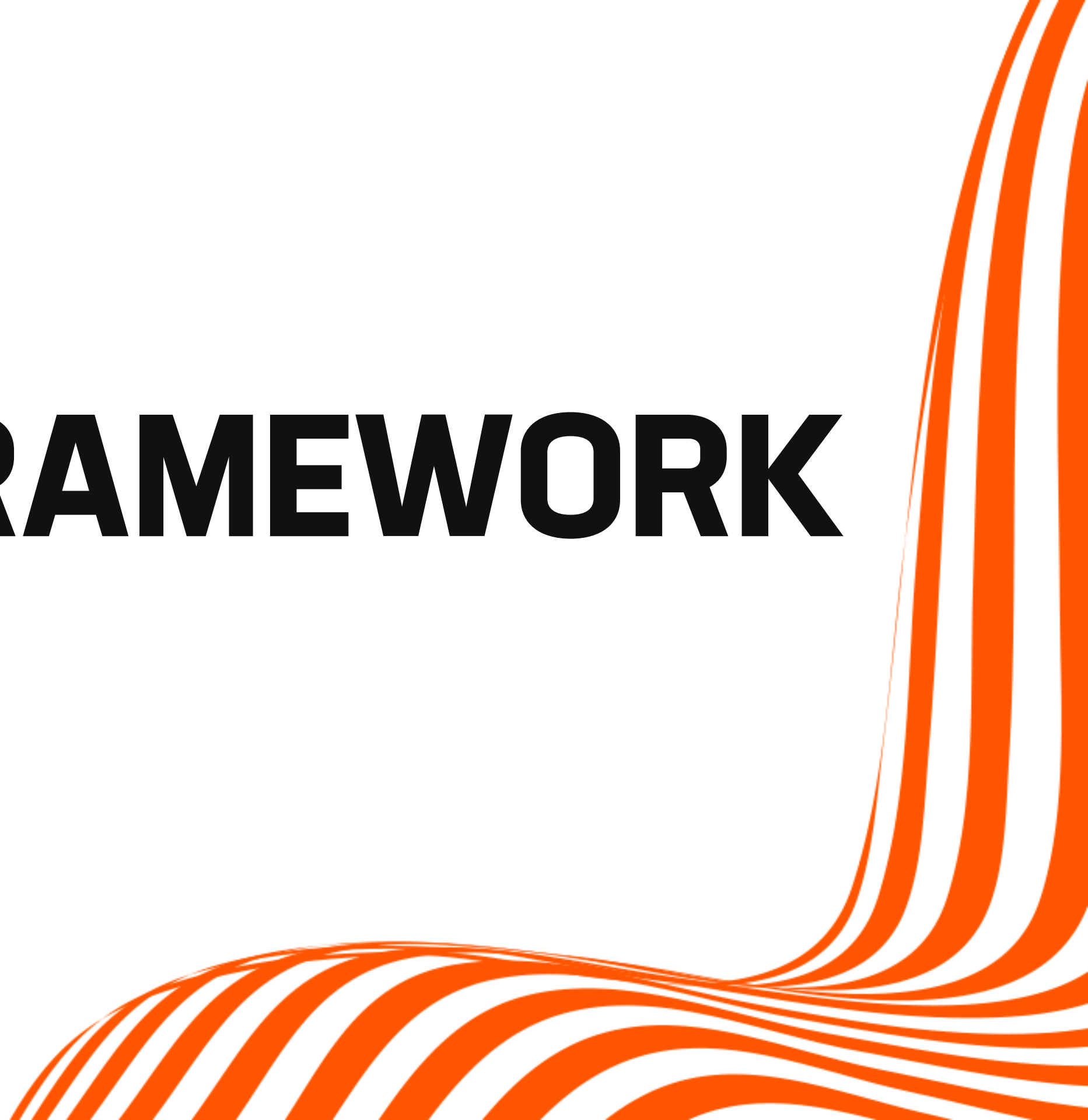


LiveScoreBet™

BRAND FRAMEWORK

1.5.2024



BRAND FRAMEWORK

PURPOSE

CONNECTING FANS TO WHAT THEY LOVE

WHAT WE STAND FOR, WHY WE EXIST

MISSION

TO BE THE NO.1 SPORTSBOOK FOR LSM USERS

WHAT WE'RE LOOKING TO ACHIEVE

PROMISE

WE MAKE IT EASIER FOR FANS TO ENJOY BETTING

WHAT DEFINES US VS. THE COMPETITION

PILLARS

INSIGHT

Always leave knowing more

SIMPLICITY

Clear and to-the-point

FOOTBALL-FIRST

True to our legacy, but stay with LiveScore for your next favourite sports

LIVE

Fast and on the pulse

THE CORE ELEMENTS OF OUR PROPOSITION

HOW

NO EGO

RELENTLESSLY INVENTIVE

SHARP AND SMART

PERSONALITY

TONE OF VOICE

ALL ACTION SIMPLICITY

ENSURING CONSISTENCY IN COMMS THROUGH DEFINED TRAITS

CREATIVE PLATFORM

TOTAL BETTING

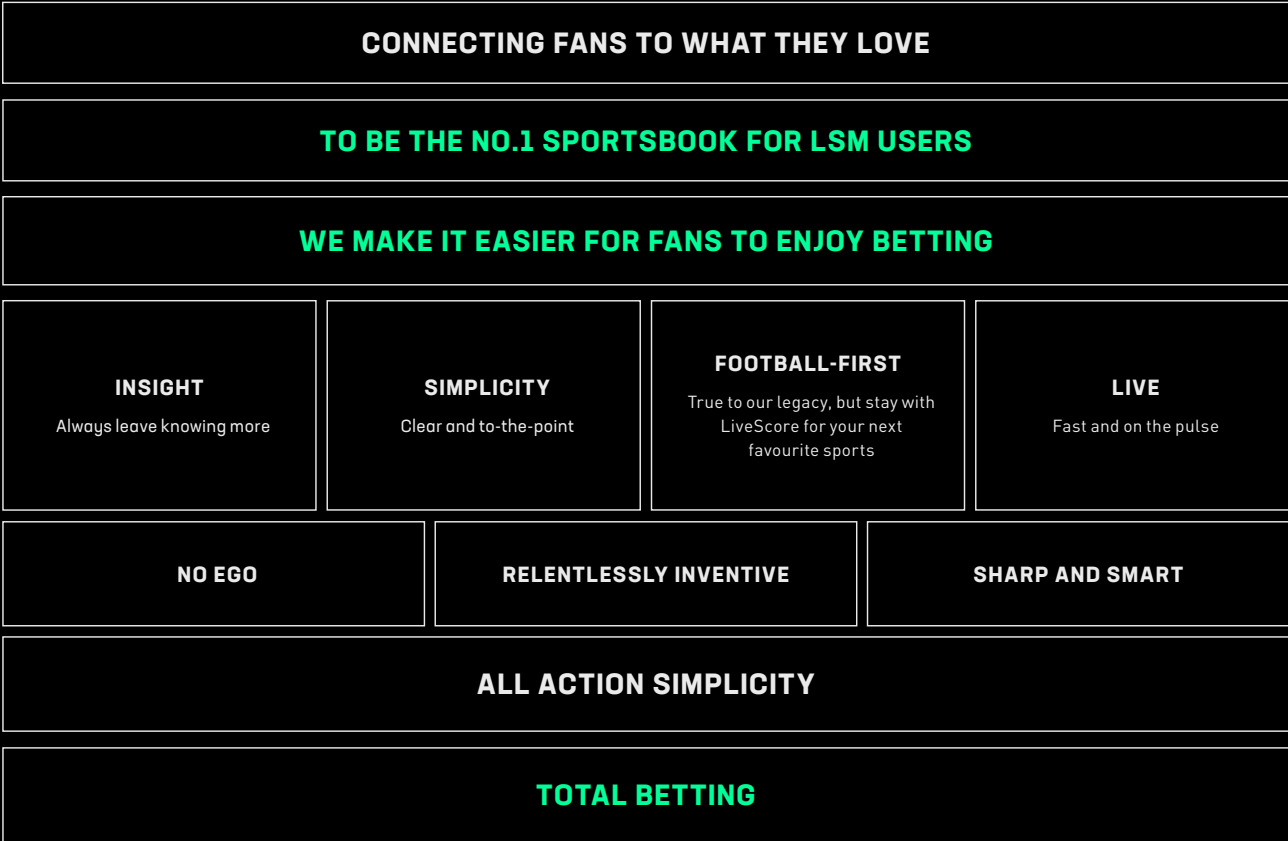
BRINGING THE FRAMEWORK TO LIFE

OUR FRAMEWORKS

LiveScore™



LiveScoreBet™



PURPOSE

WHAT WE STAND FOR, WHY WE EXIST

PURPOSE

CONNECTING FANS TO WHAT THEY LOVE

Our purpose remains constant and consistent with our sister brand.

For fans, sports hold immense significance. LiveScore serves as the vital link that brings them closer to the excitement, and LiveScore Bet brings them closer through a seamless and immersive betting experience.

MISSION

WHAT WE'RE LOOKING TO ACHIEVE

MISSION

TO BE THE NO.1 SPORTSBOOK FOR LIVESCORE USERS

At LiveScore Bet, we're on a mission to connect the sports our customers love, to the bets they want.

By providing users with a 'seamless' experience across our ecosystem, they can spend less time app-hopping and more time as fans.

Betting should immerse you in sport, not get in the way of it.

