

Advantage

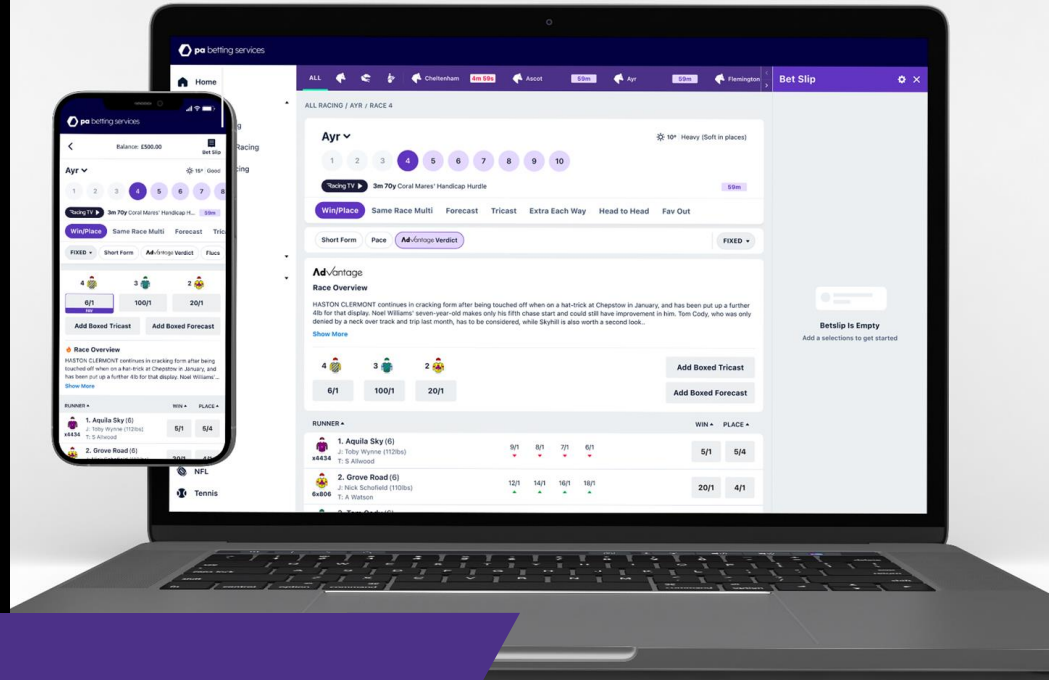
A Turn-Key Solution for Wagering Operators





Leading innovators in the world of horseracing, PA Betting Services (“PABS”) and BetMakers Technology Group (“BM”) proudly announce the launch of our new revolutionary platform, AdVantage.

AdVantage is the most comprehensive solution designed to streamline the racing experience. Our cutting-edge technology seamlessly marries market leading data, content, trading, streaming and editorial to create an unparalleled racing experience spanning all major global racing.



The AdVantage Platform addresses the dual complexities of the sport and racing industry, streamlining the process for customers while providing a unified platform complete with global content. PA Betting Services and BetMakers have leveraged their combined expertise to develop a user-friendly all-in-one solution to cater for the needs of all horse racing punters.

COVERAGE

A GLOBAL ADVANTAGE

250,000+

The number of races included per-year and growing

24/7 - 365

Wagering events & customer support



LOCALISATION

Consistent coverage of all global regions allows for a domestic-first approach in local markets



pa betting services

WHY ADVANTAGE?



DATA INTEGRATION

Full data access to global racing from all key territories (subject to relevant licences).



TRADING AND MANAGED SERVICES

A fully outsourced risk and trading solution capable of delivering a complete and customisable racebook with fixed odds, managed trading, and pari-mutuel features at speed and with scale, supporting sportsbooks on up to 6,000 races per week.



EDITORIAL, CONTENT AND TIPPING HUB

Enjoy an immersive experience with content to support all global racing territories, including branded premium tipping.



LIVE STREAMING

Watch live low latency global racing through our integrated streaming player.



RAPID SPORTSBOK INTEGRATION

The embedded AdVantage racebook solution will seamlessly fit into existing player account management & sportsbook platform architecture, enabling operators to get to market fast and maintain a market leading offering, with PA Betting Services and BetMakers taking of upstream integration and pricing.

