FLUTTERCLUB.COM

A SOCIAL NETWORK FOR BETTING ENTHUSIASTS

This document outlines the main features of fantasy betting and social networking platform, flutterclub.com.

Please note that flutterclub.com is now an online casino and Sports book and uses a different code to what is described in the following document – the code/product below exists and needs to be re-launched.

CONTENTS:

1. Introduction:

Flutterclub.com is a social networking platform for sports betting enthusiasts that combines facebook like profiles with a 'simulated' sports betting platform, on which members worldwide can interact and compete risk free with one another to win exciting prizes. Flutterclub is available on PC, Tablet & Smartphone and has been live since November 2012.

At flutterclub.com fantasy sports enthusiasts can try and explore sports betting in a risk free environment while also sharing virtual betting experiences, insights, tips and views with friends both on the flutterclub.com platform and via other social networking platforms.

On sign-up, players are given a pre-defined amount of 'virtual' currency, known as flutterbucks (FB$), at the beginning of each month which is subsequently used to bet on sporting events on the Flutterclub.com platform with real prizes awarded to monthly competition winners.

From our extensive research we have found other websites and platforms within this space, however none that offer the complete service, user functionality, interactive engagement and prize structure that flutterclub.com has to offer.

Monetization: Currently by converting as many free playing members on the fluttercub.com platform into real money players by encouraging these players to click attractive and

strategically placed promotional banners and links on the flutterclub.com platform - affiliate partnership arrangements with bookmakers.

These arrangements allow us to share in the losses of referred players once they become players at real bookmakers – ranging from 25% - 40% of players' losses for the life time of the players' accounts.

2. Platform Features for Members – PC Version:

<u>Player Profiles</u>

On sign-up, which can be done via facebook and twitter, each new member is given their own personal profile page which then displays personal betting history, betting statistics, friends and any details of and private groups they have joined.

Profiles can be public or private but actual betting results are public so competitors can follow their peers and the front runners on the monthly competition leader boards.

Profiles, privacy settings and preferences can easily be amended once logged into the platform.

Personal Wall

Each time an existing member logs in he/she is automatically brought to their personal wall, which is very similar to a person's Facebook wall. Here members will see all notifications from the flutterclub administrators and their own friends – settled bets, tips, new articles, free bet offers etc. This is the default home page.

On sign-up each member automatically becomes friends with the 'flutterclub admin' account which is used by us to communicate with members. There is a built in 'automatic friendship' plug-in which sets up these friendships immediately once a new member signs up.

Members with accounts linked to their Facebook and/or Twitter accounts can post messages from flutterclub directly to these platforms.

Betting Platform

The site incorporates a full sports betting platform which members use to place bets, including accumulators, with the virtual money (FB$) we provide them each month. The aim being to reach the top end of the leaderboard by the end of the month and win a prize – leaderboard is based solely on betting profit and loss for the month. This enables us to add bonus FB$ to players' account balances without affecting the leaderboard standings.

The Betting Slip displays the bets that the user has selected, and allows them to place/confirm or cancel bets. It also contains tabs for both pending bets and recently settled bets. The Betting Slip is implemented as a 'widget' and can be displayed on every page of the site if required.

The Betting Slip also gives the user the option to create accumulator bets based on the bets that they have selected.

There is also a 'Bet Share' feature which enables members to share exact bets with their friends and insert comments alongside.

Players start each month with FB$1,000, the maximum bet is FB$50 and the maximum odds payout is 30/1. This ensures the better players have a chance of winning, that the competitions are not purely down to luck and also aims to give a players a sense of money management for when they do bet with real money. All of these numbers and parameters can easily be changed by the administrator.

Our odds and results were provided by one of our main affiliate partners, Betfair. This feed eliminated the need for manual setting of odds and settling of virtual bets. This feed is no longer available through Betfair so a new feed is required (which we have via Pinnacle Sports).

Leader Boards

This section of the site shows the current standings and statistics for the top twenty players (can display any number here) in the current monthly competition – the leaderboard is based solely on each players betting profit and loss for the current monthly competition.

The 'header' area is consistent on every page of the site and shows the player's current betting balance, time remaining in the current monthly competition and the current prizes that can be won.

By 'clicking' on any player on the leader board you are taken directly to that player's profile where you can see their up to date results and standings.

