

YOUR BETFAIR PUNTERS' GUIDE

HOW TO BET WITH BETFAIR



YOUR BETFAIR PUNTERS' GUIDE

Telephone Betting – 132 BET (132 238), Helpdesk – 1300 BETFAIR (1300 238 324)

WELCOME TO BETFAIR, THE WORLD'S LEADING ONLINE BETTING EXCHANGE

Betfair has revolutionised the betting industry around the world and all its benefits are now available to Australians. Betfair Australia is the nation's only licensed betting exchange, and offers punters better odds, greater choice and more control over their betting experience.

To help you get started, we have put together a quick, easy-to-understand guide that tells you everything you need to know about Betfair and, most importantly, how to start betting.

This guide will appeal to everyone from the betting novice to the seasoned punter.

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For all betting and account queries, email ausinfo@betfair.com or phone the Betfair helpdesk on **1300 238 324**.

HAPPY PUNTING,

THE BETFAIR TEAM

1. WELCOME TO BETFAIR

With more than two million registered customers, Betfair is the world's No. 1 online betting exchange, a concept that the company pioneered and one that has revolutionised the wagering industry. A betting exchange is an online marketplace where punters bet at odds set by other punters, rather than a bookmaker, bringing together people with directly opposing views. The result? Punters get much better odds, whether you want to back a selection, lay a selection, or bet in-play, because you are betting against other punters, not a bookmaker or the tote.

BETFAIR AUSTRALIA

Betfair Australia Pty Ltd is the only licensed betting exchange in Australia. A joint venture between Betfair in the UK and Crown Limited, Betfair is licensed in Tasmania, with its main operation based in Hobart.

BETFAIR SPORTS

At first glance, the Betfair Sports Page might appear full of information, but it's easy to find your way around – once you know what you're looking for.

The screenshot shows the Betfair Sports page with several key elements highlighted by numbered callouts:

- 1**: Search Markets input field.
- 2**: Popular Sports list on the left sidebar.
- 3**: Rugby Union match listings table.
- 4**: Main navigation menu (Home, Racing, Sports, etc.).
- 5**: Login for the latest prices link.
- 6**: Login form with fields for username and password.
- 7**: Quick Links section with Popular Links and Recently Visited.
- 8**: Live Betting section with In-Play now and Coming up tabs.
- 9**: Tennis match listings table.

Time	Home Team	Away Team	Back Odds	Lay Odds
Tue 17:30	Italy	Russia		
Tue 17:30	Italy	Russia		
Wed 17:30	Tonga	Japan	1.41	1.47
Wed 17:30	Tonga	Japan	3.8	4.2
Thu 18:00	South Africa	Namibia	16.5	32
Fri 18:30	World Cup 2011			

Match	Time	Opponent
Fuda	Mon 11:00	Rottmann
Fujiiwara	Mon 11:00	Shvedova
Laine	Mon 11:00	Pliskova
L Zhang	Mon 11:00	Hsieh
	Mon 13:00	

SAFE AND SECURE Betfair is a secure site and every bet is confidential. You never know who you are betting against. The only time your card details are sent over the internet is when you open an account, and all information is stored on Betfair's secure server. All users' funds are held by a secure, ring-fenced trust at the National Australia Bank in Hobart.

INDEX TO PREVIOUS PAGE:

1 Search Markets

The quickest way to get to your bet. Enter the name or event you are interested in, and all available markets will appear.

2 All Markets

Every Betfair market is listed in this menu. Click on the one you are interested in. You may need to click on several submenus before finding the specific market you are looking for.

3 Fastlinks

The most popular and most relevant markets to Betfair Australia users are listed in the middle of the homepage, for example racing and Aussie Rules. Click on a link to go straight to a market.

4 Community

Chat to your fellow Betfair members about anything in the world of punting, and get some great betting information at the same time.

5 My Account

Houses all your relevant Betfair account information including betting history and funding methods.

6 Login

Enter your username and password here to log in to your account, and then you can start betting.

7 Recently Viewed Markets

These are the markets you have looked at most recently. Click on a link to go straight to a specific market.

8 In-play Today

A list of markets for that day which you can bet on in-running/in play (during the actual event). Click on a link to go straight to a specific market. Australians can bet In-running on horseracing online and in-play on sports over the phone – call 132 238.

9 Coming Up

Highlights all markets which are closing or being turned in-play.

