Point 9  
V. Williams 3 40  
C. Dellacqua 5 40

www.football...  
EASY TO USE, EASY

Football Form Labs  
@FootballFormLab  
Football Form Labs is the leading provider of football betting software on the market, covering 50+ leagues worldwide. Get started with a 14 day FREE trial  
London  
footballformlabs.com  
Joined April 2011

Tweets 17.4K Following 887 Followers 8,167 Likes 163

Pinned Tweet  
Football Form Labs @FootballFormLab · 4 out of 5 Best Bets landed, a 13/2 shot in Ryder Cup tips landed, including Molinari followers.  
With plenty of exciting football on the horizon, visit [footballformlabs.com/RegSignUpNow.a..](http://footballformlabs.com/RegSignUpNow.a..)

Football Form Labs @FootballFormLab · Man City kick off early in ton's first round defeat? Don't miss the [forum.footballformlabs.com](http://forum.footballformlabs.com)



# SOCCER LIVE SPIN



- Spin to get live bets that are likely to be settled within the next 5-10 minutes based on which team will score the next goal in current live matches.
- Lock bets and re-spin or reduce/add selections.
- Match situation for bets in question are constantly updated
- A customizable Casino style design can sit on a casino page thus stimulating the interest of casino players in sports betting.

### Live Football Combi Spin

Selections under odds of 2/1

8'	Hertha Berlin U19	0	×
	Qabala U19	0	
Total Goals - 1st Half - Over 1.5		8/11	

9'	ACS Poli Timișoara	0	×
	Daco-Getica Bucuresti	0	
Total Goals - 1st Half - Over 0.5		12/25	

10+ Live Matches

2 folds

£ 10 Wins up to:  
£ 25.75

Add all to Betslip

Add Match

# EDITORIAL



- We create editorial for any requested sport and assign the team to your account, so content is unique to your requirements whether it be markets or odds preference.
- This is used by clients either on site or as part of their weekly eletter marketing

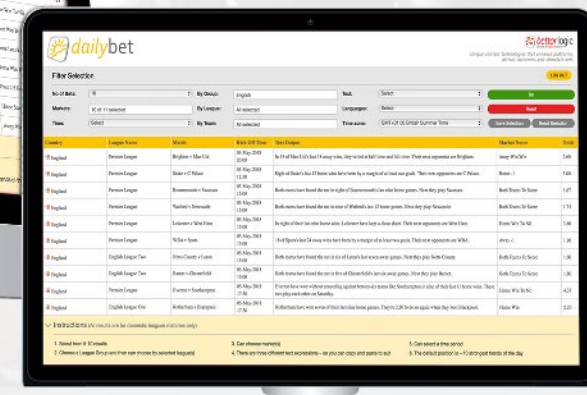
The screenshot displays the betfair EXCHANGE website's 2018 World Cup Hub. The main content area includes a tournament bracket for the 2018 World Cup, showing the progression from Round of 16 to the Final. Below the bracket, there are sections for 'Golden Boot Contenders' featuring profiles of Neymar, Antoine Griezmann, Cristiano Ronaldo, and Gabriel Jesus. The right sidebar contains 'New customer offers' from Smarkets, Betfred, and William Hill, along with 'Latest Tips' for various matches.



