



MyPMU+

Loyalty program for offline horsebetting

The MyPMU+ logo is shown inside a white rectangular box with a green drop shadow. The text 'MYPMU+' is written in a bold, sans-serif font, with 'MY' in red and 'PMU+' in green.

Racing & Betting Forum 2016 – September, 30th

Agenda

1. Genesis of MyPMU+ program

2. Implemented means

3. MyPMU+ main results and next steps



1. Genesis of MyPMY+ program



MyPMU+, an history linked to MyPMU Card

May, 2010

Launch of MyPMU Card

Launched just before the opening of the market

1 account to bet on every PMU channel, offline and online

April, 2013

A more user-friendly Card, with more benefits

Separation of offline and online accounts

Relaunch of the Card including a cashback system

May, 2015

Launch of the points-based loyalty program

First points-based loyalty program linked to the Card

Jan., 2016

Enhanced loyalty program + AlloPari integration

New loyalty program named MyPMU+, with an enhanced mechanism

Extension to all offline stakes



A program created in 3 steps, adapting to specific contexts (1/2)

1 *Separation of online/offline accounts*

April, 2013

Relaunch of MyPMU Card as an offline acquisition and loyalty tool

- ▶ **Creation of a monthly cashback system:**
 - ▷ 4% refunded the first month, then 2% the following month on 4 bets (Couplé, Trio, Quinté+ & Pick 5)
- ▶ **Specific welcome offer**
- ▶ **Complete acquisition/ loyalty tools**

2 *Market standards to meet*

May, 2015

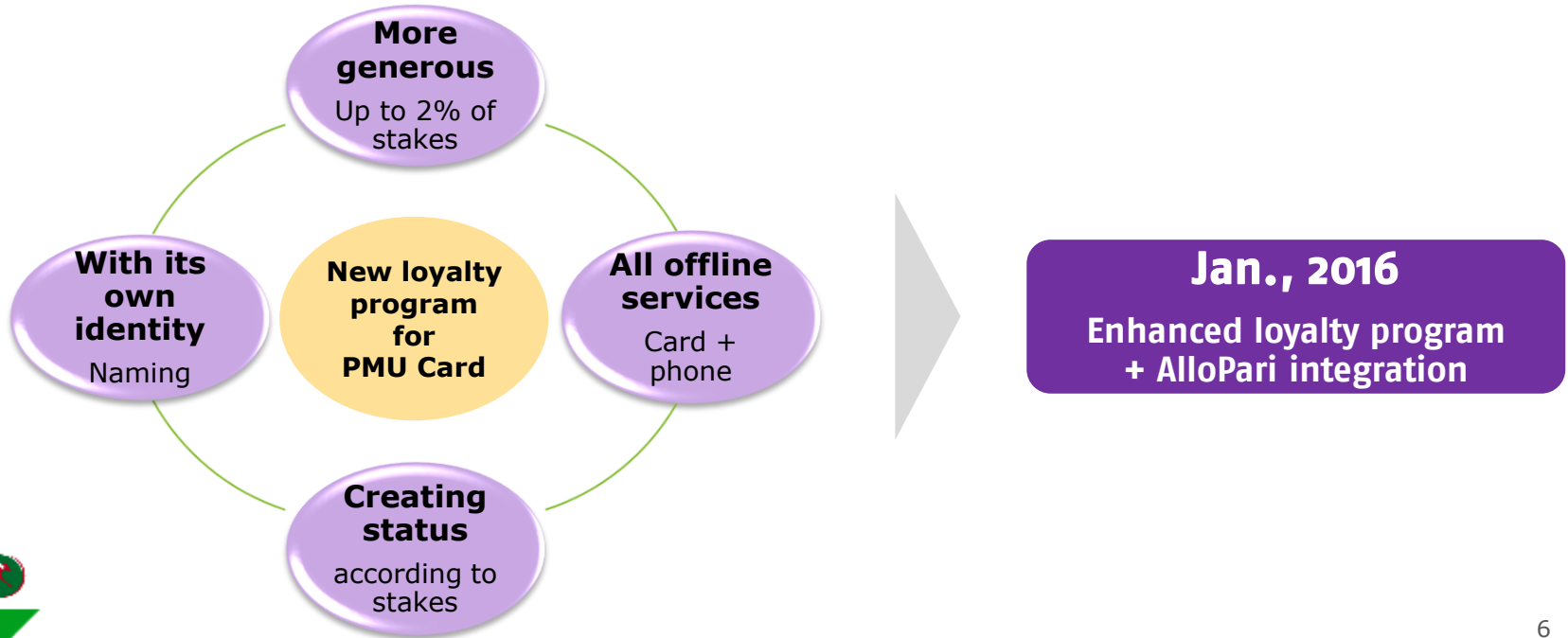
Launch of the points-based loyalty program

