



Greenwood Gaming & Entertainment, Inc.  
Sports Wagering Certificate Presentation

October 3, 2018

# Agenda

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- Our Experience
- Our Team
- Our Plans
- Our Launch
- Our Platforms
- Our Offerings
- Key Benefits

# Our Experience

- Greenwood Racing, Inc., the parent company of Greenwood Gaming & Entertainment, Inc. (“Parx”), was established by former executives of Mecca Bookmakers, the leading bookmaker in the United Kingdom at that time.
- Parx Sports Wagering & iGaming management team are industry veterans.
- Parx has operated the leading pari-mutuel business across Pennsylvania since 1990, with a combination of retail, telephone and online wagering since 1999.
  - Parx Racing (*formerly Philadelphia Park*) – OTC tellers & self-service kiosks
  - Turf Clubs – OTC tellers & self-service kiosks
  - Phonebet – Online and mobile wagering, TouchTone and VoiceBet
- Parx’s vast experience will serve its operation and the Pennsylvania market well when the Board implements sports wagering.

# Our Team

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- Robert Green – Chairman of the Board of Directors
  - Former Chairman of William Hill in the United Kingdom
- John Dixon – Chief Technology Officer
  - Member of the founding team at Greenwood Racing, Inc. with 28 years of experience
  - Former William Hill technology executive
- Matthew Cullen – Senior Vice President iGaming & Sports
  - Part of founding US team for Paddy Power Betfair
  - Member of TVG operational team
- Geoff Bough – Vice President of Interactive Marketing
  - Member of the founding team for FanDuel
  - Led Marketing Draft for Paddy Power Betfair
- Recruiting other veterans of regulated U.S. and international sports wagering

# Our Plans

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## Multiple Venue & Consumer Channel Sports Wagering Strategy

1. Parx Casino
  - Temporary sportsbook in the current 360 lounge
  - Permanent sportsbook being constructed with a completion date in the 2<sup>nd</sup> quarter of 2019
2. Turf Clubs (Non-Primary Locations)
  - South Philadelphia Turf Club (Board and Horse Racing Commission approval pending)
  - Valley Forge Turf Club (Future petition seeking approval for sports wagering)
3. Online & Mobile
  - Account based online wagering platform
  - Account based mobile wagering platform

# Our Launch

- Phase I – Retail Launch
  - Driving towards November 2018 Opening
  - Parx Casino and South Philadelphia Turf Club
  - Offer retail and mobile application based sports wagering at each location
- Phase II – Online & Mobile Launch
  - Focused on January 2019 Implementation
  - Offer online and mobile account wagering
  - Coinciding with the launch of Parx online casino

