



2022 REVIEW

CELEBRATING OVER
A DECADE OF IMPACT



COLLECT. **SAVE.** GO RACING.

CELEBRATING OVER A DECADE OF IMPACT

Three years ago, the world as we know it changed with the outbreak of the Covid-19 pandemic. It wasn't just sport (or indeed racing) that was affected as every business had to adapt to this unprecedented change in circumstances.

Rewards4Racing was no different and, following the lockdown just after the Cheltenham Festival in 2020, we had to move quickly to adjust to life in a post-covid world and work on ways to best support our racecourse partners, our membership, and the sport as a whole.

Once racing re-opened its doors in mid-2021, the pent-up demand from racing fans was clear for all to see. Rewards4Racing members were at the forefront of this desire to get back to the track and support British racecourses and we're proud to report that **our members were responsible for purchasing over 1.6 million tickets to the races** between mid-2021 and the end of 2022.



Recently announced figures and feedback from our own members clearly demonstrates that the cost-of-living crisis is starting to bite, with British horse racing attendances in 2022 dropping below 5 million

for the first time in 25 years. Having said that, the recent announcement of record attendances over the 2022/23 festive period demonstrates that the situation is not as bleak as many would have us believe and, working with our racecourse partners, we were delighted to be able to play a part in helping to achieve these figures.

Research from our member base (which numbered **328,000 active members** in 2022) has shown that enabling racing fans to save money is the most important aspect of the programme and is also a key factor in incentivising them to spend their hard-earned disposable income in racing as opposed to other leisure activities.

As British racing's loyalty programme, we are pleased to say that we are doing our bit to ensure that the loyalty of racegoers continues to be recognised and rewarded. We are also proud to have been included in the initial phases of the strategic planning initiatives recently launched by British racing's key stakeholders and we are looking forward to using the data and insights provided by our members to deliver a meaningful contribution to these strategic plans across several key performance areas.

Rewards4Racing celebrated its 12th birthday in January, which also included the 1st anniversary of the programme's launch in Ireland with Horse Racing Ireland, Punchestown and Galway racecourses leading the way. It was yet another record-breaking year in terms of points collection activities by members through our network of betting, retail, and racing-specific partners, with a staggering **867 million points** having been collected by members in 2022! Now that we're allowed to travel again, it's probably no surprise

to hear that, outside of betting, our travel partners (such as Booking.com, Hotels.com and Expedia) were at the top of the list in terms of points collected by members through our partner network.

On the subject of betting, our four exclusive bookmaker partners bet365, Betfair, Betfred and Paddy Power continued to be an important source of points-generation for members. Combined betting turnover from our membership increased to **almost £1 billion** in 2022, with points being collected on every bet placed. We also continued to be a proud partner of Responsible Affiliates in Gambling and have worked closely with Government on the new gambling and safety laws within the much-awaited White Paper.

Through the loyalty and engagement of our fantastic members, and the great partnerships that we have within the racing industry including with The Jockey Club, Arena Racing Company, York Racecourse and Horse Racing Ireland (to name but a few), we are delighted to be able to deliver millions of pounds worth of revenue back into the sport each year.



Josh Apiafi
Co-Founder & Director



“I have just returned from day one of the Cheltenham Festival, the best day’s racing in England! I bought my tickets with the points I had earned through Rewards4Racing by virtue of my bets with bet365. The points are credited automatically every week and when it comes to spending them it couldn’t be simpler when you purchase tickets through the racecourse’s website. Thanks Rewards4Racing!”

Anthony, Rewards4Racing Member



KEY STATS

**1.1
MILLION**
TOTAL R4R
MEMBERSHIP

328,000
TOTAL ‘ACTIVE’
MEMBERS IN 2022

(collected and/or spent points in 2022)



780,000
TOTAL NO. OF TICKETS
PURCHASED BY R4R
MEMBERS IN 2022



**£949
MILLION**
TOTAL SPORTSBOOK
TURNOVER BY R4R
MEMBERS IN 2022

(with R4R’s exclusive betting partners)