ADVANTAGE RACEBOOK SOLUTION

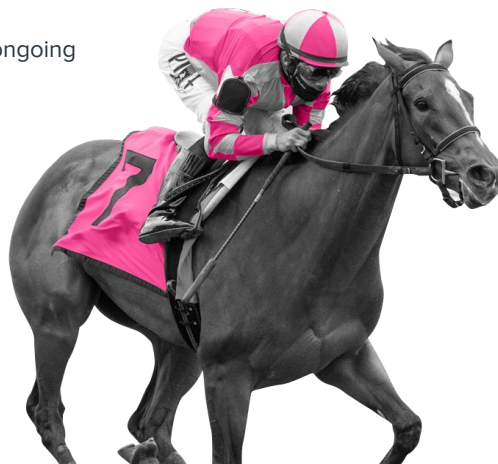
AdVantage offers a racebook solution to fit any operation, including a pathway to quickly and seamlessly add a racing vertical that appeals to sports bettors.

Through the partnership between BetMakers and PA Betting Services, our unique AdVantage racebook solution allows an operator to quickly add a racing vertical to both native applications and websites with a plug-in.

AdVantage can deliver a complete and customised racebook with fixed odds, managed trading, pari mutuel alongside PABS market leading form, tipping content, insights and infographics.

Despite being simple and fast to kick-start, AdVantage is powerful, delivering a full white-label racebook with rich user experience marrying form, data, and embedded streaming that, if developed from scratch, would take months or even years.

After launch, we keep you on top of your game with ongoing enhancements from our extensive feature roadmap.



ADVANTAGE HIGHLIGHTS

- A fast, easy integration with existing web and mobile operators
- Fixed odds and tote betting on racing
- Full racebook with expert trading and risk management
- Access to over 250,000 races from around the world
- Custom branded UI
- Customizable risk levels to create a competitive advantage
- Reporting, Brand and Promotion engines
- Access to on-going product and feature development, ensuring your offering keeps pace with the market

ALWAYS-ON CONTENT

OVER 6,000 RACES PER WEEK AT AN AVERAGE OF ONE RACE EVERY TWO MINUTES.

FULLY MANAGED TRADING SERVICE (MTS)

EXPERT MANAGED TRADING SERVICES

AdVantage comes preloaded with the BetMakers professional MTS. In market since 2018, the MB MTS is designed for operators who want a worry-free, fully managed solution.

With our complete turn-key program, we manage the entire event life cycle including creation, pricing, scratchings, close, and settlement for over six thousand races per week.

AdVantage customers will enjoy access to automatic updates such as new content, stats, features, and products launching throughout 2024/25.

TRADING & RISK MANAGEMENT

Our white glove trading and risk management services provide our clients with fully bespoke pricing and risk/customer strategies supported with 24/7 access to our expert trading team.

We work with customers to customise risk levels, allowing control over the level of risk and exposure that is unique to your business rules and objectives.

THE SIX CORE ELEMENTS OF MTS

EXPERIENCE

Our industry experts have vast experience and knowledge in building risk, trading, data, and quants solutions for multiple Tier 1 Operators.

ODDS

Our industry-leading pricing technology enables us to develop a bespoke pricing strategy that aligns to your brand and company strategy.

PLAYER STRATEGY

We excel in VIP service, working with you to set personalised player limits at every level for optimal returns and a smooth VIP experience.

CONTENT

We are one of the largest sources of thoroughbred, greyhound and trotting markets - with over 250,000 races managed a year.

TRADING & QUANTS

Our Trading and Quants division assesses and monitors every bet, updating accounts in real time to maximise turnover and profit.

24/7 SUPPORT

We provide technology and product support with an efficient ticketing system as well as a direct line to our Risk & Trading Teams.

