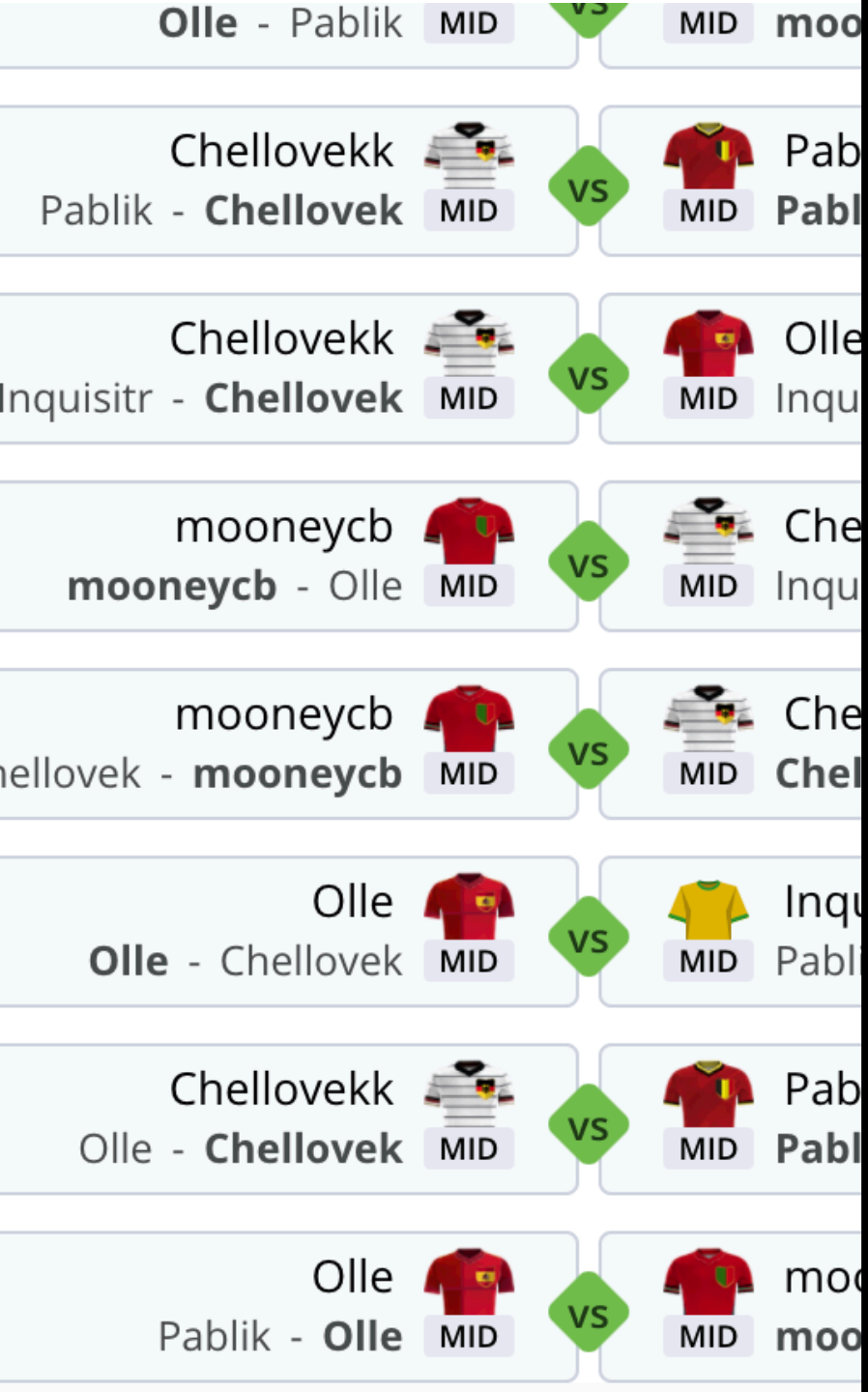


Player Performance Odds™

SCOUT gaming group

01 **Background**

Scout Gaming Group
What is Player Performance Odds
Key Performance Indicators

02 **Why Player Performance Odds?**

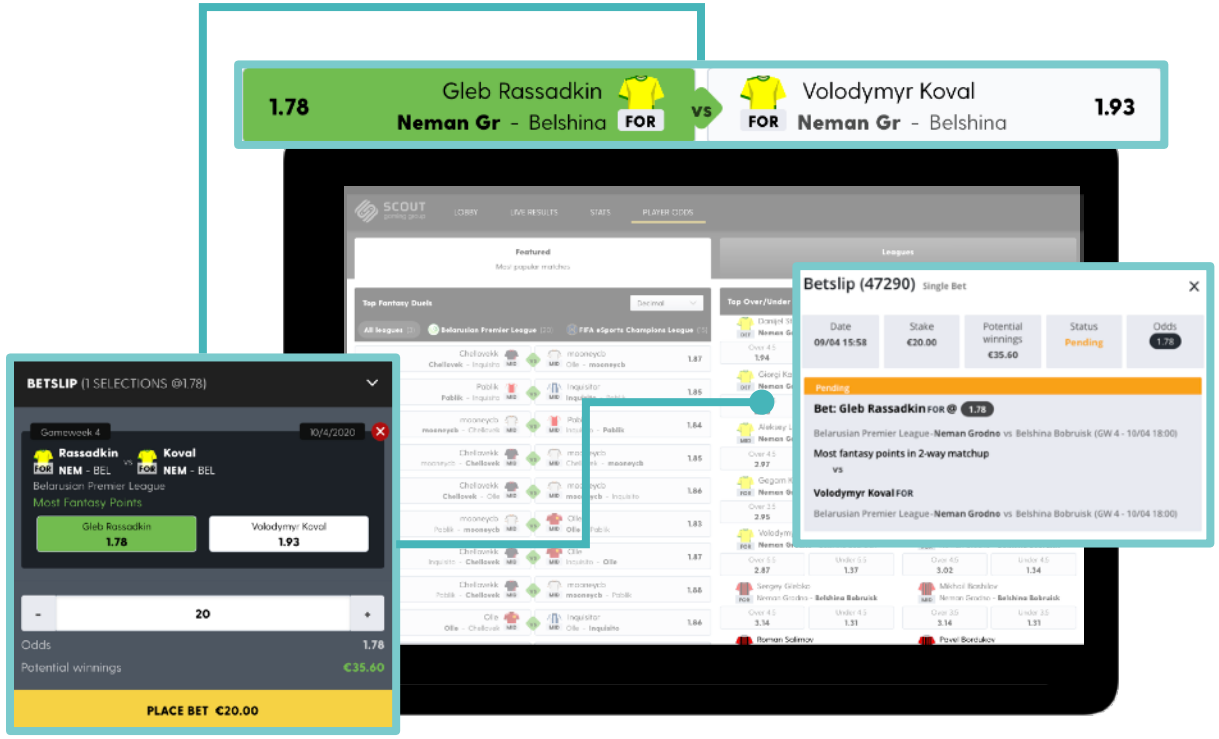
