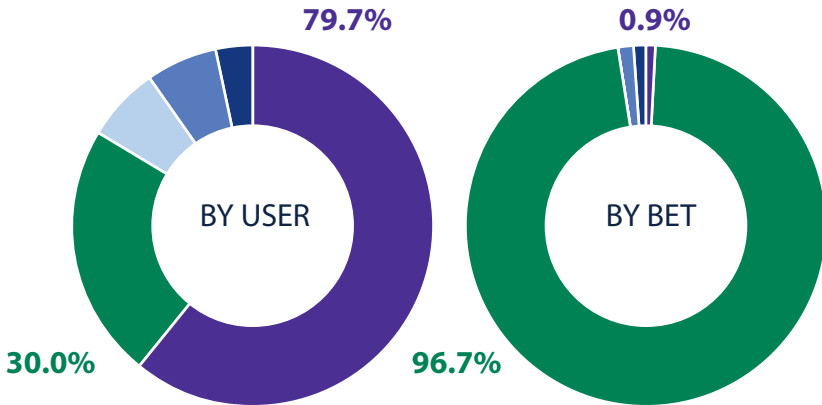


ONE MONTH OF PLAY (June, 2015), 41,401 PLAYERS, OVER 48 MILLION BETS

1 WHAT TYPES OF GAMES DID PEOPLE PLAY?

● eCasino
 ● Lottery
 ● Sports
 ● Social
 ● Bingo



Just **30%** of users play **eCasino** games but **96.7%** of all bets made are in the **eCasino**

Slots were the most popular game within the **eCasino**, accounting for **79.5%** of all bets

2 HOW DID THE AVERAGE USER BEHAVE?

The average user made 16.2 bets over the month, playing 6 sessions over 5 days, and 4 different games. But average user behaviour varied considerably across game type

LOTTERY

8.2 bets
\$2.96 per bet
 Total spend: **\$35.52**
 5 sessions, 4 days, 3 products



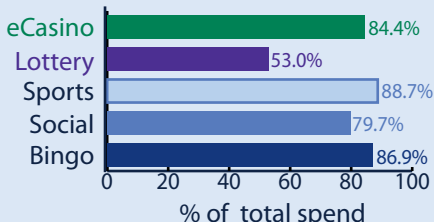
763 bets
\$1.00 per bet
 Net loss: **\$75.86**
 6 sessions, 5 days, 6 products

eCASINO

3 SO WHAT DID THE HEAVIEST USERS LOOK LIKE?

Engagement in all games was skewed, a small proportion of players accounted for a large proportion of the total spend

TOP 20% MOST ENGAGED PLAYERS



Pareto value (from economics):

20% most engaged players generate **80%** of total spend

20% most engaged **eCasino** users accounted for **84.4%** of total spend

20% most engaged **Lottery** users accounted for just **53.0%** of the total spend

TOP 5% MOST ENGAGED PLAYERS

LOTTERY

1,666 players
31.8 bets
\$4.95 per bet
 Total spend: **\$230**
 Account for **18.5%** total spend



619 players
12,601 bets
\$4.96 per bet
 Net loss: **\$2,704**
 Account for **53.3%** total spend

eCASINO