

TAB Retail Update

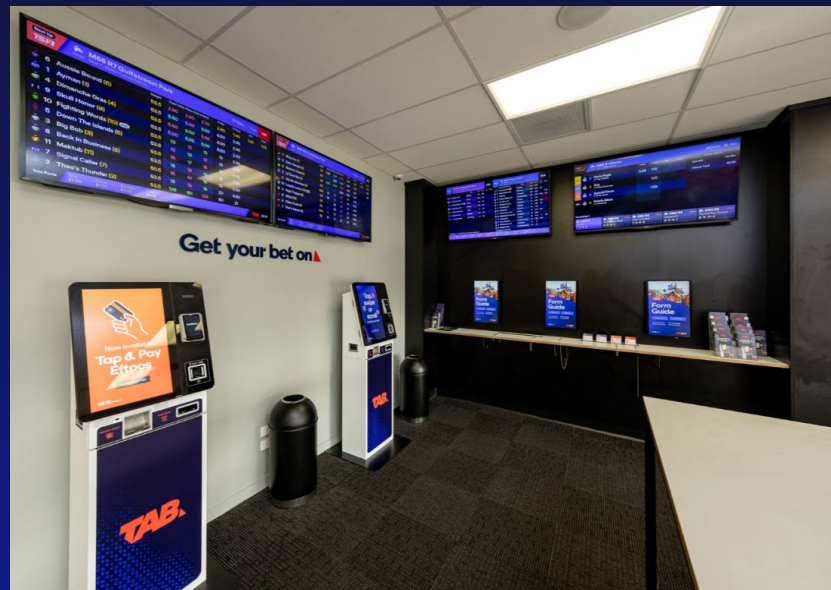
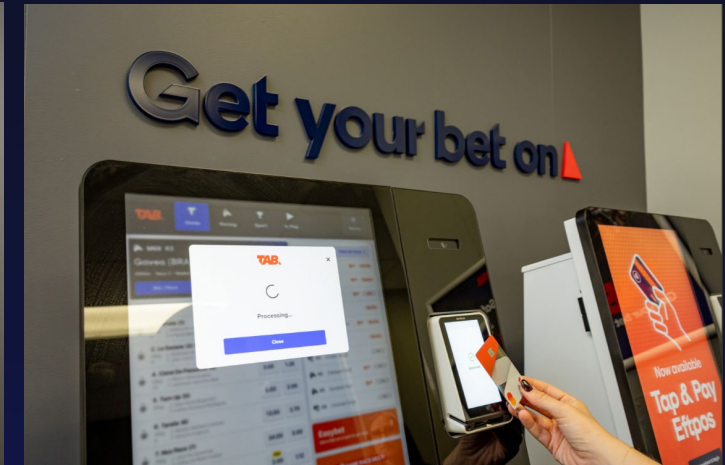
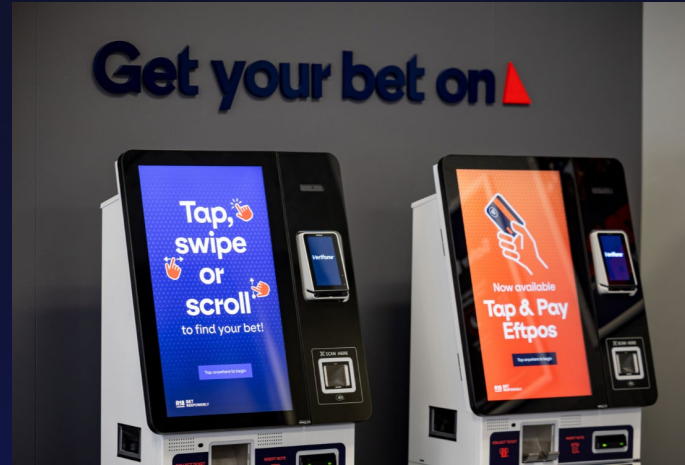
Clubs New Zealand Conference
March 2025



New TAB Experience



New TAB Experience



2025 TAB Retail Strategy

Uplift Core Experience – Mar - Jun 2025

Uplift the core wagering experience with a network wide hardware replacement programme, software rebuilds and redesigns and process automation and optimisation.

