

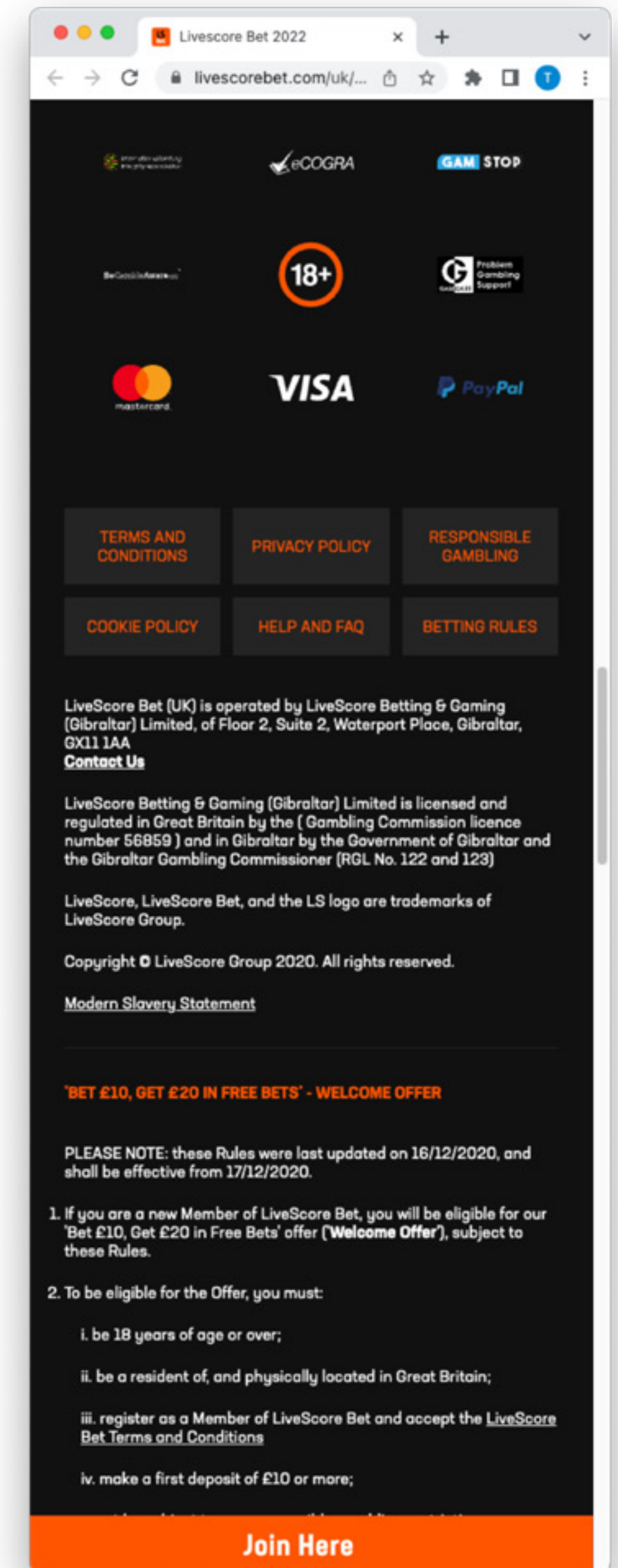
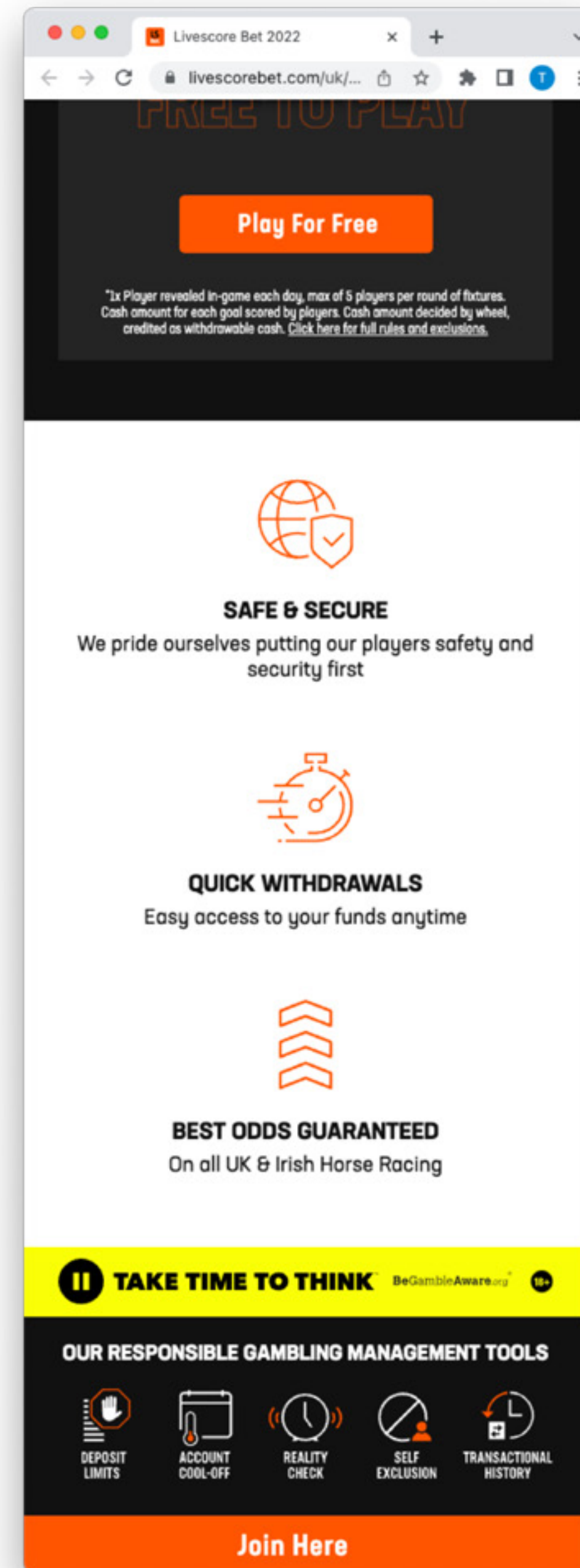
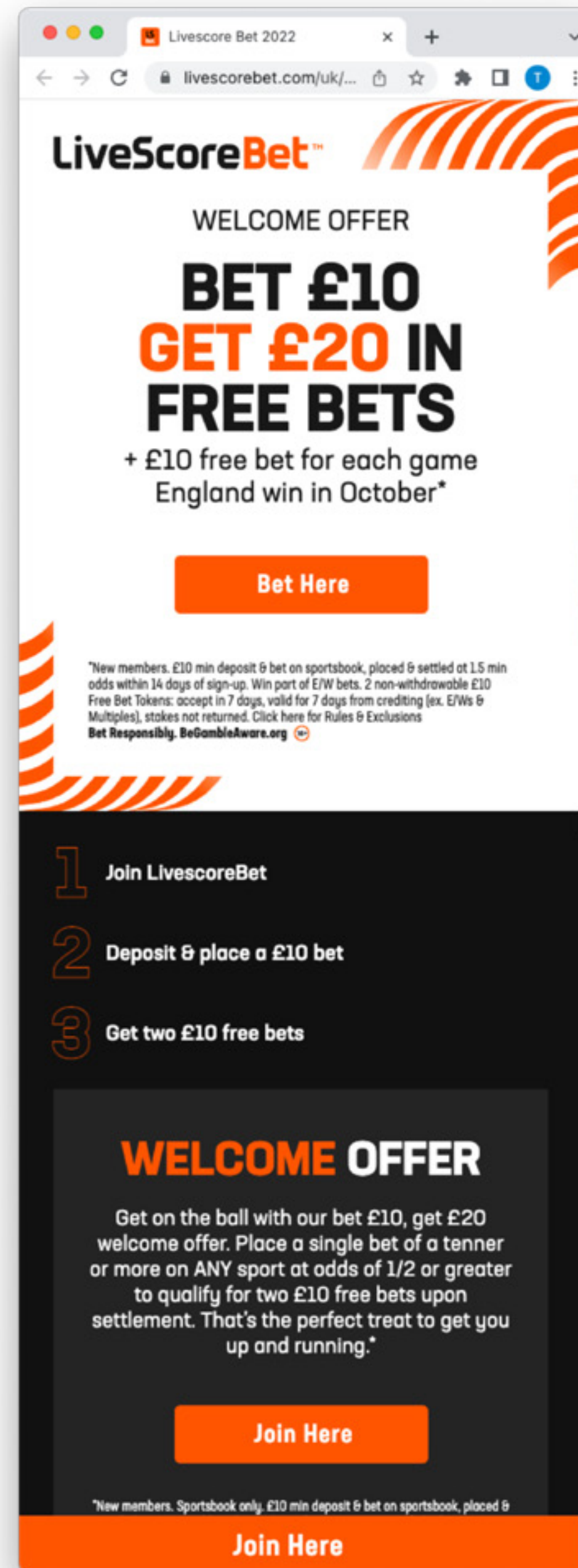


