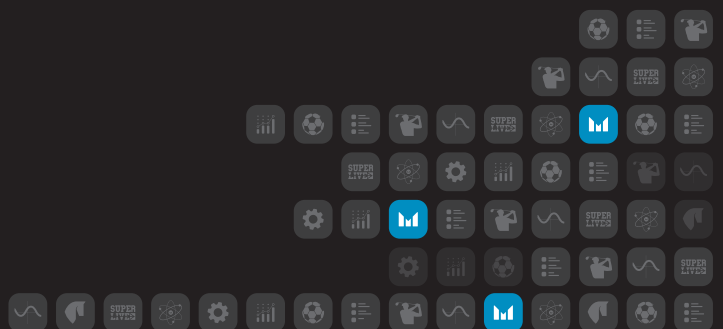


SPORTS BETTING FULLY MANAGED

GOLF SERVICE



metric
G A M I N G



Metric Gaming supplied the industry's first stand-alone fully managed end-to-end Golf service in 2017, delivering a market leading product offering, pioneering Hole-by-Hole markets in the process.

Providing an unparalleled breadth and depth of service, Metric is the only provider to offer Hole-by-Hole, 18 Hole & 72 Hole markets concurrently on all PGA & European tour events.

Over the course of 2017 the service delivered a very competitive margin for our partners, contributing to significant growth over the period.



Configuration Options

- Event offering
- Market offering
- Pricing strategy
- In-play Bet Delays
- Limits matrix
- Each Way terms



Pricing

- Specialist Trading team
- Proven pricing solution
- Automated market price awareness
- Heavily automated trading solution



Risk Management

- Predictive customer analysis
- Insight-led customer segmentation
- Cutting-edge Risk Management capabilities
- Next generation Liability Management tools

Metric's industry leading, proven Golf service is delivered through our state-of-the-art Modulus Platform and is available as a fully Managed Service or Price Feed.

In-play offering across the industry

Metric conducted two rounds of market research across four tournaments during 2017 to measure the competitiveness of the product offering. The 27 companies listed on OddsChecker were considered for this exercise.

Bookmaker	European Tour				PGA Tour			
	Winner	Hole By Hole	18 Hole Markets	72 Hole Markets	Winner	Hole By Hole	18 Hole Markets	72 Hole Markets
888Sport	•				•	•	•	
Bet365	•	•	•		•	•		
BetFred	•			•	•			
BetStars	•	•	•	•	•	•	•	•
BetVictor	•				•	•	•	
BetWay	•				•	•		
BoyleSports	•	•			•	•		
Marathon					•	•	•	
William Hill	•				•	•		

11 operators only offered the Outright market, while a further 7 brands offered no in-play product

Note: The offering was consistent across all tournaments checked. The snapshots were taken over 6th – 9th July included the Irish Open & Greenbrier Classic, as well as 14th-17th September covering the KLM Open & BMW Championship. The exercise counted the number of market types offered by each firm. The number of markets of each market type offered was not captured in this data set.

Event & Market Content

The table below sets out Metric's Golf service product offering throughout the golfing calendar.

While PGA Seniors, PGA Ladies and Web.Com tours are covered pre-play every week, selected events from the Asian, Sunshine, Ladies European, Senior European, Challenge and Japan Golf tours are also offered pre-play to ensure persistent product coverage.

In addition, Metric offers up to seven unique Hole-by-Hole market types, though as with all derivative content, coverage is largely dictated by TV picture availability.

Individual Events	Majors		PGA Tour, European Tour	
Market	Pre-Play	In-Play	Pre-Play	In-Play
Outright	✓	✓	✓	✓
Top 5/10	✓	✓	✓	✓
Top 20	✓		✓	
2/3 Balls	✓	✓	✓	
18 Hole Match Ups (Mythical)	✓			
72 Hole Group & Match Bets	✓		✓	
Dual Forecast	✓			
End of Round Leader	✓	✓	✓	
First Round Score (Over/Under)	✓			
Hole by Hole Markets		✓		✓
Hole in One?	✓		✓	
Match Play Match			✓	
Money Lists			✓	
Nationality v. The Field	✓		✓	
Region of Winner	✓		✓	
Specials	✓			
To Make/Miss Cut	✓			
Top Nationalities/Winning Nationality	✓		✓	
Winning Margin/Play Off	✓		✓	
Winning Score 2/3 Way	✓			
Team Events	Ryder Cup		Solheim Cup, Presidents Cup, EurAsia Cup	
Market	Pre-Play	In-Play	Pre-Play	In-Play
To Lift the Trophy/Outright Winner	✓	✓	✓	✓
Correct Score	✓		✓	
Day Winner	✓		✓	
Fourballs/Foursomes/Singles	✓	✓	✓	
Fourball/Foursome/Singles Session Winner	✓		✓	
Hole by Hole Markets		✓		
Specials	✓			
Top Points Scorer	✓		✓	