

WILLIAM HILL PLC ANALYST AND INVESTOR EVENT

“THE JOURNEY OF A BET”
4 OCTOBER 2013



William **HILL**

THE JOURNEY OF A BET

Introduction

Andrew Lee

Managing Director, Online

Product and pricing

Matthew Warner

Director of Sportsbook Operations

Marketing

Alex O'Shaughnessy

Marketing Director

Mobile

Juergen Reutter

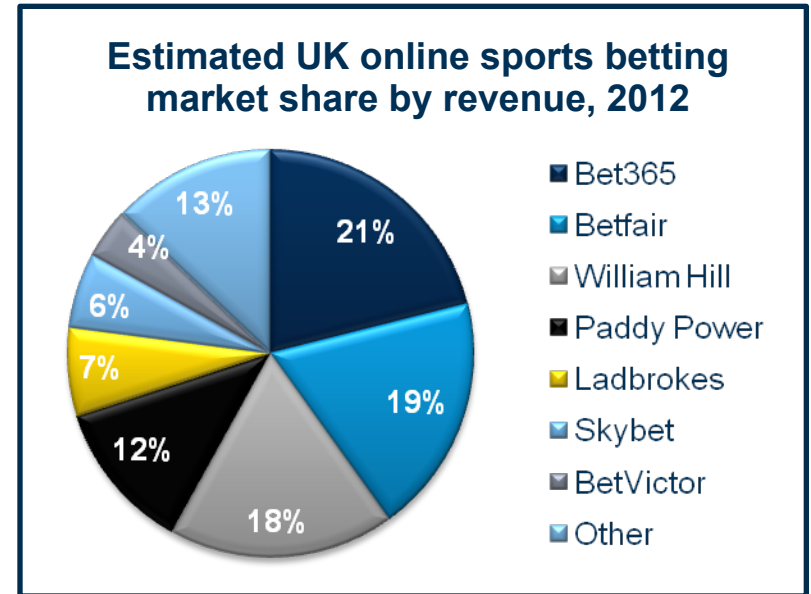
Director of Mobile

Customer experience

Jamie Hart, Director of Customer
Experience and Innovation

THE IMPORTANCE OF BETTING IN THE UK

- Betting accounts for **72% of 3.7 million** UK online gamblers
- **2.7%** of the British adult population regularly bets online, up from 1.5% in Sep 09
- **1.3 million** people bet online at least once a month
- Betting is the only category growing its customer base, up **21%**, in the last year



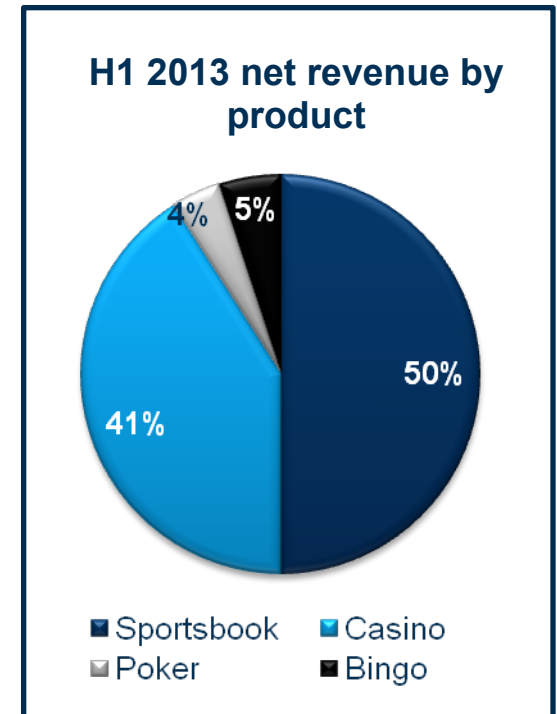
William Hill's online sports betting market share grew 2.5 percentage points between 2011 and 2012, faster than any other operator

Sources:

1. Kantar Sport GB Syndicated Online Gambling Research Q2'13 Report (data up to June 2013) . Regular customers are defined as betting monthly.
2. GamblingData,

THE IMPORTANCE OF SPORTSBOOK

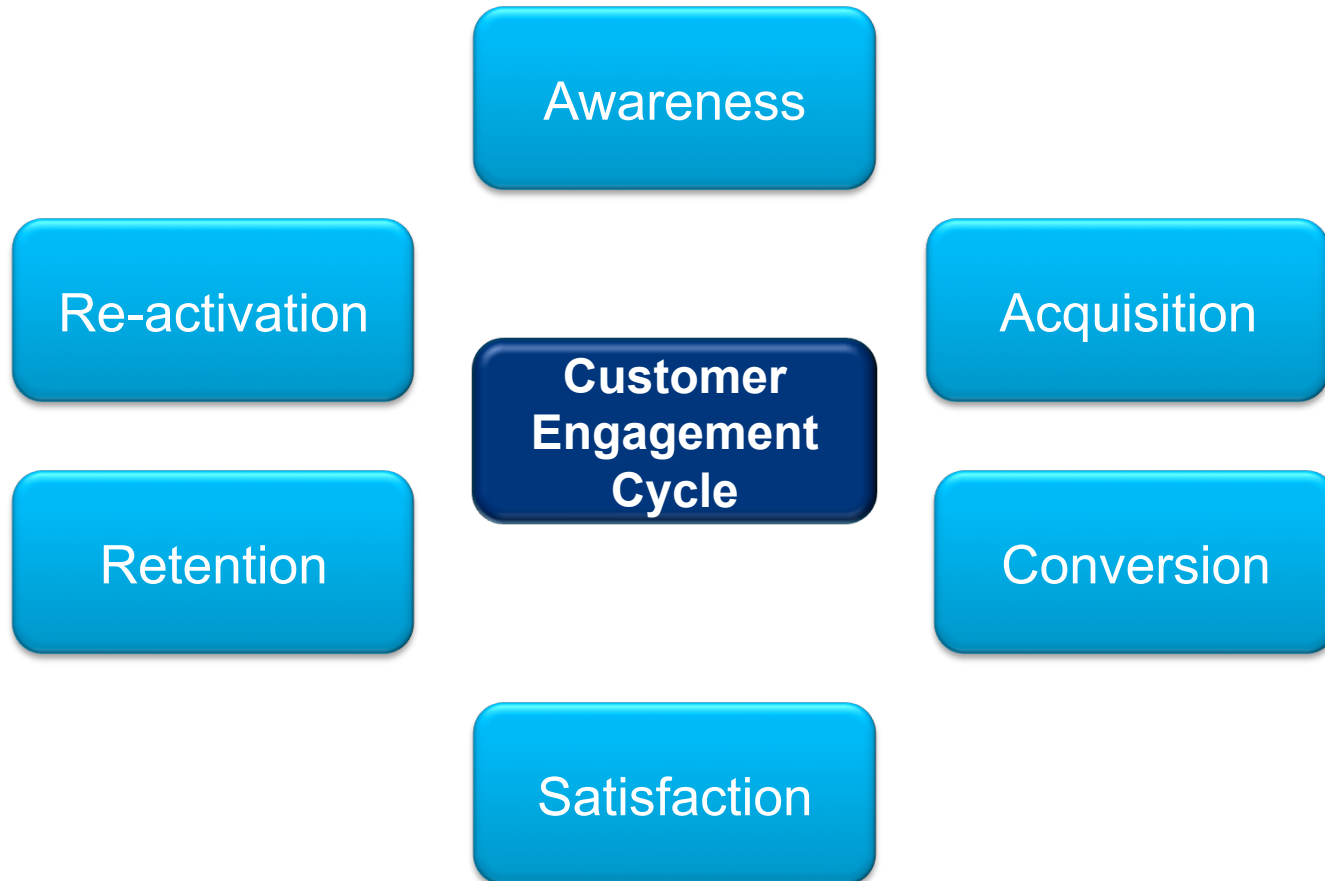
- Net revenue CAGR of **32%** 2008-2012
- **>1 million** Sportbook active accounts
- **c30%** of Sportsbook customer revenues are generated in gaming products
- Sportsbook App downloaded **1 million times** from the App Store
- Most widely used sports betting app, used by **38%** of UK sports bettors on iPhone



