



THE SIMPLE
THINGS

PLAYBOOK

PINGING
THE LAST

ONE OF OUR
FAVOURITE
THINGS

BETVICTOR

BETVICTOR



WHAT IS THE PLAYBOOK?

WELCOME TO THE
BETVICTOR PLAYBOOK.

IT'S HERE TO REMIND
US WHY WE'RE DIFFERENT
FROM THE OTHER
GAMBLING COMPANIES.

IT EXPLAINS WHERE
WE'VE COME FROM AND
WHY WE EXIST.

AND IT HELPS US
COMMUNICATE OUR
PASSION AND EXPERTISE
TO OUR CUSTOMERS.

BECAUSE IF WE'RE
ALL SINGING FROM
THE SAME HYMN SHEET,
OUR CUSTOMERS
HEAR US BETTER.



WHERE WE COME FROM

BET VICTOR STARTED AS
A FAMILY RUN TRACKSIDE
OPERATOR IN 1946.

THAT'S A FAIR BIT OF
HERITAGE, KNOWLEDGE
AND EXPERTISE TO BE
ABLE TO LEAN INTO.

THE GAMBLING
LANDSCAPE HAS CHANGED
BEYOND ALL RECOGNITION
IN THE INTERVENING
YEARS BUT ONE THING
REMAINS THE SAME,
OUR LOVE FOR THE BET.

WE LOVE THAT WE
CONNECT CUSTOMERS
TO THE **SIMPLE PLEASURE**
OF GAMBLING.



WHERE WE ARE NOW

OUR MOVE TO GIBRALTAR
CEMENTED US AS INDUSTRY
PIONEERS.

TODAY WE SPAN THREE
CONTINENTS, PARTNER WITH
MULTIPLE BRANDS AND ARE
AS MUCH A TECH COMPANY AS
WE ARE A GAMBLING OPERATOR.

WE'VE GROWN UP FOR SURE.
BUT WE'VE NOT GROWN OLD,
BECAUSE WE'VE NEVER LOST
OUR LOVE FOR GAMBLING AND
THAT'S WHAT KEEPS US FRESH.



OUR PURPOSE

(WHY WE EXIST)

TO CONNECT OUR
CUSTOMERS TO THE
SIMPLE PLEASURE
OF GAMBLING.



OUR

MISSION

(HOW WE ACHIEVE OUR
PURPOSE)

TO USE OUR
KNOWLEDGE AND
EXPERIENCE TO
REFINE OUR PRODUCT
SO THAT IT'S PLEASURE
TO ENGAGE WITH.

A woman with blonde hair is looking through a pair of black binoculars. The background is a dark, grainy image of a horse running on a dirt track, kicking up dust. The overall tone is dark and focused.

OUR VISION

(WHERE OUR MISSION
LEADS)

TO BUILD ON THE
GOOD REPUTATION
OF THE BRAND BY
CREATING VALUE
FOR ALL OUR STAKE-
HOLDERS WITHOUT
EVER COMPROMISING
OUR INTEGRITY.

**NO
INTEGRITY**

WITHOUT SAFETY

OUR PURPOSE,
MISSION AND VISION
MEAN NOTHING UNLESS
THEY ARE UNDERPINNED
BY CUSTOMER SAFETY.

OUR SAFER GAMBLING TOOL,
SENTINEL, GOES WAY BEYOND
INDUSTRY STANDARDS.

IT HELPS US TO HELP
CUSTOMERS WHO
DISPLAY CONCERNING
BETTING PATTERNS.

AND THAT MAKES
IT THE MOST IMPORTANT
PRODUCT IN OUR PORTFOLIO.





SIMPLE PLEASURE

MANIFESTO

WE'VE BEEN QUIETLY GOING
ABOUT OUR BUSINESS FOR
MORE THAN 80 YEARS.

WE'VE SEEN BOBBY
LIFT THE CUP.

FRANKIE GO MAGNIFICENT.

WE'VE SEEN TYSON KNOCK
DOWN BERBICK THREE
TIMES WITH ONE PUNCH.

WE'VE BEEN THERE,
SEEN IT, DONE IT AND
GOT THE FOOTBALL SHIRT.

OVER 80 YEARS IN, HERE'S
WHAT WE'VE LEARNT...



¹ **KEEP IT
SIMPLE**

² **THAT'S IT**

WHEN GAMBLING'S
DONE RIGHT,
IT'S ONE OF LIFE'S
SIMPLE PLEASURES.

ONE THAT WE LOVE
CONNECTING OUR
CUSTOMERS TO.

SO HERE'S TO THE
NEXT 80 YEARS*

*OR HOWEVER LONG
IT TAKES ENGLAND'S
MEN TO WIN ANOTHER
WORLD CUP.

**“EVERYTHING
SHOULD BE
MADE AS
SIMPLE AS
POSSIBLE BUT NOT
SIMPLER”**

ALBERT EINSTEIN

OUR INDEPENDANCE



WE DANCE TO OUR OWN TUNE.

WE HAVE JUST ONE
SHAREHOLDER WHO LOVES
THE BETTING INDUSTRY.

WE DECIDE WHERE WE
ARE GOING AND HOW WE
ARE GOING TO GET THERE.

WE BUILD OUR OWN APPS.
WE BUILD OUR OWN PRODUCTS.
WE BUILD OUR OWN FUTURE.

IT'S SIMPLER THAT WAY.

OUR TONE OF VOICE

(HOW WE SPEAK TO OUR CUSTOMERS)

THE NAME'S VICTOR...
BETVICTOR

STREET SMART

WE'RE NOT POMPOUS
OR ARROGANT BUT OUR
EXPERIENCE MEANS
WE KNOW A THING OR TWO.

REFINED

LESS IS MORE AND THAT
ALLOWS US SOME ELEGANCE
IN THE LOUD, BRASH MARKETS
WE OPERATE IN.

DRY WIT

GAMBLING IS FUN.
A TOUCH OF DRY WIT IS
A REMINDER OF THAT.





IT'S THE SIMPLE THINGS

IT'S NOT JUST A LINE WE STICK ON THE END OF OUR ADS.

IT SUMS UP THE BELIEF THAT SETS US APART. THE MORE BEAUTIFULLY SIMPLE AND REFINED WE CAN MAKE OUR OFFERING, THE MORE ENJOYABLE THE GAMBLING EXPERIENCE.

BECAUSE WE BELIEVE GAMBLING IS A **SIMPLE PLEASURE** IN LIFE.