Determining individual performance

03 **How it works?**

Betting markets
Risk Management
Integration

04 **Next step**

Pick your solution
Timeplan



PLAYER PERFORMANCE ODDS™

Scout Gaming Group

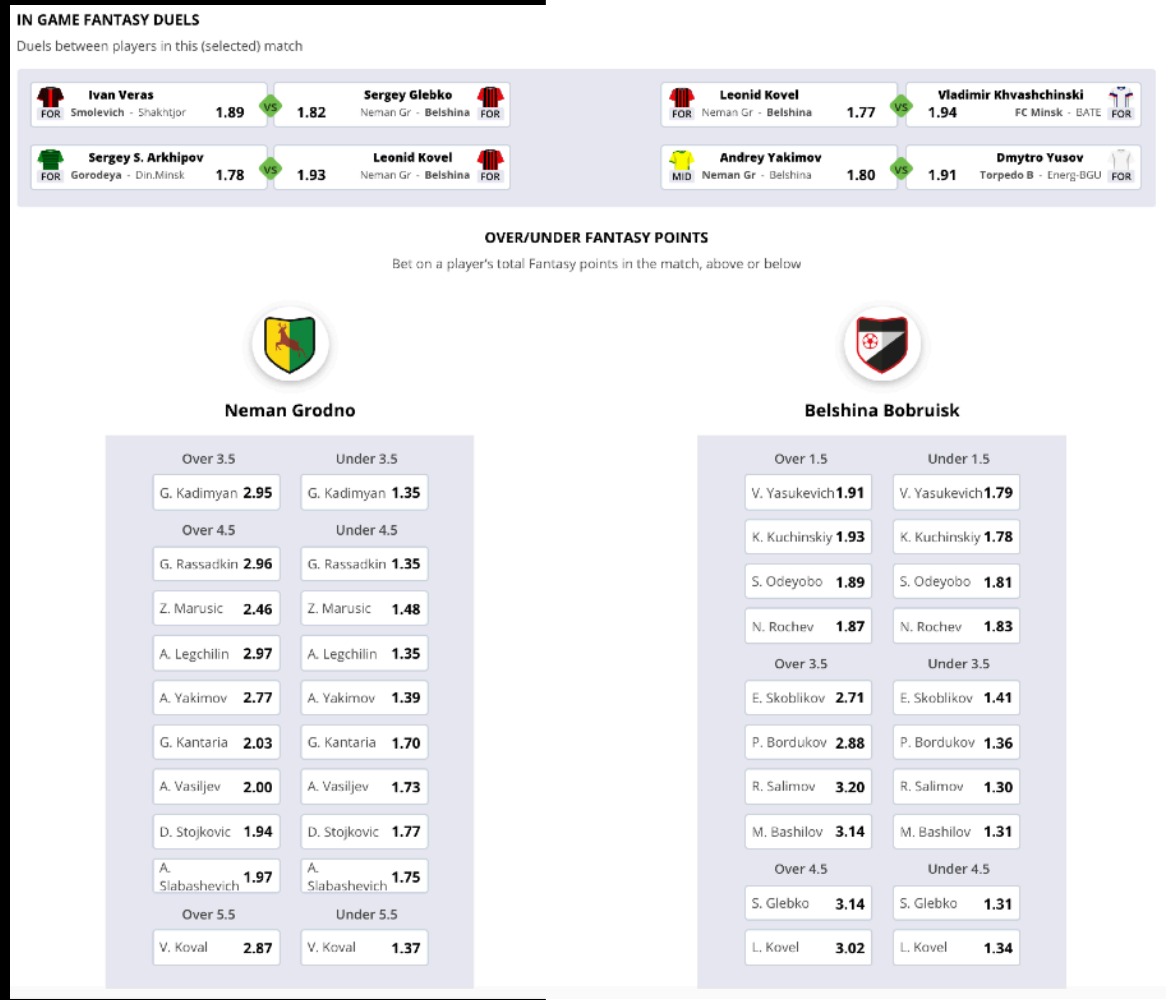
Scout Gaming Group is a licensed and regulated B2B provider of daily fantasy sports and betting solutions.

We are a multiple award winning developer of gaming software, with 30+ clients and partners in over 20 countries across every continent.

