

ISO
Conducting the game



Regional
Sponsor

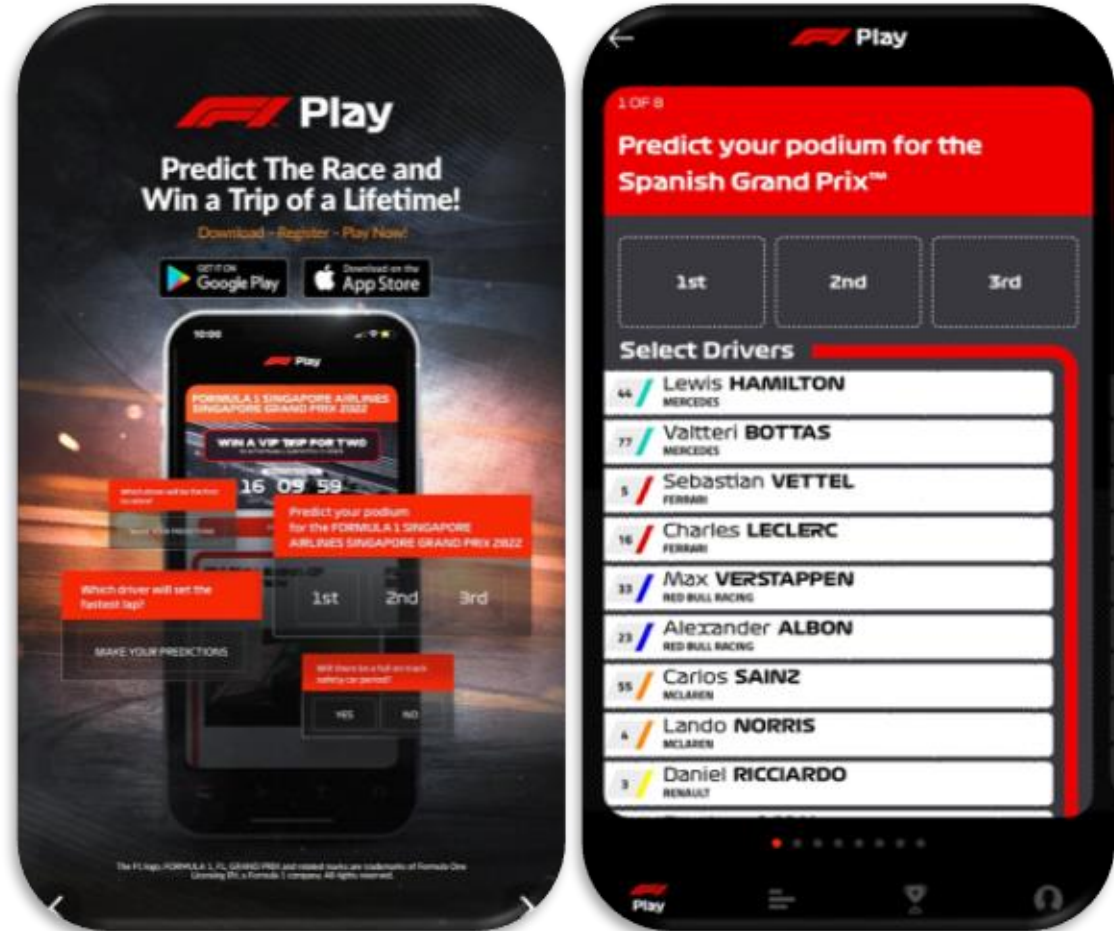
188BET FORMULA 1 (F1 PLAY)

Partnership Overview

A key feature of 188BET's activation strategy, ISG created and managed a free to play F1 predictor app.

For F1 fans, an exciting fan engagement tool to help explain and promote the key F1 betting markets with money can't buy Paddock Club VIP experience prizes.

For 188BET, an integral customer acquisition tool for click through to main 188BET site.