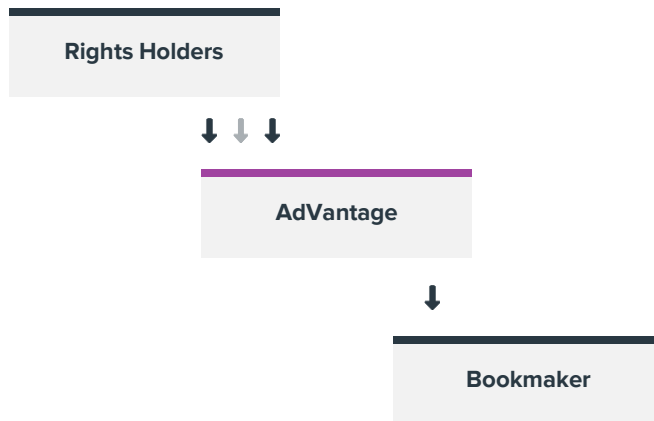
RIGHTS HOLDERS FEES

AdVantage curates an aggregated feed which inputs data from all major racing Rightsholders from around the world.

AdVantage unlocks access for customers to over 250,000+ races per year..

The cost of racing rights varies from jurisdiction to jurisdiction, with customers able to expect a blended rate that falls between 2.5% and 3% of turnover.

We will introduce you to our Global Rightsholder partners, and support you through the contract process with each Rightsholders.



CUSTOMER FIRST

Client Support

- Around the clock direct access to over 40 expert trading staff across three time zones
- 24/7/365 access to Australian & UK lead client services around the world from both BetMakers & PA Betting Services partnerships teams

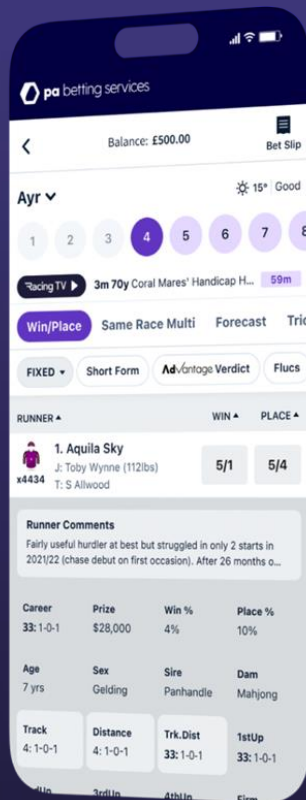
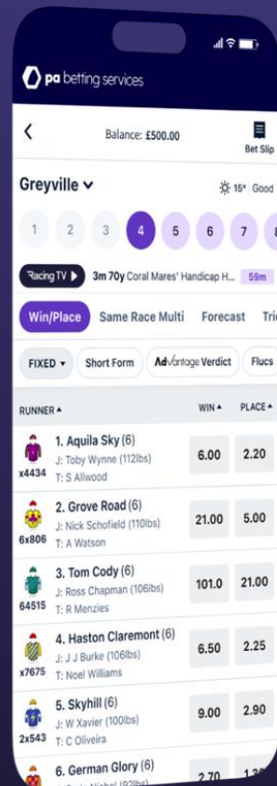
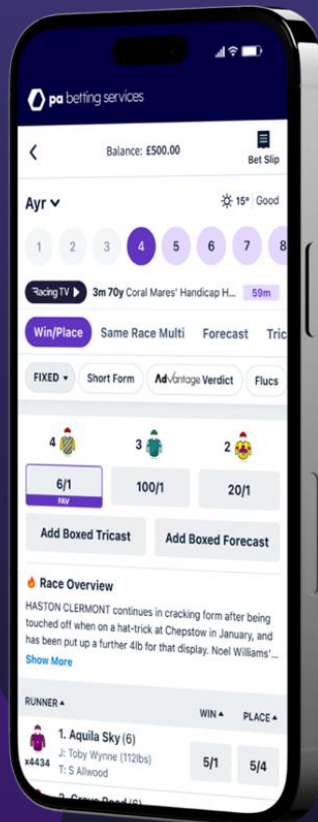
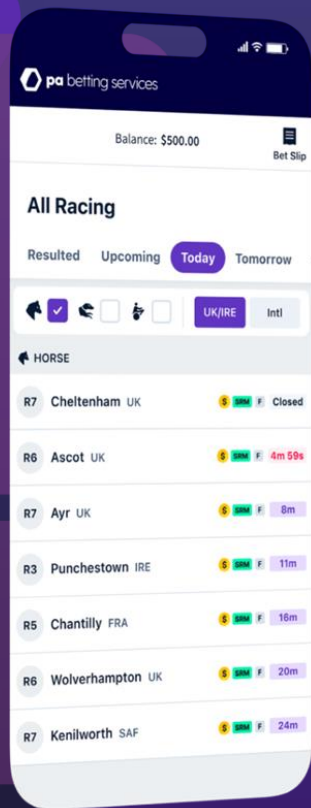
IT Support