- ▶ **Dual effect to facilitate recycling:**
 - ▷ points convertible in euros and available in real time
 - ▷ a points balance available anytime
- ▶ **Unlimited accumulation:** on every bet
- ▶ **A strengthened relational connection**
- ▶ **More promotional activities**



A program created in 3 steps, adapting to specific contexts (2/2)

3 Identification of 4 axis of structural improvement (resulting from benchmark, ...)



January 2016: creation of MyPMU+ a multichannel loyalty program

The offline loyalty program is given a name:
All offline stakes are integrated

MYPMU⁺



At the terminal
with the Card



At the checkout
with the Card



On racetracks
with the Card

ALLOPARI

By phone
with an operator



By text messages
using a mobile

since September 2016

PMU⁺



PMU loyalty program started with MyPMU Card

MyPMU Card is linked with an offline betting account used to place bets in every offline channel: points of sales, racetracks, AlloPari, Pari SMS (since sept. 2016)

▶ The Card can be used at the interactive terminal or at a counter



Betting with peace of mind

- + **All bets and winnings recorded**
No loss of bet receipt anymore
- + **A full discretion** of stakes and winnings
- + **A easier control** of the gambling budget



A rewarded loyalty

- + **MYPMU⁺ loyalty program**
All stakes yield points convertible in euros
- + **Exclusive invitations**, including free access to racetracks
- + **Special offers** all year round

MyPMU+ new statutory mechanism

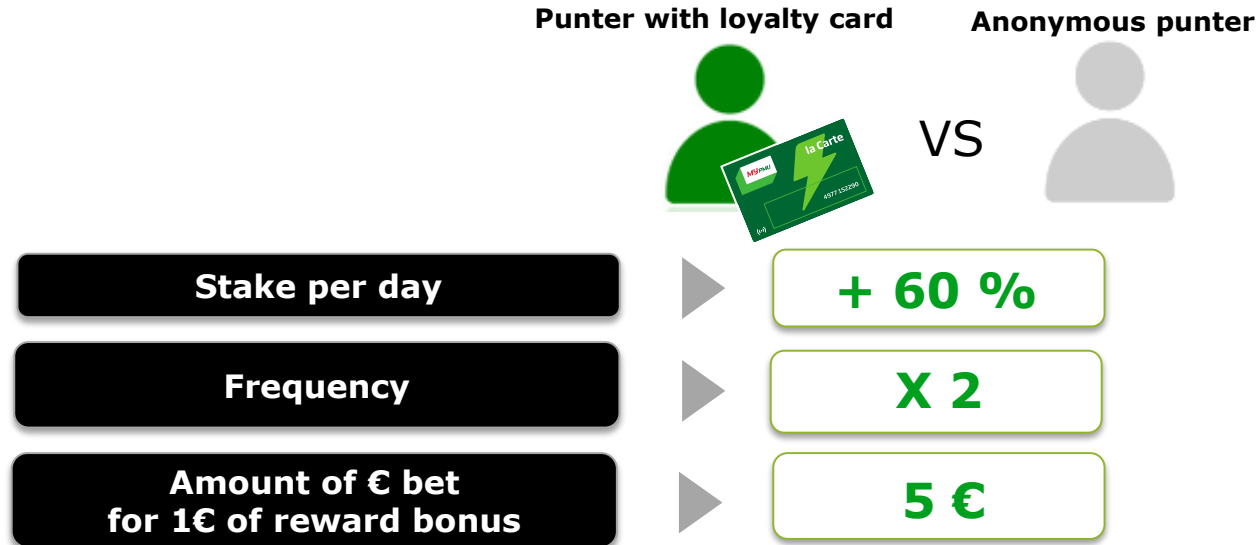
A more generous program introducing monthly status: with the loyalty program MyPMU+, all bets are rewarded