HOW BETFAIR WORKS

A good way to understand Betfair is to think of it in similar terms to the Stock Exchange. Just as you buy a share on the Stock Exchange if you think it's cheap, you back a selection to win with Betfair if you believe the odds are generous. And just as you sell a share when you think it's too expensive, with Betfair you lay a selection (offer odds to other punters) when you feel the odds aren't generous enough. Betfair takes a commission of between 2.6% and 6.5% on a punter's net winnings for Australian and New Zealand racing; and between 2% and 5% on for all other markets. Punters who have a net loss on a market don't pay any commission. Crucially, Betfair's system guarantees that the winner gets paid as soon as a market is settled. There is no risk of default, with punters unable to bet on credit. When the outcome is known, the winning party receives the dividend, less commission.

We regularly hold education nights. Go to <http://www.betfaireducation.com.au/> for details of when and where.

2. OPENING AN ACCOUNT

Once you have registered with Betfair and your identity has been verified, you can deposit funds, withdraw funds and, most importantly, start betting.

STEP-BY-STEP GUIDE

1 Getting started

To open an account, go to www.betfair.com.
Click Open an Account at the top of the page.

[Open an Account](#) | [About Us](#) | [Help](#) | [Responsible Gambling](#)

2 Fill in your details

A new pop-up window – Open an Account – appears.
Fill in your personal details, such as your name, address
and a valid email address.

The screenshot shows the 'Open an account' page on the Betfair website. At the top left is the Betfair logo. To its right is the heading 'Open an account' and a 'Contact us' box with email and phone information. Below this is a paragraph of instructions: 'Please complete these details to open your account. You will then be able to deposit funds into your account and start betting or playing.' The main form area is titled 'Personal details' and contains several input fields: 'Name' with a dropdown for 'Mr', 'Title', 'First name', and 'Last name'; 'Date of birth' with fields for 'dd', 'month' (dropdown), and 'yyyy'; 'Contact number' with a 'Mobile' dropdown and a note 'We may need to contact you about your account. Please enter numbers only without any spaces.'; and 'Email address' with a 'Betfair Privacy Policy' link. There are also small icons for 'dd', 'month', and 'yyyy' next to their respective fields.

3 Choose your account details

Scroll down the page and choose a username and password for your Betfair account. You also need to answer some security questions.

VERIFY YOUR IDENTITY & WITHDRAW FUNDS For regulatory reasons, withdrawals cannot be processed and you cannot transfer more than \$500 AUD (or the equivalent in the currency on your account) per month to your Australian wallet until your identity has been verified. Once you have opened your account, you will receive an email with a Betfair Verification form, which you must complete and take to any Australia Post Office or authorised Betfair Verification Agent, together with identification documents listed in the form within 90 days. Verification can take up to 24 hours and is free of charge. If your account has not been verified within 90 days, it will be suspended until the identity verification process is completed. If you fail to do this within 12 months of registration, your funds will then be forwarded to the Tasmanian State Government in Australia. In this case, you will need to contact the Tasmanian Government to recover any frozen funds. Withdrawals can be via bank transfer to a bank account in your name once you have completed identity verification. Please note: Once your account has been identity checked, if over a 24 month period you have not placed a bet, logged in, made a deposit or withdrawal, placed a telephone bet or placed a bet using your Australian wallet, we are required to send any funds in your Australian wallet to the Department of Treasury and Finance in Tasmania as Unclaimed Monies in accordance with the *Unclaimed Monies Act 1918*. You will then have to contact the Treasury in order to recover these funds.

4 Open your account

Once you have completed all your details and agreed to the Betfair terms and conditions and privacy policy, click Open Account at the bottom of the page. Alternatively, you can ring 132 BET (132 238) to open a Telbet account (for telephone betting).

I agree to Betfair's [Terms and Conditions](#) and [Privacy Policy](#).

Open account

You'll need to put some money into your account before you can bet or play.

5 Your account is now active

After you click Open Account, a new screen appears. Your application has been successful and your account is now active. Click Continue at the bottom of the page.

Welcome to Betfair!

Your account is now active.

You are now able to deposit funds to your account and place bets on Australian and international events.

6 Funding a Betfair Account

It is not essential to deposit funds into your account on registration, but to start betting immediately you will need to credit your account using one of our payment methods.

Betfair offer a number of payment methods for the convenience

of Australian users. Go to payments.betfair.com.au/ to view these options, or alternatively Click on 'My Account' at the top left hand corner of the Betfair homepage after registering followed by 'Deposit Funds into Betfair'. You can deposit by bank transfer direct to our NAB account, by Bpay, by Poli or by Credit Card (be aware a 1.5% fee is charged for all credit card deposits and this is independent of your bankers fees).