# DAILYBET



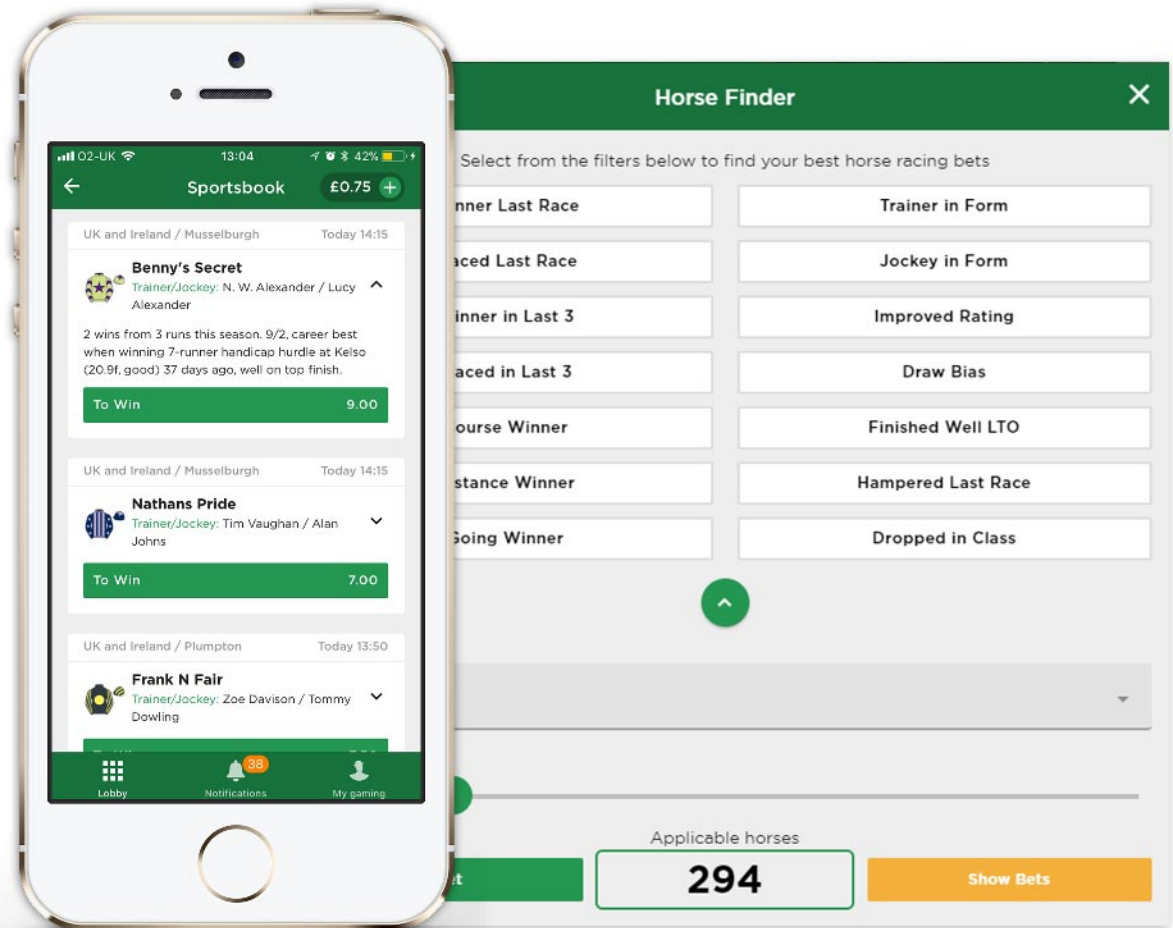
- The best of the day's football bets with a CMS so operators have the option to choose by League/Market/Price/No of Bets/Time etc.
- Comes with a variety of text expressions.
- Set up emails or SMS and simply call the service to deliver a bet prompt or special offer straight to your clients. Also generate banner ads with interesting stats that will drive traffic.



# HORSERACING



- A horse racing app/widget
- Finding bets instantly based on preference
- Dynamically shows how many applicable runners on any given day
- Set defaults and receive daily bets
- Suitable for Flat and NH
- Developed in conjunction with Timeform

