



The Jockey Club

1750



Review of 2012 | 2013 Outlook

*“Our membership now numbers over 200,000 racing fans and on average we see around 1,700 new members joining us per week.”*

# 2012 Highlights



## Q1

Sponsor of the **Rewards4Racing Cleeve Hurdle** at Cheltenham (celebrating our 1st Birthday!)

Membership numbers reach **120,000** racing fans

## Q2

Rewards4Racing launches **new technology platform and website**

The new website offers:

- Points collection opportunities with over **3,000 general retailers**
- Retailer and product **search functionality**

## Q3

**The Racing Post** becomes a shareholder in Rewards4Racing

Rewards4Racing members' spend with general retailers in 2012 breaks through **£1,000,000**

## Q4

Major **national advertising campaign** launched

**Coral.co.uk** becomes the official bookmaker to Rewards4Racing

Rewards4Racing members' spend with general retailers in 2012 breaks through **£3,000,000**

# 2012 Review



## Paul Fisher

*Group Managing Director of Jockey Club Racecourses*

2012 has been a year of substantial growth for Rewards4Racing - not only in terms of our membership numbers, which have now reached over 200,000, but also in relation to the number of fantastic racing rewards we have been able to give our valued customers.

Our objective was to increase the frequency of visit to our racecourses and the most active Rewards4Racing members are clearly starting to do that and enjoying more great days at Jockey Club Racecourses.

Overall, our members have earned over 48 million Rewards4Racing points in 2012 with the programme's 3,000 retailers including The Jockey Club's 15 racecourses. This equates to approximately £500,000 of discounts and rewards that our customers are able to redeem against racing experiences at any one of our racedays.

Over the past year the business has invested substantially in the scale and functionality of the programme by launching a new technology platform and website as well as significantly increasing the number of retailers with whom Rewards4Racing members can collect points. Technology remains central to the programme's success and ensures that our members will always have a seamless online experience when collecting and redeeming points. The benefits of this investment will continue to flow for many years to come.

One of the highlights of the last year has been the introduction of other key racing partners to the Rewards4Racing programme. I am pleased to announce that, through the programme, we are now working closely with Racing UK, The

Racehorse Owners Association and, more recently, The Racing Post. It is extremely pleasing that these key stakeholders within racing are keen to work with us not only to incentivise our existing members, but also to use the Rewards4Racing programme to engage their own customers.

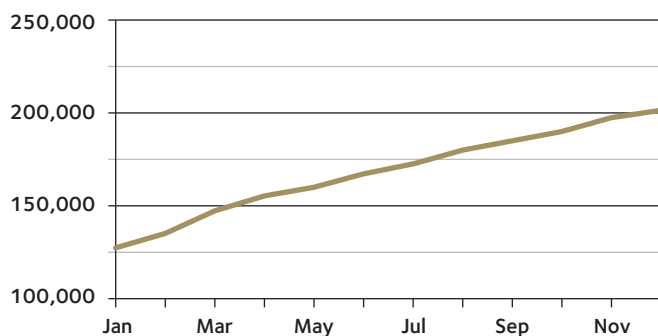
We also welcomed The Racing Post as a shareholder to the business in late 2012. I look forward to working with Alan Byrne as a fellow board member of Rewards4Racing over the coming years.

*"This year our members have earned over 48 million Rewards4Racing points"*

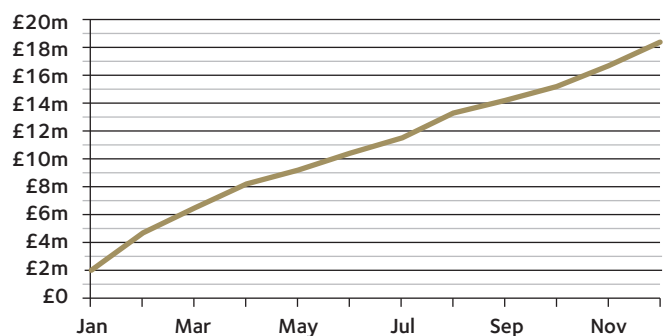
In October, we launched a substantial advertising campaign in titles including The Racing Post, The Weekender, Racing and Football Outlook and Owner and Breeder Magazine. The underlying message for our campaign is the fact that Rewards4Racing is available to all racing fans in the UK and, best of all, it will always remain free to join.

In summary, we are delighted to be able to continue to reward our loyal racegoing customers through Rewards4Racing and are very pleased with the progress of the programme over the past twelve months. With the building blocks now in place, we are very optimistic about the continuing benefits that the programme can deliver for The Jockey Club, our partners and, most importantly, our customers in the years ahead.

