

3 NOTE ON TELEVISION CONTRACTS SIGNED INCLUDING DATES

SIS completed an exclusive five-year deal with the Irish Greyhound Board (IGB) to collect and distribute greyhound racing content to online and retail betting operators. The arrangement was effective from February 9th 2016.

The arrangement also includes international streaming rights, which will enable suppliers to utilise SIS Stream – SIS' low latency streaming platform – to distribute Irish greyhound racing to new territories around the globe.

The agreement initially covered more than 1,500 races a year taking place at IGB tracks – Mullingar Park Greyhound Track, Youghal Park Greyhound Stadium and Tralee Racecourse

Over a prolonged period IGB with the assistance of the majority of participating greyhound owners have delivered a consistent and reliable betting product from Irish greyhound racing tracks. IGB are required to deliver race meetings to meet protocols as required by SIS and their customers which includes a fair and consistent racing product whilst achieving a competitive quality of racing.

Initially this agreement included three race meetings supporting the main schedule offered by SIS, which supported additional prize money of €203,028 to those participating in the race events held in 2016. From March 4th 2017 this contract was extended to include a main marquee event being broadcast from Tralee on Saturday mornings. It is anticipated that the total arrangement will generate additional income to the IGB of circa €1.0m in the current financial year supporting a 79% increase in prize money to those participating in the race meetings for this contracts.

The consistency of delivery of the racing product continues to receive industry acceptance and support.