# Phase I – Retail Launch

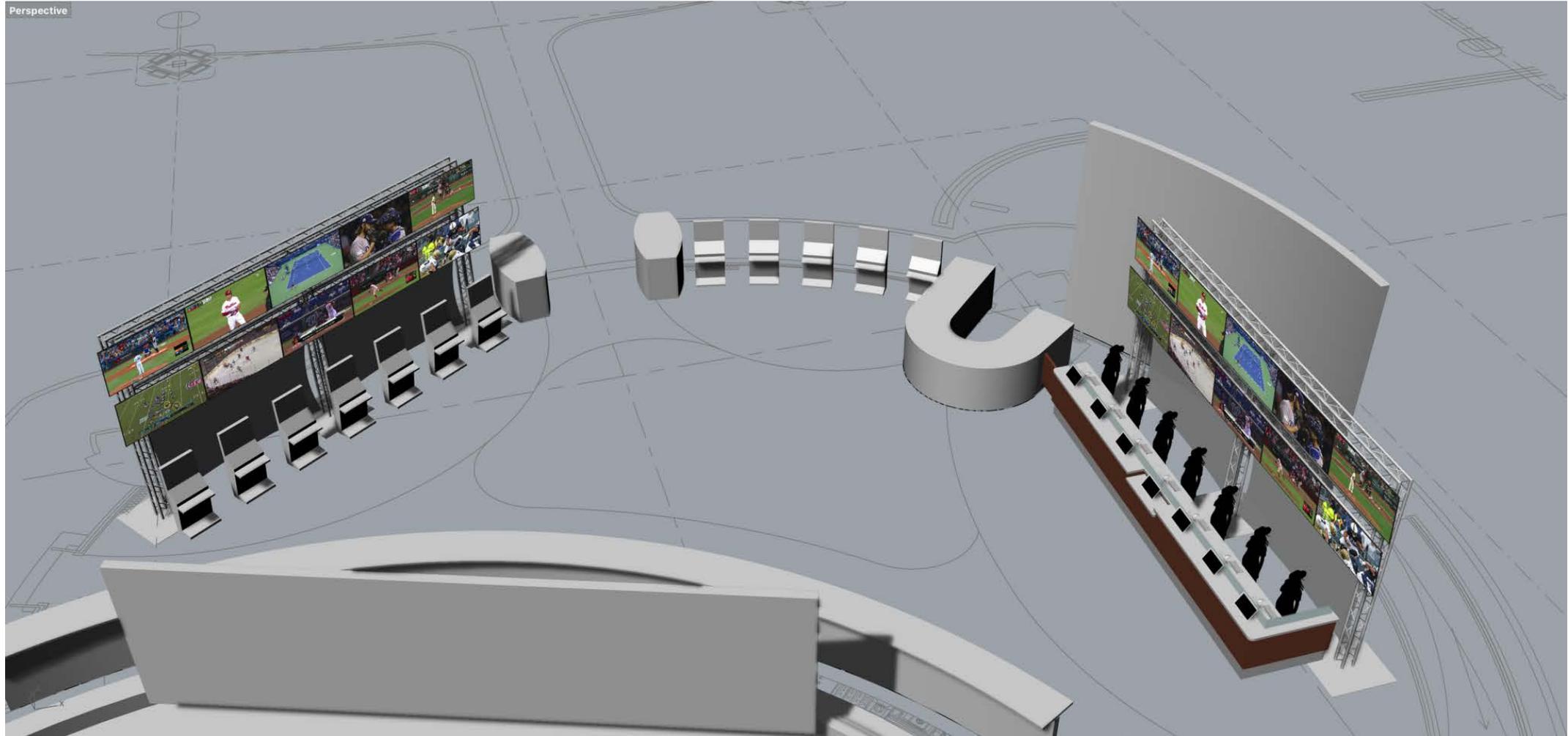
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- November 2018 - Parx Casino & South Philadelphia Turf Club
- Offer Retail & Mobile Application Based Sports Wagering
  - Tellers, self-service kiosks and mobile devices
  - Mobile Application – **Intranet based only**
    - *Limited to building, sports wagering area or designated portions*
  - **Distinct & Different from Interactive Gaming**
  - Mobile Application is vital for sports wagering success in Pennsylvania
    - Demonstrated by European & New Jersey in-game wagering statistics
  - Better for Customer – Convenient and maximizes customer experience with in-game bets
  - Better for Commonwealth – Industry growth and revenue centered on in-game wagering

# Parx Casino - 360 Lounge

- Converting existing 360 Lounge to a temporary sportsbook
  - Seven (7) Teller positions with OTC terminals
  - Twelve (12) self-service kiosks
  - Addition of approximately thirty (30) self-service kiosks throughout casino, including Jax Bar, Poker Room, Liberty Gastropub and Beer Garden
  - Multiple new 6 x 9 feet high-definition televisions