EGR B2B
Recognising the companies that power the egaming industry

SBC AWARDS

5 STAR
iGAMING MEDIA
STARLET AWARDS



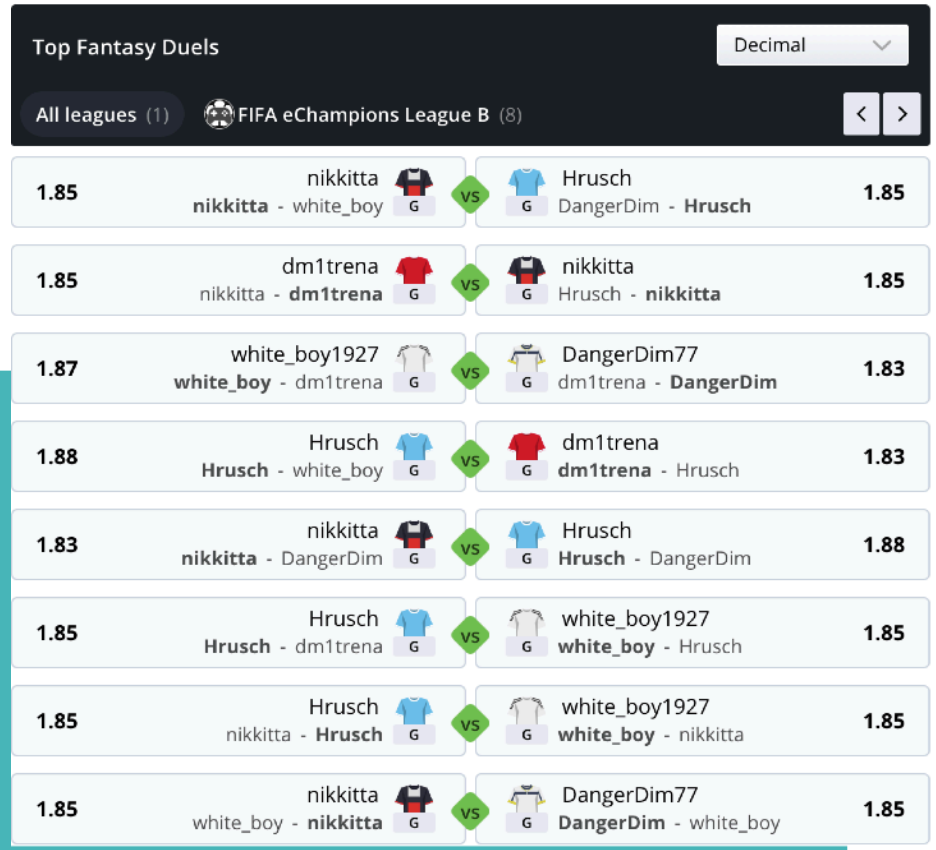
What is Player Performance Odds?

A solution for offering unbiased determination of athlete performance.

Using advanced simulation models it's possible to predicts individual athlete performance and then create odds markets on an individual athletes performance in a given sporting event. This is particularly interesting in team based sports such as football and hockey, opening up for a completely new market.

Key Performance Indicators

- Higher margin odds (10%+) leads to higher Sportsbook margin
- Up-sell leads to increased Sportsbook turnover at no cost
- Cross-sell from fantasy products offers less acquisition costs



* Average CPA of a Fantasy player is traditionally substantially lower than a Sportsbettor

Determining individual performance

Correct pricing is a success factor for a sportsbook. It's what separates best from the rest.

Half a decade of running our own in-house Statcenter, servicing Fantasy Sports operators across the globe, covering any major sport / event, allows us a unique ability to predict player performance.

Advanced player modelling & predictive analysis that runs each athlete through millions of simulations prior to any sporting events allow us to accurately price each player based on future performance.

