

TAB Retail Update

Clubs Managers Forum
July 2025



Our retail uplift program has completed its first major milestone

Where we've come from

- Outdated infrastructure with frequent issues
- Cash-based transactions
- Fragmented customer experience
- Weak brand representation
- No omni-channel integration

Where we are now

- Brand new terminals, software and hardware
- Single customer experience across digital and retail
- Ability to transact without cash
- Enhanced marketing, odds and form displays

Where we're heading

- True omni-channel
- Venue mode with targeted generosity
- Scan, check and collect
- Link digital account and SST

Key Deliverables by Phase



2025 H2 Priorities

Item	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Venue Rebranding/Marketing Screens						
Review New Venue Expressions of Interest						
Strategic Venue Expansion						
Terminal Exclusive Offers – Phase 1 Racing						
eForm – Sports Layout						

Introducing Terminal Exclusives – Go Live Sep-25

What are Terminal Exclusives?

Terminal Exclusives are markets only available in retail on the new SSTs.

They offer enhanced odds on existing markets or a completely new market not available on digital.

How will Terminal Exclusives work?

Terminal Exclusives will be made available on premier race days.

All 'Exclusives' will have an advertised maximum stake and a limit on number of bets per customer.

Why Offer Terminal Exclusives?

Terminal Exclusives are a way of bringing promotions and generosity into retail venues.

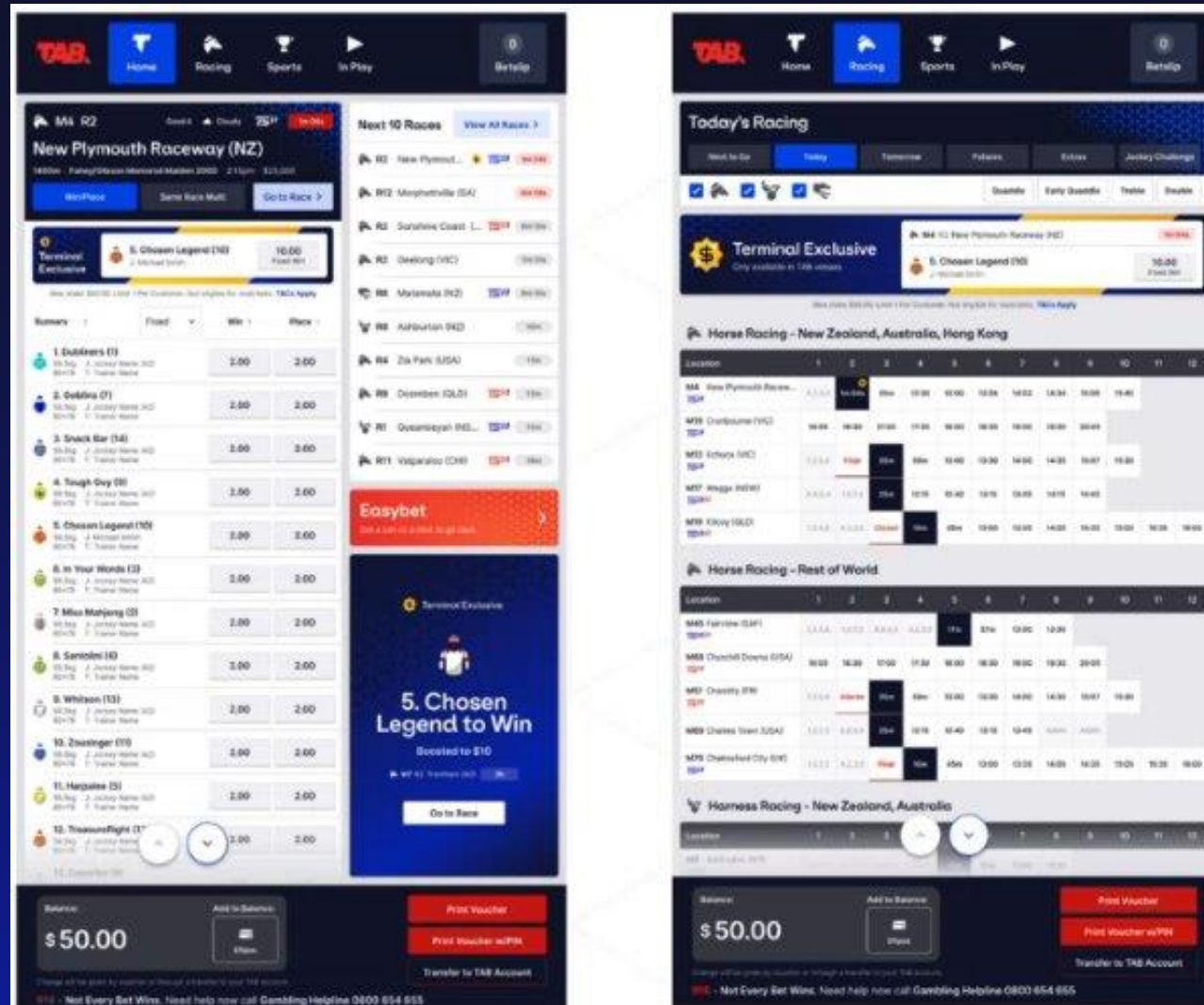
Exclusives provide an incentive for customers to come into store and stay in store on premier race days.