Membership growth in 2012



Members spend with all racecourse partners and our general retailers



# Rewards4Racing in Numbers

**201,782**

Rewards4Racing  
members

**15**

Racecourses  
nationwide

**3,000**  
Retail partners

**51%**

Uplift in average transaction  
value when Rewards4Racing  
points are used

Over  
**48 million**  
Rewards4Racing  
points earned

**361**

Race meetings to redeem  
points for in 2013

**ONE**

Official  
bookmaker

**£18,307,753**

Amount spent by Rewards4Racing  
members with all racecourse partners  
and our general retailers

# 2013 Outlook



**Josh Apiafi**  
*Founder of Rewards4Racing*

As Rewards4Racing reaches its second birthday, our team has been working hard, building on the firm foundations we have put in place over the last twenty-four months. Our membership now numbers over 200,000 racing fans and on average we see around 1,700 new members joining us every week. As a business, our four pillars of excellence are Choice, Speed, Simplicity and Engagement. Everything we strive to achieve for our members and partners falls into one of these categories.

## **Choice**

Over the past twelve months we have launched our new technology platform and website which has seen our retail partners increase from 250 to over 3,000 retailers, all of whom offer points to our members for shopping with them. We have also tried to make it easier for members to access these retailers and their products on our website through the introduction of search functionality. Members are now just a click away from finding the best value and points-return for their chosen products. In 2013, our aim is to expand our points collecting opportunities even more by launching additional racing-related retailers with whom members can collect their valuable Rewards4Racing points. These include membership subscriptions with The Racing Post, The Racing Post bookshop, Racing UK subscriptions as well as memberships with The Racehorse Owners Association (ROA).

*“Our four pillars of excellence are Choice, Speed, Simplicity and Engagement.”*

The Jockey Club and its 15 courses are scheduled to host 361 meetings in 2013. Every ticket that is purchased online to any of these meetings will be rewarded with Rewards4Racing points, including The Cheltenham Festival, The John Smith's Grand National and The Investec Derby.

In December 2012 we also launched an exciting agreement with Coral.co.uk. This saw one of Britain's leading bookmakers become one of Rewards4Racing's official partners. Coral now offers points on our members' sports betting activity at a rate of two points per pound bet. They also generously give 1,500 Rewards4Racing points to new Coral customers. Both offers have proved very popular over the first six weeks of the partnership.

## **Speed**

We are always conscious of the time it takes for points to be redeemed. Since our launch in 2011, we have been using a voucher system for members to use when purchasing tickets and other items from Jockey Club Racecourses. Over the past few months our team has been working tirelessly to improve redemption and we are delighted to announce that 'Part Payment' functionality will be rolled out across all 15 racecourse websites in Q1 of 2013. Part Payment will mean that members will be able to use their points directly with Jockey Club Racecourses when purchasing tickets, restaurant packages, hospitality and other products online, thereby removing the need for a voucher code.

## **Simplicity**

Our overriding aim is to make the Rewards4Racing programme as simple as possible. Join for free – Take part in superb competitions and prize draws – Shop with our extensive range of retailers – Collect lucrative Rewards4Racing points – Redeem points for tickets and experiences at 361 meetings at The Jockey Club's 15 racecourses.

## **Engagement**

Our plans throughout the next 12 months include increasing the opportunities for our members to win exclusive prizes through daily, weekly and monthly competitions and raffles. Our 'Predict the Winner' competition has proved to be our most popular competition format to date, closely followed by our monthly caption competition! With our rising presence on Twitter @Rewards4Racing, we shall be hosting more competitions to win tickets, a plethora of points and even more 'money can't buy' experiences in 2013.

# Testimonials

*"The Racing Post is delighted to become involved as an investor in Rewards4Racing. Its growth over the first two years has been hugely impressive."*

Alan Byrne – Chief Executive, The Racing Post

*"Rewards4Racing has offered our business a unique opportunity to reward our customers for their loyalty to the Coral brand."*

Matt Prevost – Marketing Director, Coral Interactive

*"Rewards4Racing has helped me pay for some great racing experiences in 2012 and I can't wait for more memories in 2013, including my first visit to the Cheltenham Festival!"*

Simon Elliott @actuallysi – Rewards4Racing Member

*"Our partnership with Rewards4Racing will assist with the engagement of active customers and the re-engagement of lapsed accounts with relevant and valuable incentives."*

Nick Mills – Commercial Director, Racing UK

## A Great Day Out

Come racing using Rewards4Racing points at any of The Jockey Club's 15 courses – with 361 racedays in 2013, on weekdays, weekends, evenings, we have entertainment covered!

As well as staging the best flat, jump and all weather racing, there are also 26 live music nights which take place from May until September. Further, The Jockey Club's family and ladies days' are packed with extra activities, celebrity appearances, competitions and prizes to keep everyone entertained during their time at the races.



For exclusive offers and competitions  
follow us on Twitter @Rewards4Racing

# Key Partners

FOUNDING PARTNER

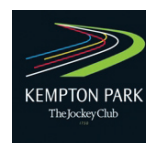
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KEY PARTNERS



15 RACECOURSE PARTNERS





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Rewards  
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