Private Groups

Members can set up their private competitions or leagues with friends or colleagues – ideal for pubs, sports clubs, societies etc. Each group has its own private monthly leaderboard and discussion forum.

News

We provide tips and publish articles which are automatically posted to the news section and to each member's personal wall. Members can click our betting selections in the newsletter which takes them directly to relevant betting market.

Invite Section

The invite section allows members to invite others to join flutterclub in various ways including bulk invites through Facebook, Twitter and Gmail. Each member also has a unique referral link allowing them (and us) to track how many people they have successfully invited and referred to flutterclub.

Videos

In this section members can post, share and comment on Youtube and Vimeo videos. Members can also post videos to their wall and share with their flutterclub friends.

Private Messages & Instant Chat

Features similar to that of Facebook enabling communication between friends and feedback to the administrator (on registration each member automatically becomes friends with the 'flutterclub admin' account)

Flutterclub TV

This widget is located on the home page of the site and mostly displays sporting event highlights and bookmaker promotional videos.

3. Platform Features for Members – Mobile Version:

The mobile website incorporates almost all of the PC version features and most importantly allows members to bet and communicate while on the move.
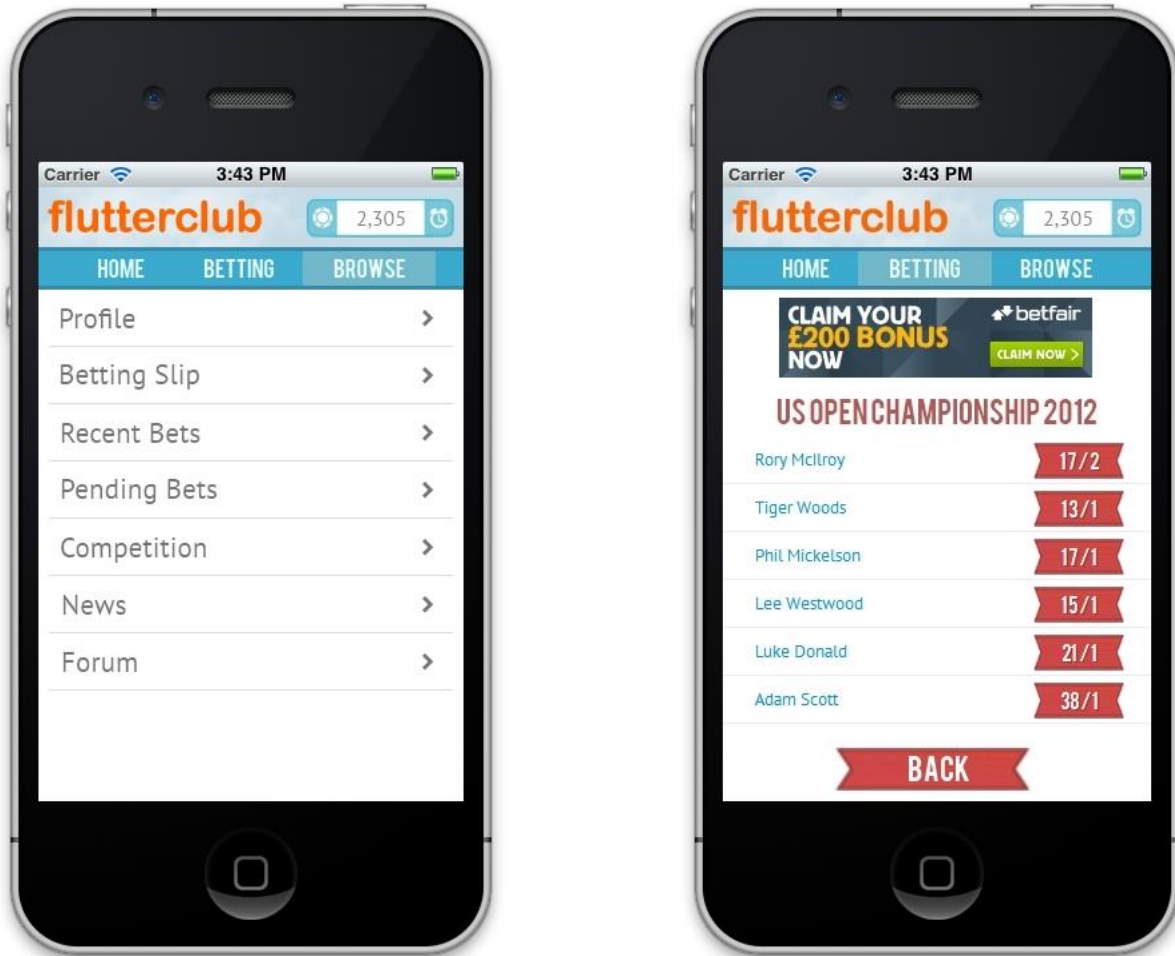
Aside from the main pages which display on mobile – personal wall, the dedicated betting platform and member profile section, there is also a 'Browse' tab which leads members to the following sections:

- Leaderboard
- Current Pending Bets
- Recently Settled Bets
- Search Members
- Invite – via same methods as PC version

- Groups – same functionality as PC version
- News & Tips – same info as PC version
- Videos

4. Features and Tools for Administrators:

The following are the main features for the administrator regarding communication to members, design and layout, posting of content, managing betting platform and social media.

Communication to members:

- **Personal Wall**: Everything posted by the flutterclub admin account appears on the wall of each member (flutterclub admin account is automatically friends with everyone). This is ideal for tips, site updates and promotions such as free bets from bookmakers. *Members who are friends with each other on the site will also see each other's posts and can 'like' and 'comment' on every post*
- **Instant Chat**: Ideal for instant communication with members – suggestions, manually settling bets, general conversation. Each member can see when the flutterclub admin account is available/online and can start a conversation. *Members who are friends with each other on the site can also instant chat to each other*
- **Private Messages**: The messages tab allows the administrator to send a private message to any (or all) members. By default, the member then receives an email to say he/she has received a message on the site. Members can change this in their settings if they do not wish to receive these email notifications. *Members who are friends with each other on the site can also private message each other*
- **Email all Members**: Via the admin panel you can email all members. Ideal for quick tips or when bonus FB$ have been added to accounts or for a special affiliate promotion (Sendgrid – www.sendgrid.com is the background service sending all of the flutterclub emails which is paid monthly and is priced per email sent)
- **Web Engage**: Located on the right hand side of each page (PC version) this feature allows members to send instant feedback to us (www.webengage.com). We immediately receive an email once a feedback form has been submitted by a member
- **Pre-set Messages:** Social Engine has a pre-set message template feature which automatically sends on site and email notifications to members regarding certain events. These include a welcome email on sign-up, friend requests notifications, bet win/lose email with bet details, invitations to join groups. Promotion can be incorporated into any of these emails
- **Newsletters:** We send a weekly newsletter to all members using Mail Chimp (www.mailchimp.com) – the up-to-date member database is exported each week to

Mail Chimp and the newsletter is designed and sent from there. The newsletter is great for tips, reviews, site updates and promotional offers from our affiliates