Venue
Rebrand

Odds
Display
Upgrade

Digital
Form

Digital
Marketing

New
Terminals

Deliver For The Future – Jul – Oct 2025

Begin the journey of growing the overall value of the TAB retail proposition, creating new (and cross channel) experiences and adding value for both today's and tomorrow's customer transforming TAB retail from a transactional channel to an experience.

Digital In
Venue
Offers

Terminal
Boosted
Odds

Scan &
Collect

New Venue
Opps



Retail Revitalisation – Uplift Core Experience

Venue Rebrand



Objective:

Physical rebrand all TAB venues to assist with rekindling the excitement and interest in racing and sports.

Key Benefits:

- Rebuild the love of racing and sports in New Zealand and the entertainment and celebration of betting and winning.
- Creation of a modern, appealing brand that uplifts the perception of TAB and attracts new customers into venues.
- Change the negative narrative and perception from tired and behind the times to a modern, progressive & world class betting experience for our customers.

Completion: Match - June 2025

Odds Display Upgrade

Next Up

TSN

M12 R10 Woodbine Mohawk Park

12:37

Orange Motor Group Country Boosted Mdn Plate

2200m

Heavy 10

1:00

| | | Jockey | F-Win | F-Place | Win | Place |
|---------------------|--------------------------------|---------------|-------------|-------------|-------------|-------------|
| | 3 Superfast (7) 58.5 MM | B Orange | 3.80 | 1.70 | 3.70 | 1.60 |
| | 2 Halet Robyn (10) 58.5 | N Williamson | 6.00 | 2.20 | 6.10 | 2.10 |
| | 6 Tashs Bad Girl (2) 58.5 | A Kyle | 6.50 | 2.35 | 7.70 | 2.90 |
| | 1 Mydadtheterror (11) 58.5 | B Barclay | 8.00 | 2.70 | 8.60 | 2.80 |
| | 10 La Moth (1) 58.5 | A Milne | 9.50 | 3.00 | 11.10 | 3.00 |
| | 8 Paradise Valley (9) 58.5 | T berry | 10 | 3.10 | 13.70 | 4.10 |
| | 5 Sly Tricks (5) 58.5 | T Clark | 15 | 4.20 | 13.50 | 3.80 |
| | 9 Ask Me Lou (6) 58.5 | J McDonald | 15 | 4.20 | 15.40 | 5.60 |
| | 12 Estrondo (13) 58.5 | S Clarke (a2) | 15 | 4.80 | 12.50 | 3.40 |
| | 7 Herbie Town (7) 58.5 | J Childs | 15 | 5.50 | 12.50 | 6.70 |
| | 4 Ramp It Up (8) 58.5 | L Meech | 16 | 5.60 | 14 | 7.20 |
| | 11 The Torque Factor (4) 58.5 | B Egan | 23 | 5.80 | 16.25 | 7.80 |
| Scratchings: 13, 14 | | | | | | |
| Win | Place | Quinella | Trifecta | First Four | Double | Quaddie |
| \$12,000 | \$8,910 | \$3,820 | \$5,090 | \$13,700 | \$13,700 | \$19,200 |

TAB

12:36

Objective:

Update odds display templates with richer insights, more call to action content and a more modern display.

Key Benefits:

- Cleaner content presentation, making it easier for customers to read and digest critical information used to inform their betting decisions.
- Addition of new high value market information not currently available in TAB retail channels i.e. betting fluctuations, last starts.
- Addition of a number of new templates providing customers with greater awareness of key bet triggers i.e. next 10 races to jump, result status, expert tips.