LANDING PAGE CATALOGUE

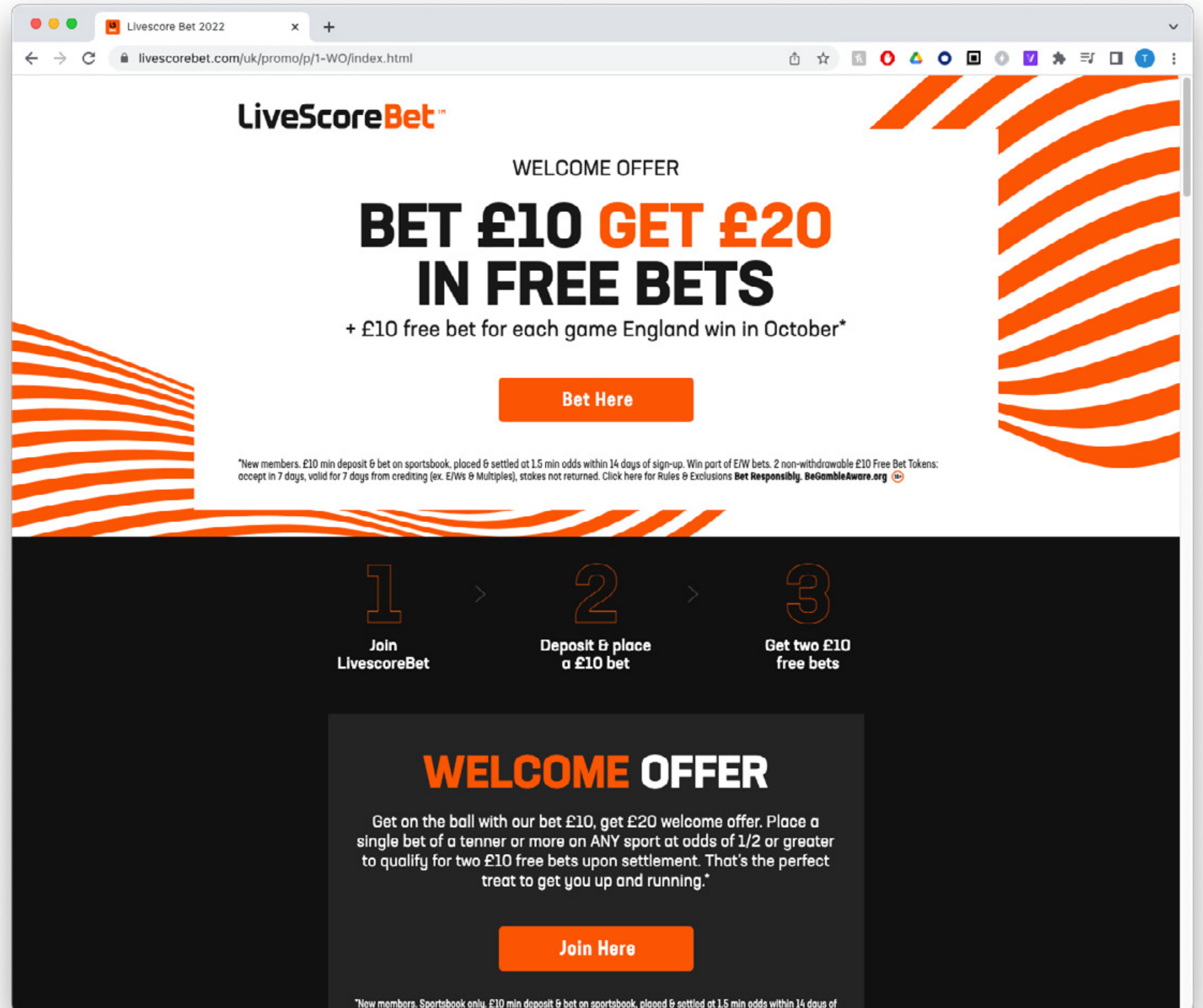
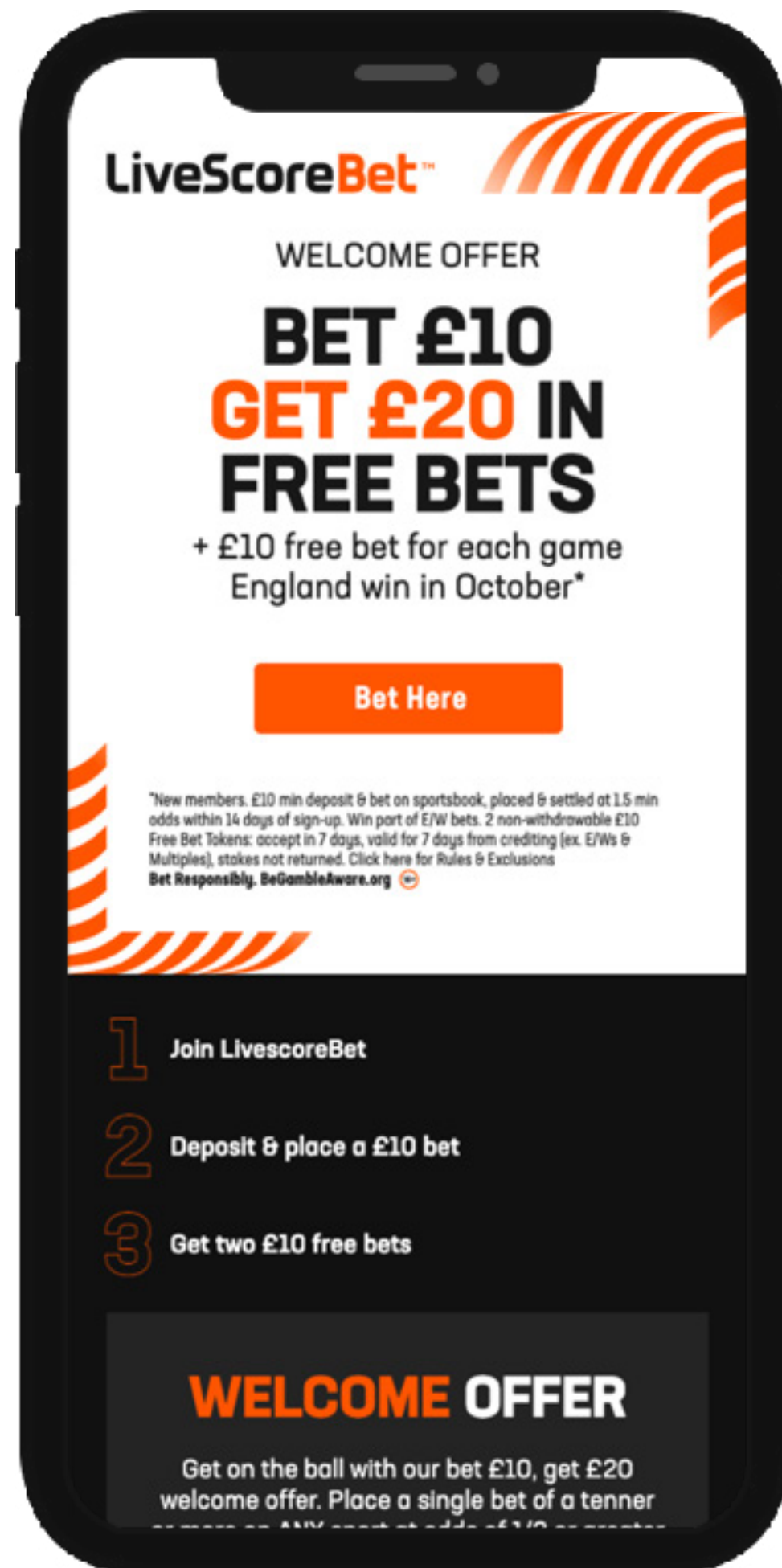
LP COMPONENTS