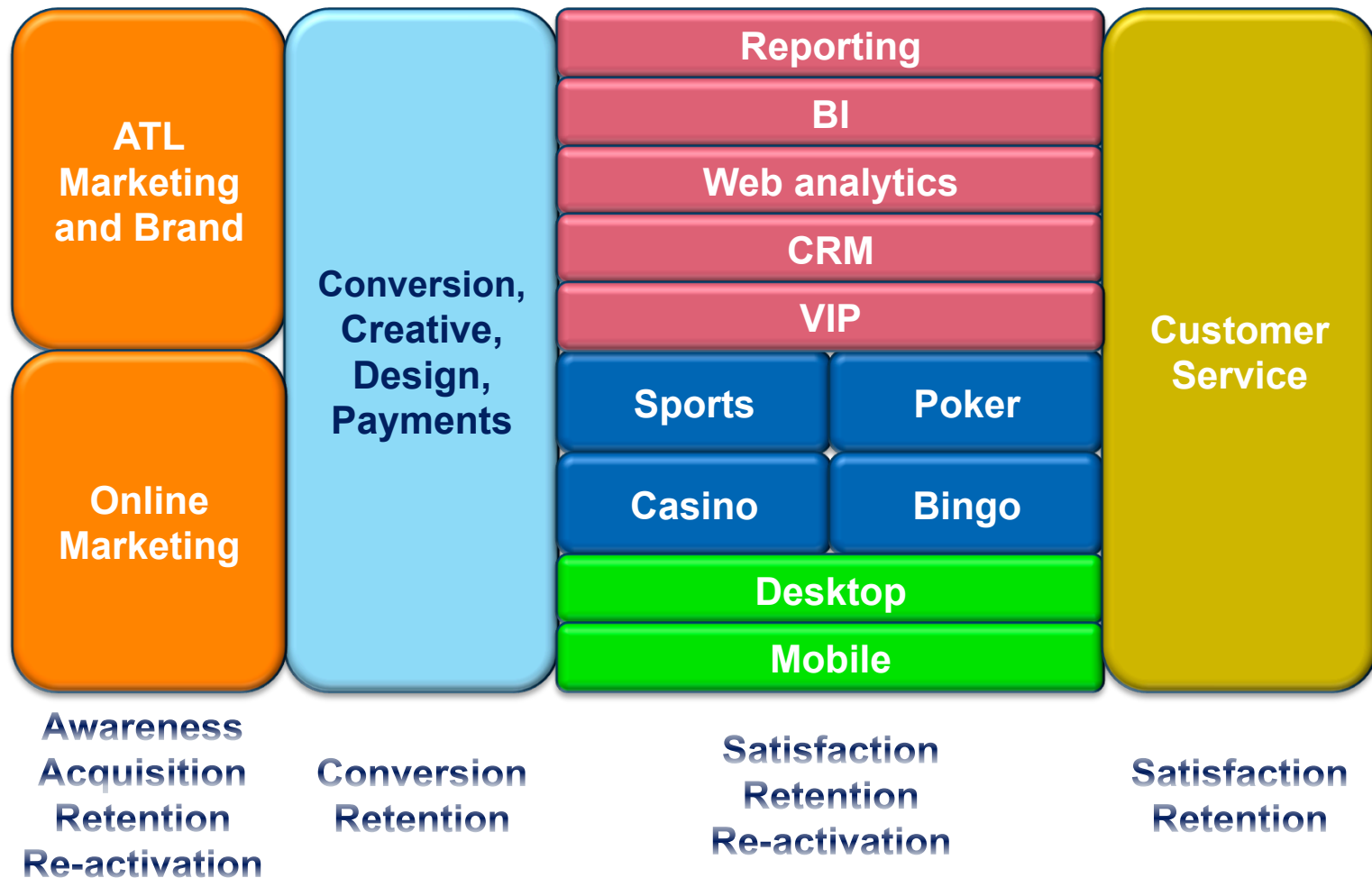
Sources:

1. Company data
2. Onavo Insights

CUSTOMER ENGAGEMENT APPROACH



ORGANISATIONAL STRUCTURE



TODAY'S PRESENTERS

ATL
Marketing
and Brand



Alex O'Shaughnessy
Marketing



Matthew Warner

Product and
pricing



Jamie Hart
Customer
experience

Sports	Poker
Casino	Bingo
Mobile	



Juergen Reutter
Mobile

PRODUCT AND PRICING.

MATTHEW WARNER

DIRECTOR OF SPORTSBOOK OPERATIONS

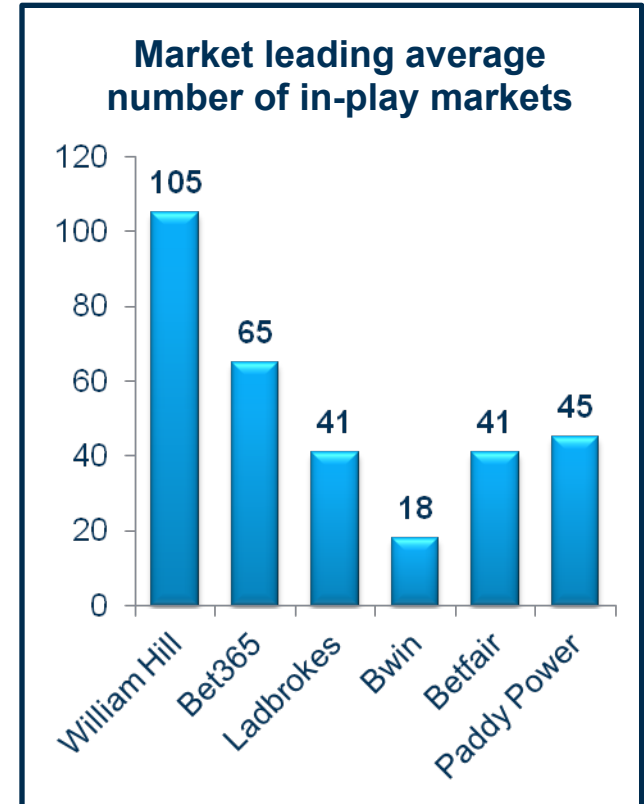


BREADTH AND DEPTH OF PRODUCT

- Market leading depth of markets since 2010
- 30% increase in football events traded in-play in 2012 without dilution