- **Standard Email:** We use the admin@flutterclub.com email address to send individual emails to members where necessary and as the email from which weekly newsletters are sent from. This is also the default email address which receives all notifications from the flutterclub site – eg. new message received from a member, member commented on one of your posts, Mr. X requested to join one of your groups
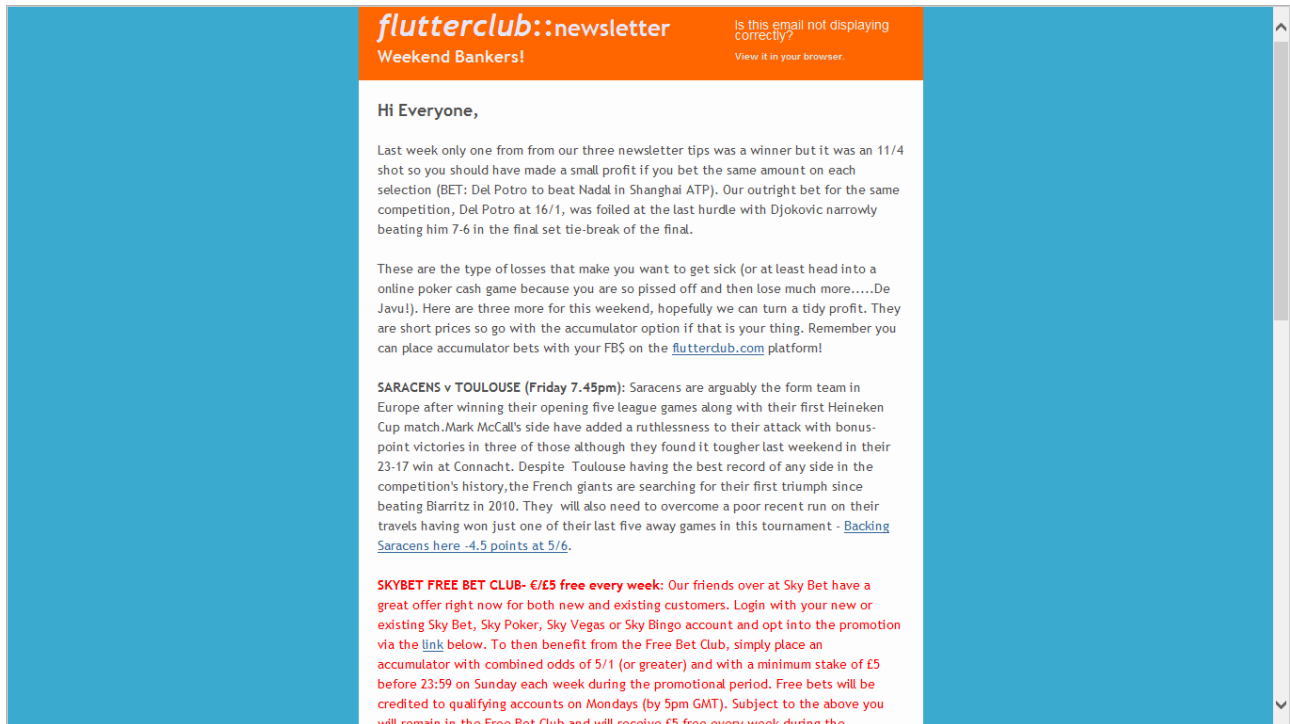
Posting Site Content:

- **Betting Articles:** Articles are easily created and posted to every player's wall – we use this feature for competition reviews, betting previews and general news. Articles are more suitable for longer editorial pieces. Members can comment on these articles from their wall and click links directly into the relevant betting markets. This page and its articles are publicly available so no log in is required to view (same for the 'Groups' section)
- **Wall Posts:** On the 'What's New' section on the home page we post short tips and notifications – these appear on every player's wall. Members can then comment on these posts
- **Flutterclub TV (FCTV):** This widget appears on everyone's home page. We use this to post sports videos, highlights and for promotional bookmaker videos

Site Layout and Design:

The social networking features of flutterclub were part of the Social Engine product we purchased – www.socialengine.net, a 'facebook in a box' type product (PHP). Excluding the betting features, the Social Engine product incorporates most of the communication and content features above. The Social Engine administration panel is very user-friendly and can be managed easily by one person.

Social Engine incorporates a series of features, plug-ins and widgets which can be added, amended, removed or relocated. Some examples of the plug-ins and widgets we use are:

- **The Friends Inviter Plug-in:** Makes inviting friends easy through email and social networks
- **Groups Plug-in:** Allows members to set up their own groups with their own discussion forum – they also getting their own group leaderboard (betting leaderboard custom integration with Social Engine group plug-in)
- **Advertising:** The admin panel makes it easy to set, maintain and switch advertising campaigns – drag and drop ads, HTML code from affiliates
- **Legal:** The existing 'Privacy' and 'Terms and Conditions' can be amended through the admin panel

The Betting Platform Management:

As a fantasy betting site, the main feature is the betting platform and how it can automatically:

