

Innovating Your Ability To Wager Simply

▶ Let's Start



Creative**Wagering**
Technologies

- Antiquated model / Difficult to understand
- Lacks continuous action / excitement
(20-30 minutes between races)

Hollywood Park (Cln 12500(12.5-10.5))

4 Yearlings (1071) CLAIMING. Purses \$21,000. For Fillies Three Years Old. Weight, 122 lbs. Non-winners of Two Races In 2011 Allowed 2 lbs. & Race In 2010 Allowed 4 lbs. Claiming Price \$12,000, if for \$10,000, allowed 2 lbs.

Wagers: \$1 Exacta, \$2 Superfecta, \$1 Trifecta, \$1 Superfecta (10-Exact Match), \$2 Double, \$1 Pick 3, \$1 Exact Player (10% Takeout), \$1 Place Pick 3

to It Roll

For Matthew Miller LLC \$12,500
 1st Place \$12,500
 2nd Place \$4,167
 3rd Place \$2,083

Post	Time	Sex	Age	Color	Trainer	Jockey	Weight	Speed	Time	Place	Paid
1	1:00	F	3	B	W. Winkler	J. Velazquez	122	10.5	1:00.00	10.5	10.5
2	1:00	F	3	B	W. Winkler	J. Velazquez	122	10.5	1:00.00	10.5	10.5
3	1:00	F	3	B	W. Winkler	J. Velazquez	122	10.5	1:00.00	10.5	10.5
4	1:00	F	3	B	W. Winkler	J. Velazquez	122	10.5	1:00.00	10.5	10.5
5	1:00	F	3	B	W. Winkler	J. Velazquez	122	10.5	1:00.00	10.5	10.5
6	1:00	F	3	B	W. Winkler	J. Velazquez	122	10.5	1:00.00	10.5	10.5
7	1:00	F	3	B	W. Winkler	J. Velazquez	122	10.5	1:00.00	10.5	10.5
8	1:00	F	3	B	W. Winkler	J. Velazquez	122	10.5	1:00.00	10.5	10.5
9	1:00	F	3	B	W. Winkler	J. Velazquez	122	10.5	1:00.00	10.5	10.5
10	1:00	F	3	B	W. Winkler	J. Velazquez	122	10.5	1:00.00	10.5	10.5

THE PROBLEM

The US Horse and Dog Racing industry needs to expand client base to new crowds and younger generations.



- Industry lacks innovations
- Wagering not simple

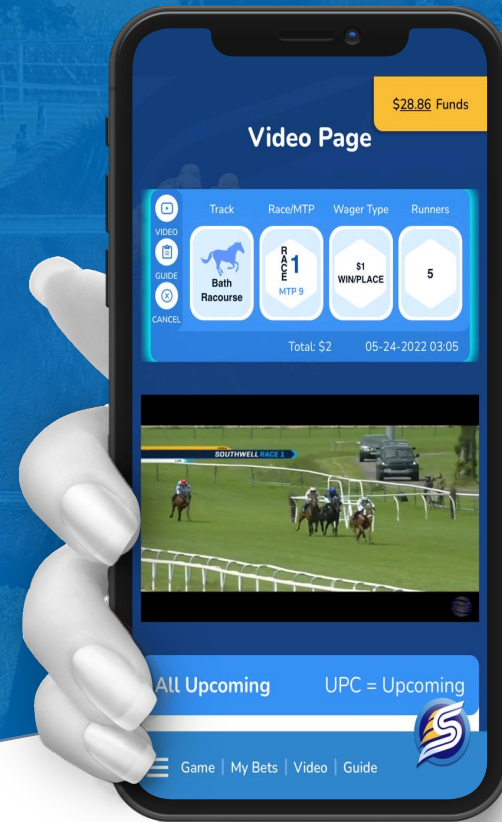
OUR SOLUTION

Our PATENTED (through 2030) game gives the fun and excitement of an interactive game, while placing wagers on racing, (Sports and Fantasy Sports – Coming Soon) through parimutuel pools and fixed odds wagering

[Read More](#)

