



THE ADVANCED BETTING PLATFORM

Welcome to the Advanced Betting Platform
The standard in sportsbook and racing technology





COMPANY

Overview

Formed in 1992, LVS have been providing betting software to both small and large Sportsbook operators for many years. The team at LVS are a mixture of highly experienced staff from both betting and cutting edge technical backgrounds. LVS continue to exceed our annual growth targets and steadily grow our client base.

Recently acquired by La Française Des Jeux, LVS now have the backing of one of the World's Largest Lottery providers which will further accelerate our growth into the future.

Accreditation

Member of the World Lottery Association
Member of the European Lotteries and Toto Association
Licensed by the UK Gambling Commission



PRODUCT OVERVIEW

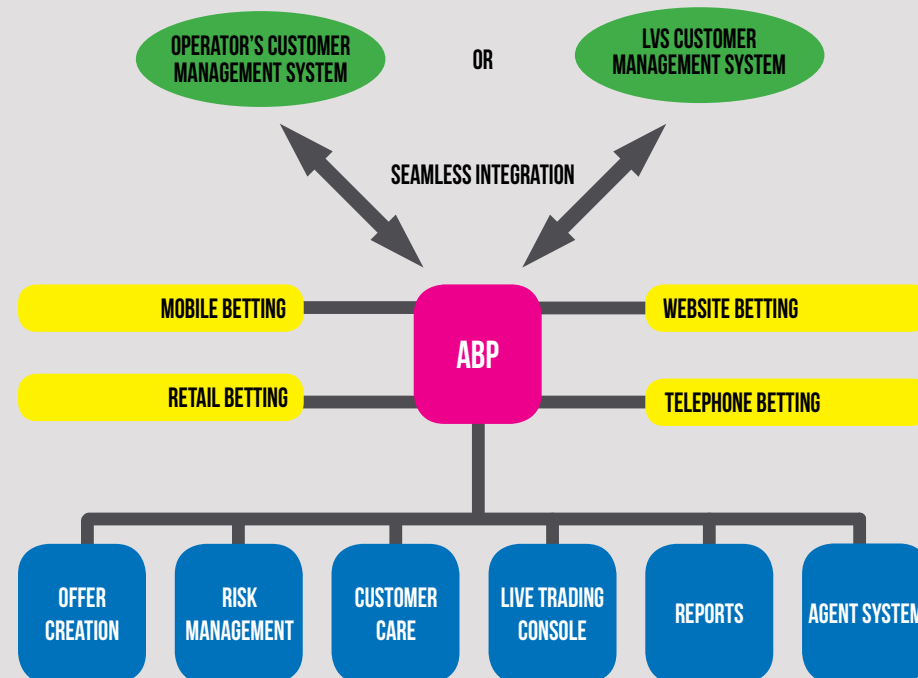
Welcome To “The Advanced Betting Platform”

Sports betting operators know that in today’s fast moving world, they need a flexible, scalable and reliable Sportsbook solution that will enable them to offer the largest and most comprehensive range of sports, events, and markets possible.

A solution that will slot into their existing infrastructure enabling the continued use of established legacy systems, that can quickly adapt to the opening of new territories and to changes in the legal landscape, and that can cater for growth in betting traffic at a rate that will always keep pace with their business.

The Advanced Betting Platform (ABP) from LVS fulfils all these criteria and more. It is the culmination of over 10 years continuous development, and is in use by major operators in a variety of configurations based around their unique business needs.

ABP complies with the highest standards imposed by government regulated gaming operators.