- Import and process a bookmakers odds feed
- Display those odds on the flutterclub platform
- Take and settle bets of members
- Give notification to members on the site and by email of individual bet results
- Displays the results of these bets in each members' statistics and on the flutterclub leaderboards
- Incorporate with the social networking features on the site
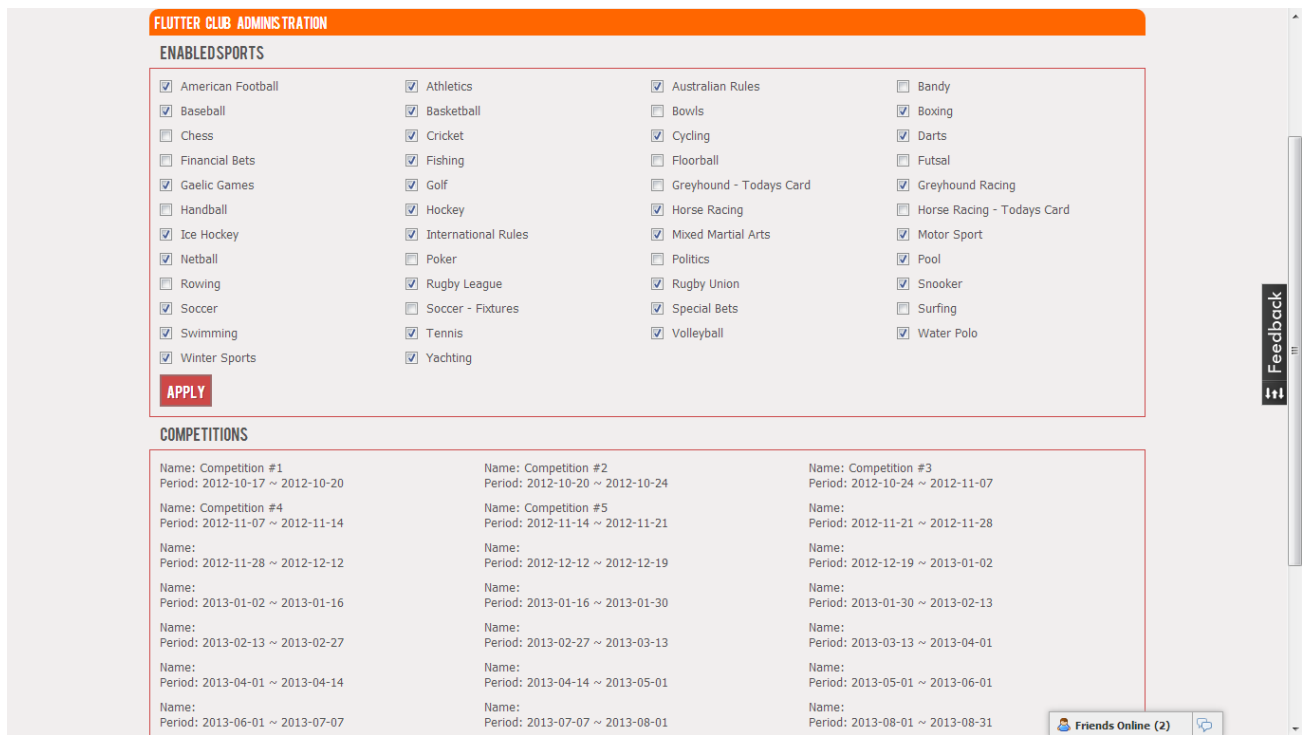
The betting platform can easily be, and is currently being, managed by the same person managing the content. MySQL experience would be preferred but the platform developers supplied us with a list of the most important queries which require no experience to run.

