



INNOVATION
RELEASE

THE
JOCKEY
CLUB

CHEL TENHAM FESTIVAL™

VIRTUAL! HORSE RACING AT CHELTENHAM FESTIVAL™

Enjoy the roar and extraordinary jump racing with Virtual! Horse Racing at Cheltenham Festival.

A fully customised and officially licensed Jockey Club brand aligned environment, reflecting the Festival's famous major real life championship races. Available on-demand to any user at any time, players can pick their favourite runners, select their desired bets and trigger the race whenever they wish. Each race offers unique odds by combining horses with differing abilities.

Multiple betting opportunities are available to provide for all player betting styles: take the rating's predicted recommendation on the classic Win bets; improve your chances with traditional each-way bets or aim for higher returns on combination bets.

GAME FEATURES

- Depicts the Cheltenham Festival, the different course layouts, grandstands, hoardings, finish line, and more.
- Predictive ratings analysis for the selected horses.
- A range of traditional racing bets and unique casino-style options.
- High-definition race stream, with photo-finish, plus option to skip race straight to result.
- Chip based betting and slot/table game terminology.
- Real time dynamic lighting with full volumetric skyscapes for stunning environments.

TARGET AUDIENCE

- Casino and slots players looking for premium branded authentic racing experience.
- Players looking for something iconic and very familiar.
- For cross vertical players, with no need to navigate away from casino.

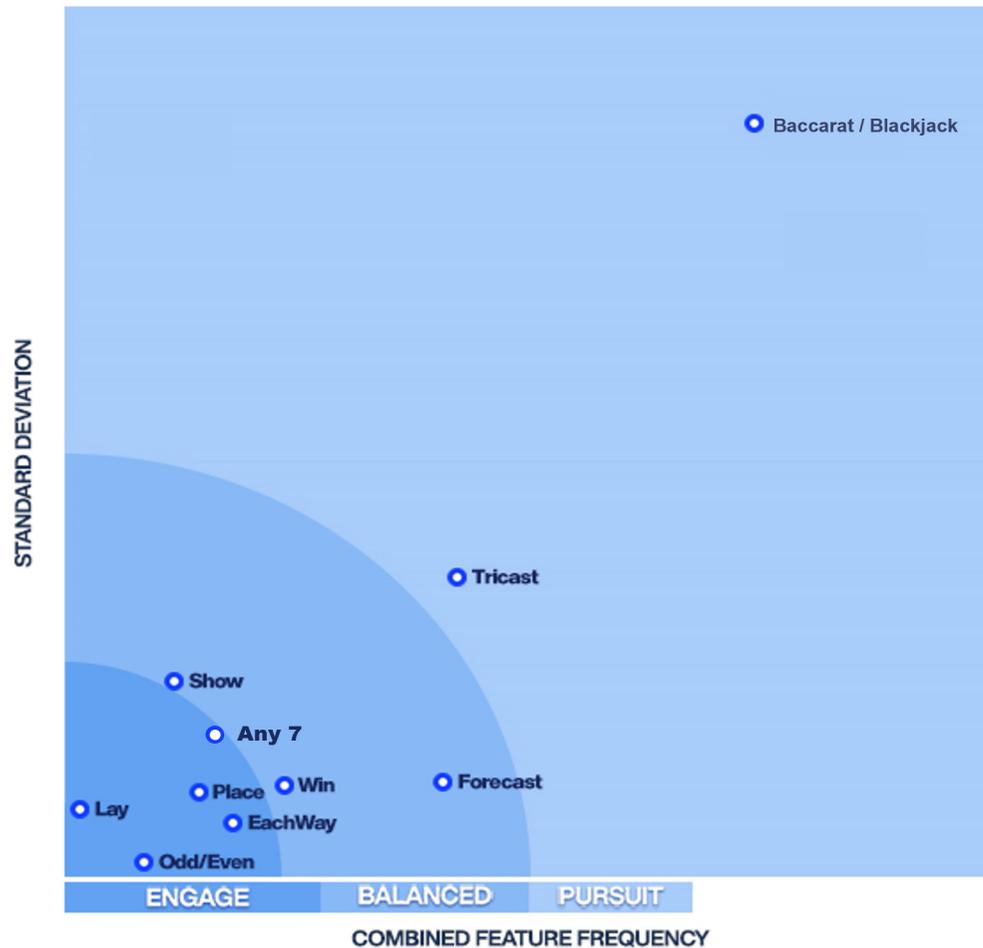
WIN FREQUENCY

Depends on the odds offered. Ranges from approximately 1 in 2 upwards. Each race presents the player with a randomly generated set of selections with different abilities. The odds for all market selections are then generated according to the true probability of the particular outcome and the target RTP for the game title.

GAME PLAYING STYLE

Engage: Most betting options are lower volatility offering smaller more regular wins, however with lots of betting variety. Some bet options offer more medium or very lucrative wins with large pay-outs relative to stake size.

GAME PLAYING STYLE



Graph is based on a 6-runner horse race; standard deviation and win frequency volatilities can vary as the number of runners change.

BETTING MARKET NAME	BETTING MARKET VOLATILITY
<input checked="" type="radio"/> Baccarat / Blackjack	
<input checked="" type="radio"/> Tricast	
<input checked="" type="radio"/> Forecast	
<input checked="" type="radio"/> Win	
<input checked="" type="radio"/> Show	
<input checked="" type="radio"/> Any 7	
<input checked="" type="radio"/> Each Way	
<input checked="" type="radio"/> Place	
<input checked="" type="radio"/> Odd/Even	
<input checked="" type="radio"/> Lay	

ENGAGE

Lower volatility offering smaller but more regular wins due to higher probability chances, with some higher return and volatility betting options. These betting options are typically cross selling gaming and sports players and are designed to appeal to igaming players with its familiar casino style features and bets.

BALANCED

Medium volatility feel, offering traditional game play and some feature variety. These betting options offer less frequent, but generally bigger, wins.

PURSUIT

Wins occur less frequently in Pursuit betting options but are typically more lucrative when they do; as such, these higher returns appeal to players happy to wait for big wins.