- Over 100 global IT Support staff are on hand to assist our clients daily, ensuring an unrivalled level of consistency, that matches our world class product & content

Integration Support

- Integration material and real-time access to our Onboarding Support team allows AdVantage to be integrated in as little as 8 weeks
- We encourage regular dialogue throughout the integration process. Our Commercial & Partnership Managers are on-hand to setup onboarding sessions at a regularity that meets the unique needs of each customer





Curragh IRE	2,5,6	8,6,7	5,1,4	2,5,6	7,5,6	1,4,8	16:47	15:22	15:57	16:34
Leopardstown IRE	15:00	15:30	16:00	16:30	17:00	17:30	18:00	18:30	19:00	19:30
Galway	4m 59s	24m	24m	10:00	10:30	11:00	11:30	12:00	12:30	13:00

Racing	1. Aquila Sky (6) J: Toby Wynne (112lbs) T: S. Alwood	9/1	8/1	7/1	6/1	5/1	5/4
NFL	2. Grove Road (6) J: Nick Schofield (110lbs) T: A. Watson	12/1	14/1	16/1	18/1	20/1	4/1
Tennis	3. Tom Cody (6) J: Ross Chapman (106lbs)	150/1	125/1	100/1	125/1	100/1	20/1
HELP							

Flemington

Bet Slip

y (Soft in places)

59m

FIXED

WIN • PLACE •

5/1 5/4

20/1 4/1

100/1 20/1

6/1 11/8

15/1 5/2

5/1 5/4

20/1 4/1

Bet Slip Is Empty

Add a selections to get started

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FEATURED

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UFC

AFL

NRL

EPL

Racing

NFL

Tennis

HELP

ALL

Cheltenham

Ascot

Ayr

Flemington

Bet Slip

ALL RACING / AYR / RACE 4

AYR

10° Heavy (Soft in places)

1 2 3 4 5 6 7 8 9 10

3m 70y Coral Mares' Handicap Hurdle

Win/Place Same Race Multi Forecast Tricast Extra Each Way Head to Head Fav Out

Short Form Pace Advantage Verdict

FIXED

Advantage

Race Overview

HASTON CLERKHOFF continues in cracking form after being touched off when on a hat-trick at Cheltenham in January, and has been put up a further 4lb for that display. Noel Williams' seven-year-old makes only his fifth chase start and could still have improvement in him. Tom Cody, who was only denied by a neck over track and trip last month, has to be considered, while Skyhill is also worth a second look.

Show More

4 3 2

6/1 100/1 20/1

Add Boxed Tricast

Add Boxed Forecast

RUNNER •

WIN • PLACE •

1. Aquila Sky (6)
J: Toby Wynne (112lbs)
T: S. Alwood

9/1 8/1 7/1 6/1

5/1 5/4

2. Grove Road (6)
J: Nick Schofield (110lbs)
T: A. Watson

12/1 14/1 16/1 18/1

20/1 4/1

3. Tom Cody (6)
J: Ross Chapman (106lbs)

150/1 125/1 100/1 125/1

100/1 20/1

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EPL

Racing

NFL

Tennis

HELP

ALL RACING /

All Racing

Resulted Upcoming Today

HORSE

R1 R2

Cheltenham UK 2,5,6 10:45

Ascot UK 4m 59s 10:30

Plumpton UK 6,5,1 2,3,8

Wolverhampton UK 15:30 19:00

Ayr UK 12:50 13:25

Curragh IRE 2,5,6 8,6,7

Leopardstown IRE 15:00 15:30

Galway 4m 59s 24m

ALL

Cheltenham R1

Ascot R1

Ayr R1

Flemington

Bet Slip

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Racing

Horse Racing

ALL

Cheltenham R1

Ascot R1

Ayr R1

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THANK YOU

Powered By Betmakers x PA Betting Services

THANK YOU

