

Maltconews

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Live Betting: The thrilling opportunity of simultaneously watching and betting

Live Betting, is a fast growing betting feature which allows players to place bets after events have started - hence the term 'in play'.

As from the 6th of December most of Maltco Lotteries' Point of Sales will offer the facility of Live Betting to players. Live Betting is expected to capture the attention of players with its new introduction in the market and the greater excitement to all participants.

Through Live Betting players can react to what is happening whilst watching a live event – Initially live betting with U*BET will be offered on football and tennis events.

Most people will have an opinion of the outcome of a sporting event before it takes place - live betting allows the bettor to either back up that opinion or change their mind on the outcome.

Live betting is a fixed odds betting game that gives the opportunity to simultaneously watch a live sporting event whilst betting on a particular outcome.

Best of all, players can change their mind as often as they like, betting on whichever market they choose and changing their bets as circumstances dictate.

In Live Betting odds will vary based on how the event is developing.

Bet types and markets will change according to how the event evolves.

The playing method for live betting is the



U*BET Live Betting, seize the action

“ Live betting gets you right into the action ”

same as with pre-game betting. The player fills in the event code and the outcome predicted on the bet slip.

When the event has started, the system understands this to be a live bet and will print the odds offered at that specific time of the event.

Enjoy Live Betting with U*BET and bet in-play on your favourite football or tennis match, basing your predictions on how the game develops with more statistical data at hand.

With Live betting you can live the excitement more than ever. Sometimes you can just use Live Betting to limit some losses on your pre-game bet. Other times you can trust your gut and invest further on your initial predictions. This is the beauty of Live Betting since it all happens so fast.

The excitement and fun of watching live sports comes from the fact that you are able to share the fun with millions of people at the same moment! To a certain extent, you become a part of the game too. Live Betting fulfils your craving for the emotions and adrenaline of live sports with numerous betting options available at any time of the day on football and tennis events.



Commentary

Maltco... Going Live

The process of translating an idea into a game to add value to our portfolio and to satisfy further our customer has been again reached completion. After thoroughly evaluating how best to serve and satisfy our players and agents, Maltco Lotteries is launching the much awaited and anticipated LIVE BETTING.

LIVE BETTING gives U*BET a new dimension, new ways to bet, bringing a new experience to the player. The starting point of LIVE BETTING was to give the player a different level of excitement, a feeling that can otherwise only be gained by actually attending the LIVE events.

The introduction of this additional feature falls in line with the Maltco Lotteries' trait: to keep evolving into new ventures ensuring players' sustainability as the final LIVE BETTING design has proven to be the preferred entertainment.

As all our other games, all deciding factors in the LIVE BETTING revolved around the players' best interest – starting with their feelings, their excitement, their chances of winning, and continuing with their safeguarding. Through LIVE BETTING Maltco Lotteries has reached another milestone, another step towards the player's expectancy and the agents' requested games upgrade.

Maltco Lotteries has since the beginning established that, in order to remain successfully viable to the player, has to stay on the ball and on the lookout to whatever the international market upholds and is suitable to the Maltese market as to keep the pace.

Vasileios Kasiotakis

Acting CEO - Maltco Lotteries Ltd



*Anticipation for U*BET Live Betting*

U*BET and Live Betting just around the corner



To play U*BET and Live Betting, you would have to visit any Maltco

Lotteries' Point of Sale and collect a copy of the current U*BET Programme as well as the corresponding coupon.

The Programme contains all the live events offered for betting, the terms and instructions of play, the bet types available and the odds for these events. The Programme also contains information about the events, such as the event date and starting time, the competition of which the event forms a part of and other match related information. The odds published in the Programme are starting odds and may change at any time. However the odds that are given when submitting the

coupon to the Point of Sale and which will be printed on a valid ticket upon payment will remain valid, unless special conditions are applied in extraordinary circumstances.

Whilst selecting a number of events upon which to make predictions, the actual number of minimum and maximum selections and restrictions for each specific competition are determined in each Programme.