**867
MILLION**
TOTAL NO. OF R4R
POINTS COLLECTED
IN 2022



**333
MILLION**
TOTAL NO. OF R4R
POINTS SPENT IN 2022



41 RACECOURSE
PARTNERS



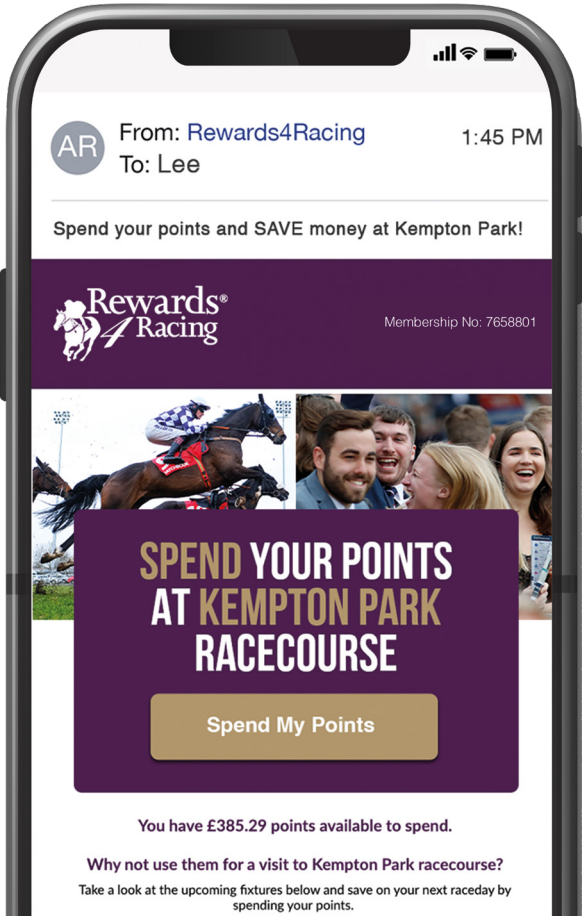
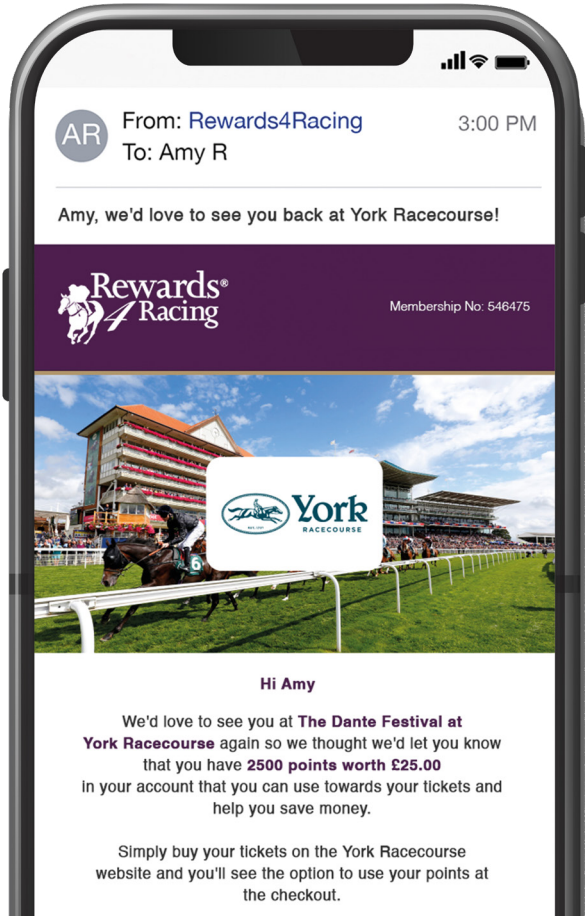
THE PUNTERS PANEL

We deliver a loyalty proposition for our racecourse partners that attracts new customers and drives new revenue, retains loyal customers and incentivises lapsed and dormant customers to return to the track. The success of our campaigns can be measured in the millions of £'s in incremental spend that we generate for our partners each year while at the same time helping racegoers save money and enjoy unforgettable racing experiences.

“We are proud to have been a significant part of the Rewards4Racing story for the past 12 years. Since the programme’s launch back in 2011, the number of members and the level of engagement has grown rapidly. In these challenging economic times, the ability to offer our loyal customers the opportunity to save money on their next ticket to one of our fantastic meetings is clearly resonating. This is demonstrated by the number of points being redeemed with our racecourses.