PROMISE

WHAT DEFINES US AGAINST THE COMPETITION
& WHY PEOPLE USE US.

PROMISE

WE MAKE IT EASIER FOR FANS TO ENJOY BETTING

Through the evolution of our brand and product, we have brought the best of LiveScore within easy reach of LiveScore Bet users.

Convergence features. Informed betting choices powered by data, stats and insight. Innovative free-to-play games. Rewarding promotions and thousands of markets across hundreds of events every day, viewable across either app.

PILLARS

THE CORE ELEMENTS OF OUR PROPOSITION

PILLARS

INSIGHT

We understand our users don't want to sift through every detail themselves. They crave readily available insight and stats to enable them to make informed betting choices. Whether you're here for a quick bet or to research your Saturdayacca, you'll always leave LiveScore Bet knowing more.

SIMPLICITY

LiveScore Bet, just like LiveScore, is loved for its ease and simplicity. We need to keep this at our heart. We're always clear and to-the-point, without dumbing anything down. We make everything straightforward so bettors can get what they want, when they want it, so they can spend less time app-hopping and more time being a fan.

FOOTBALL-FIRST

LiveScore's heritage is football, and we're proud of that. However, we recognise that football fans are interested in other sports too. Beyond football, we're the go-to platform for fans to bet on all the other sports they're interested in. So, whether their next favourite sport is basketball, tennis, or something else entirely, they don't have to have multiple apps to find the insight they crave, the markets they want or a great promotion.

LIVE

Our Masterbrand is our legacy and our promise. We're live and always on the pulse. That's how we've grown and gained our reputation as betting brand too. We're fast, accurate, and move at the speed of the game, never missing a beat. Odds are instant, analysis is timely, and our content is lean and perfectly suited to its purpose.

PERSONALITY

PERSONALITY

NO EGO

The limelight is for the superstars, not us. We're here to get bettors closer to sport. We do our talking on the pitch. No singing our own praises or telling everyone how brilliant we are.

RELENTLESSLY INVENTIVE

We're not satisfied with the status quo. The pursuit of simplicity never ends. We can always enhance the experience so bettors can have it better. If we stop innovating we won't achieve our vision. Like any great side, success makes us hungry for more success.

SHARP & SMART

We're not sensationalist or silly. We're insightful and intelligent. We make bettors smarter so they can get more from the game.

OUR TOV

ALL ACTION SIMPLICITY

TOV

ALL

ONE OF THE FANS

Sport and betting is in our blood. It's in our actions too. We show our passion and knowledge in every word.

ACTION

RHYTHM OF THE GAME

Tempo, energy and ebb and flow. Be expressive and lively.

SIMPLICITY

PITCH PERFECT

Always get to the point. Only include what's really important. If in doubt, play it simple.

CREATIVE PLATFORM

TOTAL BETTING

OUR MANIFESTO

1970, Holland.

Ajax of Amsterdam are about to unleash a brand of football so smooth, so connected, it would change the game forever.

They called it **TOTAL FOOTBALL**.

Fifty years later and we're embracing the idea like never before. LiveScore Bet rewards you with an award-winning betting app, seamlessly interwoven with all the sports content you're looking for.

We call this: **TOTAL BETTING**

AND LIKE THE BEST THINGS IN SPORT,

IT WORKS BEAUTIFULLY.

Total doesn't mean comprehensive. After all we don't have shops. It means converged.

SEAMLESSLY connecting the sports our customers love, to the bets they want. Total betting means uncomplicated new customer registration. **INFORMED** betting choices powered by data and insight. **INNOVATIVE** free-to-play games. **REWARDING** interactions and promotions. And thousands of markets across hundreds of events every day.

Betting should immerse you in sport, not get in the way of it. Sport and betting are finally on the same wavelength.

LiveScore Bet. Total Betting.

PILLARS

THE CORE ELEMENTS OF OUR PROPOSITION.

THE TOTAL BETTING

EXPERIENCE *IS...*

These pillars are 'Behavioural Principles' rather than words we would necessarily use in customer-facing communications.

SEAMLESS

Everything we do feels fluid and dynamic. Everything feels connected.

INFORMATIVE

We're smart, knowledgeable and informed. We revel in detail, data and insight.

INNOVATIVE

We innovate, pioneer and aren't afraid to try new things: products, offers and content.

REWARDING

Whether it's entertainment, knowledge or value, an interaction with us makes you feel rewarded.

Unpacking the pillars we are:

Clean
Fluid
Dynamic

Insightful
Smart
Real fan

Generous
Authentic
Credible

Live
Modern
Cutting edge

**THE TOTAL BETTING
PLAYBOOK CAN BE
FOUND HERE**

ANY QUESTIONS?

If you have any questions about the LiveScore Bet framework, please contact:

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