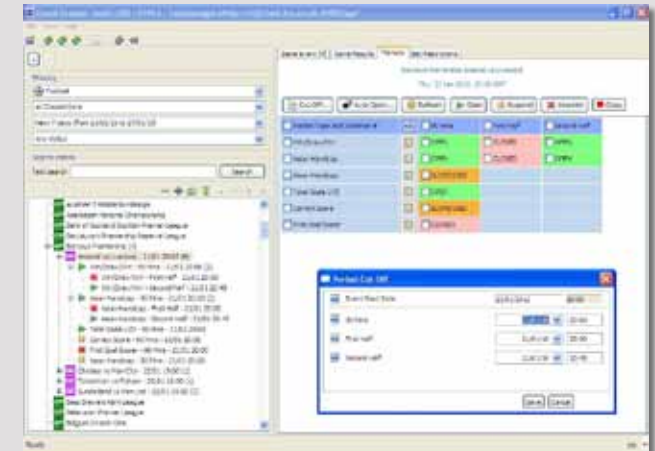


“ THE CULMINATION OF OVER 10 YEARS
CONTINUOUS DEVELOPMENT ”

OFFER CREATION AND RESULTING

Whether using an industry standard data feed, or using the host of tools provided within the product, event creation and resulting have never been easier.

- Support of all major industry standard data feeds (Betradar, Botsphere, EnetPulse, PA Feed, TRNI, Don Best etc). Event Creation, Pricing and Resulting can be easily achieved with no manual operator activity.
- Powerful templates allow the upfront configuration of markets per sport, league etc. Simply create the event and the template will then create all the markets for you.
- Price Deriving allows embedding of Microsoft Excel Spreadsheets from which the formulas are imported as a “once only” activity for multiple re-use every time the same markets require pricing from the “seed” market or other event data (e.g. expected number of goals).
- Allows for multiple price lines across markets (e.g. different websites can have different prices, or different customer groups can have different prices)
- Immediate settlement of outcomes whether or not all outcomes in the market are resulted. Easy resettlement, voiding and manual settlement are all catered for.
- System can either settle straight from results, or alternatively force each result to be checked from a set of reports before actual settlement takes place.



- Fully flexible n-tier event path structure which can even allow sports within sports (e.g. Olympics with Athletics underneath).
- Configurable system with ability to support virtually any sport or market without the requirement for a codebase change.
- Module available for processing Asian style “Agent” hierarchical commissions and positions.



RISK MANAGEMENT

A powerful set of tools make managing risk a breeze within the Advanced Betting Platform. A range of different interfaces allow traders different views of market groups, whilst multi-tier liability limits and infinitely variable customer wager limits prevent risky positions occurring in the first place.

Key features of the comprehensive Risk Management suite include:

- Real time view of risk from all betting channels (i.e. internet, mobile, retail and telephone).
- Warning and critical event outcome liability limits with a range of actions to be undertaken when a condition is met.
- Variable customer wager limits can be unique for each defined customer grouping and can be applied differently by sport, league, or even down to event and market levels when required.

- US style “circling” of events and outcomes so that bets can still be taken at a lower defined limit. This gives breathing space for re-pricing of the book in an unusual situation.

- Ability to refer bets direct to specific traders at the point of capture. This can be used to ensure VIP customer bets are never automatically rejected without human intervention.

- Comprehensive risk displays including profit/loss, payout, exposure, run up exposure and many other risks from singles, accumulators and other complex bet types.

- Handling of horse racing features directly impacting risk and payout (rule 4c, starting price etc).

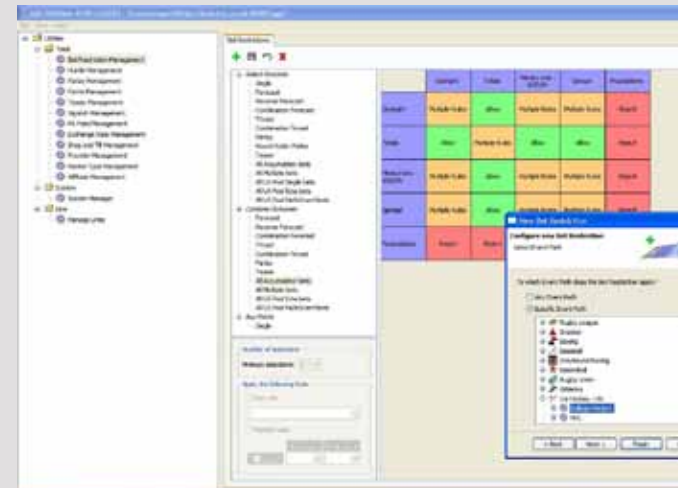
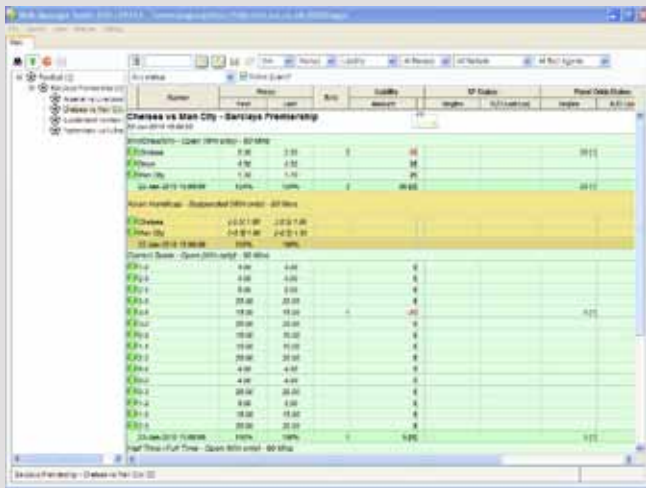
- Easy to use drilldowns allow trader to filter and drill into specific event, market and outcomes all the way down to individual bets.