1 million + unique registered users

F1 Play – Promotional Video

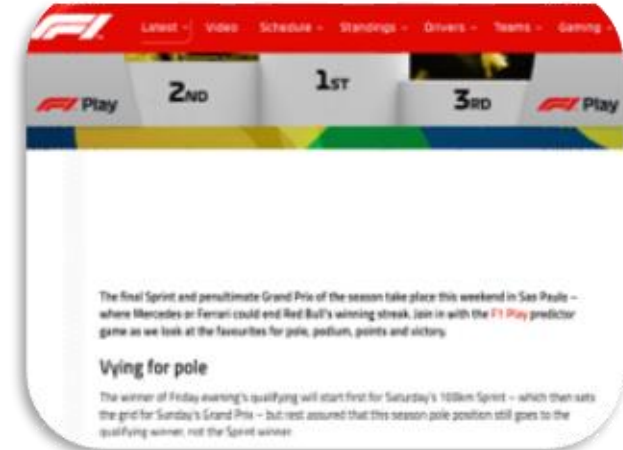
(Click image for video link)



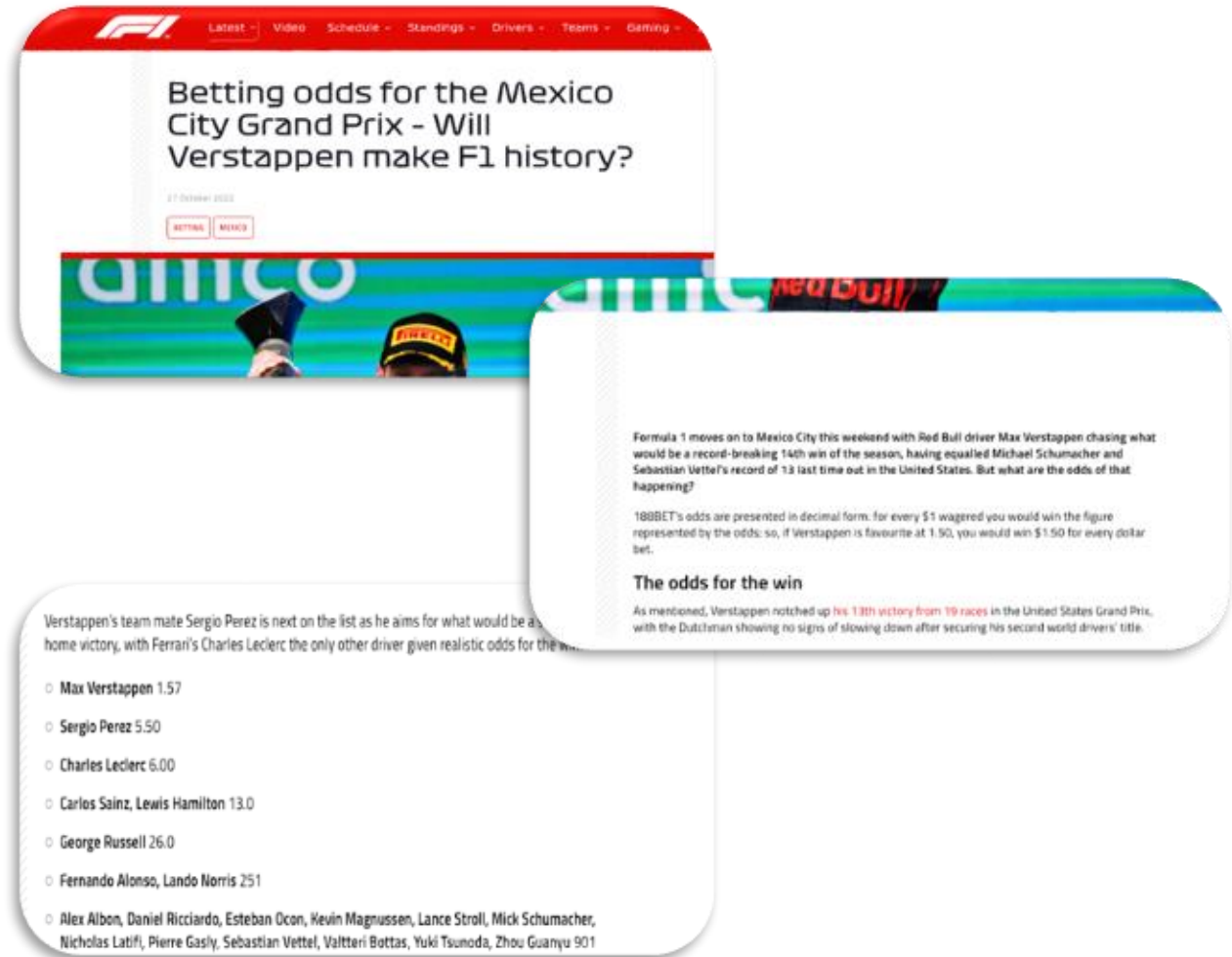
- F1Play promotional marketing distributed to 4.5 million F1 database fans
- Direct links to download on IOS & Android
- 2x promotional mailers sent before the Singapore & Abu Dhabi GP