	2012	vs 2011
Events traded	40,604	+30%
Stakes	£505.7m	+31%
Gross win	£29.8m	+42%

- Trading 45-50,000 football matches
- Close to optimal scale on football matches



TOTAL IN-PLAY: FOUR YEARS ON

	2008	2012	
Bets	3.2 million	38.9 million	+1,116%
Turnover	£153m	£953m	+523%
Gross win	£3.5m	£46.0m	+1,214%
Gross win %	2.3%	4.8%	+2.5 pts

Man City **4 - 1** **Man Utd**

⚽ Y. Touré (45+1') ⚽ S. Agüero (16', 47')
⚽ S. Nasri (50')

Full Time ⚽ W. Rooney (87')

Pitch Map



Man City 51% **Man Utd** 49%

Commentary **Statistics** **Team Lineups**

● Full Time

90+2'49" 🗨️ Goal Kick for Man Utd

90+2'48" 🟢 Clearance by Man Utd

90+2'47" 🎯 Shot Off Target for Man City

90+2'43" 🚨 Dangerous Attack by Man City

90+2'43" 🏃 Attack by Man City

90+2'36" 🟢 Clearance by Man Utd

NEXT PHASE: EXPANDING NICHE MARKETS

- Five-minute markets in-play, 1.5 million bets this year alone
- Specialist betting opportunities used prominently by Marketing, e.g., Opta stats