⇒ **The more you bet, the more you earn: up to 2% offered**



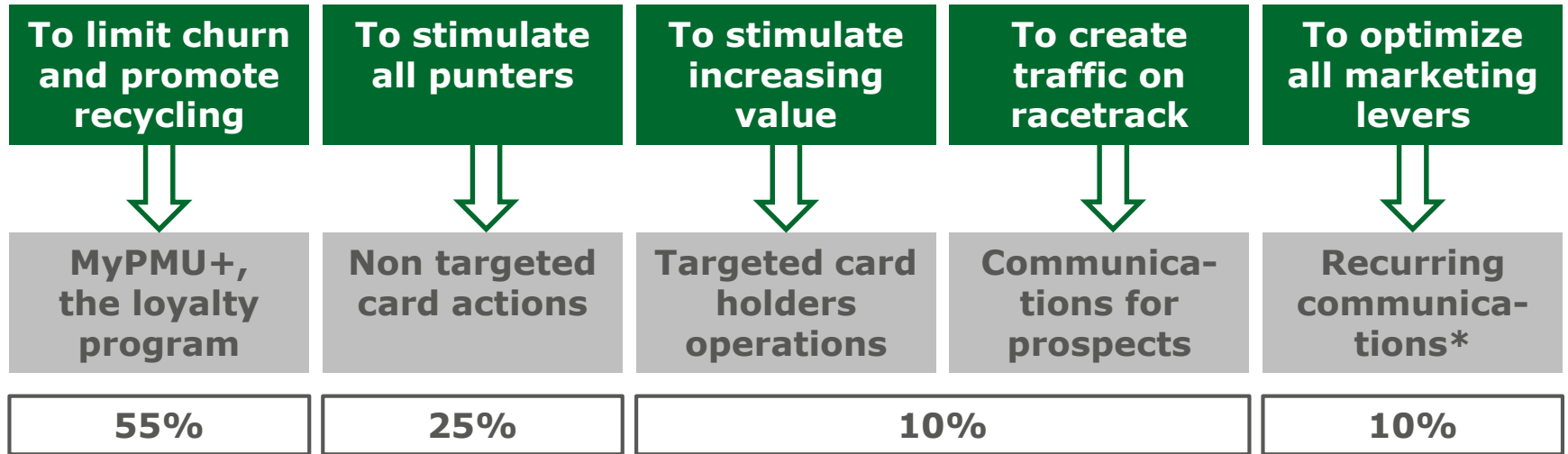
Aimed benefits

A punter that we know can be stimulated and becomes more loyal
⇒ **He generates a lot more value than an anonymous customer**



2. Implemented means

Action type families & share of budget



* retention, reactivation, upsell,...

Examples & KPIs

Communications with strong messages



1 year of bets to win

16,220 winners

+15.245 active punters

+500K€ stakes



Money can't buy event

+132 active punters

+12% of additional stakes

+168K€ of GGR



Examples & KPIs

Challenges



Mémo+

LE GRAND DÉFI

50 000€ en jeu

Du 04 au 07 avril

Devenez notre meilleur parieur et remportez la somme de

5 000€

35 000€ de bonus à partager entre les 10 gagnants 1^{er} et

2 500€ à partager chaque jour du Défi

Inscrivez-vous sur www.granddefipmu.fr

JE M'INSCRIS >

Competing and ranking on the winning rate

An operation that appeals high value punters

+34% of active punters, in average per day

+33% of additional stakes, in average everyday

Additional GGR



Examples & KPIs

Specific operations



Up to 45€ offered per day
with Quinté+

+3.300 additional active punters
betting more than 6€ on Quinté+

Additional GGR



Examples & KPIs

Targeted communications



30%

refunded on your Quinté+ of more than x€ (according profile but with an effort required by +50% stakes), up to 100 €

3.200 winners (22% of the targeted population)

ROI on GGR from x1,9 to x3,4



3. Main results & next steps

MyPMU+ Main results



Convincing results

- ▶ **+107% of stakes** at the end of August 2016 vs previous year, with several months of stakes record!
- ▶ **99.000 active customers** at the end of August (+60% vs 2015)
- ▶ Definitive opened accounts **X 2!**
- ▶ A program **developing the use** of the Card
- ▶ **Very good qualitative feedbacks** on the new program

Next steps: to expand experiential benefits, in order to reach a broader range of clients



Experiential
benefits
(invitations...)

Experiences promise via the program's gifts

Current offer: invitations to racetracks, sportive events...

⇒ **To be expanded:** development of partnerships, discounts in shops and ticketing, discounts in racetracks restaurants



Transactional
benefits
(cash back, discounts...)

Reward promise via % of offered bets of the program

New points-based program launched, with very good quality feedbacks



Service-based benefits
(user-friendly, security...)

Efficiency promise via the Card

Many actions conducted to have a user-friendly card, with good feedbacks

Thank you !

MYPMU⁺

PMU⁺