When we are competing for every pound of our customers’ disposable income, this is an incredibly important feature of the programme.”

Olaf Guelchner, CMO at The Jockey Club



WHAT WE DELIVERED FOR OUR RACECOURSE PARTNERS IN 2022

780,000 TOTAL NO. OF TICKETS
PURCHASED BY R4R
MEMBERS IN 2022



£25 MILLION

TOTAL VALUE OF POINTS AND CASH SPEND IN 2022
WITH OUR RACECOURSE PARTNERS BY R4R MEMBERS
WHO ARE NEW, REACTIVATED AND RETAINED CUSTOMERS

3x
RETENTION
RATE

R4R MEMBERS ARE THREE TIMES
MORE LIKELY TO BE RETAINED BY OUR
RACECOURSE PARTNERS COMPARED
TO CUSTOMERS WHO ARE NOT MEMBERS
OF THE PROGRAMME

“At a time when we have been working hard to attract new customers to ARC racecourses as well as encouraging previous attendees to come back to our tracks, Rewards4Racing has assisted us in achieving these objectives. The ability to influence customer behaviour through rewards as well as target customer groups with points incentives has been an important competitive advantage in our marketing activity when it comes to driving footfall and spend at our racecourses. We are looking forward to extending our partnership with the programme in 2023 and beyond.”

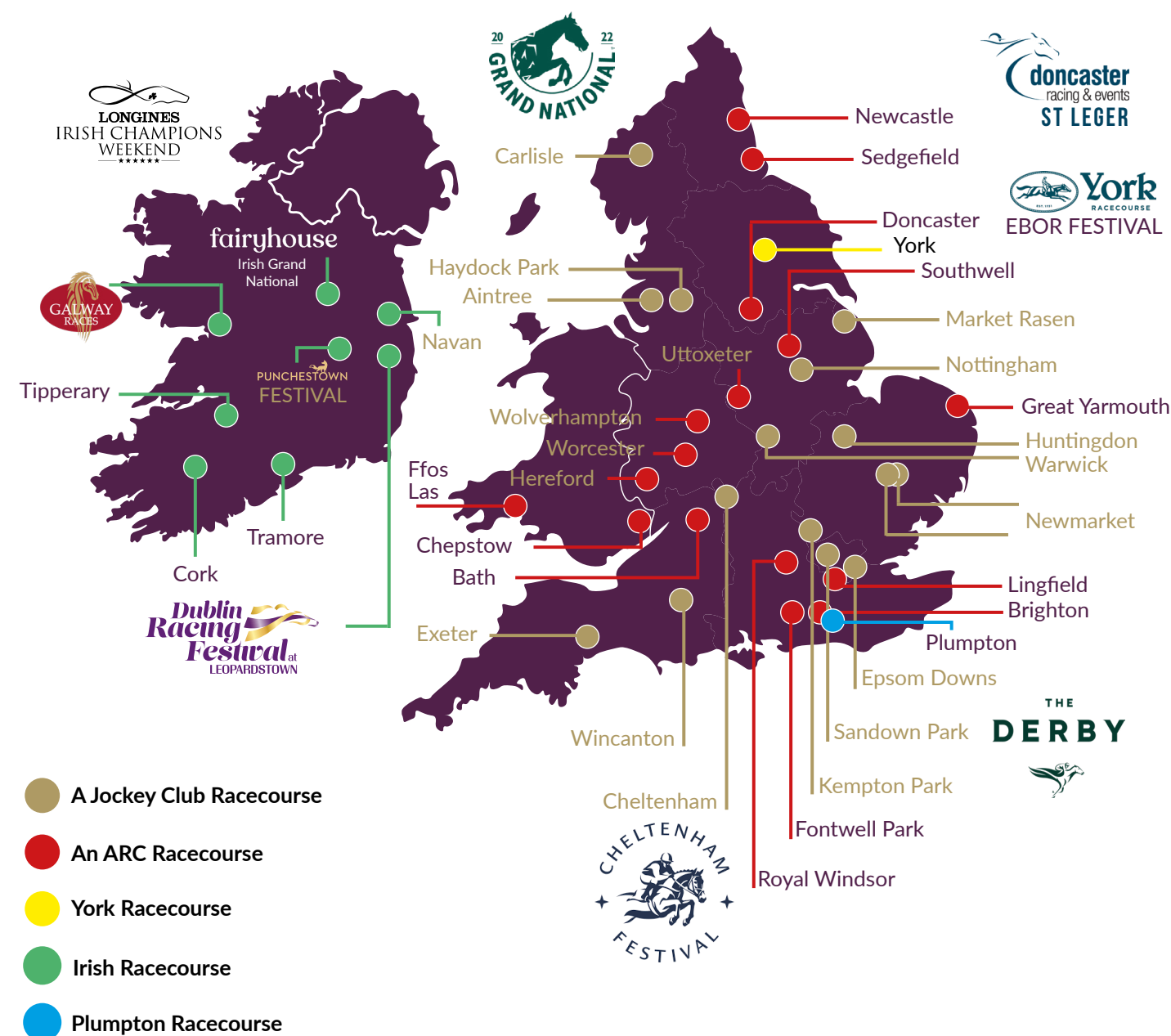
Mark Spincer, Managing Director - ARC Racing