Completion: March- June 2025



Retail Revitalisation – Uplift Core Experience

Digital Form

TAB Racing Sports 15:27 Zoom - Zoom +

M6 Wingatui (NZ)
DNL 2-3, 5-6, 7-8 TBL 2-3, 5-6, 7-8 QAD 1-4, 5-8

R1 R2 R3 R4 R5 R6 R7 R8

1400m Fahey Memorial Maiden 2000 \$25,000 2:15pm
Win \$2,750.00 Place \$2,750.00 Gamble \$2,750.00 Extra \$2,750.00 Trifecta \$2,750.00

Expand Form Speed Map Gear Changes

Expert Tip: Back after a long spell. Finished off last 1. Kudos de Settya (2) preparation second last 4. Kudos de Settya (2) of 14 at Coffs Harbour Main on January 22 over 1200m, on a slow track. 3. Kudos de Settya (2) 16 len behind 2. Vanilla (2) Extra Manners with 58.5kg at \$10.

Gear Changes: VANDERBEEK (2) - Lugging Bit OFF, REFORMATE (3) - Bitters OFF, RONALD (10) - Standard Bit ON, Lugging Bit OFF, V8 OFF and Side Winkers ON, CHEPALLA (11) - Tongue Tie ON, LOVE FIFTEEN (12) - Nose Band ON, MABEL (13) - Tongue Tie ON, KASHIPURA (17) - Standard Bit ON, Lugging Bit OFF, Side Winkers OFF and Tongue Tie ON.

| Horse | Jockey | Trainer | Win | Place | Rating |
|---|-------------------|---------------------------------------|-----|-------|--------|
| 1. Superfast (7) 58.5kg | J: Brad Orange | 3yr bay Danz Brahms-Secret Halo (ARG) | 25% | 40% | 94 |
| 47X48 T: Billy Johnson | | | | | |
| Win \$10.60 PLC \$3.80 FFWIN \$13 FFFPLC \$3.80 | | | | | |
| OP \$13.00 • \$13.50 • \$13.00 • \$13.50 | | | | | |
| 2. Haley Robyn (10) 57kg | J: Nat Williamson | 3yr bay Danz Brahms-Secret Halo (ARG) | 25% | 40% | 94 |
| 47X48 T: Billy Johnson | | | | | |
| Win \$10.60 PLC \$3.80 FFWIN \$13 FFFPLC \$3.80 | | | | | |
| OP \$13.00 • \$13.50 • \$13.00 • \$13.50 | | | | | |
| 3. Tashs Bad Girl (2) 58.5kg | J: Amy Kyle | 3yr bay Danz Brahms-Secret Halo (ARG) | 25% | 40% | 94 |
| 47X48 T: Billy Johnson | | | | | |
| Win \$10.60 PLC \$3.80 FFWIN \$13 FFFPLC \$3.80 | | | | | |
| OP \$13.00 • \$13.50 • \$13.00 • \$13.50 | | | | | |
| 4. Mydadttheterror (11) 57kg | J: Ben Barclay | 3yr bay Danz Brahms-Secret Halo (ARG) | 25% | 40% | 94 |
| 47X48 T: Billy Johnson | | | | | |
| Win \$10.60 PLC \$3.80 FFWIN \$13 FFFPLC \$3.80 | | | | | |
| OP \$13.00 • \$13.50 • \$13.00 • \$13.50 | | | | | |
| 5. La Moth (1) 55kg | J: Andy Milne | 3yr bay Danz Brahms-Secret Halo (ARG) | 25% | 40% | 94 |
| 47X48 T: Billy Johnson | | | | | |
| Win \$10.60 PLC \$3.80 FFWIN \$13 FFFPLC \$3.80 | | | | | |
| OP \$13.00 • \$13.50 • \$13.00 • \$13.50 | | | | | |
| 6. Paradise Valley (9) 58kg | J: Tim Berry | 3yr bay Danz Brahms-Secret Halo (ARG) | 25% | 40% | 94 |
| 47X48 T: Billy Johnson | | | | | |
| Win \$10.60 PLC \$3.80 FFWIN \$13 FFFPLC \$3.80 | | | | | |
| OP \$13.00 • \$13.50 • \$13.00 • \$13.50 | | | | | |

Objective:

Replace paper racing form displays in venues with interactive touch screen digital form devices.

Key Benefits:

- Modernisation of the presentation of racing form in-venue.
- Alignment of racing form content and displays across all TAB channels making for a seamless customer experience and improved ease of access to critical information to inform betting decisions.
- Provision of additional information i.e. price fluctuations, speed maps, market mover.
- Streamlining of venue TAB set up processes and operating cost.