After having marked your selections on the coupon, the latter is submitted to the Agent at the Point of Sale. The seller will scan the coupon via the on-line terminal and the chosen parameters will be instantly transmitted into the central computer system.

More opportunities with greater winning chances for the players

A player may support a team who he/she may think has a good chance of winning a match but is not yet sure and holds off betting before the match starts to see the initial stages of the match. Possible questions and considerations would be: How are the teams playing? What tactics have the teams adopted? Has the opponent done what the player expected? Is the referee as strict as expected? The player can ask all these questions whilst watching the match. When this information has been assimilated, the player can then place a more informed bet.



List of bet types offered for Live tennis and football matches

Various Live Bet types in Football and Tennis

Sports betting is the activity of predicting sports results and placing a wager on the outcome. Live Betting gives the players the chance to watch the game and to participate by trying to guess various situations.

For example when it comes to football matches there is a good number of bet types such as the final result, the double chance, the winner of the 1st half, the 1st half double chance, the winner of the 2nd half and the 2nd half double chance.

Other bet types include trying to guess the sum of goals, Final Under/Over bet from 0.5 till 9.5 based on how the event develops, Under/Over on the 1st Half, Under/Over on the 2nd

Half, the total number of goals, the goal/no goal bet type, the goal/no goal during the 1st half, the correct score, the team to score the first or next goal... and who will win the rest of the match.

This variety of bet types applies also for tennis matches. If for example you are betting on a three set tennis game, you can choose the match winner, the winner of the 1st set, the winner of the 2nd set and the winner of the 3rd set.

When betting for a tennis match with five sets, you can also bet on the winner of the 4th set and the winner of the 5th set. For tennis, all Grand Slam events plus all ATP and WTA competitions will be offered for Live Betting

Live Betting on all major football leagues

Initially this new product will be offered on Football and Tennis. All major domestic football leagues offered on the U*BET programme will be offered as live events i.e England, Italy, France, Spain and Germany. and the majority of the remaining leagues offered on the U*BET programme. Additionally all competitions such as Champions League and Europa League, World Cup, Euro, Copa America, etc. will be offered, time zone permitting i.e. if the match is played during a time when the POS network is operating. In order to offer a continuous live betting product Maltco will also be offering leagues not offered on the U*BET pre-game programme from such countries as Japan, Singapore, South Korea etc.

Reactions

Maltco widens it's product portfolio

With the close launch of Live Betting with U*BET, Maltconews interviewed some of the players and took reactions about this new product in Maltco Lotteries' portfolio. All players interviewed where delighted with the upcoming new product and congratulated Maltco Lotteries for this initiative.

■ Live Betting gives us the opportunity to bet with more evidence than we had at the start of an event, hence we will be more informed before we place a bet. This is an added advantage to all of us.

- Edward Borg

■ Live betting permits the player to change his/her mind. In placing a bet before the event and then when watching the actual event the player may realise things aren't going as predicted, and place another bet to redeem the situation.

- Anthony Cauchi

■ When we want to play we can remain anonymous because the Agents will never ask for our particulars and if we win, we can claim the money straight away, with no questions asked. This is our advantage since online betting companies require a detailed list of personal questions before we can actually place any bets. - Jason Camilleri

■ Live Betting increases the fun and excitement of a match...gives me the feeling as if I am playing in the ground with the players or being present at that particular football match in the stadium. Live Betting gives me the chance to bet on multiple different outcomes every few minutes. Thank you U*BET for this product enhancement. - Raymond Scicluna

The newly to be introduced Live Betting feature will surely strengthen the U*BET brand as a more complete product that is in line with international standards.

Meeting with...

Live Betting is a new tool... we can attract a new market



Marco Micallef, one of Maltco's Agents, always believed that Live Betting is an important asset both for the company, for the Agents and the players.

Live Betting gives instant thrill and attracts players to play and to get to know their luck right then. So it is important that Maltco introduces such a thing and Live Betting should be promoted and advertised with priority.

Marco Micallef said that Live Betting will be a new way how to attract new players and new market.