“When we launched our partnership with Rewards4Racing, our objectives were to create a programme which allowed us to reward loyal Irish racegoers, increase engagement and drive higher attendances. Since launch, we now have eight Irish racecourses on the Rewards4Racing Ireland programme with tens of thousands of Irish racegoers regularly participating. An important additional aspect of our partnership was the ability for Irish racecourses to attract the 1.2 million Rewards4Racing members in the UK to come racing in Ireland. I’m delighted to say that, from the 2022 results, it is clear many UK members of the programme have taken the opportunity to use their points to attend our marquee Irish racing festivals.”

Paul Dermody, CEO of HRI Racecourses

OUR RACECOURSE LOCATIONS

We now have 41 racecourses in England, Wales and Ireland, including some of the most prestigious festivals in the UK and Ireland racing calendar, where our members can spend their points and save money on a great day out at the races.



THE OPPORTUNITIES TO COLLECT AND SPEND POINTS ARE ENDLESS

We try to make it as easy as possible for our race-loving members to collect valuable Rewards4Racing points, whether that's by purchasing a ticket to the races, placing a bet with our exclusive betting partners, subscribing to Racing TV, or making a purchase with one of our 4,000 retail partners.

There are literally thousands of opportunities for members to collect points, which they can use to save money watching and enjoying the sport they love.

JASON'S MEMBER JOURNEY



1. January

Jason buys x4 tickets to Haydock Park Racecourse

Haydock Park
RACECOURSE

Collects
£10
in points

2. March

Jason signs up to bet365 and places his first bet

bet365

Collects
£20
in points

3. August

Jason books his family holiday by clicking through from Rewards4Racing.com

Booking.com

Collects
£30
in points

IN 2022, ON AVERAGE WE HELPED OUR MEMBERS **SAVE OVER £80** OFF THEIR RACEDAY TICKETS.

5. WINNER

Jason SAVES £80 off next year's tickets to Haydock Park Racecourse.

Haydock Park
RACECOURSE

SAVES
£80

4. November

Jason buys all of his Christmas gifts by clicking through from Rewards4Racing.com

currys **ebay** **Booking.com**

Collects
£20
in points

DRIVING PERFORMANCE THROUGH DATA

For over a decade, as well as providing racegoers with an award-winning, engaging loyalty solution (helping them to save money watching, attending and supporting the sport they love), we have worked hard to provide our racecourse partners with rich data and insights on the trends and behaviours of our loyal members.

By giving our members the opportunity to collect points for providing their valuable data to us (an important 'value exchange'), we have built an unrivalled data bank of what motivates racegoers' buying behaviour as well as gaining a deep appreciation of members' raceday experiences.

Rewards4Racing is not just a platform; it is a currency that connects racecourses to their racegoers, fans to brands and sponsors, and retail and betting partners to valuable consumers through their sporting passion.