Our Games place **EDUCATED** wagers on live racing providing continuous action and results with the simple press of a button

- **B to C Solution - Website and app for mobile devices**
- **B to B Online – White Label solution for betting platforms**
- **B to B Retail – Tablet/Kiosk for casinos, bars and other venues**




CreativeWagering
Technologies

We give you the ability to **WAGER SIMPLY...**
All you have to do is **SIMPLY WAGER!**

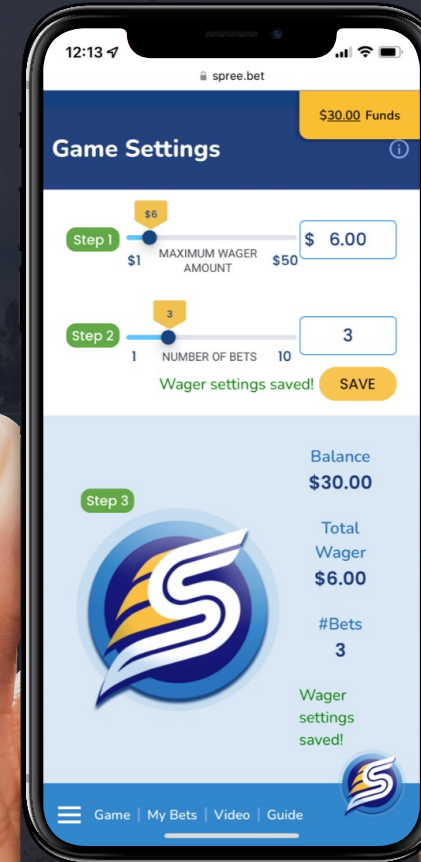
HOW THE GAME WORKS

Our patented game uses an embedded algorithm to make educated (handicapped) bets at the click of a button via our interactive game

Simple as 1, 2, 3

- Select how much to wager
- Specify how many bets
- Press  to Simply Wager!

The game does all the rest...



A Clear Advantage

Streamline your product

- It takes about 7 clicks to bet on horses or sports events today.
The user needs to pick a track, choose a race, pick a horse, open a coupon and fill it.
- With settings configured, our functionality delivers wagers in just two clicks.
One Click to Bet and just One more to Confirm.

Access a new audience

- With our functionality, players don't have to understand the moneyline or any other pricing.
Just click and your bets are in!
- Wager on sporting events you didn't even know existed and would never normally access.

Increased Revenues

- Our algorithm delivers educated wagers to the user, increasing churn and delivering higher returns
- Players turnover more \$\$\$ and stay on sites longer