- At a glance views of global popular accumulators, risky accumulators and also summary views of accumulators impacting any chosen outcome.

- Automatic breakdown of complex bet types for purposes of risk and accumulator analysis.

- View of all bets currently being placed in a “ticker” style view. Traders can immediately see any unusual activity in the market place and can react quickly to actions being undertaken by “leading” punters.

- Fully configurable restrictions for accumulator and other complex bet types. Set up once, they only require modification for a specific event exceptional change.





CUSTOMER CARE

Our Customer Care application is designed to fit the needs of both small and large operators and includes full support of telephone betting and account management. With the advanced technology and flexible nature of our product it is possible for the system to act as either the main wallet and account balance, or to seamlessly integrate to an existing operator's platform (e.g. existing lottery system), where the Advanced Betting Platform would pass across bets, credits, debits, account verifications, and any other required actions.

The key features of the module include:

- Full bet capture with optimised interface to ensure telephone bet placement in less than one minute from call pick-up.
- Transactional, dashboard, and summary customer views, with instant data display even when there are millions of customers in the database.
- Support of bonus funds, credit and temporary credit betting.
- Full reporting of customer performance in both summary and detail, together with support of electronic and printed customer statements.
- Easy linkage to bespoke marketing or data warehouse applications which includes two way updates (e.g. SAS Data Warehousing and Data Mining System).
- Full lockdown of VIPs plus controlled access to customer information via system privilege level hierarchies.
- "Customer Services Status manager" provides full staff monitoring application.
- "Instant Action" Customer activity monitor – track bets, failed bets and customer account creations in real time.
- Over the phone credit card processing.
- Ability to transfer funds between customer accounts.
- Ability to specify individual customer wager limits at sport and/or league levels.



**SEAMLESS INTEGRATION TO AN
EXISTING OPERATOR'S PLATFORM**



LIVE BETTING

A comprehensive trading interface allows for fast and efficient market creation and easy trading of practically any sporting event. The interface has been developed in conjunction with several live traders from our client base ensuring it is the best, most ergonomic and easiest to use of any live trading interface currently in the market-place. In conjunction with this back office interface, LVS have developed various website displays in order to maximise end customer involvement and provide a superior gambling experience.

The system has many ground breaking features:

- Bespoke interface for each different sport which ensure that the scoring, time periods and rules of the sport are fully catered for.
- Support of live betting calendars and bespoke information configurable per Sportsbook operator.
- Ability to quickly create and clone markets, ensuring that trading a large number of concurrent markets is easily achieved.
- Instant settlement of market outcomes ensuring customer re-investment of winnings occurs as quickly as possible.
- Risk per market, risk summary displays and also a filtered bet ticker ensure that the trader can see at a glance a complete view of the current live risk in absolute real time.