How will Terminal Exclusives be promoted?

Exclusives will be promoted across several channels. In venues we will use the marketing screens and the SST homescreen.

We will also be promoting this new product across Trackside, our TAB website and a number of racing publications.

Introducing Terminal Exclusives – Go Live Sep-25



Key Placements:

- Identifiable via the distinctive yellow '\$' symbol
- When Terminal Exclusives are available, they will be advertised via the panel on the bottom right of the SST homepage
- When Terminal Exclusives are available, they will be advertised via a panel at the top of Today's racing page

Terminal Exclusives – Spring Events



Terminal Exclusive

Only available in TAB venues

M4 R2 New Plymouth Raceway (NZ) 19:50

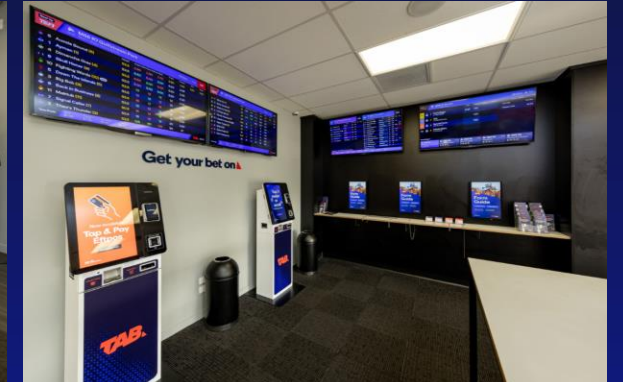
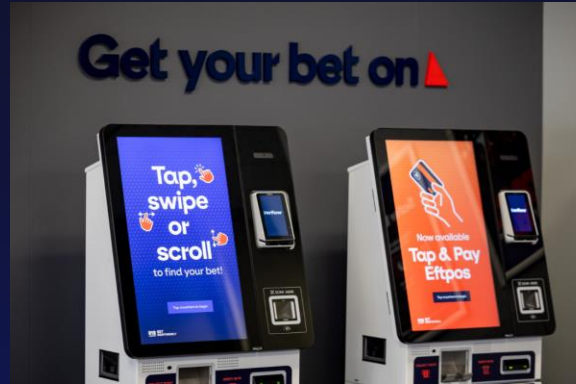


5. Chosen Legend (10)
J: Michael Smith

10.00
Fixed Win

Date	Meeting
6 September	Tarzino Trophy
27 September	Arrowfield Stud Plate
11 October	Livamol Classic
18 October	Everest/Caulfield Cup
25 October	Cox Plate
1 November	Derby Day
8-15 November	NZ Cup Week
22 November	Counties Cup Day

Appendix: New Retail Experience



Melbourne Cup - Tips

Promote Mobile Betting as a Key Option

- **Engage Regular Customers Early:** Speak with your regulars in the lead-up to Melbourne Cup Day. If they already have a TAB account, ensure they can log in and are comfortable navigating the app.
- **TAB App Brochures:** All venues will receive a pack of 25 x TAB App brochures in this year's Melbourne Cup collateral pack. These brochures explain how to download, log in, and use the app.
- **Digital Commissions:** You earn the same commission rate on bets placed via the TAB and betcha apps as you do from terminal sales.
- **Staff Support:** If you have staff who are confident using the TAB app, position them in customer-facing areas to assist with downloading and using it on the day.

Encourage Pre-Race Betting

- **Early Bets Reduce Queueing:** Remind customers to place their bets early to avoid last-minute congestion.
- **Staff Reminders:** Instruct staff to actively prompt customers throughout the day to place bets well ahead of jump time.

Maximise Use of Self-Service Terminals (SSTs)

- **Queue Management:** Use signage, floor markings, or physical barriers to create clear queue lines and reduce congestion.
- **Race-Specific Terminal Use:** If you have multiple SSTs, consider dedicating one to 'next-to-go' races only to keep the line moving.
- **Staff Training & Support:** Ensure your team is familiar with using the terminal. Assign at least one staff member to support customers at SSTs during peak times to speed up use and minimise confusion.
- **Printed Cheat Sheets:** Provide simple guides for common bets (e.g., win/place, trifecta) to help speed up decision-making at the terminals.