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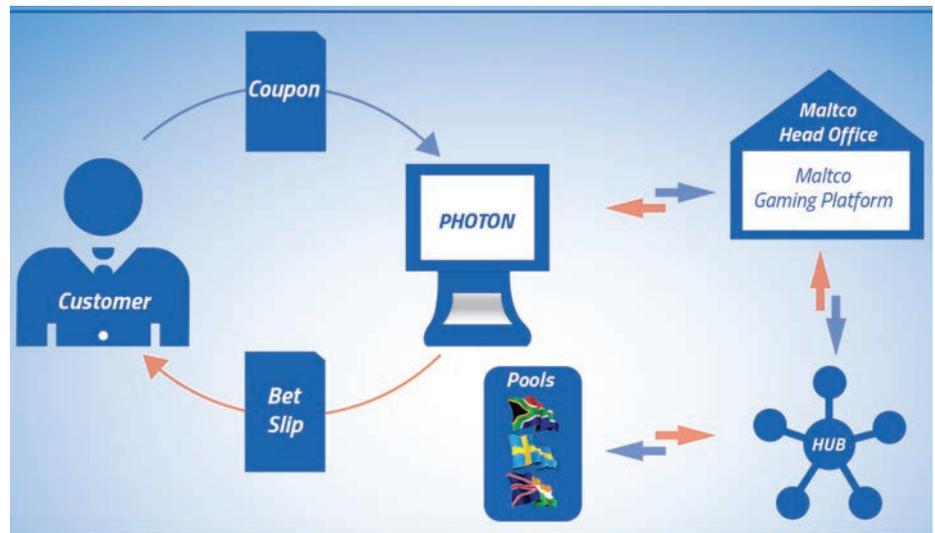
Horse Racing: What's behind your playing experience

With the introduction of U*BET African and Asian Horse Racing, the Maltese Horse Racing players can now participate in pools commingled in South Africa, Dubai, Singapore, Mauritius, Zimbabwe and Kenya complementing Maltco's already established Horse Racing portfolio.

Players can play at any of the Maltco Points of Sale by filling in their predictions on the coupons or by verbally requesting specific selections to the Maltco agent who will place the bet through the Intralot Photon™ Terminal. The betting transactions are transmitted instantly to Maltco's Gaming Platform (Intralot LOTOS™ Solution) in real time mode via secure and reliable online connections. In order to commingle its bets, Maltco utilizes high speed and dedicated international lines to connect its Gaming Platform to International Authorised Hubs which in turn communicate to the respective international pools.

The infrastructure ensures that all transactions are carried out in a reliable and sound manner. The Player can play even during the last minute before start of race. Overall, the average time needed for a bet to be placed traversing the whole path depicted above is milliseconds. Payout is normally available within minutes from the races' end.

Moreover security is a matter of utmost importance and is inherent at all levels including hardware, communication, application and



Maltco's U*BET Horse Racing Infrastructure

“ Security is a matter of utmost importance ”

operational levels. In fact, this is guaranteed by the fact that Maltco and its systems are certified by internationally renowned bodies.

Maltco has the rights to display Live Races from the 3 Horse Racing Organisers (GBI Racing, ATG Live Swedish Racing and Phumelela). Since 2007, Maltco has been delivering and displaying the live Horse Racing TV channels at its agents over IP-TV multicast technologies.

At the Points of Sale, the 3 video streams are received by the Intralot Horizon™ multimedia

devices driving content on dedicated TVs. The Horizon System is a content management solution which allows Maltco to control (from its Head Office) the information and content to be displayed at all agents.

Maltco uses the Horizon System to manage the 3 Horse Racing Channels and is also used to control automatic switching from one channel to another in order to follow the schedule of the respective international providers. Players are provided with all the necessary information which includes Race Meeting Details, Horse Details and Betting details (odds, pools, etc.) Moreover the data is also available electronically on the <http://ubet.com.mt/horseracing> with dynamic updates in real time.



Commentary

Maltco... Towards a brighter future

While we say bye bye and thank you to year 2014, we can now focus on this new year 2015. I predict that this year is going to be a good one for all of us who directly or indirectly work with Maltco Lotteries.

We are heading towards a bright future where we can obtain more tangible results that make us proud with the whole operation that we are doing. The effort of all of us is fundamental. Everyone has his own role. Everyone has his own input. And everyone can make the difference.

Our common goal should continue to be the quality based on efficiency and loyalty towards our players. We are operating in a very sensitive industry. The competition, legally or illegally, is there and things are becoming more difficult, but I am hundred per cent sure that with our dedication, we can achieve another great year full of positive results.