William HILL

UTD VS CITY

4 OF THE LAST 6
MANCHESTER DERBIES
HAD AT LEAST 3
SECONDHALF GOALS

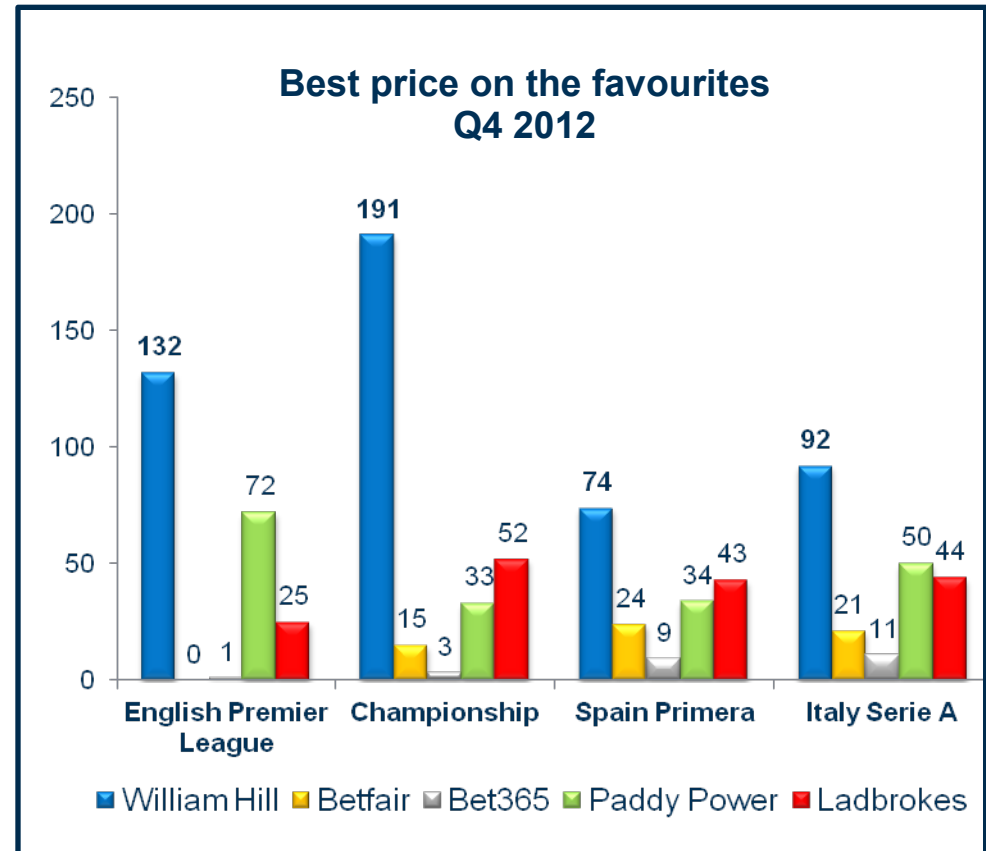
Source: opta

• LIVE STATS

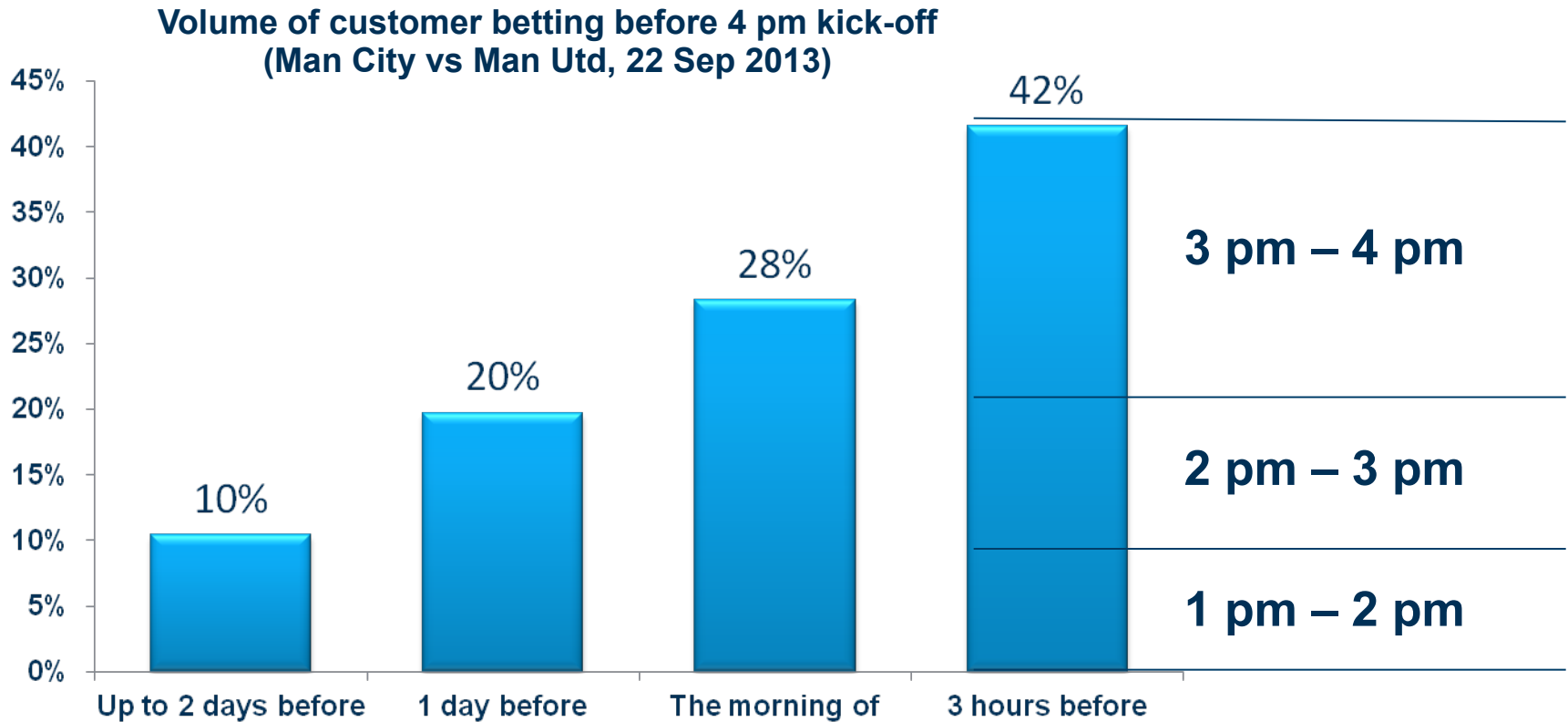


PRICING POLICY: BEST PRICE THE FAVS

- Price-led approach
- Focus on 60 minutes before kick-off
- Profitable through increasing acca business



THE RIGHT PRODUCT AT THE RIGHT TIME



MARKETING.

ALEX O'SHAUGHNESSY
MARKETING DIRECTOR



COMMUNICATIONS OBJECTIVE

To communicate the benefits of our products, prices and offers to the right audience in the most consistent, compelling, engaging and relevant way.

BRAND VISION

What are our
'bedrocks?'

TRUSTED
Experienced & Knowledgeable

ACCESSIBLE
Convenient, Anywhere

VALUE
Price competitive



What makes us different
from the competition?

EVOLUTIONARY
Re-invention, New Ideas

RELEVANT
Right for me, Right for now

ENJOYABLE
Absorbing, Involving

Why should people
believe us?

PASSION
makes us better

MEDIA SCALE



No.1 Bookmaker Package 2013/14

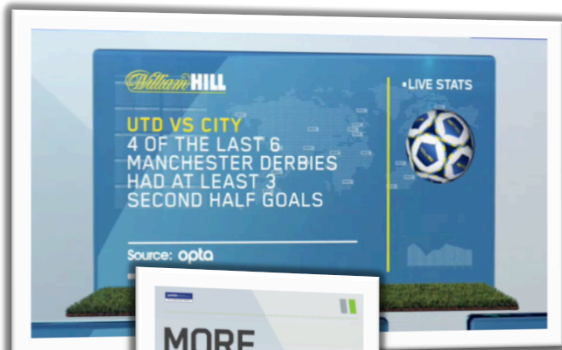


No.1 Bookmaker Package 2013/14



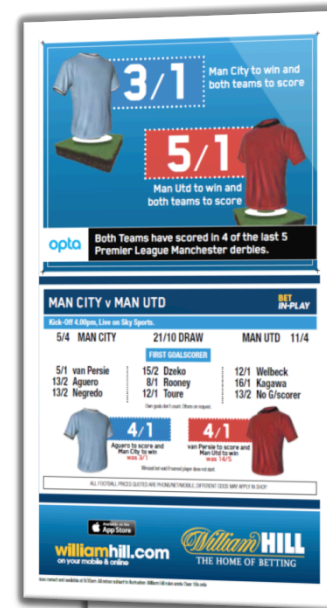
No.1 Bookmaker Package 2013

MEDIA: 21-22 SEP 2013



5 Live odds and 98 mobile product TV ads

Total impacts >5 million
ABC1 : 1.63 million



32 press ads over 20 titles

Combined readership of >34 million



2,375 Retail football insert posters

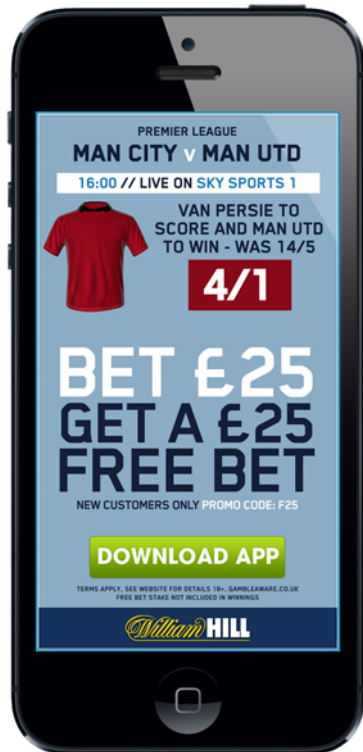


14 radio ads
Audience 0.5 million

4.1 million coupon promo patches



MEDIA SCALE



>55 million online banner impressions

450,000 mobile banner impressions



3 million prospect emails



70,000 followers reached



49,000 SMS messages



1,556,700 paid posts

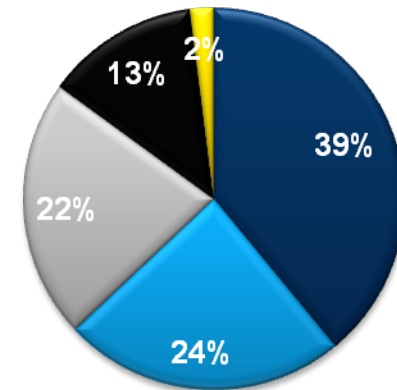


177,500 views on VOD

EVOLVING THE MARKETING MIX

- Improvements within existing media technology
- New and emerging media
- Changing consumer behaviour and channel devices
- Shared learning across the globe

H1 2013 Online marketing mix

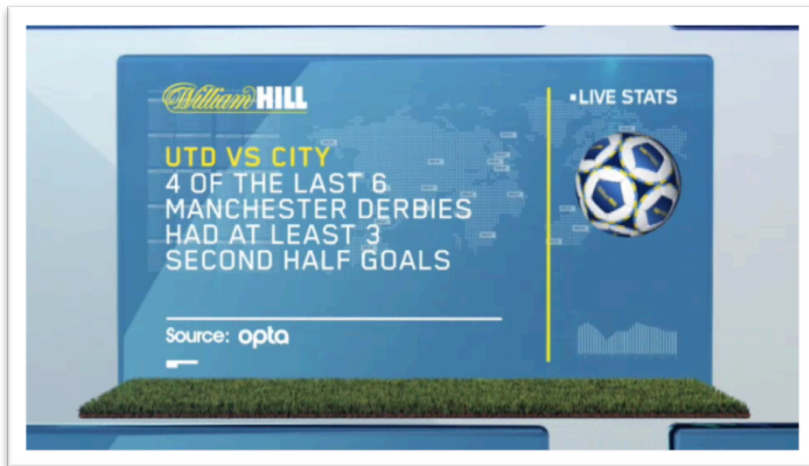


■ Offline campaigns ■ Online campaigns
■ Pay Per Click ■ Affiliates
■ Other



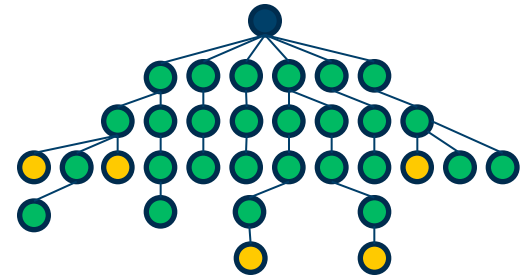
TV INNOVATION

- Leading exclusive live odds development for 2013/14
- Selling range of markets in addition to changing perception
- Delivering against our objectives and values
- Further developments underway