For further information, please phone our Helpdesk on 1300 238 324

7 Deposit funds

After selecting your method of payment, you must fill in your relevant details. For example, if you choose to pay by credit card, you should provide your card details, select an amount to deposit (minimum of \$30), then give your login password. Finally, click Next at the bottom of the page.

Card type: **Mastercard**

IMPORTANT - any VISA-branded cards. If your card is a Visa credit card or Non UK issued Visa Debit Card, select 'Visa' from the drop-down list. If your card is a UK issued Visa debit card, you will need to select either 'Visa Delta' or 'Visa Electron' (if Visa debit card registration is unsuccessful, please change the card type, i.e. from Visa Delta to Visa Electron or vice-versa).

8 Confirm your details

On the new screen, confirm your card details and the amount of money you wish to deposit by clicking Next at the bottom of the page. You then automatically return to the Betfair homepage, where you are logged in and can start betting.

3. BACKING A SELECTION

Backing a selection on Betfair is just like placing a bet at the TAB or with conventional bookmakers - you're betting to win. But with Betfair, you bet against other punters, not a bookie, and you select the odds you want to bet at. Fixed odds betting applies to all Betfair markets, unlike the TAB.

BETTING EXAMPLE

You think the Aussies have a great chance of winning the Third Test at the SCG. The odds quoted by your local TAB are \$1.30, but with Betfair you can get the better odds of \$1.44. It's an easy choice – you take the Betfair odds. Your stake is \$100. Australia wins the Third Test,

and your return is \$144 – that's \$44 in profit (less the commission charged by Betfair) plus your original \$100 stake. If you had placed the bet with the TAB, your return would have been \$14 less (excluding commission).

STEP-BY-STEP GUIDE

1 Find your market

All betting markets are listed in the menu on the left-hand side of the Betfair sports homepage. The most popular markets are listed in the middle of the page. Click on the market you want to bet on, then follow the links to the relevant event.

Popular Sports
All Sports
Boxing
Combat Sports
Cricket
Cycling
Darts
Financial Bets
Floorball
Gaelic Games

Popular Sports
All Sports
Cricket
Australia v S Africa - 3rd Test
NZ v W Indies - 3rd ODI
KFC Twenty20 Big Bash
Coupons
Australian Domestic
Australia v South Africa

2 Find your selection

After finding your market, you will see all the available selections listed on the page. To back a selection, look at the blue box to the right of the selection you are interested in. The top number in bold (eg. \$1.44) represents the best odds available; the bottom number (eg. \$23072) is the maximum amount of money that can be bet on that selection at that price at that point in time.

Australia v South Africa - 3rd Test +						
<input checked="" type="checkbox"/> In-play		Matched: AUD 21,723,529			<input type="button" value="Refresh"/>	
<input checked="" type="checkbox"/> Back & Lay		<input checked="" type="checkbox"/> Market Depth			More options ▶	
Selections: (3)	100.6%	Back		Lay		99.5%
Australia	1.42 \$209	1.43 \$21578	1.44 \$23072	1.45 \$43660	1.46 \$16440	1.47 \$7223
South Africa	27 \$228	29 \$304	30 \$22	32 \$255	38 \$4	42 \$30
The Draw	3.5 \$709	3.55 \$2110	3.6 \$228	3.65 \$4038	3.7 \$215	3.75 \$164

3 Pick your selection

If you want to back the selection, click the blue box. Your bet (selection and odds) appears on the right-hand side of the page in the Place Bets section.

4 Choose your stake

Click the Your Stake box in the Place Bets section. Enter your stake (the money you want to bet on this selection) in this box. The amount of money you will win if your selection is successful appears in the Your Profit section.

Place Bets My Bets Rules Help

Win Only Market

Back All Lay All Clear All

Current Odds bets

Back (Bet for)	Your Odds	Your Stake	Your Profit
x Australia <small>You are betting FOR Australia to win.</small>	1.44	100	\$44.00

5 Submit your bet

If you are happy with your selection, click Submit at the bottom of

the right-hand side of the page. The liability on this bet (the amount of money you risk losing) is listed above the Submit button.