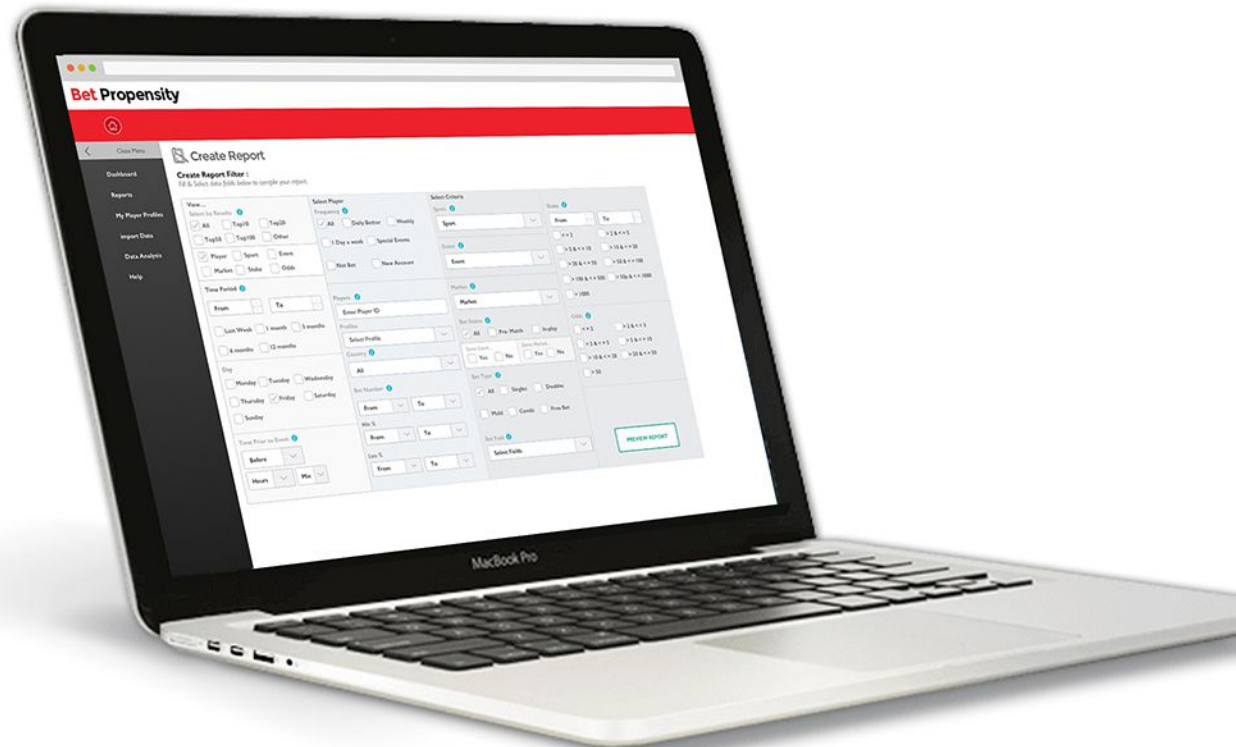




# BET PROPENSITY

Our software will analyse the betting history of customers to create profile groups based on what customers like to bet on; when they like to bet and what may trigger them to place a bet. Then information presented to the profile group can be of specific interest to these bettors. To create profile groups all we need via an API/ Webservice is the following information:

- User Identifier (can either be the User Name or an assigned number for that User)
- The Sport
- The Event
- The Market or submarket
- Type of bet – single, multiple etc
- The Stake
- The Odds
- Time of Bet
- Was the bet successful?



# BET PROPENSITY

- Having created the profile of a user, which is updated regularly, we use our Multibet/Reasons to Bet/Nextbet and Livelogic technology to generate bet suggestions of likely interest to the user.
- We also match the bets to our databases, so we know whether a horseracing punter likes to back horses in handicaps that were unlucky in running in their last race or a football bettor who bets in play if there's been a goal just before half-time.
- As well as identifying current and past behaviour, the aggregated data allows us to report on how customers are likely to behave in the future.
- This way we can pinpoint when a bettor is likely to change his betting behaviour; bet more in-play; become interested in other sports or when a Sportsbook is in danger of losing a customer and therefore may need to offer a free bet or other incentives.
- Also by creating profile groups, we are creating communities of likeminded bettors and, if allowed to communicate with each other, will create a loyalty to the brand.
- Our bet analysis helps to increase volume and is also a valuable resource for CRM and marketing departments. CRM because it helps manage customers and creates brand loyalty; marketing because you can run special promotions to specific groups or know when a customer is likely to be interested in another sport or move to casino.