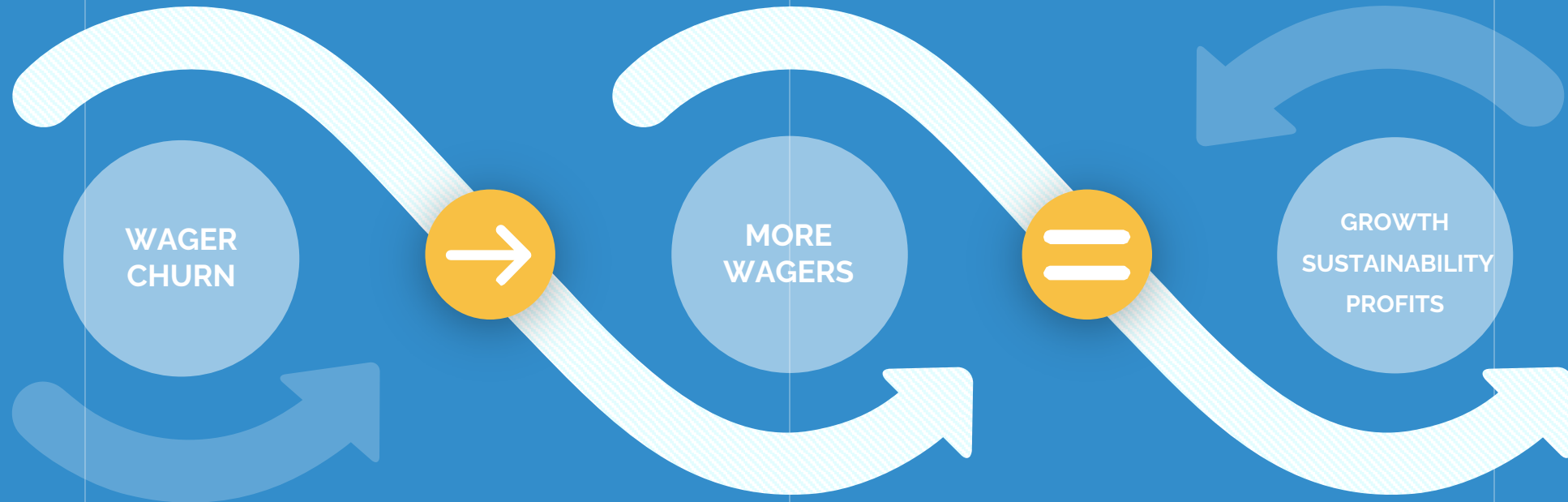


CreativeWagering
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**We give you the ability to WAGER SIMPLY...
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WAGER CHURN

(IT'S A GOOD THING! - Drives Industry and Business Growth)
Wager Churn - the effect of betting and RE-BETTING the SAME money



THE GAME drives wager churn by providing players the ability to re-wager winnings, creating churn, similar to what slots do for casinos

Our industry earns revenue from every dollar wagered, not what players win or lose

ESTIMATED ANNUALLY

MARKET SIZE – NORTH AMERICA 2023

\$13. + **\$120.**

Billion +

US Horse/Dog Racing
Consistent / Stable

Billion +

Overall online betting market size

Case Study

Twinspires is one of the leading ADW platforms that feed into the Horse Racing Pools.

Belonging to Churchill Downs, Twinspires 2023 financial data for its online wagering operation is as follows:

\$2.3 *Billions*

Handle (est.)

\$445 *Millions*

Net Revenue

\$132 *Millions*

EBITDA

twinspires

Building a Business, to Introduce our Cross Functional Product

B2C Online - Spree.Bet

Using our Spree.Bet ADW business site we can deliver an end-to-end solution for our initial product, serving the horse wagering market.

This is already developed and operational with online capabilities

B2B Online and Retail

Delivering our product functionality to other horse and online wagering operators using a fully Integrated API will expand our product awareness as we prepare for our next growth step

B2B Online - Spree.Sports

After getting our initial product offerings into the marketplace using the Horse Racing Sector, we will then introduce our unique wagering methods to the mainstream Online Sports Wagering Industry

COMPETITION to Spree.bet



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Betting Window*

Wagering Sites**

Other Online

Provides Educated wagers providing best value



Requires no knowledge of racing



One-click betting option



Patented (through 2030) game format



Continuous Wager Flow



Online wagering platform



B2C

Creative Wagering has launched a fully functioning B2C offering
Spree.bet



01

Immersive platform offering
our functionality to engage a
new audience



02

Capable of
offering wagering
into 36 states



03

Wager churn shown to be
3-4x on deposited amounts

B2C PRICE MODEL for Spree.Bet



Customer wagers
\$1 into pool



80% pays winning
player tickets



13% Goes back to
Industry Stakeholders



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We retain ~ 7% of EVERY
dollar wagered!