# Parx Casino Temporary Sportsbook



# Parx Casino Temporary Sportsbook



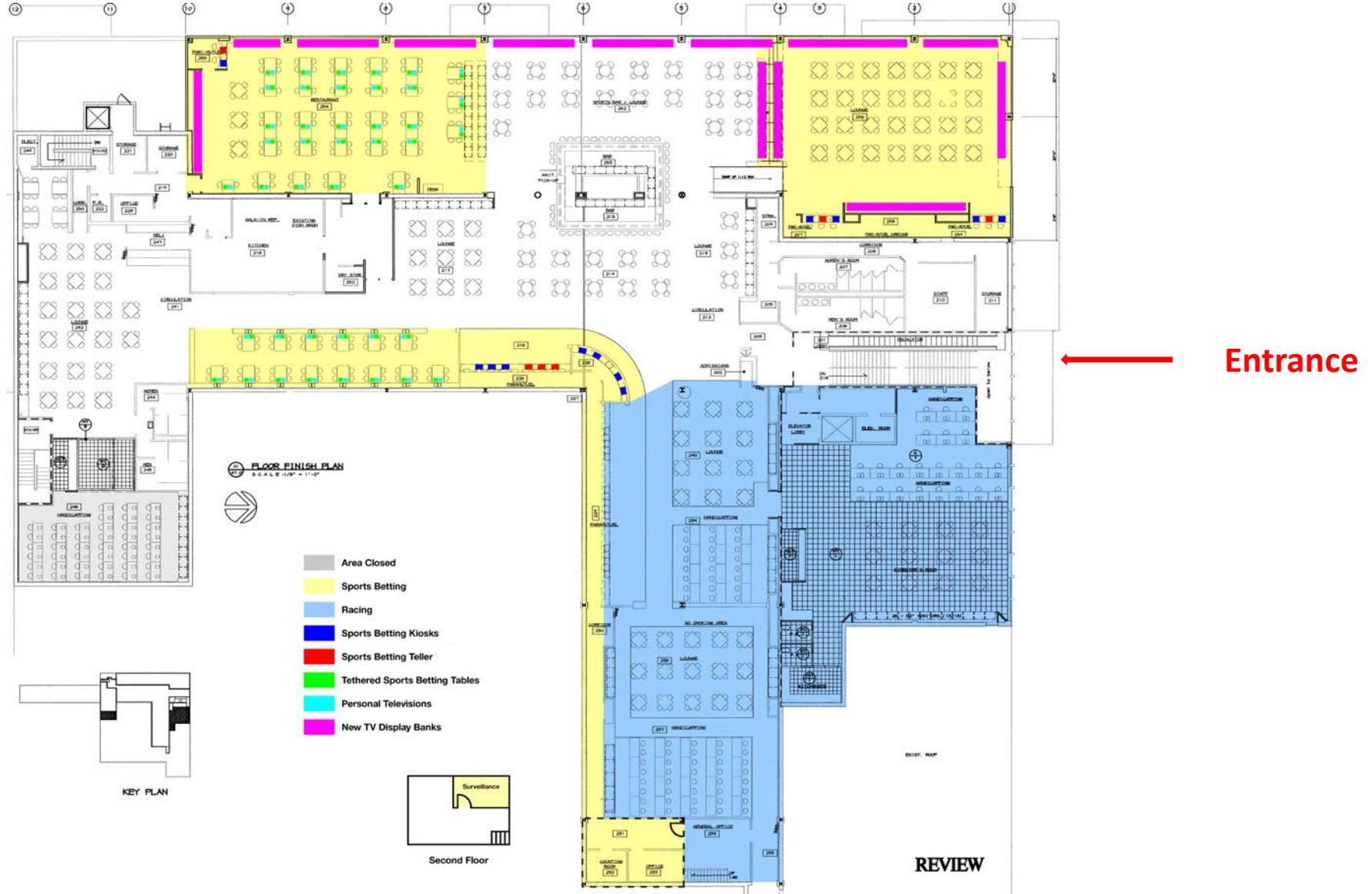
# Parx Casino Temporary Sportsbook



# South Philadelphia Turf Club

- \$1,000,000 in Facility Renovations
  - New technology, including multiple high definition televisions and additional surveillance system, new carpet, paint and furnishings
- Seven (7) teller positions with OTC terminals
- Thirteen (13) self-service wagering kiosks
- Increase security personnel and enhance security measures in coordination with PGCB Casino Compliance
- New Admission Policy for South Philadelphia Turf Club
  - 21 years of age or older to enter Turf Club

# South Philadelphia Turf Club Layout



# Our Platforms

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- Parx has chosen Multi-Platform Approach
  - Core iGaming Platform (GAN)
    - One single player account management (PAM) system & wallet
    - Capable of KYC & Geo-Location
  - Sports Wagering Platform (Kambi)
    - Integrated into core iGaming Platform
    - Common player account & wallet
    - Provide Integrity and Risk Management Services
    - Information Security Management System compliant with ISO/IEC Standards
  - Patron Options for Placing Wagers
    - Live tellers w/ OTC terminals
    - Self-service kiosks
    - Mobile applications via tablets & devices
    - Online & mobile (once iGaming is launched)



# Self Service Betting Terminals (SSBT)

- Novomatic FV-830
- Novomatic Gaming Industries is a PGCB-licensed manufacturer
- Ordered sixty (60) units for use at Parx Casino & Turf Clubs
- Touchscreen interface, bank note validator, wager receipt ticket printer and barcode scanner



# Our Offerings

- Complete slate of professional and collegiate sports wagering markets from around the world, with an emphasis on North America
  - NFL, NCAA Football, CFL, NBA, NCAA Basketball, MLB, NHL, Golf, Tennis, NASCAR, MLS, Premier League Soccer, La Liga, Serie A and Bundesliga
  - This is a **Temporary** list that will continue to evolve and is **NOT all-inclusive**
- Bet Types
  - Including, but not limited to, singles, parlays and round robin
- Bet Offers (Markets)
  - Full range of markets across all sports, including but not limited to, fixed odds, money line, prop bets and most importantly, “In Play” betting

# Benefits to Commonwealth

- More than sixty-five (65) direct new jobs generated from sports wagering operations
- Millions of dollars paid annually in salaries & benefits for new employees
- Local economy supported with substantial build out and renovation expenditures
- Significant new source of recurring tax revenue for the Commonwealth