Marco Micallef always believed in the privatization of the Public Lotto and when Maltco Lotteries took over in 2004 he decided to buy a shop in a good location.

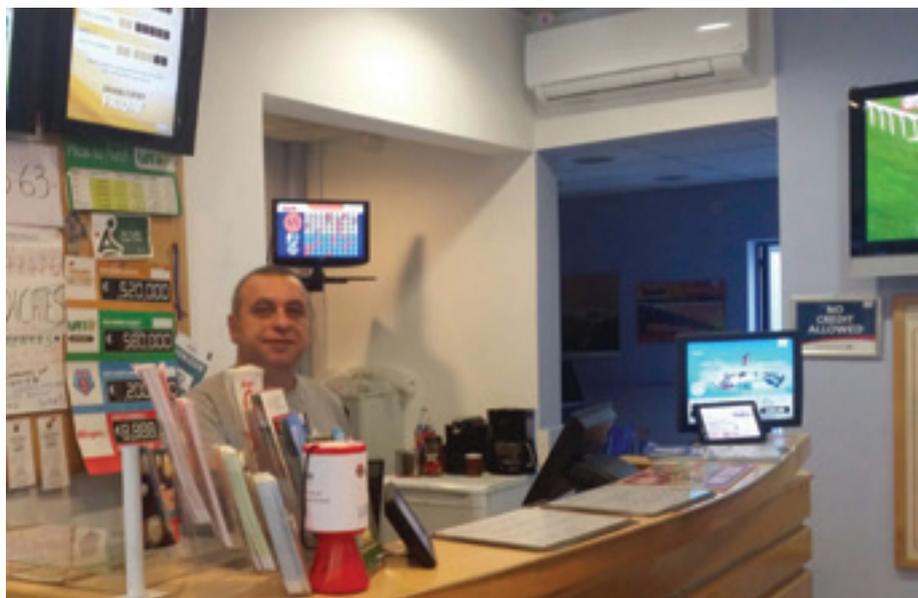
He invested in a new shop in Hamrun and he made it a point to give it an innovative look by investing in an attractive interior design – something completely different from what used to happen before.

He started projecting his new investment as a place where people go to have fun and not to buy Lotto, Super 5 and Scratchers tickets only. But a place where people can go and have a coffee and in the meantime have a chat with their friends.

Marco Micallef anticipated that Maltco could introduce many new games and he was right. Eventually Maltco introduced new games such as U*BET, Fast Bingo, Quick Keno and Bingo75.

This increase in games attracted more players to his shop and he had to employ a number of people with him. Today he has five part-timers who work long hours because the demand is always increasing. So in a direct way the new products which were introduced along the years resulted in new job opportunities.

Marco Micallef is very happy to work close with Maltco Lotteries and he says that the company gives to all Agents the utmost



Marco Micallef at his POS in Hamrun

“ Today, in a state of the art shop, I employ five part-timers ”

it can give. “For example, if we need assistance because we have a technical problem, we either have the problem solved online, or they come within few minutes and everything will be back to normal. The employees at Maltco are efficient and very much dedicated.”

In his interview with Maltconews, Mario Micallef said that during his career in this

particular industry he started working with an Agent in Valletta and he remember very well how difficult the flow of work was at that time – everything manual and with the various copies to the Department of Public Lotto made with carbon paper.

“Maltco Lotteries brought a big change. Nowadays all parts involved in this industry are experiencing a higher standard. Today almost all shops are very clean and nice and people do have fun visiting these shops where usually one can find a number of big screens to watch football or horse racing.”

Experiences...

Positive...

In 2004 he decided to buy a new shop in a good location.

He invested in a new shop in Hamrun and made it a point to give it an innovative look by investing in attractive interior design – something completely different from what used to happen before.

Of happiness...

Marco Micallef is very happy to work close with Maltco Lotteries and he says that the company gives to all Agents the utmost it can give.

Satisfaction...

This increase in games attracted more and more players to his shop and because of this he had to employ people with him. Today he employs five part-timers who work long hours because the demand is always increasing.