

Betindex Ltd

4 March 2018

Dear [REDACTED]

**Ref: Betindex financial resource with respect to F-3 category operator**

With respect to your request for a statement of the company's financial position as result of increased Gross Gambling Yield, we would like to furnish you with the following information below.

**Background**

Betindex Ltd launched Football Index in October 2015 as a fixed-odds bet that mimicked the functionality of a 'stockmarket' in certain aspects.

Betindex Ltd is a 100% owned subsidiary of Fame Ventures Limited.

Fame Ventures is a licenced and regulated software provider that provides Betindex with the Football Index platform which has been tested and certified by NMI Ltd as recently as October 2017

The company has grown over the last 2 years moving from a tier F-1 through to F-3 category operator.

**The Model**

Betindex sells 'bets' in Footballers based on their 'future performance' both in the media (a digital version of 'media mentions') and on the pitch (points scored as per fantasy football powered by Opta). Holders of the bets are rewarded with 'micro-wins' daily known as 'dividends'.

User's have the opportunity to 'sell their bet' which is effectively a 'cash out early' as each bet is valid for a total of 3 years or until the player retires, whichever shall be the shorter.