MAIN ELEMENTS

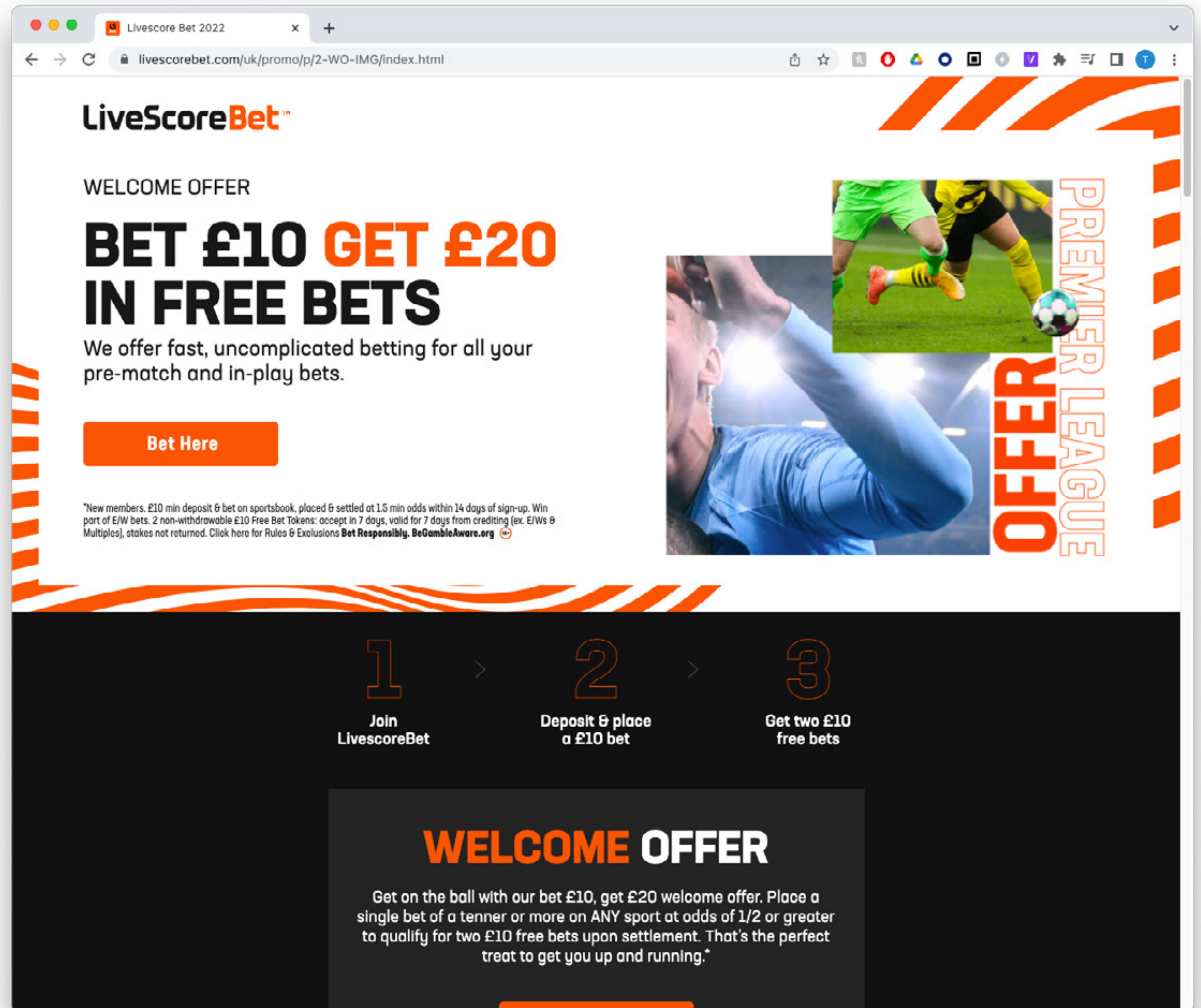
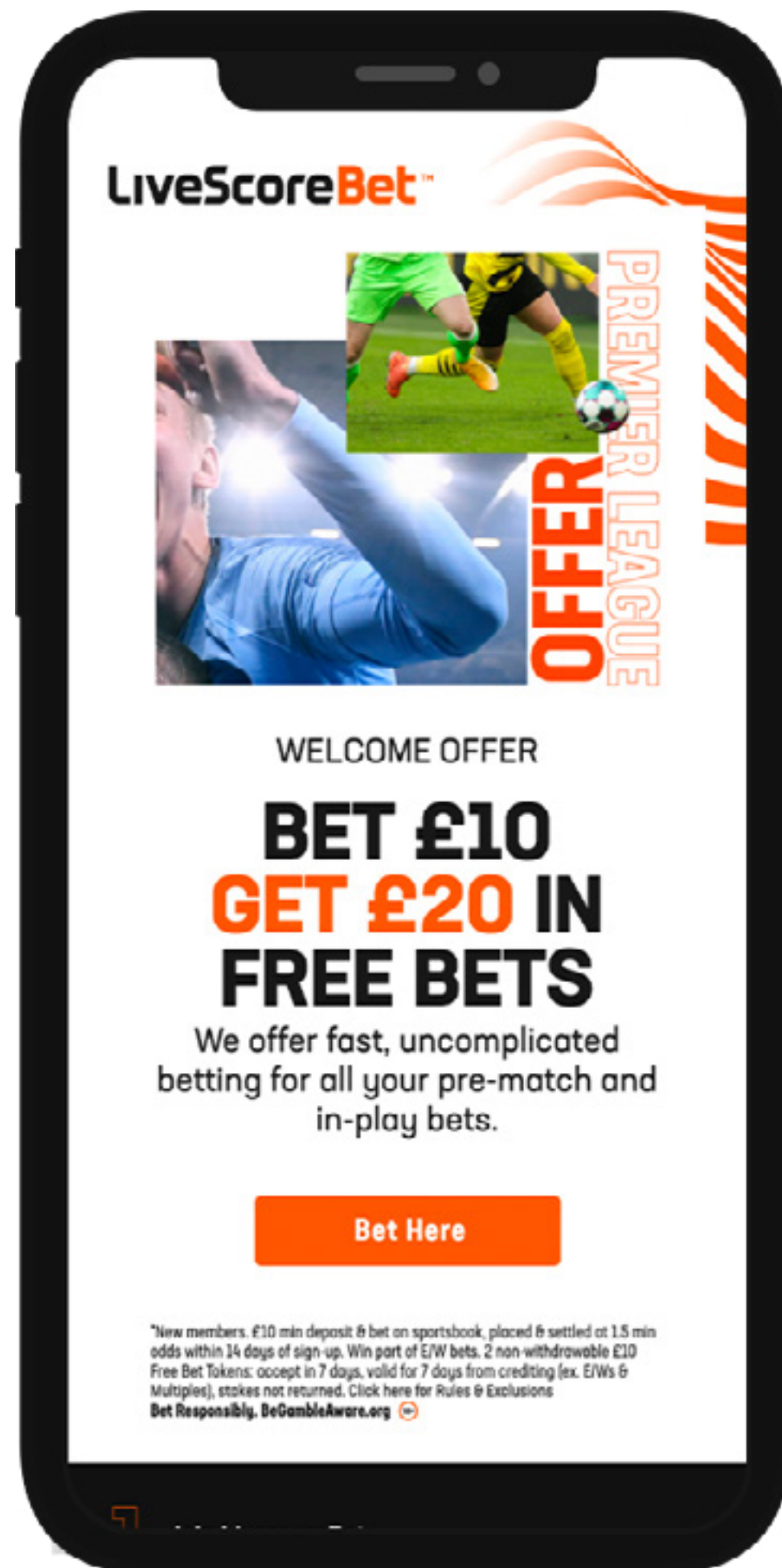
1. Logo
2. Label (optional)
3. Imagery (optional)
4. Main offer headline copy
5. Secondary copy
6. Match specific teams (optional)
7. CTA
8. Main offer sig terms
9. 1,2,3 (optional)
10. Content blocks (optional)
11. Features (optional)
12. Global footer
 - Take Time To Think
 - RG tools
 - Partners & payments
 - Helpful links
 - Company info
13. Offer terms
14. Sticky footer CTA (Optional)