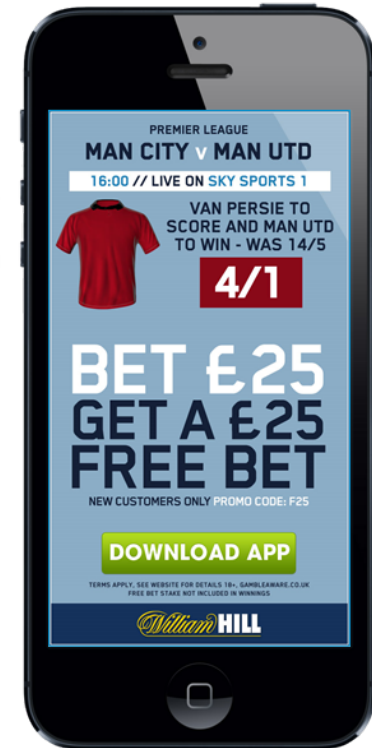
ONLINE INNOVATION

- **Improved Ad Serving and DSP Media**
 - Increase ROI by maximising media to target existing and potential customers (RND)
 - DSPs enable targeted scale
- **Increasing use of VOD**
 - VOD media is now comparable to digital TV channels
 - Change perception in addition to driving response
- **Scaling Social**
 - Advanced targeting and leveraging exclusive content



MOBILE INNOVATION

- **Mobile Media**
 - Growing DSPs
 - Emerging ad formats
 - Premium Partnerships
 - Leveraging NFC technology with Android
- **Owned Media**
 - Multi-channel promotions
 - Owned app media platforms

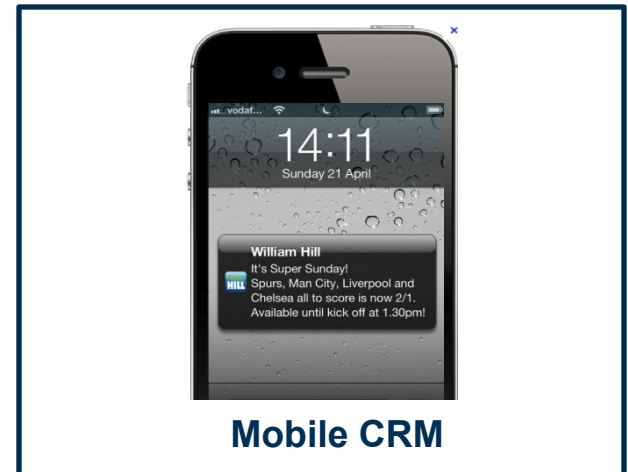
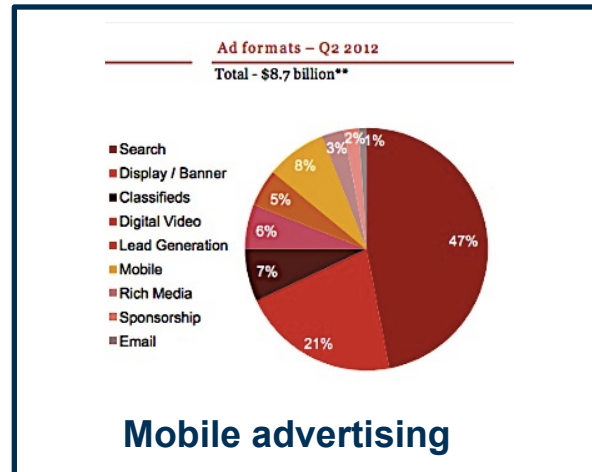
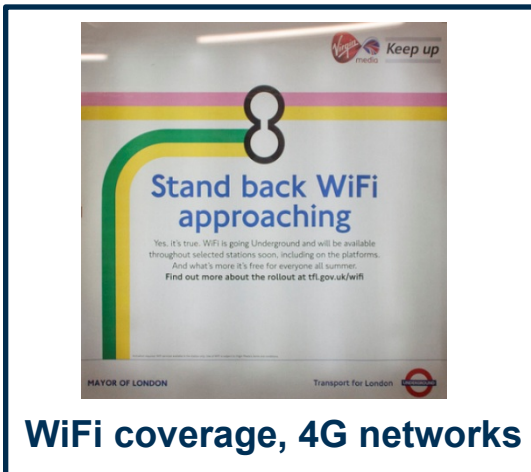
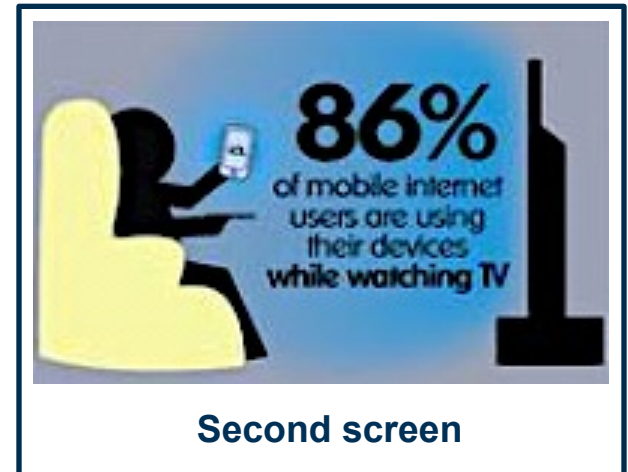
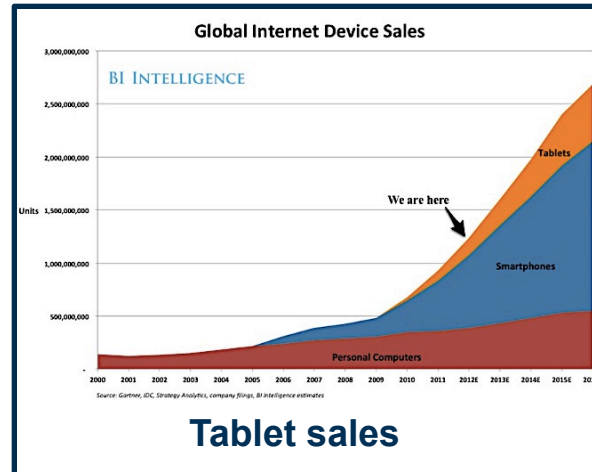
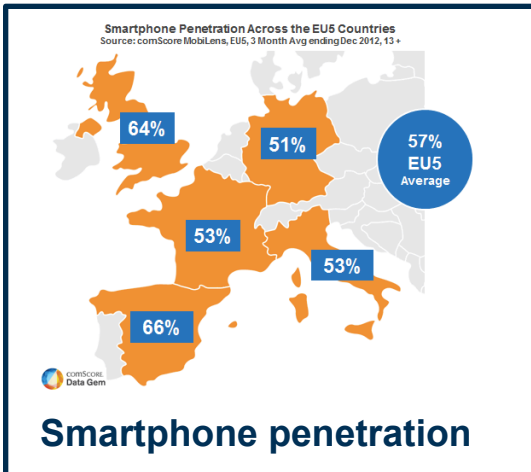


MOBILE.

