



FANSBET

LOYALTY WINS

2019

Frequently Asked Questions

Leadership Team

Our team is a dedicated group of individuals who are all committed to the ethos of our business. Everyone within the business is a fan themselves and firmly focused on creating the internal culture needed to ensure that our goal of giving back to fan causes is a reality. The senior leadership team have years of experience from a number of business backgrounds and are all home and away match going football fans and lovers of sport in general.



STEVE ARMSTRONG

CEO

Steve has a wealth of leadership experience across Operations, HR, Training, Finance, Marketing, PR & Communications and Business Development gained within one of the world's leading brands over 29 years. He has led a £3.5B business with over 70,000 employees balanced with his passion for football fans shown with his work for the United We Stand fanzine and podcast. He is a keen horse racing enthusiast and part owner and brings exceptional passion for results through people into an industry that has always been his ambition to work within.



TOM LEE

Head of Operations and Communications

Steeped in the gambling industry, trained journalist and PR aficionado Tom is an expert on both horse racing and betting. Initial roles at industry heavyweights bet365 and Betfred were quickly followed by more than a decade presenting on live television, working as betting analyst on popular national shows in two countries, Channel 4 Racing in the UK and RTE Racing in Ireland. Also an avid football fan, he has made numerous appearances on Manchester United FC's club channel, MUTV, and also runs his own Youtube channel, specialising in odds, racing and football.



ANDY THOMPSON

Head of Social Media & Marketing

15 years experience in digital marketing with one of the UK's leading Social Media experts, most recently in charge of an innovative & award winning social team that pushed boundaries & focused on ensuring customers engaged & shopped with one of the UK's best known brands. Andy had the inspired, idea that sponsored Iceland Euro 2016 & went viral across the world becoming the most talked about brand in the UK, reaching 72 million people in 3 weeks. Andy has also consulted for several of the World's largest companies such as BMW, VW and M&S from a social engagement perspective.



What is FansBet?

We are an online gaming platform which seeks to build strong lasting partnerships that enable them to share 50% of net profits generated from bets placed by players who have 'tagged' themselves to be used specifically for fan causes and other initiatives that matter to fans.

How does it work?

During registration of a new account players are asked to identify the club they support. We refer to this as 'tagging'. They can also nominate a specific trust or supporter group to be the beneficiary of funds. On a quarterly basis the accrued net profit is communicated to the relevant groups and they then have the empowerment to use those funds to make a difference in areas that matter most.

How is the money tracked?

Revenue is tracked by our business throughout the account life of a player and held within a Fans' Foundation. Fan partners will be able to see routinely the flow of funds and additionally will receive a quarterly statement.

Who is behind it?

The concept of FansBet was founded by a group of highly respected sports fans who have a proven track record of success within business and also within gaming. They have always held a desire to give back to fans and have appointed a UK-based team to bring this vision to life.

Who is involved in the UK business?

Our CEO Steve Armstrong has worked in senior global leadership for many years. Head of Operations & Communications Tom Lee has over a decade of experience in television, while Andy Thompson who leads the marketing and social media team is highly regarded in that field thanks to his high-profile success in retail. All three are dedicated home and away match going football fans with the same desire to give back and make a difference to the fan community. They are building a team of like-minded field-based colleagues in each region of the UK to create a real sense of partnership and support for the fans.

What is the aim?

The intention is to provide a great enjoyable gaming experience whilst creating a real sense of community using branded team sites, special bets unique to your club and fantasy football leagues. All of which are focussed on the main purpose which is to do great things within the fan community by sharing our net profits, ensuring that the player money stays alive for longer.

What about fans who are concerned about the image of gambling?

So are we. We respect people who do not bet and will never ask them to start. Our wish is to give fans who do like a bet on any sport the option to choose FansBet where they can play as they would normally, but be safe that in doing so they are also generating funds for great fan causes. Our commitment to enjoying gaming will go above and beyond what is required of us, and we will always have the wellbeing of our players as a top priority.

What actions will you take to ensure that happens?

Our website has simple to use limiting facilities available where players can make their own choices as to how much and how often they want to play. Players can restrict on amounts and for any period of their choice. We are licensed and regulated by the UK Gambling Commission and will continually seek new and innovative ways to be a market leader in this area. We also have a very strong know your customer process to ensure that we are fully compliant with our responsibilities here.

What is classed as a fan cause?

Fan causes are broad and can be for anything that enhances the supporter experience such as ticket prices, travel costs and facilities. Bigger issues such as club ownership and share purchases or safe standing development are other examples of how revenue can be used. Raising the profile for not just a club, but even a sport itself could be something our partnership can help. In addition, there are also great causes outside of those that matter to fans such as tickets for kids or grassroots coaching schemes. Our aim is to provide the platform for funds to be generated and be part of the process of giving back to appropriate causes.

How much do Fan Partners receive?

Revenue is generated by accounts and gaming. Ultimately the variables of the number of accounts, how much players stake and how successful they are is not something that can be forecast accurately. Research gives us the assumption that one account on average will generate approximately £50 per annum towards fan causes.

Where do you advertise?

Our commitment to fans will always be evident in our marketing plans. We choose to support fanzines and fan media first and will always seek to use our budget in those areas.

Is there an App?

Yes. You can access the FansBet app via the App Store or Google Play.

Why do some clubs have their own branded site?

The development of branded sites is something we are committed to as shown with Redarmybet for Manchester United and Redsbet for Liverpool. We will, based on number of accounts and the level of activity combined with the level of fan partnership we receive, create those on behalf of the fans.

What is in the contract?

The contract is a light and easy to understand summary of how the relationship will work. It is designed to provide comfort and assurance that we will honour our obligations and take our side of the deal seriously at all times.

How long do we sign up for?

Our standard contract duration is two years. We want fan partners to feel secure over a good period of time and our contract terms are a strong commitment to that.

What if we want to exit early?

Our contract terms are simple, fair and reasonable. There is no risk to the fans and we retain all financial costs. We would hope that continued strong partnerships, ongoing communication and the success of giving back in the community would mean that wasn't necessary, and we will always act in the best interests of our fan partners. You will have a dedicated person as a point of contact to discuss and work through any concerns together.

What do clubs think?

We function separately from clubs and any betting tie up they may have, operating for the specific benefit of supporters and the causes that matter most to them. We are respectful of the relationship that exists between supporters and the club, and only seek to build partnerships where supporters are comfortable in doing so. We are however open to any club who also wishes to partner with us, as many outside of the professional game are also keen to utilise different revenue opportunities.

What is your core message to Trusts and how can you help supporter groups work with clubs?

Working with FansBet is a direct route to Trusts and fans groups being strengthened as a result of a clearly defined revenue stream. Ultimately, we want that to be the case everywhere and to enable supporter groups of any team, or sport to achieve more for their members and the people that they represent. A partnership with FansBet will help to create a great sense of community, as well as generating funds that can make real differences in communities. We at FansBet would love to be able to make a difference.

FansBet: About Fans, By Fans, For Fans.