- Every Monday ahead of a GP weekend, F1.com publish a look ahead, entitled the **Form Guide**
- Hyperlinks linking from F1.com to F1Play embedded within each regular editorial article
- This includes the latest predictor stats from F1Play - **FanView**



- Every Thursday ahead of a GP weekend, betting odds are published and released on F1.com (References odds from F1 Play Asia Partner, 188BET)
- Includes stats of F1Play from previous weekends



The screenshot shows the F1.com website with a red header containing navigation links: Latest, Video, Schedule, Standings, Drivers, Teams, and Betting. The main headline reads "Betting odds for the Mexico City Grand Prix - Will Verstappen make F1 history?" dated 27 October 2020. Below the headline is a banner image of Max Verstappen in his Red Bull racing suit. A text box explains that Formula 1 moves to Mexico City and that Verstappen is chasing a record-breaking 14th win, equaling Michael Schumacher and Sebastian Vettel's record of 13. It also states that 188BET's odds are in decimal form, where a \$1 bet on a favorite at 1.50 would win \$1.50. A section titled "The odds for the win" lists the following odds:

- Max Verstappen 1.57
- Sergio Perez 5.50
- Charles Leclerc 6.00
- Carlos Sainz, Lewis Hamilton 13.0
- George Russell 26.0
- Fernando Alonso, Lando Norris 251
- Alex Albon, Daniel Ricciardo, Esteban Ocon, Kevin Magnussen, Lance Stroll, Mick Schumacher, Nicholas Latifi, Pierre Gasly, Sebastian Vettel, Valtteri Bottas, Yuki Tsunoda, Zhou Guanyu 901

- Full page advert for F1Play features in official F1 GP Race Programmes
- Example: F1Play advert in Programme at Singapore GP 2022



F1Play – Local Language Versions

- F1Play was fully translated into Mandarin & Vietnamese
- All published articles were in the local language
- All banner advertising were in the local language