JUERGEN REUTTER
DIRECTOR OF MOBILE

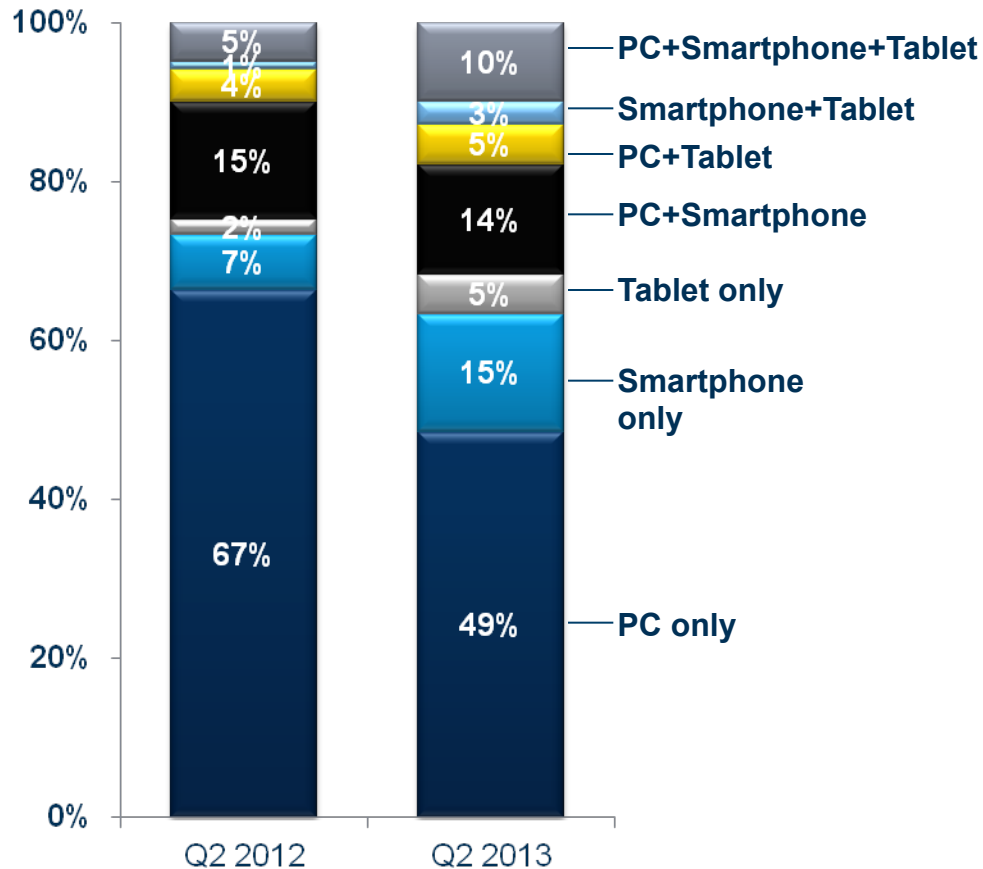


STRONG STRUCTURAL TRENDS IN MOBILE



INCREASING IMPORTANCE OF MOBILE

Changing customer usage of channels



- More than half of online customers also using mobile
- Number of regular mobile users has grown 138% to 1 million
- 23% gamble via a tablet
- Multi-channel = multi-product
- Demographic profile now closer to PC users
 - 59% ABC1 (PC: 59%)
 - 87% male (PC: 78%)
 - 62% aged 18-34 (PC: 47%)

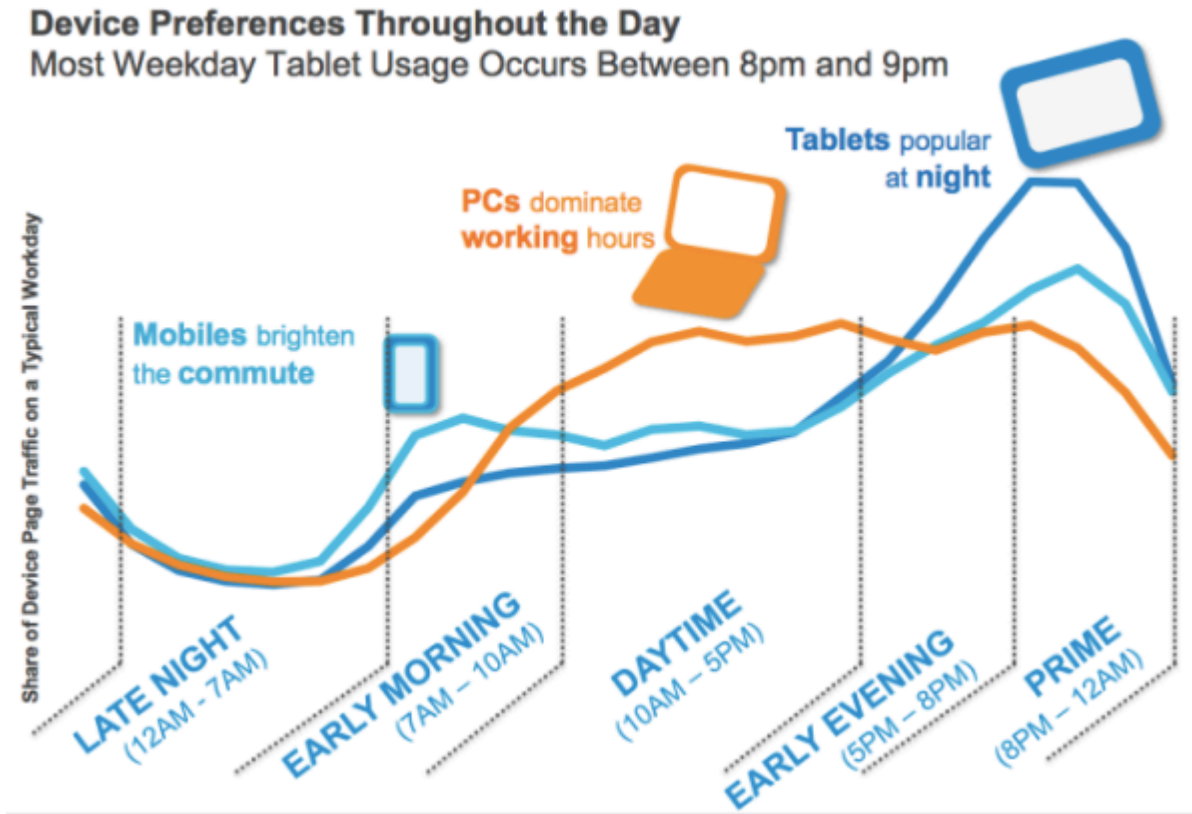
Sources:

1.Kantar Sport GB Syndicated Online Gambling Research

Q2'13 Report (data up to June 2013)

2.Company data

TAKING OVER THE LIVING ROOM



Tablet

- The new PC
- Taking over media consumption during evenings
- Importance of market depth

Smartphone

- On the move
- Quick bets/quick singles as key feature

ON THE GO...