The future is bright. During these last years – from only three games in 2004 – we introduced a variety of new games and today we have more than ten games. Everyone is proud about this successful story. We at Maltco Lotteries – Management and Employees; the Maltco Lotteries Agents; those companies which work close to us; and those who try their luck with us.

Our common target is to continue improving and enhancing this great project. We are giving a direct contribution to the country's economy whilst also promoting Responsible Gaming. Thus, we are giving the opportunity to our players to have fun within a responsible environment.

There are a number of important projects ahead of us. We can succeed and we can obtain more good results which will continue to make us proud that we work within the Maltco Lotteries' framework.

Dr Ioannis Katakis
CEO - Maltco Lotteries Ltd



U*BET Horse Racing international portfolio: African & Asian, Swedish and British & Irish

Introducing the U*BET African & Asian Horse Racing



Recently Maltco introduced in our local market the U*BET African & Asian Horse Racing, known better as Phumelela. Horse Racing is a very popular sport in Africa & Asia, with a long and rich history that can be traced back to 1797.

South African Horse Racing is a quality product and great to bet on. In fact, Horse Racing takes place every afternoon (except Christmas Day), with other 40 night race meetings at Turffontein, Vaal and Greyville. Race meetings usually comprise of 9 races.

There are 10 racecourses with different track's surfaces: Arlington (turf) and Fairview (turf and polytrack) in the Eastern Cape, Flamingo Park (sand) in the Northern Cape, Clairwood (turf),

Greyville (turf and polytrack) and Scottsville (turf) in KZN, Kenilworth (turf) and Durbanville (turf) in the Western Cape, Turffontein (turf) and Vaal (turf and sand) in Gauteng.

The regularity of the South African races is guaranteed by the National Horse Racing Authority (NHRA), an autonomous body that regulates Horse Racing and controls all aspects of the sport that impacts the result of a race.

In total there are 120 graded races annually only in South Africa. The quality of South African Horse Racing is well proven with both thoroughbreds and horsemen having triumphed repeatedly at the highest levels internationally, winning important events in the USA, England, Australia, Hong Kong and Singapore.

Greater value with this new product to U*BET Horse Racing

Thanks to this new product in our local market, the Horse Racing passionate now have other international flat races from Africa and Asia to bet on, all the days of the year except for Christmas Day.

Altogether there are 450 race meetings annually, nearly 4,000 races from South Africa which is the main country for horse racing.

There are also more than 200 additional race meetings to bet on from partner countries Dubai, Singapore, Mauritius, Zimbabwe and Kenya.



Dubai World Cup 2015

The countdown to the 20th Dubai World Cup has begun



The countdown to the 20th Dubai World Cup has begun with Dubai Racing Club's announcement of the 2015 Dubai World Cup Carnival programme at Meydan Racecourse.

The programme of the Carnival consists in 11 race meetings spread over a 3-month season, with a total prize money in excess of US\$38M. The 1st meeting of the Carnival is on Thursday January 8, 2015 and is headlined by the US\$29.25M Dubai World Cup Day on Saturday 28th March, 2015. The main event of the Dubai World Cup Day is the US\$10M World Cup, the richest race on the entire planet.

Meanwhile the 8-meeting 'Racing at Meydan' season, which started on Thursday November

6, 2014 will run alongside the Dubai World Cup Carnival.

U*BET African & Asian offers customers the possibility to bet on all the race meetings of the "Dubai World Cup Carnival" season and of the "Racing in Meydan" season.

The Dubai World Cup Carnival offers trainers a comprehensive preparation programme, run on Meydan Racecourse's dirt and turf tracks, for both Dubai World Cup and the preceding Super Saturday on Saturday March 7, 2015.

Apart from the World Cup, it is important to consider that the prizes for the Dubai Sheema Classic and the Dubai Duty Free are both increased to US\$6M each. This is an additional occasion to attract more world class international horses and horsemen.

Choosing from a number of bet types

You can participate in such a game with a minimum bet of €3.00 through the following bet types:

Single Leg Bet Types: WIN (bet on a horse to win), PLACE (bet on a horse to finish 1st, 2nd, 3rd or 4th depending on the number of runners), SWINGER (select any 2 of the first 3 finishers), EXACTA (select 1st and 2nd in the exact order), TRIFECTA (select 1st, 2nd and 3rd in exact order) and finally QUARTET (completely new Bet Type) (select 1st, 2nd, 3rd and 4th in the exact order); Multi Leg Bet Types: DOUBLE (winners of any 2 consecutive races), PICK 3 (winners of any 3 consecutive races), PICK 6 (winners of 6 races), JACKPOT (winners of 4 races) and finally PLACE ACCUMULATOR (1st, 2nd or 3rd in 7 races).