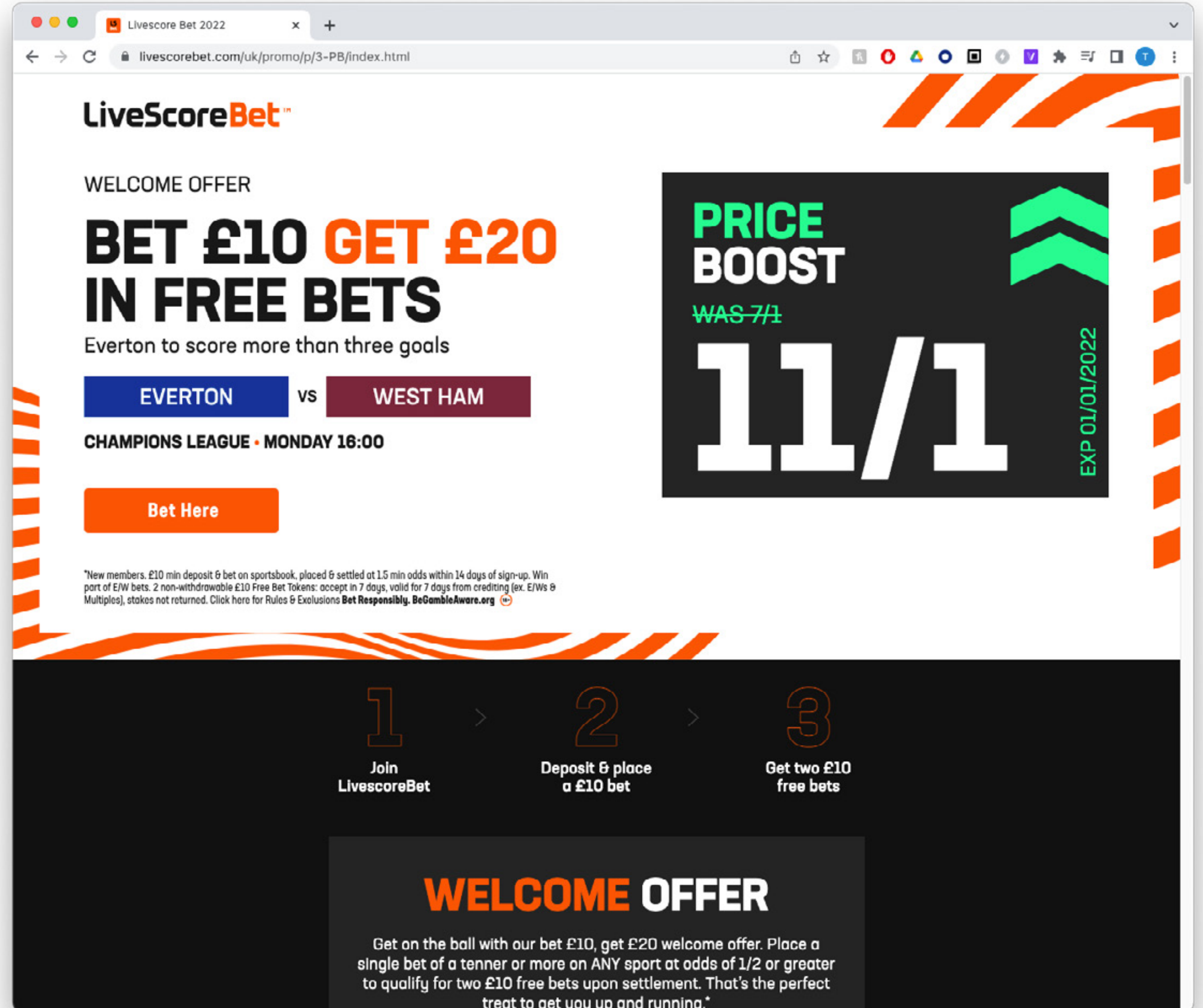
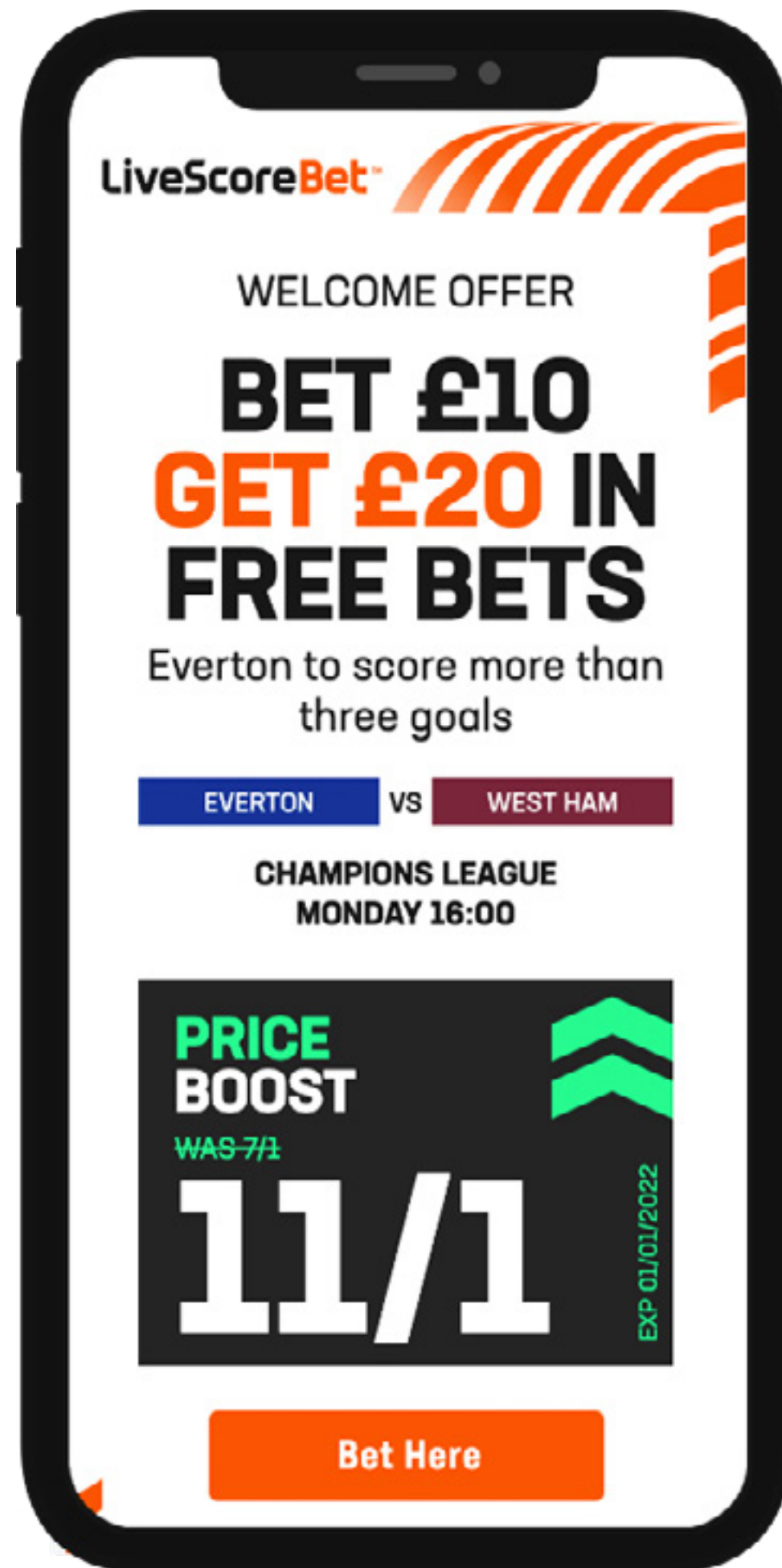
OFFER