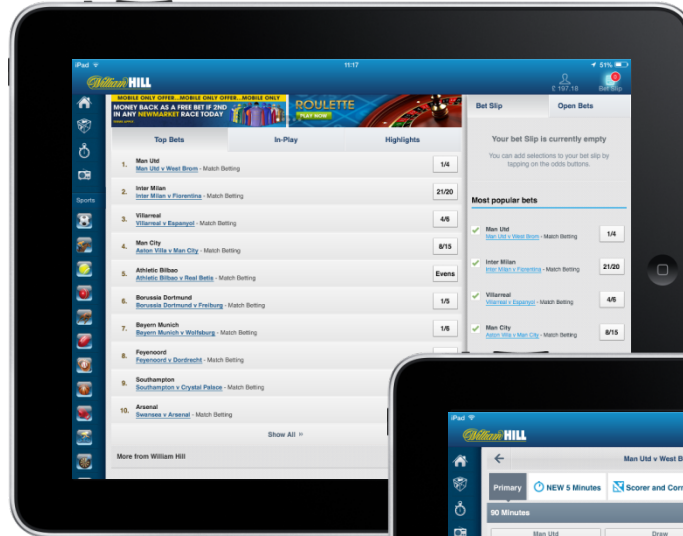
AT HOME...



Race navigation

Quick Single

Listen to radio

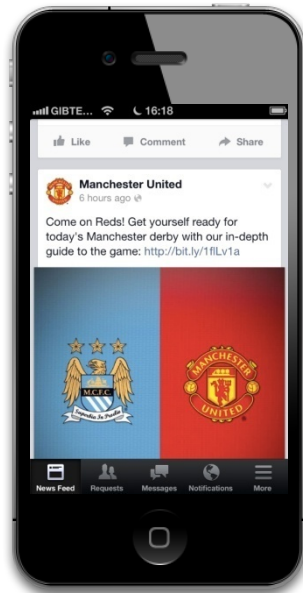


Most popular bets and events

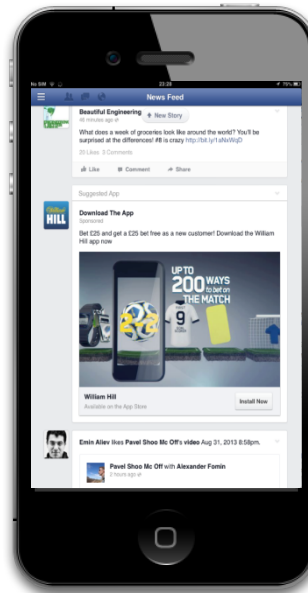


Straight to full match betting

MOBILE USER JOURNEY: ACQUISITION



Acquisition targeting through Facebook Mobile (Manchester "Fan", iPhone user)



iPhone optimised Facebook advertising campaign to download William Hill app



Leading directly to Apple App Store for download

MOBILE USER JOURNEY: RETENTION



Opt-in request for William Hill push notifications to communicate in real-time



Second half in-play offer via push notification five minutes into half-time break



Push notification leading directly to in-play offer

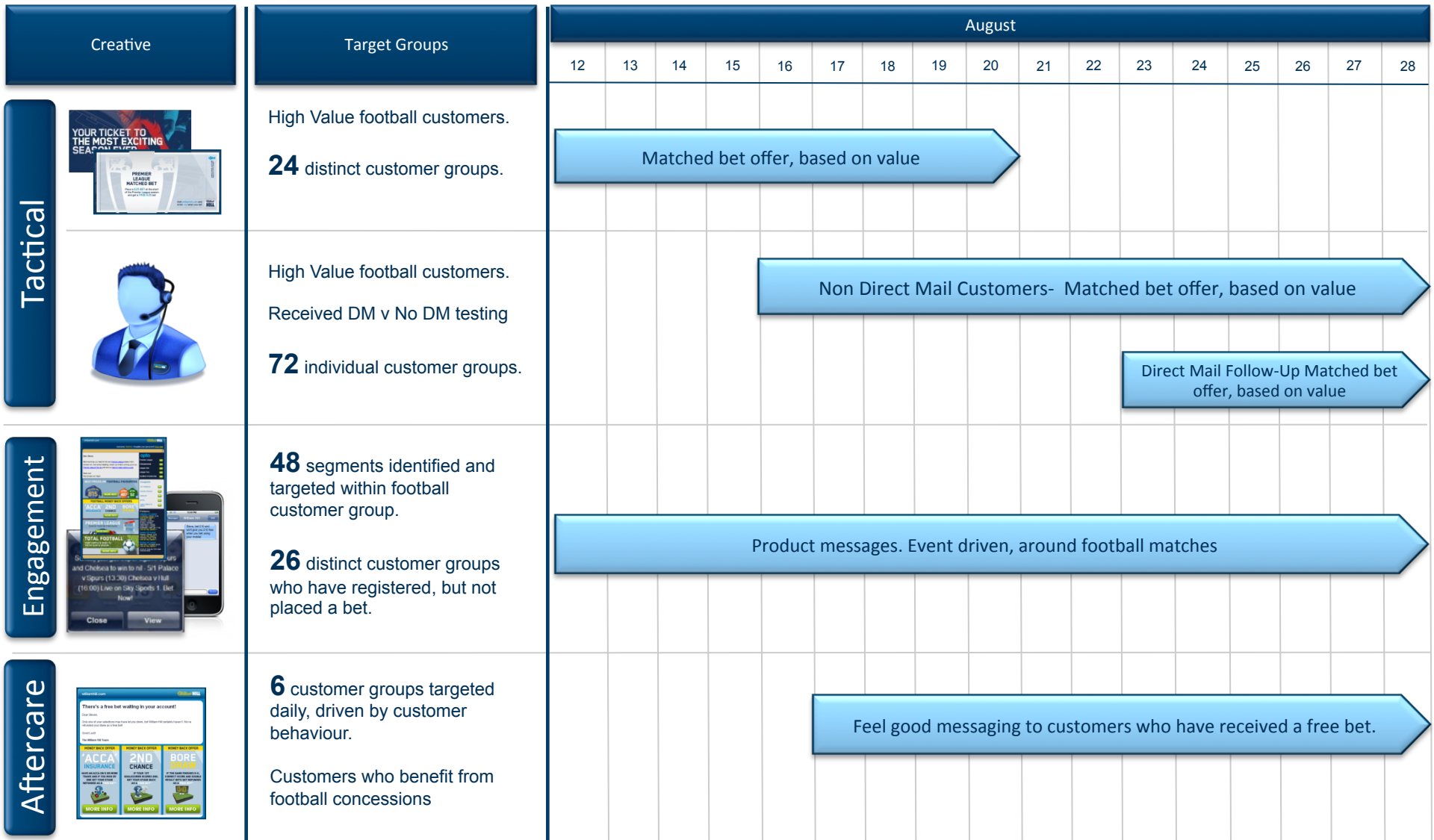
CUSTOMER EXPERIENCE.

