

(SBTech ICE meeting email)

Subject line:

Add live sports betting to your line-up  
How to add live sports betting to your line-up  
Give the punters what they want  
Offer live and mobile betting  
Give punters what they want, get what YOU need  
I think you're ready for this...

Hi there,

Today's sports punters want more live action at their fingertips than ever.

**In fact, over 70% of the trillion dollar sports betting industry turnover is from live betting.**

So the question for the online gaming operator today is not IF you're considering adding a sportsbook to your line-up, but WHEN.

And more importantly, how much live betting can you offer those hungry punters?

These days, the average sports bettor is either sitting at home or at the pub with his mates, watching the game on TV, phone in hand.

SBTech's award winning sports betting solution ensures YOU will be the one that punter directs his mobile browser to for the latest action – for every single one of those 90 minutes!

**Imagine being able to offer your players:**

- Over 1,000 types of bets on more than 30 sports
- More than 8,000 live betting events each month
- A cutting edge mobile betting platform that works on any mobile device!
- A huge range of in-play betting options and special bets

And with our industry leading live and mobile sports betting solutions, you don't need sports knowledge, trading and risk management experts or even a bookmaking background – SBTech takes care of all of that for you.

With our help, 10Bet, RUbet and ComeOn have already achieved a lot of success and we think you could be next by giving those sports punters exactly what they want.

I'm Ron Zilluf and I'd like to have a chat with you about how easy it is to add a cutting edge, sophisticated and fully managed sportsbook to your existing online gaming product - **even if you have no knowledge or experience of sports betting.**

If you're keen to talk about the possibilities, just send me an email back and let's arrange to meet at the upcoming ICE Totally Gaming 2013 event in London so you can see what we've got in mind.

Looking forward to hearing from you.

Regards,

**Ron Ziluf**  
Business Development  
SBTech