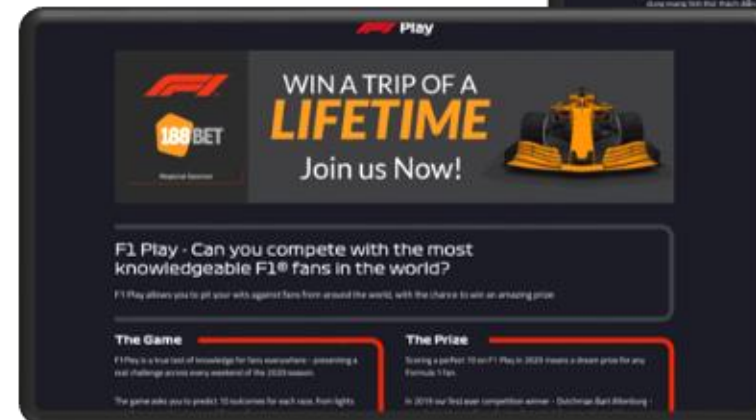
Mandarin Version



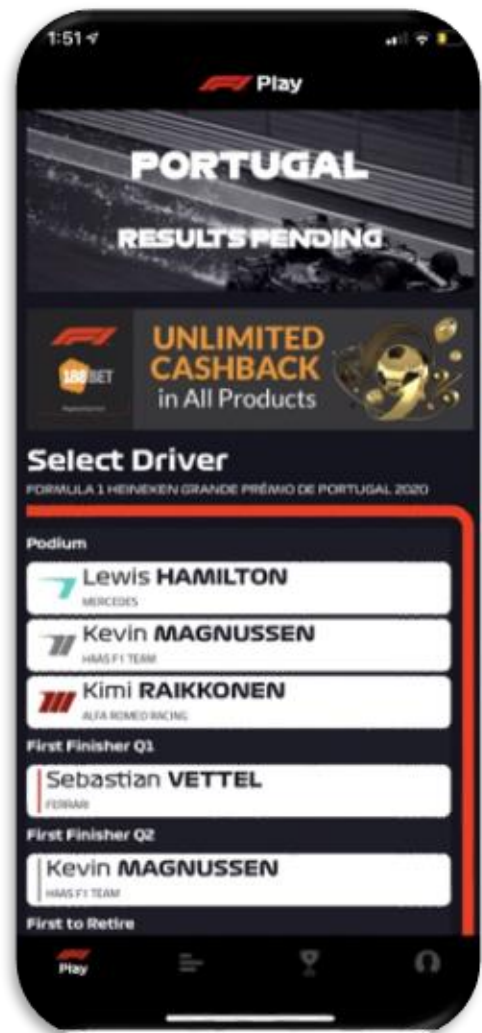
Vietnamese Version



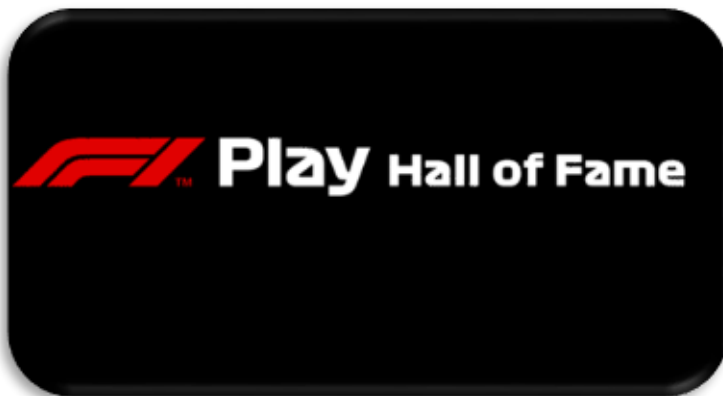
English Version



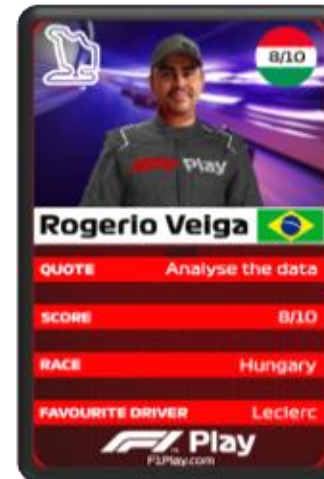
F1Play – App Banner Ads



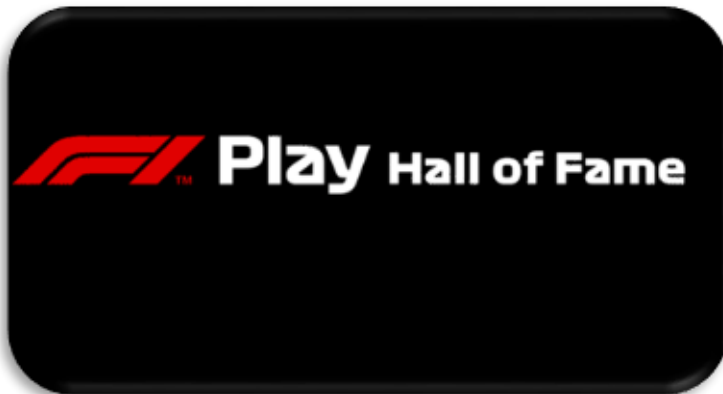