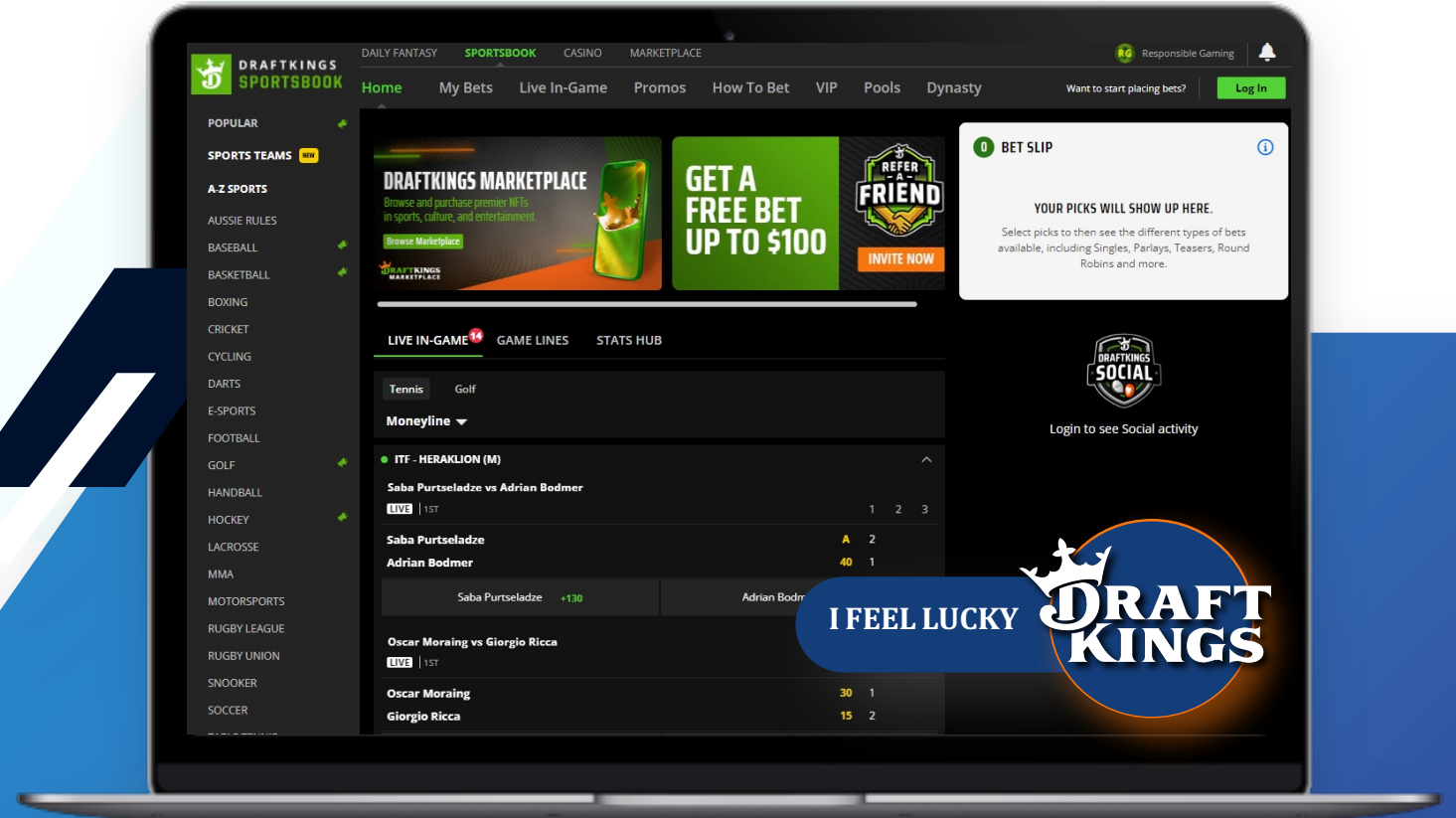
B2B Online

Increasing the engagement of users through our functionality, Creative Wagering offers other operators the quick-bet solution for their sites and platforms.

Option of a widget or iFrame integrated into 3rd party sites

OR

White Label Solution with identical functionality to Spree.bet



Imagine the additional value to any betting offering of a button that allows users to simply try their luck and automatically receive educated wagers on upcoming sporting events.

No hesitation. No extra clicks. Simply Wagering. Simply FUN © 2024 . ALL RIGHTS RESERVED

B2B Retail

Designed for installation at physical retail sites such as racetracks, casinos, sports betting stadiums, lounges and bars, we offer a full white label solution via physical tablet to be located in strategic areas of the locality.