JAMIE HART

DIRECTOR OF CUSTOMER EXPERIENCE AND
INNOVATION



Sportsbook CRM Review – The New Football Season.



INNOVATIONS

Community – Tip Advisor

- Over half a million profiles created
- 6,000 tips a day
- 2 million tips to date

William HILL

NEW Jamie My Account: 24569R

Sports Casino Poker Games Vegas Live Casino Skill Bingo

Football Horse Racing Tennis Cricket Greyhounds

American Football Boxing Golf Lotteries Politics

Baseball Cycling Handball Motor Racing Pool

Basketball Darts Ice Hockey Motorbikes Rugby League

In-Play Betting In-Play Schedule WITV Live Streaming Radio/Podcasts Tip Advisor

You are here: Community > Profile

Jamie H (York)

Bookie and punter. Some live insight, some industry knowledge, some stable connections.

Following Followers Tips My Tips My Winning Tips What's Hot

TOP TIPPED SELECTIONS

- Match Betting: Chelsea vs Steaua Bucharest v Chelsea 64 8/11
- Match Betting: Barcelona vs Celtic v Barcelona 64 2/5
- Win: The Nephew 4:15 Chesham 51 7/4

FEATURED TIPS

Match Betting: Shinnik Yaroslavl vs Amqoht Nazran 3/10

shinnik have good home form winning 5 out of 3 losing only once taking 17 points out of 24, failed to score only once at home against a team sitting bottom of the league with 1 win in 14 and losing 6 out of 7 away while also keeping 1 clean sheet and failing to score in 7 out of 14, 4 of them away.

TommyM (LIVERPOOL)

2 4 Following

Search Bets (enter here) Search

Bet Slip Open Bets (6) Tips

Live Tips

Go Annie 8/1 (Win market) 4:50 Chesham

Ad Vitam 11/2 9/2 (Win market) 5:00 Avr

Chestnut Ben 7/1

Browse What's Hot

PLAY ROULETTE NOW PLAY BLACKJACK NOW

Just the start

No.	Draw	Selection	RP Rating	Previous odds	Price	SP
2	(4)	Bapak Pesta Stott, Kevin/ Ryan, K.A Form: 6-7834 Age: 3 Weight: 9-5	71	9/2 6/1	11/2	SP
10	(2)	Ad Vitam Allan, D/ Brittain, M Form: 2508-2 Age: 5 Weight: 8-8	78	11/2 6/1	11/2	SP
7	(8)	Deliberation Silva, R Da/ Quinn, J.J Form: 490347 Age: 5 Weight: 8-12	74	5/1 11/2	6/1	SP
1	(14)	Cheeky Wee Red Barry, Laura/ Whillans, A Form: 11412- Age: 5 Weight: 9-6		8/1 7/1	9/1	SP
		Fowler Age: 6 Weight: 8-13	76	9/1	10/1	SP
		Williams, J Age: 4 Weight: 8-7	64	8/1 9/1	10/1	SP
		rior Age: 6 Weight: 9-2	75	12/1	11/1	SP
		that Age: 5 Weight: 9-3	72		12/1	SP
8	(3)	Hellbender Teasdale, Shirley/ Harris, Shaun Form: 235879 Age: 7 Weight: 8-11	70	18/1 16/1	14/1	SP
9	(10)	Nonaynever McDonald, P/ Carr, Mrs R Form: 051670 Age: 5 Weight: 8-9	77	22/1 20/1	16/1	SP
11	(1)	Maillot Jaune Garriety, J/ Holmes, P Form: 9049 Age: 3 Weight: 8-7	70	16/1 20/1	18/1	SP
14	(11)	Troy Boy Hart, J/ Bastiman, R Form: 78-440 Age: 3 Weight: 8-5	65	16/1	25/1	SP
4	(13)	Drive Home Treanor, B/ Wilson, N Form: 77-409 Age: 6 Weight: 9-3	70	14/1 25/1	28/1	SP

INNOVATIONS

Cash In My Bet

- Live from December 2012 on football alone
- Over £30m of bets cashed out so far
- Up to 10,000 unique accounts cashing out per day

 Greater engagement over weekends and at match time

- Coming next: expansion across all sports

INNOVATIONS

FLEXIBLE FRONT END

- New CMS
- Openbet independence



- Device agnostic
- Responsive design
- Personalisation
- Improved search
- Fully integrated gaming
- Fully pushed
- Fresh customer-centric navigation

PROGRESS

- Self contained dev cells
- Technology enablers delivered
- Darts live
- Other sports to follow
- Replicating innovation in Australia
- Faster!



Next To Jump

Eagle Farm: 5 **1m 34s**
 Angle Park: 4 **3m 34s**
 Warrnambool: 5 **4m 34s**
 Penrith: 6m 34s

15:23 Eagle Farm: 5 (1m 34s)

St Vincent Hospital (Bm75) 1200m

Slow(6)

No (BR)	Runner Jockey, Trainer		- Fixed - Win Place	- Best Tote - Win Place
1 (5)	Patties Mate 22291, 3y, 62kg G Goold, Shane Barling	15 15	3.20 1.25	4.40* 2.80
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1 (5)	Patties Mate 22291, 3y, 62kg G Goold, Shane Barling	15 15	3.20 1.25	4.40* 2.80

12 Run

Full Racecard

Featured Events

Memsie Stakes (Caulfield: 8)
 31 Aug, 16:50 **FOX SPORTS 1**



Atlantic Jewel makes her long-awaited return in the Group One Memsie (1400m) at Caulfield on Saturday with an unbeaten record in 7 starts

1 (5)	Patties Mate 22291, 3y, 62kg G Goold, Shane Barling	3.20
1 (5)	Patties Mate 22291, 3y, 62kg G Goold, Shane Barling	3.20
1 (5)	Patties Mate 22291, 3y, 62kg G Goold, Shane Barling	3.20

12 Run

Full Racecard

★
Highlights

Live Betting

Promotions

Results

Bet Slip

Bet Calculator

11
Open Bets

Live Scores

3
Tipping Comps