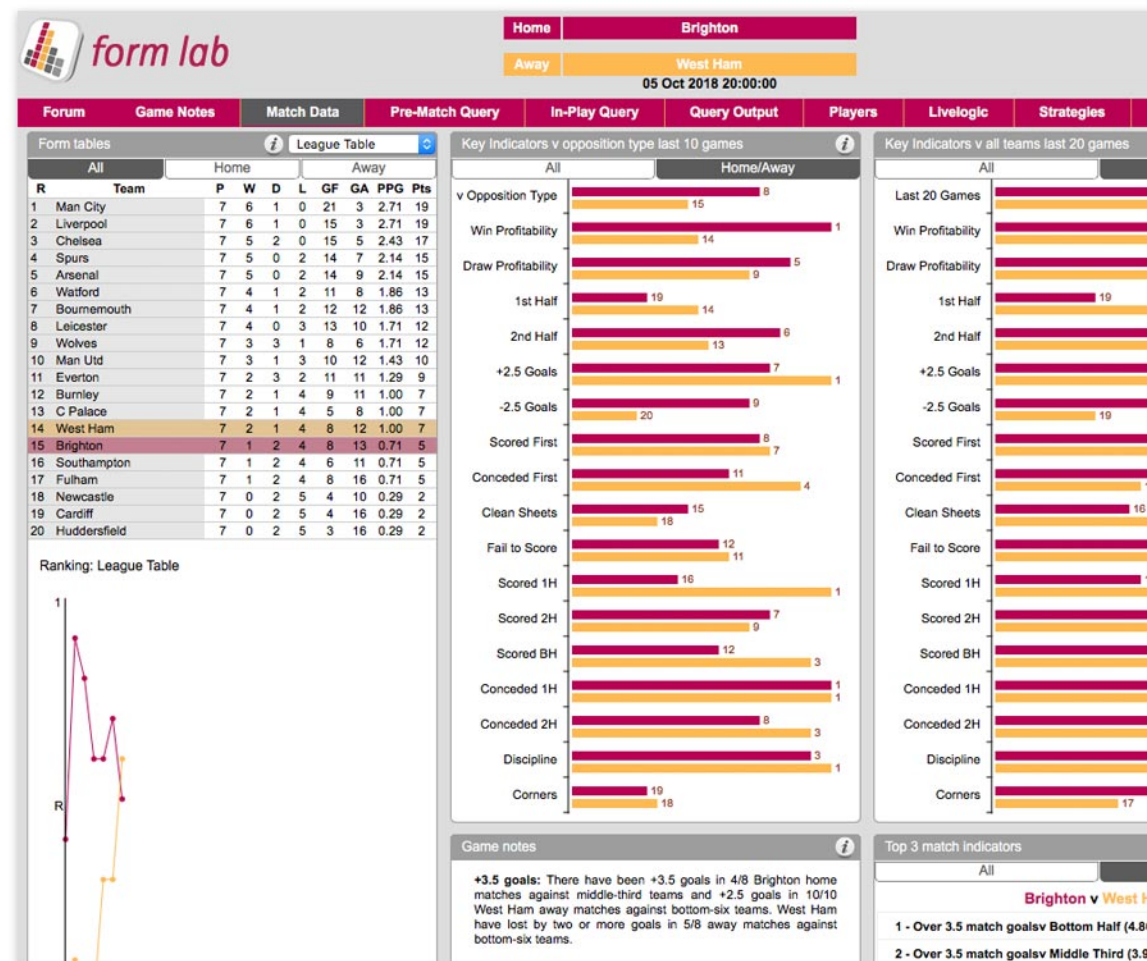


# FORM LABS



- Football Form Labs provide the most effective football betting software on the market with the ability to analyse games both pre-match and in-play
- Subscription products that are used to reward and retain VIP customers and proven to retain key customers, especially losing ones. Users also have direct access to our analysts
- There are two types of Form Lab packages, Form Lab Max and Form Lab Black. You can find out more on this link

[www.footballformlabs.com](http://www.footballformlabs.com)