F1Play – Hall of Fame



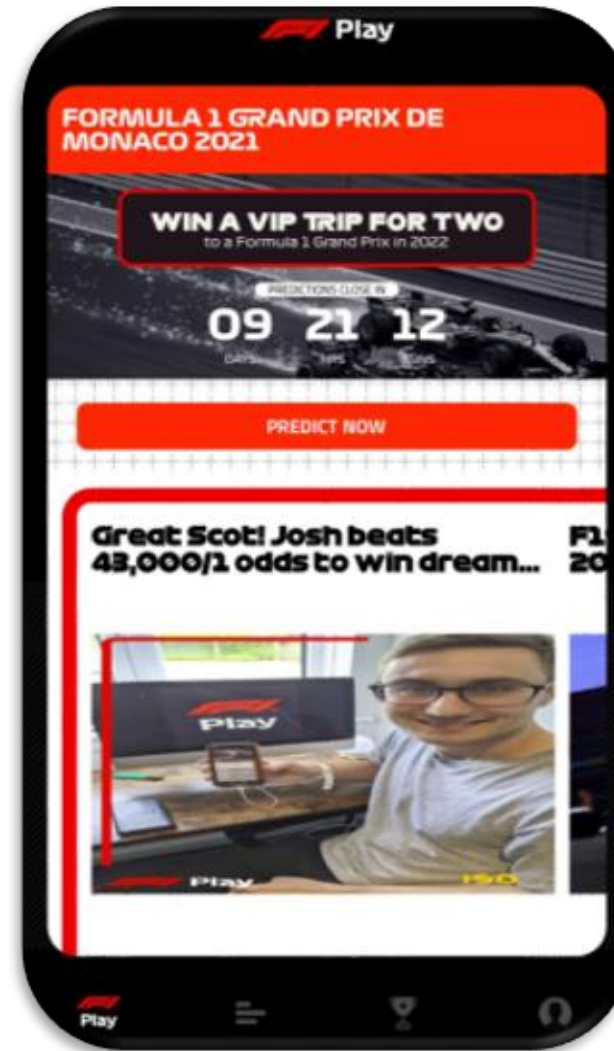
- All F1Players scoring 8/10 or above are contacted Sunday evening post GP
- A personal F1Player card is created and added to the F1Play Hall of Fame
- Supported by 'named' F1Player push notification on the Weds post GP