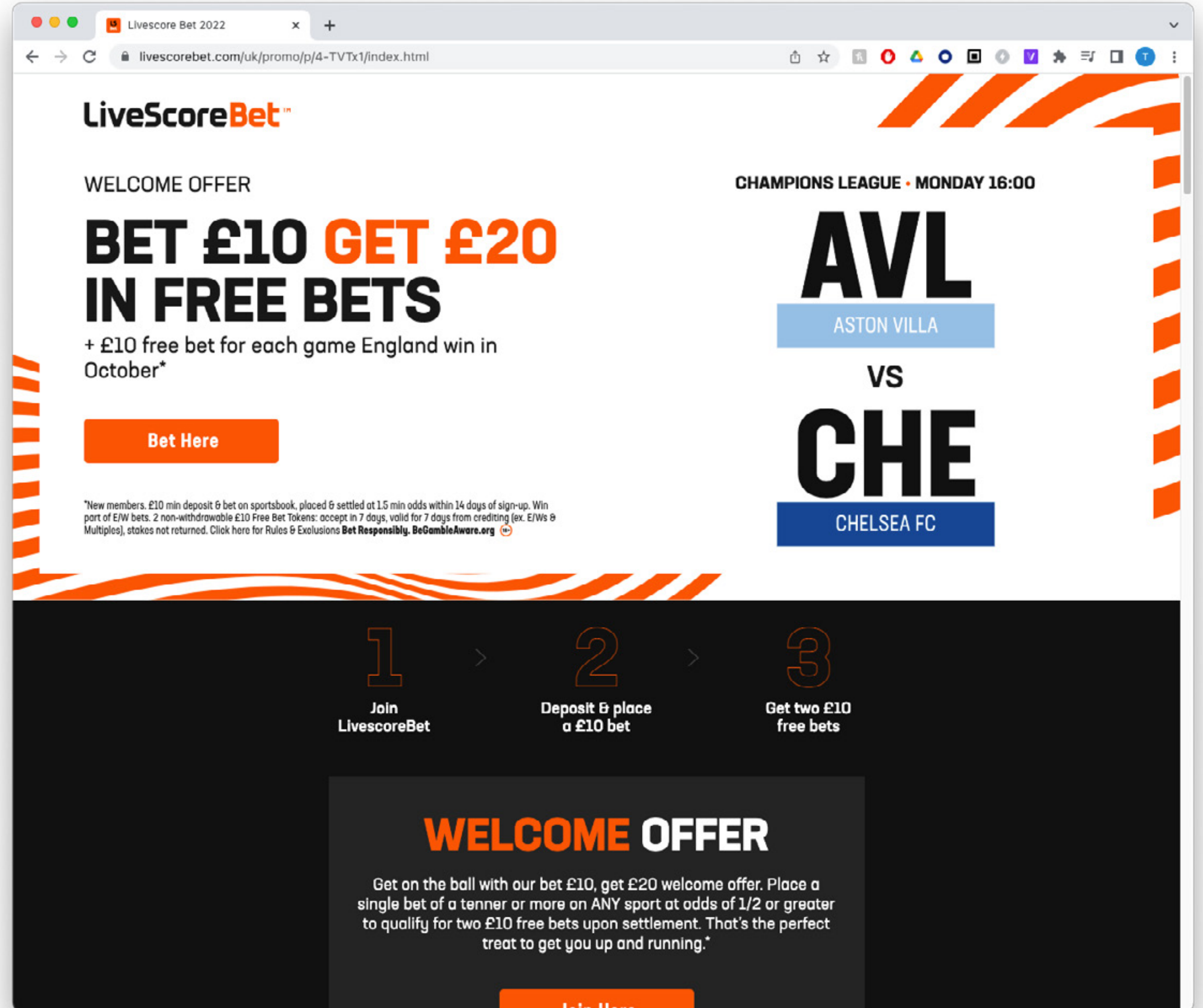
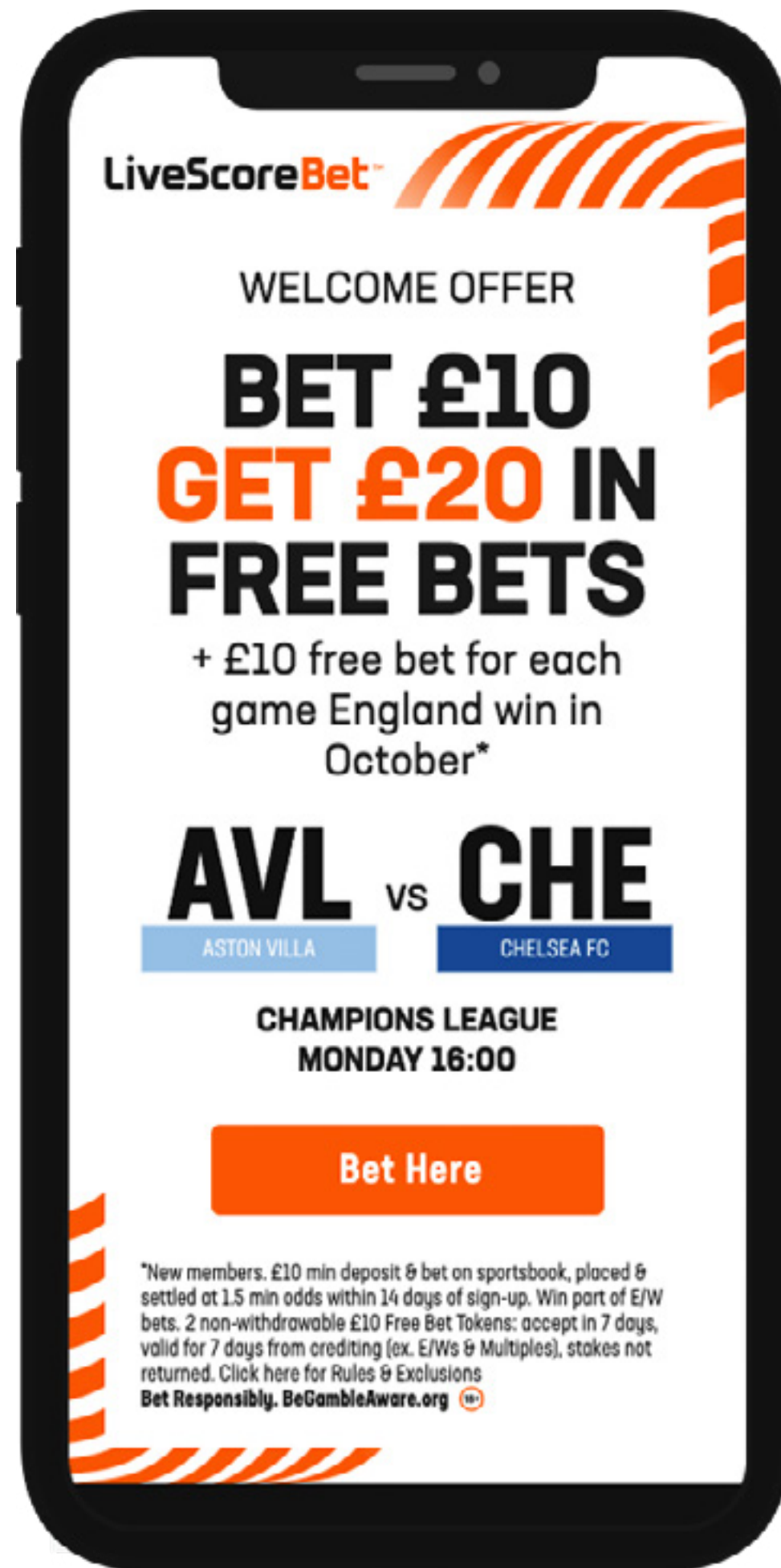
OFFER + IMAGE