- Direct interfaces to automated trading systems (e.g. Botsphere) to provide a total “hands off” trading solution when appropriate.
- Variable time delay for bet capture for different events.
- In-built safety features such as liability limits separate from those used by pre-match betting, automatic suspension of all markets should traders lose network connection and margin percentage checking ensure that human error or network problems are virtually eliminated.
- Automated price derivation allows automatic pricing of minor markets from the main “seed” markets.
- Interface allows the trading of multiple events from the same session.



ADVANCED TECHNOLOGY

LVS have always been at the forefront of technology and pride ourselves on having the best technology stack in the industry. This allows the Advanced Betting Platform to be fully scalable from the smallest operators right up to the largest Sportsbook operators in the world. Key technology and security features include:

- ForceFeed cache system stores all current betting information in memory and therefore allows a huge throughput of betting and other activity. This technology allows the Advanced Betting Platform to be capable of capturing and settling over 10,000 bets per minute.
- Fully scalable load balanced system. An array of monitoring tools are provided so that it is clear to the operator that extra hardware may be required long before any potential bottlenecks occur.
- Developed according to the most modern design standards with separate database, communication, business logic and presentation layers.

- Back office system written entirely using Java code and open source Java plug-ins. This ensures LVS have all source code for the product, and that everything shares exactly the same technology, leading to an extremely robust environment.

- Designed to use industry standard Oracle database with its proven popularity, reliability and ease of administration.

- Front office (website and mobile applications) written entirely using Ruby on Rails in conjunction with latest HTML 5 presentation capabilities. LVS have moved away from Flash to ensure we have as close to 100% browser compatibility as is possible.

- Full audit trail of all customer and operator activities.

- Sealed transactions of all betting activities verified to various industry standard legal requirements.

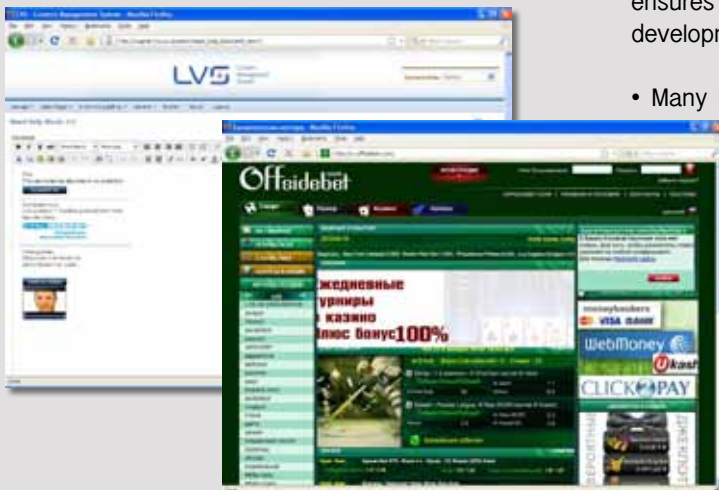


WEBSITE AND MOBILE OFFERINGS

LVS recognise that a Sportsbook operator's website and mobile website are the shop window and single point of contact for most customers. Fundamental to our websites is our ability to allow our customers free range to design a unique website and play to the key strengths of the Sportsbook operator's market position and individual selling points.

By using a comprehensive range of re-usable components, it is possible for each LVS customer to design and build a completely 100% unique website, but at much lower development cost than writing everything from scratch. With our websites it is literally possible to both have your cake and eat it!

- Range of pre-developed and interchangeable components (e.g. betslips, market renderers, marketing blocks etc). These can be integrated together in a "lego" like fashion to build a unique website at the fraction of a typical website development cost.



- Proven ability to quickly develop new components requested by LVS customers.

- Full content management system allows customers to keep the website "fresh" without system modifications. Marketing and/or trading staff have a huge amount of website content that can be modified with just a few mouse clicks.

- Full multi-language, multi-currency and multi-cultural support throughout the whole website.

- Ability to drive multiple websites and mobile offerings from the same backend system and Content Management Systems.

- White label website options available, with ability to restrict offerings available to "partner" websites.

- All business logic is stored in the back office system, this ensures the website is secure and also allows for rapid development of new website features.

- Many integrations already built to other 3rd party systems (e.g. Playtech Casino, Playtech Poker, NetEnt Casino and LotSys Lottery solution etc).