Collect fan data, provide rewards for fans and deliver valuable insights



JASON SMITH

Age: 46
Work: Builder
Family: Married, one son
Location: London



Points Balance: **5,000 Rewards4Racing points**

50 Has collected points 50 times

4 Has spent points on 4 different occasions



Is a Rewards4Racing advocate

COMMERCIAL PARTNERS

From the data we collect, we know that Jason drives a . He insures his family home with and has a phone contract with . He goes on holiday twice a year with his family and always books online through . He shops online only when buying gifts for his family and commonly uses and M&S.

BETTING

Jason has two betting accounts. The betting partner he bets with most often is .

DIGITAL MEMBERS AND SUBSCRIBERS

Jason interacts with Haydock Park Racecourse and Racing Post Instagram and Twitter pages.

Jason visits the **RACING POST** website on a weekly basis.

BROADCAST AND STREAMING

Jason watches live racing on and .

Jason does not have a subscription to .

TICKETS AND MEMBERSHIPS



Jason regularly attends Haydock Park Racecourse but also visits York and Newmarket Racecourses throughout the year with his friends and family.

RACEHORSE OWNERSHIP

Jason is looking at becoming part of a syndicate.

ODDS ON FOR SUCCESS

2022 has been another fantastic year for our partnerships with four of the UK's leading bookmakers, bet365, Betfred, Betfair and, most recently, Paddy Power. Working ever more closely with these partners this year has seen a record number of points being generated through members' betting activity.

The Rewards4Racing programme remains the odds-on favourite among UK racegoers, helping to influence and reward their betting behaviour.

272,400

REWARDS4RACING'S
ACTIVE BETTORS IN 2022



45,108

NEW DEPOSITORS
FROM R4R IN 2022



49,558

BETTORS REACTIVATED
BY R4R IN 2022



£949
MILLION

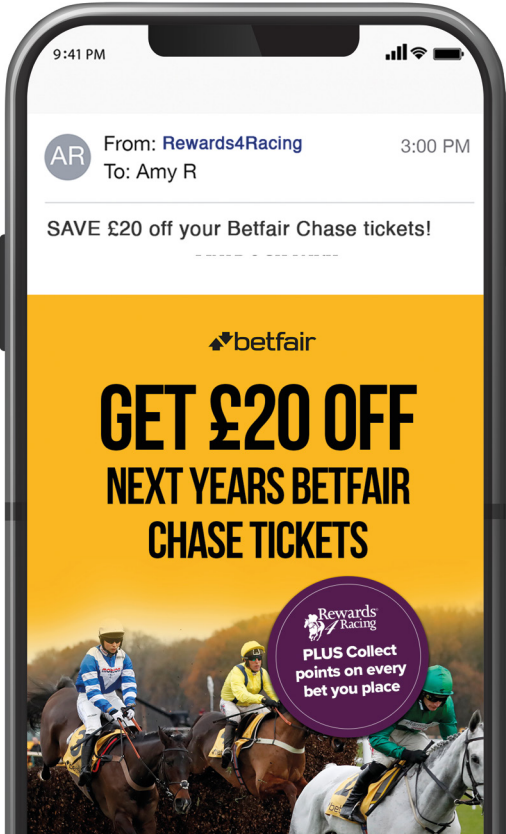
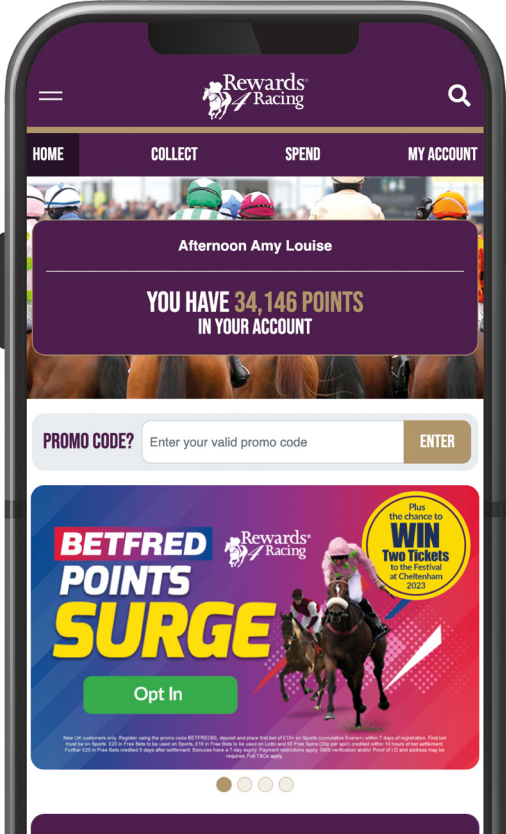
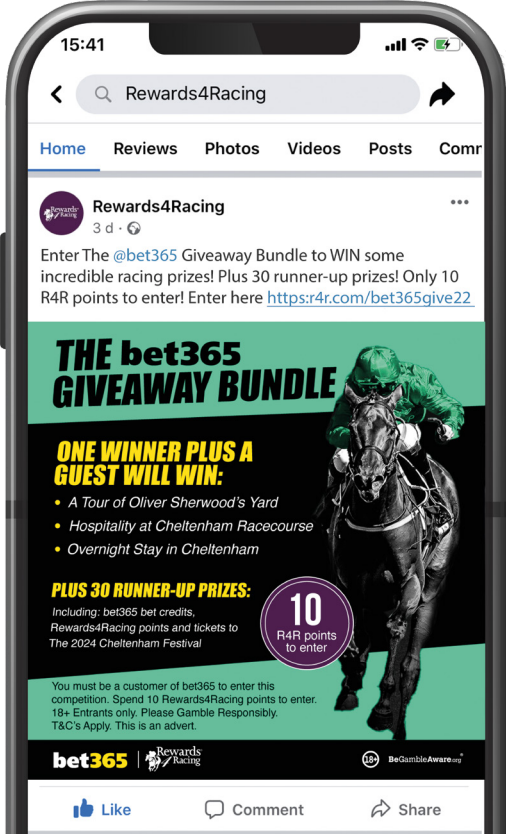
TOTAL SPORTSBOOK
TURNOVER
BY R4R MEMBERS IN 2022
WITH OUR BETTING PARTNERS