Betting markets

TEAM FANTASY DUELS

Duels between players on the same team

IN GAME FANTASY DUELS

Duels between players in this (selected) match

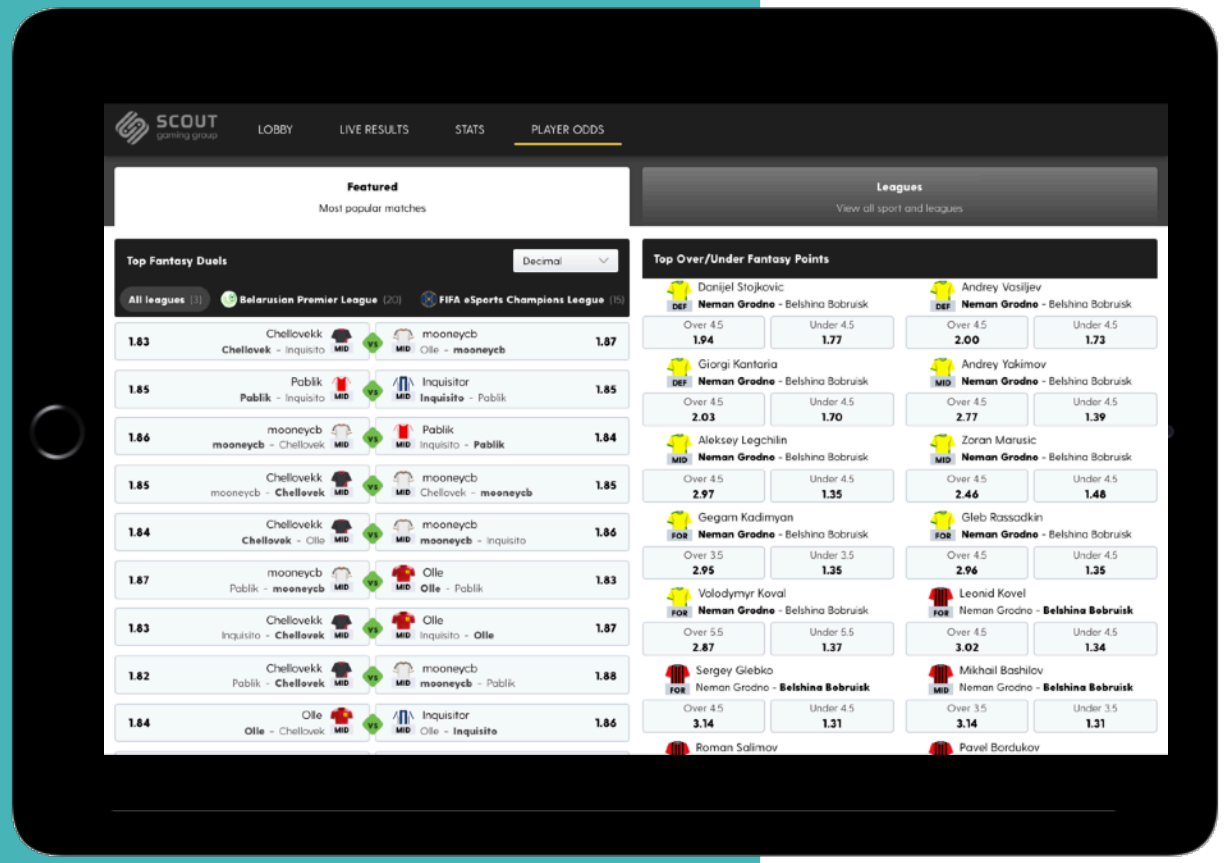
Wide variety, world exclusive **Player Performance Odds™** markets offering a unique player experience.

For example over/under x amount of Fantasy points for all expected to start players in both teams, team-duels, in-game duels, cross-game duels (Lionel Messi (La Liga) vs. Harry Kane (Premier League).

Risk Management

Live updates of odds are handled in realtime and rapid settling of markets handled by our professional on duty traders.

The managed Sportsbook comes with a 24/7 on duty risk monitoring service, meanwhile the Odds feed allows for risk to be handled by your own staff and procedures.



