



**ASCOT RACECOURSE ANNOUNCES BETFRED AS OFFICIAL BOOKMAKER**  
**9<sup>th</sup> May 2019**

Ascot Racecourse is pleased to announce that Betfred will be the ‘Official Bookmaker’ of Ascot and Royal Ascot, in a new three-year relationship running from 2019 to 2021.

The contract includes operation of the two on site betting shops within the Grandstand and sponsoring the Betfred Heritage Handicap on Summer Mile Day, 13<sup>th</sup> July. They will also be official bookmakers of the Dubai Duty Free Shergar Cup in August, providing prices straight after the draw.

This relationship is an extension of the arrangement that saw Ascot and Totepool, a majority asset of Betfred, launch Bet With Ascot, the on course pool betting service, last year.

Totepool are sponsors of this weekend’s Victoria Cup as the Tote Victoria Cup.

Fred Done, Betfred Founder, said:

“A big thank you to the Ascot team who have been a pleasure to work with and I am delighted to have agreed a deal to become the official bookmaker of Ascot and Royal Ascot and to see the Betfred brand back on the racecourse. I will be offering Ascot punters the terrific value and bonuses available in all of our high street shops and look forward to welcoming you to the newly refurbished Betfred shops.”

Guy Henderson, Chief Executive Officer at Ascot Racecourse, welcomed the new relationship:

“We welcome this further strengthening of ties with Betfred, following the launch of Bet With Ascot last year in partnership with Totepool and, at Royal Ascot, the Hong Kong Jockey Club. Our thanks go to Roy Holbrook and Winning Post Bookmakers for all their support in their tenure as our on-course betting shop provider.”

Juliet Slot, Chief Commercial Officer at Ascot Racecourse, added:

“We are delighted to welcome Betfred back to Ascot as Official Bookmaker. On course, Betfred will manage our fixed odds offering from two shops within the Grandstand. Betfred join our portfolio of 14 other Official Supplier brands and will be an important part of helping us deliver an excellent customer experience alongside our own pool betting operation, Bet With Ascot. We look forward to further developing our relationship with Betfred.”

**ENDS**

### **About Ascot Racecourse**

Ascot Racecourse was founded in 1711 by Queen Anne and is constituted under a statutory trust contained in the Ascot Authority Act 1913. Three trustees (the “Ascot Authority”) are appointed by the Monarch and are ultimately responsible for the stewardship of the trust. The statutory purpose of the trust is to act for the benefit of racing at Ascot. All returns are reinvested in the business for the benefit of Horsemen (Owners, Breeders, Trainers, Jockeys and Stable Staff), racegoers and off course followers, both in the UK and Internationally.

Underneath the Trust, a corporate structure runs the business which employs around 200 people full time (directly and through our food & beverage joint venture with Sodexo known as 1711 by Ascot) and up to 6000 casual raceday staff.

Ascot hosts around 600,000 racegoers a year across 26 racedays (flat and jumps), 300,000 of whom come to Royal Ascot - a pivotal event on the racing and fashion calendar and a semi-state occasion - which equates to roughly 10% of the total number of racegoers attending in the UK from about 1.5% of the fixtures.

Ascot stages nine of the country’s Group One (elite) flat races in the summer, and a further four on the industry owned QIPCO British Champions Day. The Royal Meeting is the most international race meeting in Europe, regularly attracting runners from Australia, the USA and Asia and from within Europe.

Ascot currently turns over around £90m per annum and generates around £20m in net cash, all of which is reinvested into the business (1) to repay debt following the 2004-2006 £220m

redevelopment (now under £60m), (2) in infrastructure and venue experience (currently around £7m per annum), (3) in prize money and (4) in general business development.

Alongside racing, Ascot runs a £2m a year conference and events business and in July 2018 launched its own pool betting business, AscotBet, in conjunction with the Tote.

Ascot's overall direct economic impact has been measured by Deloitte as being around £150m per annum (excluding the very substantial off course betting).

Ascot is broadcast live in over 175 territories worldwide; at home on ITV and overseas, including NBC. International reach is pivotal to Ascot's future business development and as a shop window for international investment in British Racing's £3bn per annum industry.

Ascot engages with its wider community in a range of ways. Around 250 charities benefit in some way from Ascot's support each year. Ascot's Property Raceday raises just under £200,000 per annum for children's charities and from 2015 - 2018, Ascot raised £1.3m for The Prince's Countryside Fund. Ascot partners with the Berkshire Community Foundation to directly benefit regional charities.

### **About Betfred**

Betfred, built by brothers Fred and Peter Done opened their first shop in Salford in 1967 and now employs over 10,000 people and includes 1630 shops.

From the very beginning the ability to provide a personal, distinctive service in betting attracted customers throughout the North West area. Soon, the one shop became many more and the Done brothers' presence was now on the high streets of several cities, including Liverpool. The operation soon moved into the north east of the country. Branches followed nationwide, as Betfred were opening 80 shops a year.

Being inventive in sports betting and being prepared to take risks were very much the original reasons behind Betfred success. Betfred were the early pioneers of correct-score predictions on football coupons and Lucky 15 combination bets.

Fred himself is often seen, via Betfred TV, in the shops' personally promoting the company's best odds offers, 'Fred's pushes' as they are known to regulars.

Possibly one of the most widely remembered events in the history of Betfred was on Saturday 28th of September 1996. The venue was Ascot racecourse and the man was jockey Frankie

Dettori taking 7 rides in 7 races and riding 7 winners. The Company's liabilities were huge. Technology was not then what it is now, and the Fred freely admits that at the time he wondered if they would still be in business the following Monday.

Betfred's 200 shops were packed solid by late afternoon. Had they lost a million or twenty million? Fred fondly recalls one particular story of an elderly lady from Salford, home of their first betting shop, who had placed a 50 pence each-way accumulator on all seven winners. She collected over £25,000.

A sporting company run by brothers who are sports fans would seem a little fanciful if applied to many large bookmaking businesses but the 'Betfred' name has been supporting and sponsoring in the sporting world for many years.

Fred is renowned for 'giving back' to charity. The £1.2 million donation he made to Manchester Children's Hospital's £4 million appeal for state-of-the-art equipment that would help save the lives of those children with traumatic brain injuries and tumours. Fred had personally guaranteed £100,000 but also gave the profits from the opening day of the Cheltenham Festival from his 1630 shops. Results went their way and the donation was substantial.

Fred donated £189,000 to the same hospital for a bone marrow transplant unit. He has also given £6 million to create a Youth Centre in Gorton, Manchester. Since Fred and brother, Peter, started Betfred with their first shop in Pendlebury, Salford, in 1967 it's been a remarkable rags to riches success story.

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