Reactions

More excitement through another new product

When Maltco Lotteries introduced U*BET African & Asian Horse Racing, punters were given another opportunity for more excitement and thrill. Hundreds of new horse races and horse racing events, practically every afternoon of every single day of the year.

Maltconews took some reactions from our readers about this U*BET African & Asian Horse Racing:

■ I want to congratulate most of Maltco Lotteries' Agents for their excellent work that they are doing. They are providing us with races in their shops which have a nice socialising environment. I, who love horse racing can participate and meet friends at the same time. - John Formosa

■ Maltco Lotteries is giving the opportunity to us to try our luck while providing entertainment in a responsible way. These products are run with great efficiency and the good thing is that when I win, I can claim the money with no questions what's so ever. This is because all transactions are anonymous and no registration is required. The cash payments are immediate. - Albert Borg

■ Those who follow horse racing can easily tell you that horse racing in South Africa is amongst the best horse racing in the world. They are well organised and are highly followed. Here in Malta we can say that we are lucky to have this opportunity like other people in other parts of the world. - Joseph Camilleri

■ I love horse racing but the most important of all is the fact that those, like me, who want to participate in these Horse Racing betting events, have the helping hand of the Horizon System which gives us the latest information. Maltco, keep up the good work. - Alfred Mifsud

Meeting with...

Maltco Lotteries: A positive example locally and internationally



Hubert Bergmann, International Sales Manager of Phumelela International, recently visited Malta and personally encountered how lotteries and gaming are run by Maltco Lotteries. He had the opportunity to visit Maltco's Head Quarters in Iklin and he also met a number of Agents in their respective point of sale.

He was impressed with what he saw and in an exclusive interview with Maltconews, he said that Maltco is not only a successful story, but is giving a good example to other companies both locally and internationally.

"What Maltco Lotteries is doing here in Malta is simply a great job. A variety of products, an efficient service, a collective effort... in other words a professional attitude towards an important market which per capita is ranking very high when compared with other countries much larger than Malta," Hubert Bergmann said.

He said that he had worked all his life in the horse racing industry and he could say that when he started the contact with Maltco around 6 years ago, he found a professional team ready to work hard to introduce in the domestic market new products such as, at that time, horse racing in Sweden, Britain and Ireland.

He continued to describe Maltco as a very professional company which pays attention to detail. "They know their business but they also understand very well the horse racing business. It is always a pleasure to work with such experts.

"Maltco is part of Intralot and Intralot is a world class company. They know their business hundred per cent and they do know what they are doing. Due to these important things, Maltco, is writing a successful story which gives it a distinctive name not only in Malta, but also abroad and I want to congratulate Maltco for what they are doing," Hubert Bergmann said.

He continued that in Malta, horse racing is very popular and offers the Maltese fans new products such as the U*BET African and Asian Horse Racing, which has been a very smart decision



Hubert Bergmann, International Sales Manager of Phumelela International, and Dr Ioannis Katakis, Maltco Lotteries CEO

“ What Maltco Lotteries is doing here in Malta is simply a great job ”

that in the future will give a lot of entertainment. Asked why international organisations such as Phumelela International gives great importance to the Maltese market, Hubert Bergmann explained that Phumelela International wanted Malta to be in its portfolio because although it is a small market, Malta has a lot of advantages such as its' geographical position, its' culture, its' people and the fact that the currency is the

Euro... all these ingredients make all foreign companies very interested to be here.

Hubert Bergmann emphasised that a company like Maltco gives importance to continuous investment, due to its function within the gaming sector, by continuously upgrading its' technological infrastructure and its' abilities, both human and other resources. "Professional companies could improve their results only if they invest and approach their business dynamically. The Horizon System developed here in Malta is a true example of how Maltco Lotteries works in an admirable way."

Experiences...

Positive...

"A variety of products, an efficient service, a collective effort... in other words a professional attitude towards an important market which per capita is ranking very high when compared with other countries much larger than Malta," Hubert Bergmann said.

Of happiness...

"In Malta, horse racing is very popular and offers the Maltese fans new products such as the U*BET African and Asian Horse Racing, which has been a very smart decision that in the future will give a lot of entertainment," Hubert Bergmann said.

Satisfaction...

"Maltco is part of Intralot, a world class company. They know their business hundred per cent and they do know what they are doing. Due to these important things, Maltco, is writing a successful story giving it a distinctive name not only in Malta, but also abroad and I want to congratulate Maltco for what they are doing," Hubert Bergmann said.