Integration

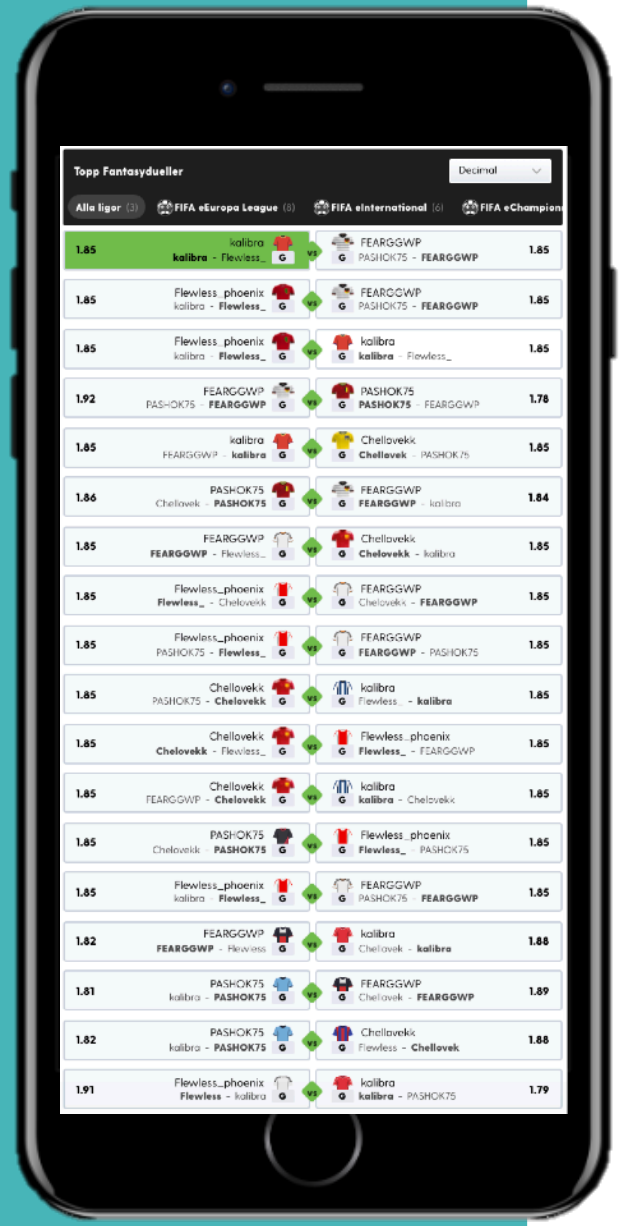
Feed or standalone client

The Player Performance Odds markets can be delivered in either of the following ways:

1. Proprietary web-based Sportsbook client

2. Odds feed added to existing sportsbook via API endpoints (JSON or XML)

Complemented with data streaming options in line with current market standards.

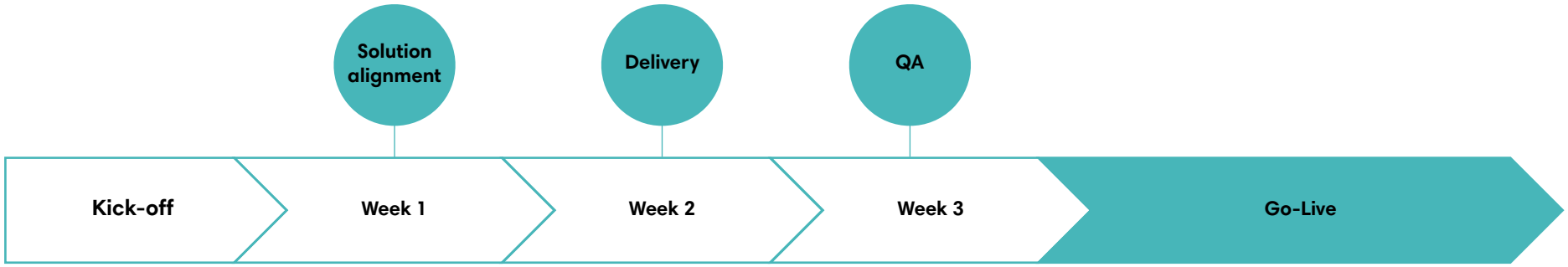


Pick your solution

Pick and mix between:

1. Widget based Sportsbook front-end client
2. API based odds feed delivered via XML & JSON
3. Scout Trading Desk Odds, a web-based GUI
4. Fully managed & stand-alone Sportsbook

Time plan



Solution alignment

- Solution identification analysis
- Solution description presentation
- Technical alignment workshop

Delivery

- Documentation sharing
- End-point configuration
- Staff training

Go-live

1. QA & Final acceptance test
2. Solution transfer
3. Operational handshake

Contact

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