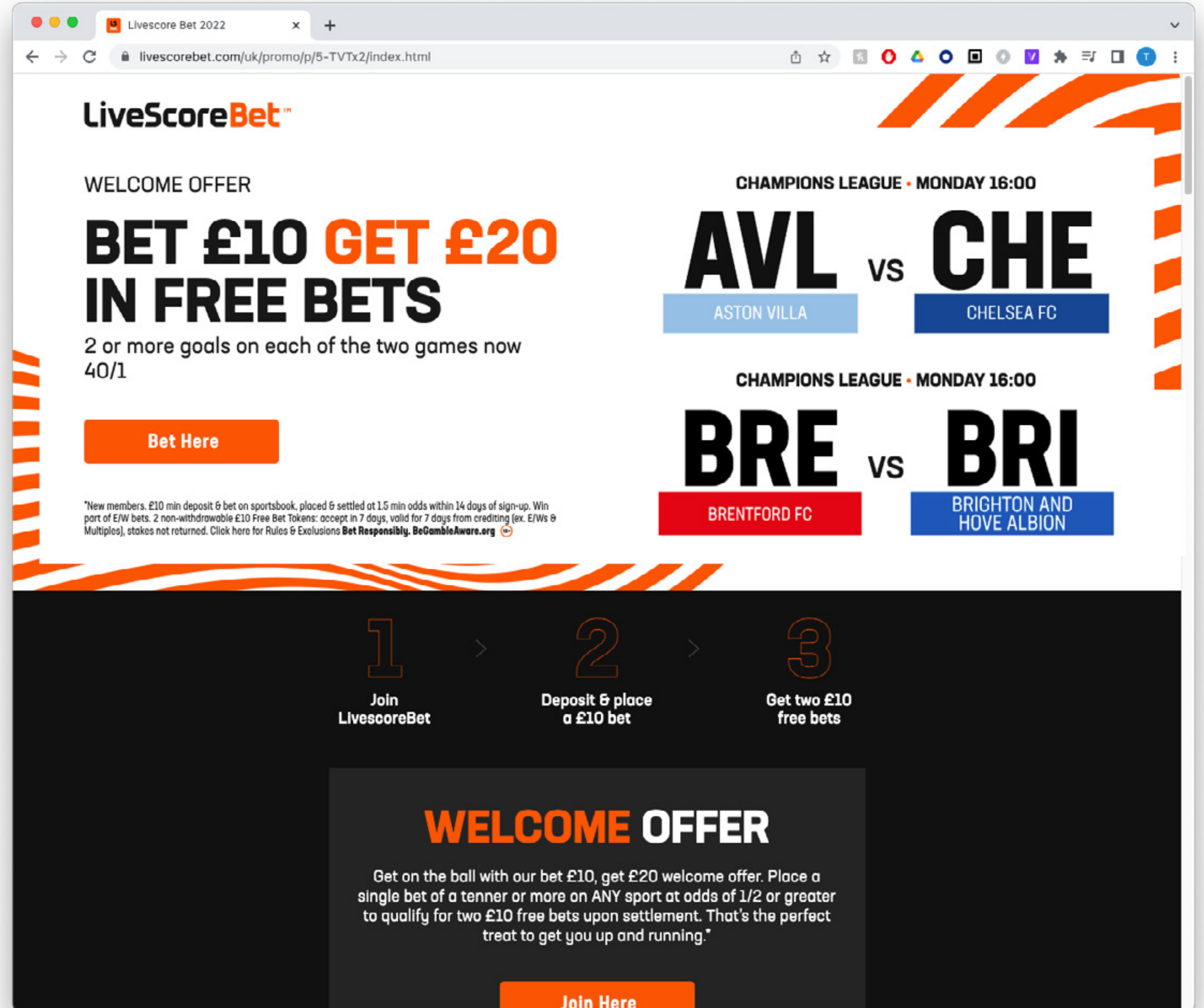
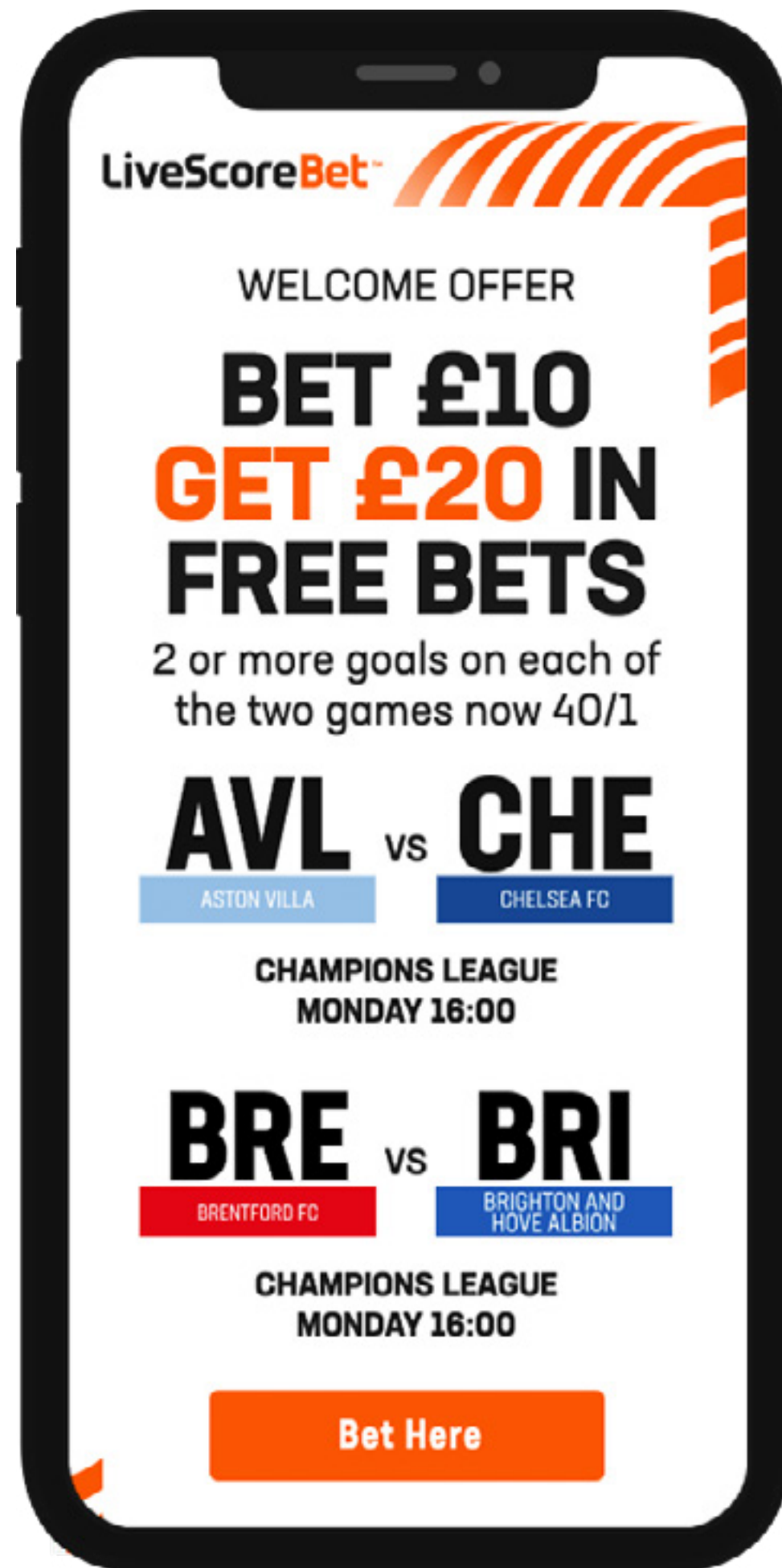
OFFER + PRICE BOOST