- Expand the betting offering and engagement at physical locations to events happening outside
- Take advantage of “downtime” between races or events at the track or stadium
- Offer Casino goers a new and fun interactive way to place wagers

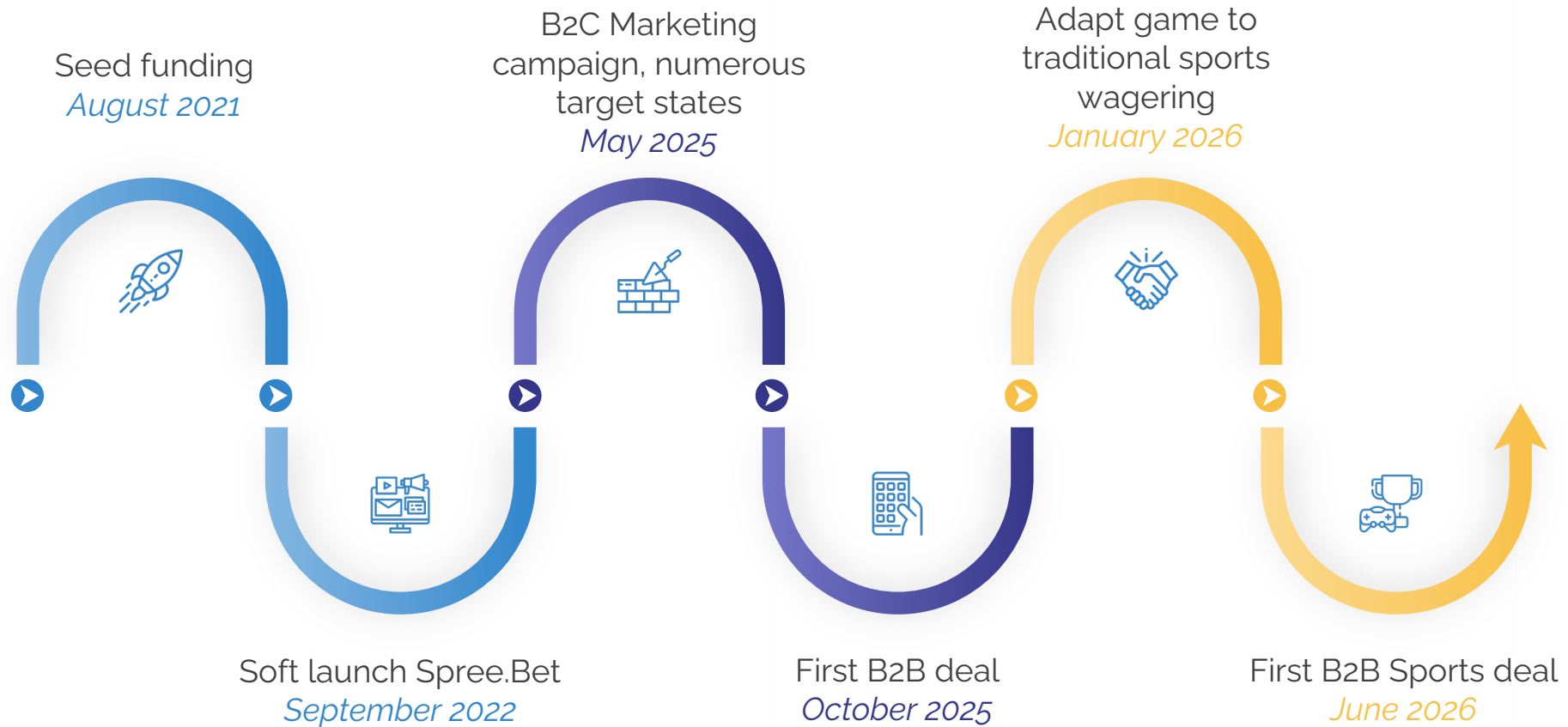


Installations at the Racetrack



Fixed Tablets Kiosks at the Casinos and Sports Betting Lounges

ROAD MAP





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GO TO MARKET



WE ARE READY TO LAUNCH!!

B to C Marketing Campaign -

Target Numerous States leveraging industry partners and social media

B to B Online and Retail Campaign -

Interest from 2-3 operators featuring both domestic and international opportunities

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THANK YOU!!

Wager Simply...
...Simply Wager!!!

Mark Benrus - **Founder**

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Visit Us