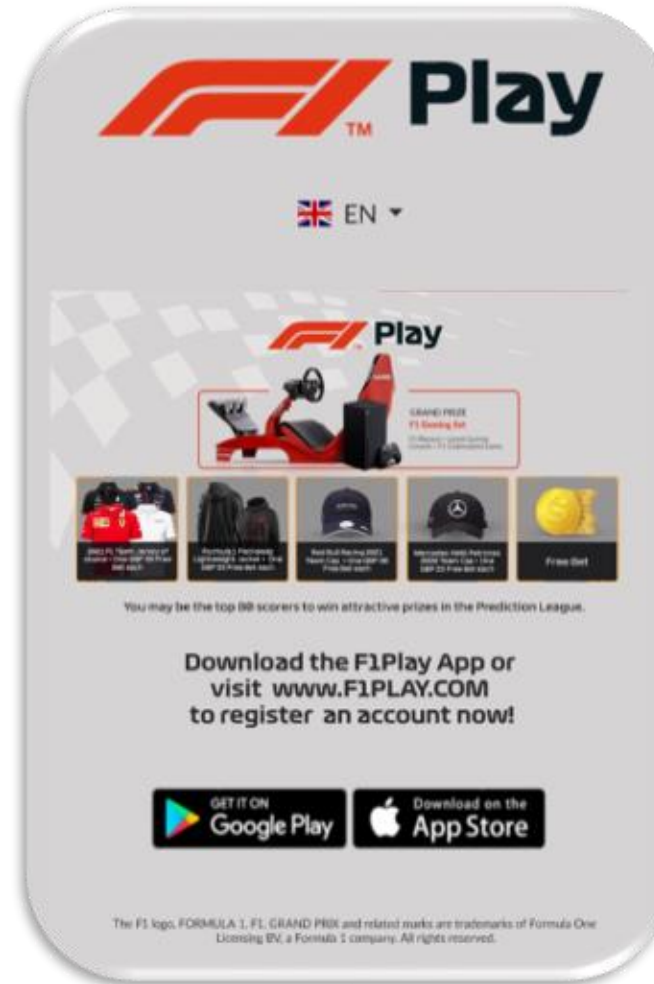
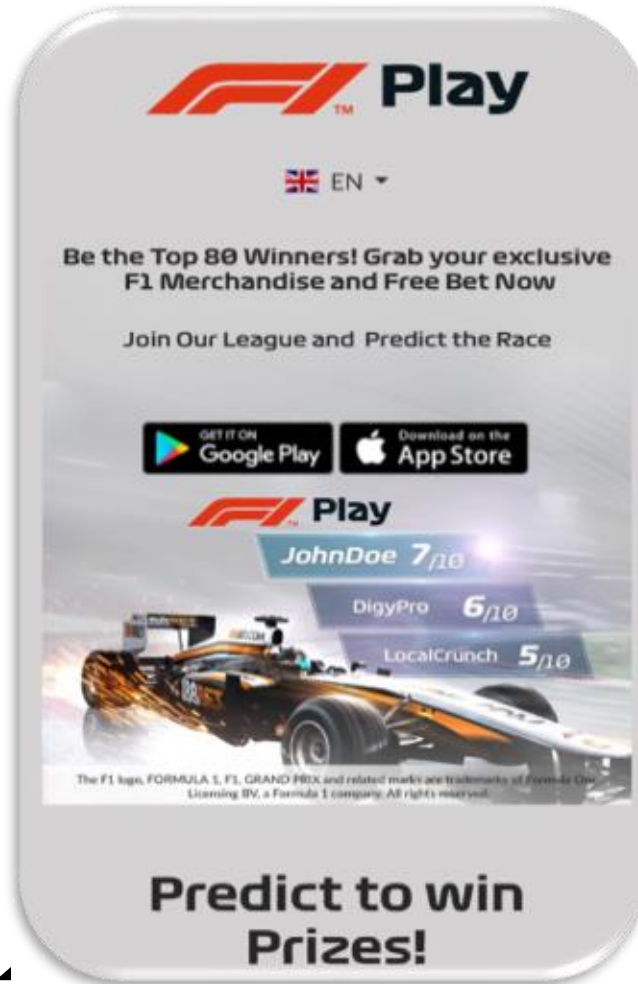
F1Play – Hall of Fame



- The 2022 Silverstone GP saw 2021 season F1Play winner Josh Fisher and a guest attend the Silverstone GP Paddock Club for 3 days of VIP experiences



Regional partners can also activate local League competitions to reward highest scores – example 188BET APAC



19:06 LTE

← **188BET F1 PLAY LEAGUE**

POS	USER NAME	POINTS
1	Eagle74	3/10
2	808 YAY	2/10
2	F Wan	2/10
2	Jimot	2/10
2	Khamilton	2/10
2	RIER	2/10
3	cOoki3mOn5t3r	1/10
3	INITIAL L	1/10
4	Fumiya Ito	0/10
4	141ch	0/10
4	AjNup	0/10
4	Allblack	0/10
4	AnnieS	0/10

Play



THANK YOU