OFFER + MATCH SPECIFIC



OFFER + MATCH SPECIFIC x2



LSB MATCH SPECIFIC LP'S
+ STREAMEYE

Livescore Bet 2022

livescorebet.com/uk/promo/p/MS-EPL-tvt-2/index.html

LiveScoreBet™

WELCOME OFFER

**BET £10 GET £20
IN FREE BETS**

+ £10 free bet for each game England win in October*

Bet here

*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned. Click here for Rules & Exclusions [Bet Responsibly. BeGambleAware.org](#)

CHAMPIONS LEAGUE BETTING
SATURDAY 16:00

CRY
CRYSTAL PALACE

VS

AVL
ASTON VILLA

1 > **2** > **3**

Join LivescoreBet

Deposit & place a £10 bet

Get two £10 free bets

Join Here

NAMING CONVENTION

STREAMEYE

Ex: UK-MS-EPL-TvT-1

(REGION)-MS-(LEAGUE)-TvT-(PAGE NUMBER)

URL

Remove the REGION from the Streameye name and insert it after the regional URL

www.livescorebet.com/uk/promo/p/MS-EPL-tvt-1

www.livescorebet.com/ie/promo/p/MS-UCL-tvt-2

www.livescorebet.com/nl-nl/promo/p/MS-ERE-tvt-3

AVAILABLE PAGES

UK - Premier League

MS-EPL-TvT-1

MS-EPL-TvT-2

MS-EPL-TvT-3

IE - Premier League

MS-EPL-TvT-1

MS-EPL-TvT-2

MS-EPL-TvT-3

NL - Premier League

MS-EPL-TvT-1

MS-EPL-TvT-2

MS-EPL-TvT-3

UK - Champions League

MS-UCL-TvT-1

MS-UCL-TvT-2

MS-UCL-TvT-3

IE - Champions League

MS-UCL-TvT-1

MS-UCL-TvT-2

MS-UCL-TvT-3

NL - Champions League

MS-UCL-TvT-1

MS-UCL-TvT-2

MS-UCL-TvT-3

NL - Eredivisie

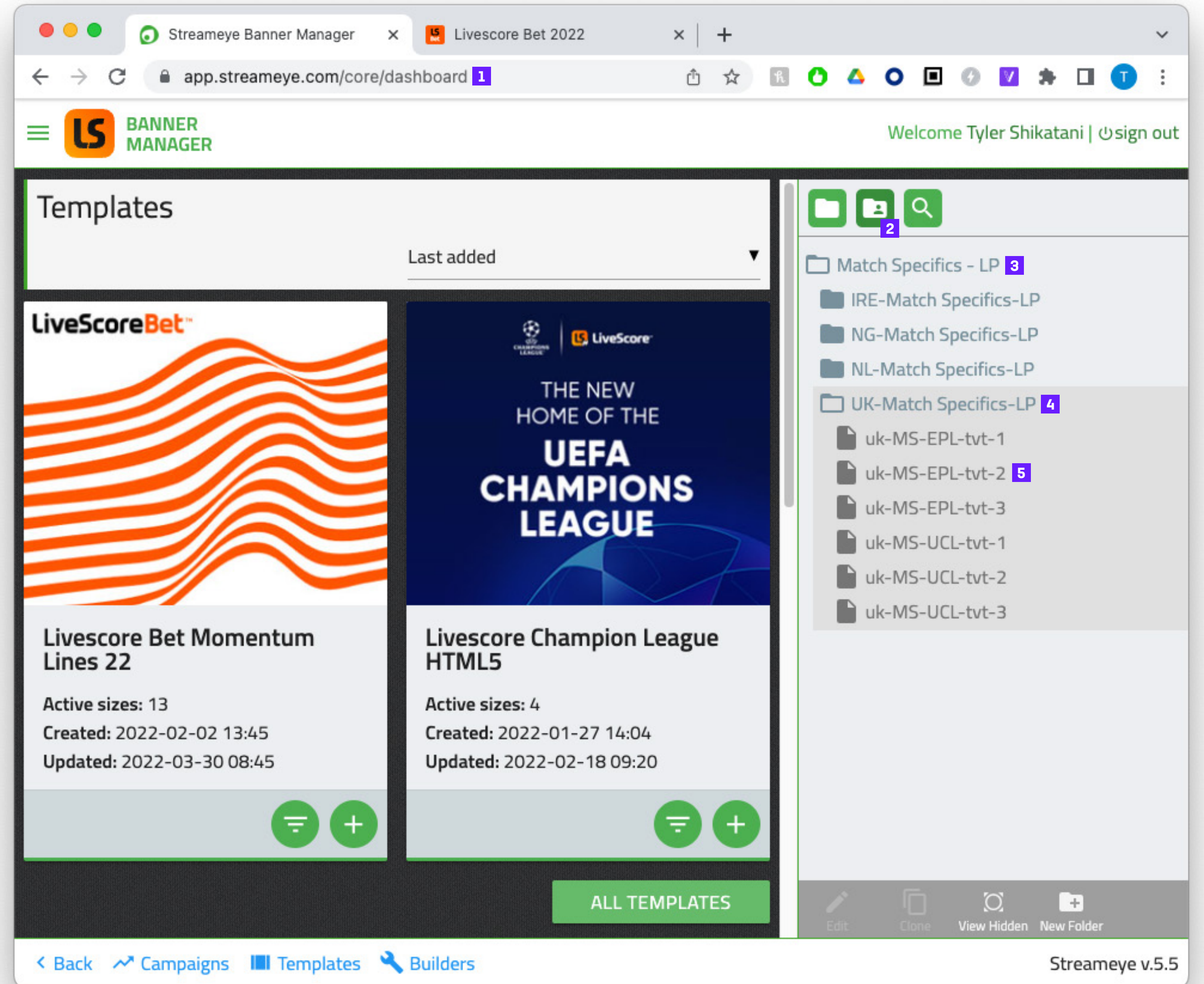
MS-ERE-TvT-1

MS-ERE-TvT-2

MS-ERE-TvT-3

OPENING A PAGE

1. Login to the Streameye dashboard
<https://app.streameye.com>
2. Select the 'Shared Feeds' folder on the right side of the dashboard
3. Open 'Match Specific - LP' folder
4. Choose the region
Ex: UK-Match Specific-LP
5. Double click the desired LP
Ex: uk-MS-EPL-tvt-2



HOW TO EDIT/UPDATE

1. Text 1: Event information
2. Text 2: Event date and time
3. Choose Team 1
4. Choose Team 2
5. Select the start date / time
6. Select the end date / time
7. Main headline offer text
8. Secondary copy text
9. Header significant terms
10. Bottom full terms
11. Save
12. Test URL in browser

The image displays the Streameye Banner Manager interface, which is used to create and manage promotional banners. The interface is divided into two main sections: a live preview on the left and a configuration panel on the right.

Live Preview (Left): Shows a banner for LiveScoreBet. The banner features the LiveScoreBet logo, a "WELCOME OFFER" headline, and a main offer: "BET £10 GET £20 IN FREE BETS". Below this, it specifies "+ £10 free bet for each game England win in October*". The main event is "CRY vs AVL" (Crystal Palace vs Aston Villa) on "SATURDAY 16:00". A "Bet here" button is prominently displayed. At the bottom, there is a "Join Here" button and a small text block with terms and conditions.