400,000+

TICKETS PURCHASED
IN 2022 BY R4R MEMBERS WHO
HAVE COLLECTED POINTS WITH
OUR BETTING PARTNERS

We delivered multiple campaigns and initiatives in 2022 aimed at driving new customers, retaining existing players, reactivating lapsed bettors and helping to increase customer lifetime value for our betting partners. At the same time, these partnerships helped us to give significant benefits back to our members through their betting activity.



REWARDING RACEGOER LOYALTY

COLLECT POINTS

RACING:

When buying tickets to any of our forty-one racecourse partners.



BETTING:

When betting online with our four exclusive bookmaker partners.



RETAIL:

When shopping online with over 4,000 retail brands.



SPEND POINTS AND **SAVE** MONEY

At some of the most prestigious race meetings in the UK and Ireland.



“Why would any racegoer not be a Rewards4Racing member! Points are easy to collect and easy to spend.

It really is a great programme!”

Fraser, Rewards4Racing Member



YOU SPEND WE GIVE

We are proud partners of Racing Welfare, the UK Charity supporting the workforce of British horse racing. Since Rewards4Racing's establishment in 2011, we have worked hard to make a real contribution to the racing industry, an aim shared by Racing Welfare, whose commitment to enhancing the well-being of racing's workforce ensures our amazing sport continues to thrive.

Every time one of Rewards4Racing's loyal members clicks through from Rewards4Racing.com and makes a purchase with one of the thousands of retail partners on the programme, we donate to Racing Welfare.

We look forward to continuing our partnership in 2023 and supporting Racing Welfare in the fantastic initiatives that it carries out for British racing and its workforce.

Did you know?

Since we partnered with Racing Welfare in 2017, member purchases have contributed over

£40,000
to Racing Welfare.

ALL IN THE RACE

Our commitment to equality and diversity:

We embrace British racing's ambition for racing to be a diverse and inclusive sport that brings communities together and allows everyone to achieve their potential.

Racing is a unique sport where participants compete on equal terms; the same should be true of racing's workforce.

Racing is a sport for everyone, and as an employer, we are active participants. We stand united with all organisations in British racing, together in our commitment to improving diversity and inclusion and developing a supportive and welcoming sport that powers potential.





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