

BetXpert

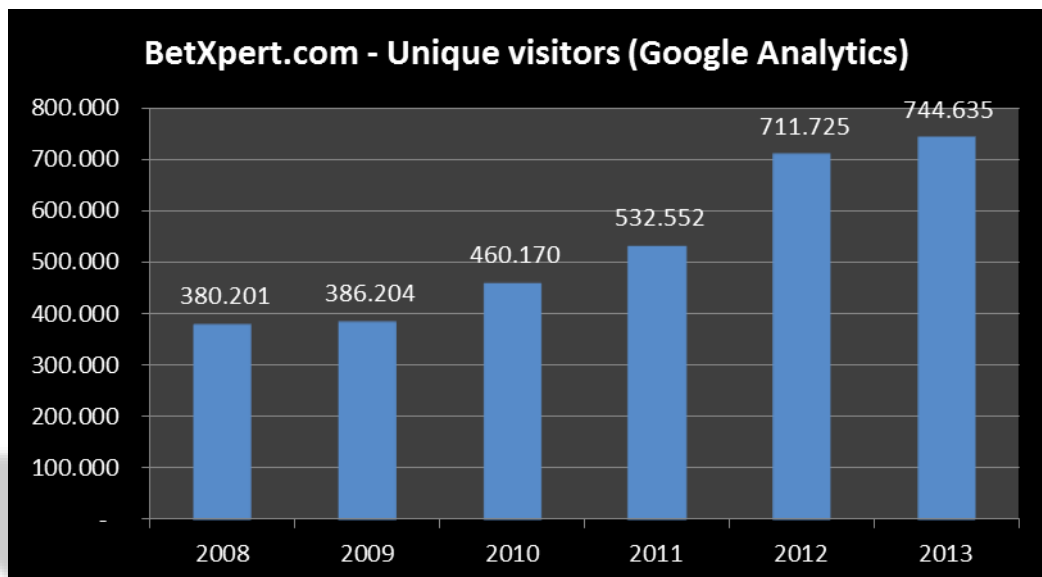
Regulated Danish Market Media Concept 2015 (rev. 27/01/2015)

The BetXpert Media Concept, launched January 1st 2014, provides an enhanced platform for licensed sportsbook operators and advertisers to approach and get in touch with their core audience through the dominating sports betting community in Denmark.

This document describes and presents the concept in brief, while also supplying key traffic and demographic stats.

Highly Segmented Audience


Since the launch in 2001, BetXpert has consistently maintained a position as the most popular sports betting community in the Danish market. Each year we raise the bar, professionally as well as traffic-wise, and no other website in the Danish market serves an audience with a pure purpose and orientation on betting as BetXpert.



	2008	2009	2010	2011	2012	2013	2014
Visits	2 788 365	2 738 136	2 822 235	2 944 513	3 343 025	3 597 833	3 378 384
Unique visitors	380 201	386 204	460 170	532 552	711 725	744 635	790 323
Page views	11 363 604	10 940 106	10 104 569	9 985 486	10 825 703	10 514 674	9 727 132
New visits (%)	12.91%	13.36%	15.47%	17.16%	20.27%	19.37%	21.89%

Available packages

The BetXpert Media Concept is based on 4 different levels, all displayed below. Read more about each individual level and the inventory available in the documents “BetXpert - Blue”, “BetXpert - Gold”, “BetXpert - Platinum” and “BetXpert – Black”, which can be requested from BetXpert through the Contact info at the end of this document.

	BLUE	GOLD	PLATINUM	BLACK
Bookmaker review	✓	✓	✓	✓
Auto generated links	✓	✓	✓	✓
Intelligent banner pool ¹	✓	✓	✓	✓
Odds listing ²		✓	✓	✓
12 yearly promotions in news letter		✓	✓	✓
12 yearly Facebook interactions		✓	✓	✓
Gold banner pool		✓		
One yearly competition			✓	✓
Front page odds ticker ³			✓	✓
 Expert mails promotion			✓	✓
Prioritised odds listing ⁴			✓	✓
12 front page take overs			✓	✓
Branded news channel			✓	✓
Platinum banner pool			✓	
 Holdnyt.dk sponsor				✓
BetXpert Branding guarantee – Black banner pool unlimited				✓
Direct Charge per month	No charge	€500	€1.000	€2.000

1 Approximately 500.000 banner impressions per year to share for all advertisers

2 Odds listing requires that an XML feed is available for EnetPulse.

3 Odds ticker requires that an XML feed is available for EnetPulse.

4 Odds listing requires that an XML feed is available for EnetPulse.

Who is BetXpert?

BetXpert is the largest sports betting community in Denmark, founded in 2001, operating from Malta since 2003.

The philosophy behind the website is to supply a one-stop betting service, providing a broad variety of information, knowledge and tools related to betting, with sports betting being the primary focus, and poker the secondary.

Our approach is to provide our visitors with knowledge on betting theory, recommending strategic considerations an everyday routine. Along with this we aim to guide them to the best bets, and provide information on the best bookmakers and poker rooms in the Danish market.

On top of this, our staff of Experts and journalists covers a vast variety of sports and leagues, providing our users with match-day information and previews on sports events and matches, picking out the bets representing the best betting value on each match or event covered.