Configuration Panel (Right): Titled "Configure banner assets", it allows users to customize the banner's content and appearance. Key settings include:

- Feed Name:** uk-MS-EPL-tvt-2
- Select language:** English
- Select sizes:** A list of various banner dimensions (e.g., 120x600, 160x600, 250x250, 300x50, 300x250, 300x600, 320x50, 320x100, 336x280, 460x60, 627x627 (social), 728x90, 800x418 (social), 970x90, 970x250, 1080x1080 (social), 1080x1920 (social), 1200x627 (social), 1200x628 (social)) with checkboxes to select or filter them.
- Text 1:** Premier league betting
- Text 2:** Saturday 16:00
- Team 1:** Crystal Palace
- Team 2:** Aston Villa
- CTA:** Join here
- T&Cs:** *T&Cs apply. 18+
- Start date/time:** 27/03/2022 00:00
- End date/time:** 30/04/2022 00:00
- LP And Social Sizes Headline:** {{Bet £10}} {{{Get £20}}} in free bets^{*}
- LP Subheader:** + £10 free bet for each game England win in October*
- LP small T&Cs:** *New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned. Click here for Rules & Exclusions
- LP big T&Cs:** <p>'BET £10, GET £20 IN FREE BETS' - WELCOME OFFER</p><n>PLEASE NOTE: these Rules were last updated on 16/12/2020 and shall be...

At the bottom of the configuration panel, there are three buttons: "SAVE", "PREVIEW", and "DOWNLOAD".

EDIT FULL TERMS

When adding the full terms to Streameye, the text must be written in HTML and not in formatted text from a Word doc.

KEY TAGS:

`<p>text</p>` = Opens and closes a paragraph

`text` = Bold text

`text
` = Creates a line break within the same paragraph

`text` = Creates a link

HTML EXAMPLE TEXT:

`<p>BET £10 GET £20 IN FREE BETS</p>`

`<p>PLEASE NOTE: these Rules were last updated on 16/12/2020, and shall be effective from 17/12/2020.</p>`

`<p>1. If you are a new Member of LiveScore Bet, you will be eligible for our 'Bet £10, Get £20 in Free Bets' offer ('Welcome Offer'), subject to these Rules.</p>`

`<p>2. To be eligible for the Offer, you must:
`

`i. be 18 years of age or over
`

`ii. be a resident of, and physically located in Great Britain;
`

`iii. register as a Member of LiveScore Bet and accept the LiveScore Bet Terms and Conditions`

`iv. make a first deposit of £10 or more;</p>`

You can convert your unformatted Word/Google Doc documents to HTML code at: <https://www.tiny.cloud>

See next slide for instructions.

'BET £10, GET £20 IN FREE BETS' - WELCOME OFFER

PLEASE NOTE: these Rules were last updated on 16/12/2020, and shall be effective from 17/12/2020.

1. If you are a new Member of LiveScore Bet, you will be eligible for our 'Bet £10, Get £20 in Free Bets' offer (**Welcome Offer**), subject to these Rules.
2. To be eligible for the Offer, you must:
 - i. be 18 years of age or over
 - ii. be a resident of, and physically located in Great Britain;
 - iii. register as a Member of LiveScore Bet and accept the [LiveScore Bet Terms and Conditions](#)
 - iv. make a first deposit of £10 or more;
 - v. not be subject to any responsible gambling restrictions on your Account, including but not limited to deposit limits or loss limits; and
 - vi. within 14 days of your registration as a Member, place a "Qualifying Bet", which is a bet of £10 or more in one go on LiveScore Bet sportsbook that:
 - a) settles within the same 14-day period;
 - b) is placed in cash;
 - c) is placed at minimum odds of 1/2 (decimal price 1.5); and
 - d) if an accumulator or a multiple bet, has odds greater than 1/100 (decimal price 1.01) per selection
3. Qualifying Bets must be made as a minimum £10 in one go and only the 'win' part of your bet will count, i.e. two £5 bets each-way (with a total stake of £10) will not be a Qualifying Bet, whereas with a £10 each-way bet (a total stake of £20), £10 would count and therefore would be a Qualifying Bet.
4. If you make a Qualifying Bet, you may claim £20 in free bets, which will consist of two £10 free bet token(s) (**Free Bet Token/s**), subject to the requirements and restrictions applicable to Free Bet Tokens as set out below.
5. If your Qualifying Bet is cancelled, voided or 'cashed out', you will not be eligible for the Free Bet Token/s in respect of that bet, but you will be able to place another Qualifying Bet.
6. When you qualify for Free Bet Token/s, they will automatically be credited to your account. The Free Bet Tokens will usually be displayed in your betslip within 24 hours of the settlement of your Qualifying Bet. In the case of technical difficulties, please allow up to 72 hours for the Free Bet Tokens to be available from the settlement of your Qualifying Bet. If **your Free Bet Tokens remain uncredited** within these timeframes, you may contact our Customer Service Team.

Join Here

CONVERT TO HTML

1. Go to: <https://www.tiny.cloud>
2. Scroll down and locate the free text editor
3. Paste terms into the text editor
4. Formatting
 - Do NOT use numbered or bulleted lists
 - Numbers, letters or bullets must be added manually
 - Bold text is okay
 - External links are okay
 - All other formatting should be avoided
5. Select Tools from the drop down menu and select <> Source code
6. Copy the HTML code from the pop up window
7. Go back to Streameye and past it into the LP big T&Cs section
8. Once saved the LP should be updated once refreshed

The image shows a browser window with the TinyMCE editor. The 'Tools' menu is open, and 'Source code' is selected. Below the menu, the text of the bet offer is visible. A 'Source Code' pop-up window is open, showing the HTML code for the bet offer. The code includes bold tags for the offer title and list-style-type for the conditions. The pop-up window has 'Cancel' and 'Save' buttons at the bottom.

```
1 <p><strong>'BET £10 GET £20 IN FREE BETS' - WELCOME OFFER</strong></p>
2 <p>1. If you are a new Member of LiveScore Bet that has signed up for this offer using bonus code 64956 you will be
eligible for our 'Enhanced Price Offer ('Welcome Offer'), subject to these Rules.</p>
3 <p>2. To be eligible for this Welcome Offer, you must:</p>
4 <p>(i) be 18 years of age or over;</p>
5 <p>(ii) be a resident of, and physically located in, Great Britain;</p>
6 <ol style="list-style-type: lower-alpha;">
7 <li>letter(iii) register as a Member of LiveScore Bet and accept the <a href="https://www.livescorebet.com/uk/about-
us/terms-and-conditions.html">LiveScore Bet Terms and Conditions</a></li>
8 </ol>
9 <p>(iv) make a first of deposit of £5 or more;</p>
10 <p>(vi) place a bet of exactly £5 in one go on the LiveScore Bet sportsbook that:</p>
11 <ul>
12 <li>is placed as a single bet before 19:30 UK Time (30/11/2021) on the enhanced market 'A goal to be scored in
any of Tuesday's Premier League matches now 8/1 (was 1/50)';</li>
13 <li>is placed in cash;</li>
14 </ul>
15 <p><strong>'Qualifying Bet's</strong></p>
16 <p>5. If you make a Qualifying Bet, you may claim the Welcome Offer.</p>
17 <p>6. Should a goal be scored you will receive the enhanced price of 8/1 which will be paid as follows:</p>
18 <p>(i) £5 stake at 1/50 - Paid in cash to return £5.10.</p>
19 <p>(ii) Additional enhanced returns paid as £40 in Free Bet tokens.</p>
20 <p>7. The free bets will consist of four £10 free bet token(s) ('Free Bet Token/s'), subject to the
requirements and restrictions applicable to Free Bet Tokens as set out below.</p>
21 <p>8. If your Qualifying Bet is cancelled, voided or 'cashed out', you will not be eligible for the Free Bet Token/s.
</p>
22 <p>9. If you qualify for Free Bet Token/s in relation to the enhanced price, they will be credited to your account.
The Free Bet Tokens will usually be credited within 2 hours of the settlement of your Qualifying Bet. If your Free
Bet Tokens remain uncredited within these timeframes, you may contact our Customer Service Team.</p>
23 <p>10. In addition to the Welcome Offer, you may also be eligible for our Extra Offer (the 'Extra Offer')
which will award an extra 2x £10 Free Bet Tokens if you go on to place an additional £10 bet on Livescore
```


THE END