Completion: March - June 2025

Digital Marketing

IT'S NEW ZEALAND CUP WEEK

9TH - 16TH NOVEMBER 2024

| Day | Event | Venue |
|----------------|---|---------------|
| Saturday 9th | All Bostil Equiworld Dubai New Zealand 2000 Guineas | Roseaton Park |
| Tuesday 12th | IRT New Zealand Trotting Cup Day | Arlington |
| Wednesday 13th | The TAB Mile | Roseaton Park |
| Thursday 14th | NZ Greyhound Cup | Arlington |
| Friday 15th | Show Day Twilight Races | Arlington |
| Saturday 16th | Martin Collins New Zealand 161st New Zealand Cup | Roseaton Park |

TAB Get your bet on **BET RESPONSIBLY**

Objective:

Install large portrait digital screens into TAB venues to communicate and promote key marketing and promotional messages.

Key Benefits:

- Carousel content to drive customer awareness of current TAB promotions, offers and new product releases/features.
- Provide customer educational information to assist with adoption of new products and technology.
- Timely, targeted content to drive customers to venues and keep customers engaged and in-venue for longer – providing venues with cross sell opportunities.
- Reduced marketing print material demands.

Completion: March - June 2025



Retail Revitalisation – Uplift Core Experience

New Terminals



Objective:

Replace all retail wagering terminals with market leading terminal hardware and software experiences.

Key Benefits:

- Fast, responsive and reliable terminal hardware
- Expanded retail bet type offering, creating consistency with TAB digital channels.
- Rapidly improved bank note acceptor times.
- Addition of EFTPOS and payWave onto all self-service terminals.
- Simplified and redesigned terminal journeys with seamless customer experiences between TAB digital and retail channels.

Completion: March - June 2025



Retail Revitalisation – Deliver For The Future

Terminal Boosted Odds



Objective:

Release price boosts across a selection of markets in-venue for a limited period of time promoted through digital marketing in venue.

Key Benefits:

- Exclusive odds only available in retail venues – draw customers into venues by creating value customers can only obtain in a TAB retail venue.
- Appeal to both new and existing customers with existing customers able to obtain value without changing their current transaction methods.

Completion: Pre-Spring 2025

Digital In Venue Offers



Objective:

Provide customers with exclusive offers and generosity only redeemable when in a TAB retail venue (via the TAB App in venue or on self-service terminals).

Key Benefits:

- Drive increased patronage to TAB retail venues by enabling customers to see digital offers that can only be redeemed when in a TAB retail venue via the TAB App.
- Terminal specific offers/markets, creating a point of difference to digital betting and an added reason to come into venue.
- Extend the customer length of customer stay when in a TAB retail venue through the managed release of digital in-venue offers – providing venues with cross sell opportunities and increasing the value of a TAB proposition for venue partners.

Completion: Pre-Spring 2025



Retail Revitalisation – Deliver For The Future

Scan & Collect



Objective:

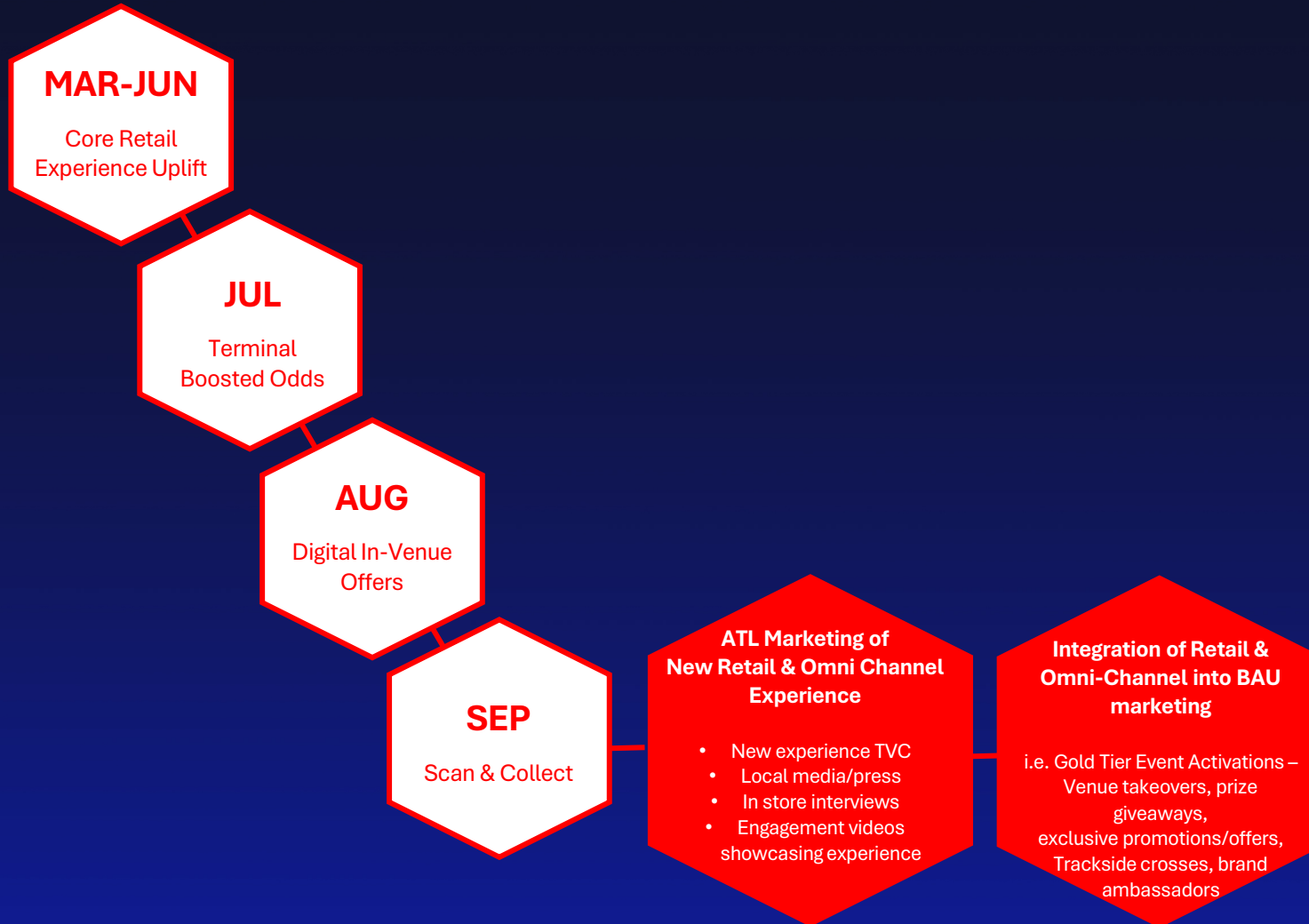
Enable customers to scan physical TAB tickets, check their bet status and opt to have winnings transferred into their TAB account for quicker digital reinvestment.

Key Benefits:

- Creation of an omni-channel experience - seamless customer experience across TAB retail and digital.
- Option for quicker customer access and reinvestment of winnings from retail bets placed.
- Key functionality enabler for future 'Bonus Back' technology via physical retail terminals.

Completion: Spring 2025

Delivery Plan (Tentative Timings)



TAB Venue Tiering

| | Gold Destination Venues (Full Service) TAB is a significant component of the overall venue experience. Venues tend to be the primary TAB pub/club within their suburb/town/city. | Silver Key Provincial (Self-Service Only) TAB isn't the primary focus of the venue but remains an important component; venues are often located in medium sized towns/cities. | Bronze Convenience (Self-Service Only) Provide customers with the convenience of a TAB offering without it being the focus of the venue. |
|-------------------|--|---|--|
| OTC | T | | |
| SST | T | T | T |
| Odds Display | T* | T* | T** |
| Digital Form | T | T | |
| Marketing Screen | T | T | T |
| External Branding | T | T | T |

* Venue responsible for ongoing screen replacement

** Small number of selected venues