By following our philosophy and approach, we can fulfil our ambition; to educate our visitors to treat their betting more seriously. Our typical user profile is a gambler who wants to optimise slightly or considerably his current betting approach. Our target audience spans from leisure gamblers to high stake gamblers, and every profile within this span will find content related to their needs on BetXpert.

Key content

Experts Panel

Appr. 30 freelance writers, each dedicated to the leagues/sports they master. On a daily basis, the Experts publish match previews followed by the best picks on each match/event covered. The panel have provided positive revenue throughout the existence of the BetXpert website.

Bookmakers section

In-depth reviews of the best bookmakers (currently 15) in the regulated Danish market, each with fact sheets, bonus incentives, press releases, user-2-user comments etc.

Please note that we currently only cooperate with operators holding a Danish sports betting license.

Match Centre

Overview of all matches played major leagues/tournaments, with a special focus on football, tennis, ice hockey, basketball, American football, handball and baseball. Through the match centre, we provide current odds, news syndication and statistics on each single match, serving as the best pre-match feature currently provided in the market.

News & Articles

Covering a broad variety of issues; i.e. betting theory, strategy, business news, in-depth previews of both major and minor sports events, etc. Published on a daily basis.

Forum

Community driven message board, split in 5 separate rooms. 4 000 – 5 000 monthly posts.

Live scores / statistics

Uniquely designed live scores and statistics, with a strong relation to betting. All matches are supplied with current odds lines (1X2 and O/U) from a selection of bookmakers. The statistics contains regular league tables, over/under tables, handicap tables etc. The stats section is set up with customisable filters, and is generally designed to fulfil the needs for any sports gambler.

Member picks

Community driven section where registered users can publish their own picks and match analyses to complement the Experts Panel.

Key figures, summary

User statistics

	As of Jan. 2015
Registered users	18 916
Newsletter subscribers (all validated)	4 380
Expert email alert subscriptions	26 539

Expert and Member picks statistics

	2014
Total Expert picks, yearly	4 524
Yearly exposures, Expert picks	2 627 147
Total Members picks, yearly	2 857
Yearly exposures, Members picks	824 940

Traffic & Demography

Google Analytics, selected site statistics

	2014
Unique visitors:	790 323
Pageviews	9 727 132
Avr pageviews per visitor	2.88
Avr time spent per visitor	04:29
New visitors ratio	21.89%
Mobile traffic	31.39%
Tablet traffic	12.27%

Visitor demography, Top countries

	Avr. 2014
Denmark	89.60%
Norway	1,64%
USA	1.00%
Sweden	0,92%

Visitor loyalty

	Avr. 2014
Users with 1 visit per month	20.03%
Users with 26+ visits per month	52.26%

Search engine presence / Referrers

	Avr. 2014
Google hits per year	1 660.979
Total organic search engine traffic	50.21%
Referral websites	4.82%
Social	2.24 %

Top traffic pages/sections 2014, page views

	PW	Share
Front page	3 011 389	30.96%
Experts panel	1 923 967	19.78%
Statistics	1 054 459	10.84%
Forum	602 710	6.20%
TV Guide	504 427	5.19%
Guide, World Cup 2014	419 964	4.32%
Match Center	396 129	4.07%
Competitions	368 041	3.78%
Member picks & personal pages	339 438	3.49%

Livescore	320 859	3.30%
Articles	252 198	2.59%
Bookmakers	141 793	1.46%
Groups	57 853	0.59%
Guide, Tour de France 2014	55 074	0.57%
Odds Tools	51 834	0.53%

The future

BetXpert is planning ahead, striving to maintain the position as the leading betting website in Denmark, along with an aim at other countries/markets.

Mobile platform

With appr. 25% of all traffic on BetXpert now coming from mobile and tablet browsing, the need to provide a tailored access to the website on these platforms are high in demand. During 2015 BetXpert will make use of the newest technologies to provide these platforms, in order to optimize user experiences and conversions on a mobile level.

Mobile marketing

We currently feature different text message/SMS based services, through which we deliver picks and information to mobile subscribers. The mobile platform built for this feature enables us to launch other mobile services in the future, ie. new special offers from sponsors, odds alerts etc.

English platform

BetXpert plans an expansion to new markets/countries through sublicensing and/or local operation. This expansion is currently planned for Late 2015.

Expansion sites

In 2013 two expansion sites were launched by the company behind BetXpert. The purpose of these sites is to serve as third party delivery sites to BetXpert while also making a life for themselves, gaining its own audiences:

Holdnyt.dk is one of the fastest and most progressive news syndicator sites covering 9 sports along with transfer news and injury news. In January 2015 Holdnyt.dk were launched in Swedish, Spanish, German and Dutch versions, with 4 more languages to follow in Spring 2015.

Inplay.dk takes live scores to a new level with its liveticker feature, which in coverage and personal customization is currently unchallenged globally. Inplay.dk is also available in English on Scoreticker.com

Both Holdnyt.dk and Inplay.dk/Scoreticker.com is equipped with tailored mobile versions, based on RWD.

Contact / further information

Further information and details on how to book a campaign can be obtained through your personal main contact or through marketing@betxpert.com or our general email: mail@betxpert.com

BetXpert is a brand name of Enovator Online Media Ltd., Malta.