- Separate components available specialised for mobile websites and their smaller displays.

- Bespoke applications developed for iPhone, Android and other smart phone platforms.





RETAIL SOLUTIONS

LVS have developed two distinct retail solutions. The first is our “Ticket Management System” and is aimed at customers who require a robust system of bet capture requiring only minimal hardware (basically a PC and printer is all that is required). The second is a system designed to run on touch screen betting terminals either driven by shop staff or directly by the end customers. Both system link directly to the LVS back office trading system to pick up the latest prices and offer information, and pass back each bet individually for verification and risk accumulation.

- Real time risk passed to back office system at the instant of bet capture.
- Support of live and pre-match betting.
- Support of cash deposits for account customers (i.e. cash deposit in shop for use by customer in their website account).
- Payout of winning bets in any shop.
- Full auditing of shop activity captured instantly in the back office trading system.
- Full support of all bet types available in websites.
- Cash management and “end of shift” reconciliation features.



ABP KEY FEATURES SUMMARY

Back Office Trading System		
Functional	General	Support of all major sports and markets (including US, UK and Irish Horse Racing)
		Configurable system capable of adding sports and markets without codebase changes
		Full support of all major UK bet types
		Full support of all major European bet types
		All major odds types supported (UK, European, US, Chinese, etc)
		Multi Currency, Multi Lingual
		ForceFeed cache for superior performance during bet capture, settlement and real time risk management
		Modern GUI based on latest design standards
		Full support of internet, mobile internet, shop, and telephone betting channels
		All customer withdrawals held in "pending" area before release to payment handlers
		Ability to act as central wallet or "bolt on" to other master system
		Fully configurable system behaviour, with single codebase used by all customers
		Bet capture 24 hours per day
		Offer Creation
	Integration with all major sports feeds (Betradar, PA, Enetpulse, Botsphere etc)	
	Bet restrictions: Fully configurable control of market combinations down to event level.	
	Pricing	Fully flexible price deriving with powerful import of Excel spreadsheet formulae
		Multi line pricing
		Dynamic spread and handicap markets
		Buy points handicap functionality (ability for customer to select their own chosen handicap value)
	Risk Management	Real Time Risk Management across all betting channels (phone, internet, retail etc)
		Dual tier event liability checks
		Multiple liability views including liability, run up, payout and most popular accumulator views
		Trader confirmation of exceeded bet limits (accept, reject or offer cut)
		Easy to use colour coded market views and enhanced filtering logic
		Customer categorisation and live activity tracking
		Action replay – ability to replay in real time how a trader actually traded an event
		Fully bespoke matrices of customer wager limits down to sport, country, league or event level

Functional	Live Betting	Full support of live betting across all sports and markets	
		Bespoke live scoring within all major sports (system aware of specific sport rules)	
	Bet Capture (both pre-match & live)	Partial settlement of markets before all outcomes resulted	
		Configurable bet checks (hurdles) across each channel and defined sub-channel	
	Security	Full audit of all database transactions	
		Sealed transactions for customer activities	
	Customer Care	Full transaction list, summary views and complete audit view of all customer updates	
		Two way data integration to industry standard data warehouse solution (SAS)	
	Technical	Volumes & Throughput	Bet capture and settlement of 10,000 bets per minute
		Architecture	Hardware architecture allowing multi redundancy without any single point of failure
Technology		Cutting edge technology stack using latest OO development languages (100% Java) Industry standard proven Oracle database	
Front Office Website			
Functional	General	Multi-website driven from single CMS	
		White labelling options from same CMS and backend system	
		Different price lines for different websites from same backend trading system	
		Built from library of interchangeable and components but still with 100% unique look & feel	
Technical	Hardware	Fully scalable architecture	
		Multiple redundancy without a single point of failure	
	Security Technical	All business logic contained in secure backend	
		Cutting edge "Ruby on Rails" development environment Each website built from extensive component library to minimise development time	
Support and Maintenance			
General		24x7 Support available	
		Client lead system development	
		Innovative "can do" attitude to any new client request	
		Source Code purchase option	

CONTACT

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