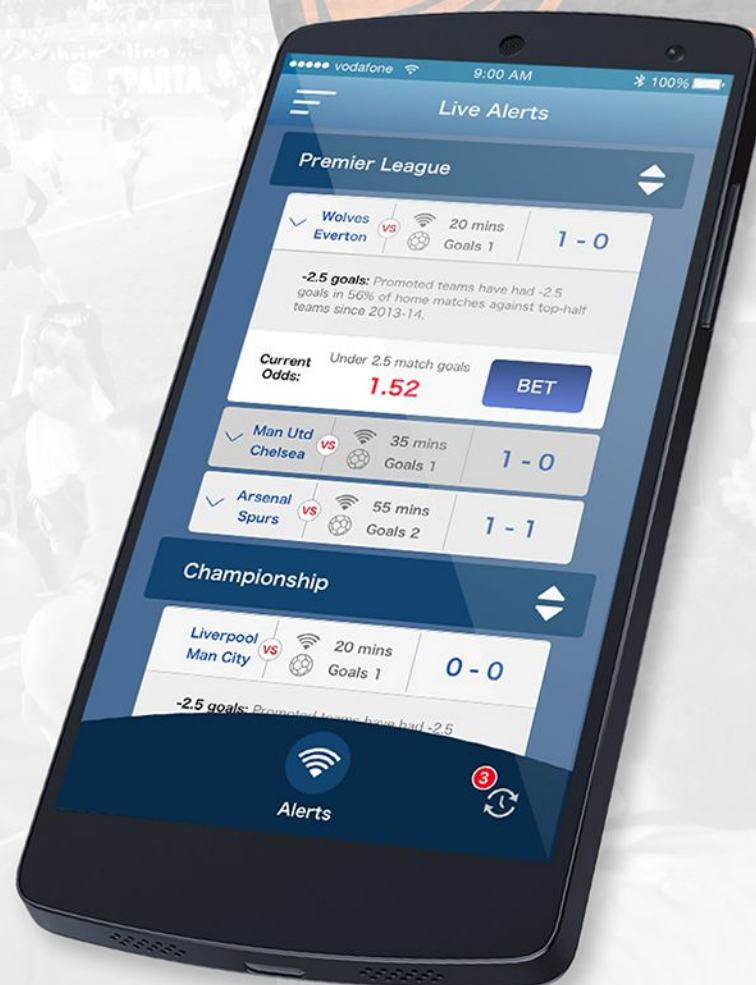


# MOBILE

- Bettorlogic products are designed for mobile and specifically so that bettors can access and place bets quickly and efficiently whether it be for pre-event or live betting.
- We have an alert app where users can set simple preferences etc



mobile





# RETAIL

- Bettorlogic now display bet prompts in betting shops. These utilise one of the display screens in your shop where we schedule content throughout the day both before events start and then when they go live. Typically this can be over 1,000 reasons to bet during the course of a typical day covering all the major sports.
- The service can be fully localised both by event and language for individual shops to ensure the maximum return in your environment. In addition, our system can display national or localised promotions.
- Chose from a variety of white label designs or configure to your specifications.
- There is a standard price depending on the sports covered and can be as little as £1 or Euro per day per shop.



IN-FOCUS - Tuesday 30th October - 17:46pm

<div>LIVE</div> <div>0 0 "25</div> <div>Football / Spain / La Liga 2</div> <div>Malaga v Numancia</div> <div>FACT (@ 25')</div> <div>There have been +3.5 goals in three of the last five Numancia away matches against relegated teams with one goal in the match after 25 minutes</div> <div>Under 3.5 3.35</div>	<div>LIVE</div> <div>1 0 "36</div> <div>Football / Serbia / Super Liga</div> <div>Spartak Subotica v Zemun FK</div> <div>FACT (@ 31')</div> <div>Zemun have lost four of their last five away matches.</div> <div>1X2 - Spartak, S 1.30</div>	<div>LIVE</div> <div>1 1 "45</div> <div>Football / Germany / 2nd Bundesliga</div> <div>VfL Bochum v Jahn Regensburg</div> <div>FACT (@ 40')</div> <div>There have been +3.5 goals in 14 of the last 20 VfL Bochum home matches with 2 goal in the match after 45 minutes</div> <div>Under bet 3.5 1.88</div>	<div>LIVE</div> <div>6 1 0 Medvedev 2 1 0 Carreno</div> <div>Tennis / ATP / Paris</div> <div>Seven of Medvedev's last six matches against top-10 players ranked 11-25 have games with this set score position.</div> <div>Under 10.5 games 2.1</div>
<div>LIVE</div> <div>0 0 "69</div> <div>Football / Romania / Liga 1</div> <div>Concordia Chiajna v Dinamo Buc...</div> <div>FACT (@ 65')</div> <div>Chiajna have lost four of their last 10 home matches against bottom-six teams when the match is drawn after 65 minutes</div> <div>1X2 - Dinamo, B 3.05</div>	<div>LIVE</div> <div>0 0 "70</div> <div>Football / Israel / Ligat Ha'Al</div> <div>Hapoel Tel Aviv v Maccabi Haifa</div> <div>FACT (@ 70')</div> <div>Maccabi Haifa have drawn four of their last five away matches against promoted teams when the match is drawn after 70 minutes</div> <div>Draw 1.60</div>	<div>UP COMING</div> <div>Football / Sweden / Allsvenskan Today- 18:00</div> <div>AIK Solna v Malmo FF</div> <div>FACT</div> <div>Both teams have scored in Malmo FF's last six away matches against top-six teams like AIK Solna.</div> <div>Both Teams to Score - Yes 2.00</div>	<div>UP COMING</div> <div>Tennis / ATP / Paris</div> <div>Fucsovics, Marton Paire, Benoit</div> <div>FACT</div> <div>Fucsovics has lost six of his last seven ATP matches on hard courts ranked 51-100.</div> <div>Who will win S 1.6</div>



FEATURED

Football / England / Premier League Today 20:30

Tottenham Hotspurs V Manchester City



Spurs have won nine of their last 11 home matches.



**Andrew Dagnall**

| CEO | Betterlogic

D: +44 (0) 203 713 9443

M: +44 (0) 7762 039202

E: [adagnall@betterlogic.com](mailto:adagnall@betterlogic.com)

W: [www.betterlogic.com](http://www.betterlogic.com)