The odds and results feeds did come from Betfair (www.betfair.com) but the platform has been developed in such a way that another bookmaker's feeds could be incorporated here instead – we now have access to the Pinnacle odds feed.
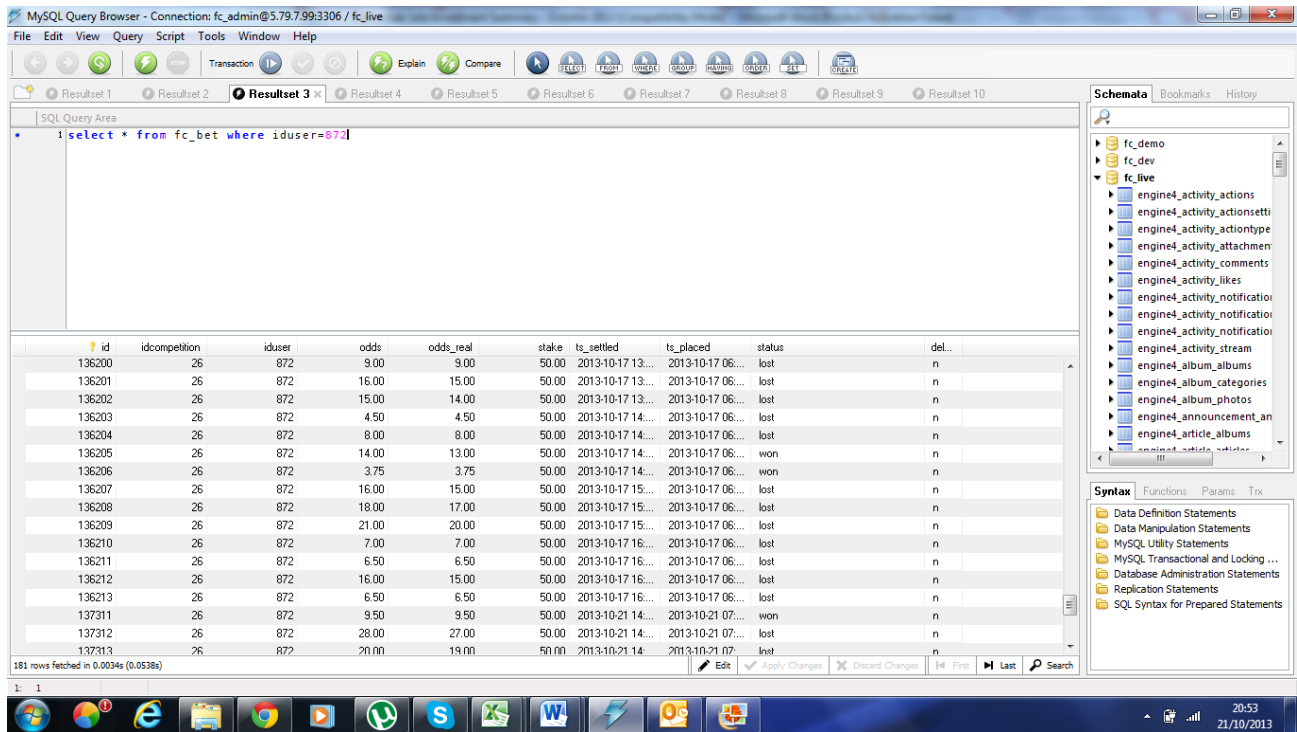
Social Media:

Facebook – The administrator and members, if they have linked their Facebook account to their flutterclub account, can share their flutterclub posts directly to their facebook wall.

We post tips, news and affiliate promotions and also have an attached app which enables facebook users to sign up to flutterclub directly from facebook, without leaving facebook.

Twitter – The administrator and members, if they have linked their Twitter account to their flutterclub account, can share their flutterclub posts directly to their Twitter wall and followers.

We post tips, news and affiliate promotions here.

5. Old Platform Statistics:

We use two methods to view and analyse site statistics – Social Engine Admin Panel and Google Analytics. Below are some topline statistics from both.

- **New Members**: 2,880 since going live in November 2012
- **Active members**: approximately 10% of members placed bets in each monthly competition – not the same players each week showing some will not play every month and will re-visit
- **Total Page Views (impressions)**: 2,500,000 +
- **Total Virtual bets placed**: circa 150,000 +
- **Average visit time on site**: 6 minutes - casino and game integration needed to improve this
- **Most popular pages**: Home Page, Betting Page, Leader board
- **Flutterclub Casino:** Had begun working on our own games currently – Blackjack live – difficult to find partner to supply games as we are a 'fantasy' betting site
- **Most popular device**: iPhone
- **Most effective lead source**: Facebook, longest time spent on site – Facebook campaign most effective
- **Current Bookmaker Affiliate Partners**: Betfair - 25% revenue share, Bet365 - 30% revenue share, 888poker - $65-$200 CPA, 888Casino - 50% revenue share, Butlers Bingo - £25 CPA + 25% revenue share, Ladbrokes - 35% revenue share, Pinnacle Sports - 30% revenue share, Skybet - £30 CPA, Bet Victor -30% revenue share, Colossus Bet - 5% turnover

6. Partners and Service Providers:

- Social Engine – www.socialengince.net: Social networking platform on which the social elements of flutterclub were built around. License purchase for use on one domain, can be fully modified - No on-going cost
- Betfair – www.betfair.com: Betting affiliate and provider of our odds feed and results feed – Odds feed is a combination of XML feed and Betfair API – TO CHANGE
- Mail Chimp – www.mailchimp.com: Used for sending weekly newsletters to all members – No ongoing cost
- Sendgrid - www.sendgrid.com: All emails sent from flutterclub are automatically processed by this provider including bet win/lose notification emails – total cost approx $2 per month
- Rackspace – www.rackspace.co.uk: Platform hosting – total cost approx €150 per month
- Bookmaker Affiliates: See above