Be aware that "live" TV broadcasts may be delayed.
 Your total liability on these bets: **\$100.00**

Confirm bets before placing
 Show %Book Back: 69.44%
 Place Bets

6 Confirm your bet

A confirmation screen appears on the right-hand side of the page with the details of your bet. The My Bets option is only available when the bet is active. To verify your bet, click Yes at the bottom of the page. Check the confirmation to make sure your bet has been placed.

Win Only Market

Confirm Your Bets

Please review the following information to ensure it is correct. A [commission](#) is charged on your NET profit from each market.

Current Odds bets

Back (Bet for)	Your Odds	Your Stake	Your Profit
Australia	1.44	\$100.00	\$44.00

You are betting FOR Australia to win. If you win, 'Your Stake' of \$100.00 is returned to you together with a profit of \$44.00. If you lose you lose 'Your Stake'.

STATEMENTS Please note that your stake (or liability if laying) on a winning bet is not taken from your account. In other words, if you back a winning selection at odds of 3.0 with a stake of \$10, your profit will be \$20 (less commission). Accordingly, your statement shows this as a \$20 winner.

4. LAYING A SELECTION

When laying a bet you are staking money that an outcome will not happen i.e. Collingwood will not beat Geelong - you're betting to lose. You are simply taking the other side of a back bet. The amount of money you enter is the backer's stake you are prepared to accept at those odds, not the amount of money you're

prepared to risk.

BETTING EXAMPLE

In the betting example below, a punter(s) wants to back The Draw for the win at odds of \$3.65 for \$4038. You think the odds on The Draw are too short so you decide to lay the The Draw for

\$100 at odds of \$3.65. You have sufficient funds in your account (\$265) to lay this bet. If you're right, and the match doesn't end in a draw (e.g. Australia wins), you collect the \$100 stake from the punter who placed a bet at the odds you offered. If the match is a draw, then you must pay out \$265.

STEP-BY-STEP GUIDE

1 Find your market

All betting markets are listed in the menu on the left-hand side of the Betfair homepage. Simply click on the market you want to bet on, then follow the links to the relevant event.



2 Find your selection

Once you have found your market, all the selections are listed on the page, with the option to back or lay a bet.

To lay a bet, look at the pink box to the right of the selection that you think won't win. There are two numbers – the top number in bold (eg. \$1.45) represents the best odds available to lay the selection at; the

bottom number (eg. \$4038) is the maximum amount of money you can lay at those odds.

Australia v South Africa - 3rd Test +						
<input checked="" type="checkbox"/> In-play		Matched: AUD 21,723,529 Refresh				
<input checked="" type="checkbox"/> Back & Lay <input checked="" type="checkbox"/> Market Depth		More options ▶				
Selections: (3)	100.6%	Back		Lay		99.5%
Australia	1.42 \$209	1.43 \$21578	1.44 \$23072	1.45 \$43660	1.46 \$16440	1.47 \$7223
South Africa	27 \$228	29 \$304	30 \$22	32 \$255	38 \$4	42 \$30
The Draw	3.5 \$709	3.55 \$2110	3.6 \$228	3.65 \$4038	3.7 \$215	3.75 \$164

3 Pick your selection

If you want to lay a selection, click the pink box. Your bet – the selection you are betting against – appears on the right-hand side of the page in the Place Bets section, alongside the backer's odds.

4 Choose the backer's stake

Now it's time to decide the stake you will accept on your selection from another punter. Click the Backer's Stake box in the Place Bets section. Enter the stake you want to accept in this box. The liability on this bet – the amount of money you will have to pay out if the selection wins – appears on the far right-hand side of the screen. Alternatively you can specify your liability by clicking the Liability button.

Win Only Market

Back All Lay All Clear All

Current Odds bets

Lay (Bet against)	Backer's Odds	Backer's Stake	<input type="radio"/> Payout <input checked="" type="radio"/> Liability
<input checked="" type="checkbox"/> The Draw	3.65	100	\$265.00

You are betting AGAINST The Draw to win.

5 Submit your bet

Once you are happy with your selection, click Submit at the bottom of the right-hand side of the page.

Be aware that "live" TV broadcasts may be delayed.
Your total liability on these bets: **\$265.00**

Confirm bets before placing Show %Book Lay 27.4%

Place Bets

6 Confirm your bet

A confirmation screen will appear on the right-hand side of the page, detailing your bet, and explaining how much you will win or lose. To verify your bet, click Yes at the bottom of the page. Check the confirmation to make sure your bet has been placed.

Win Only Market

Confirm Your Bets

Please review the following information to ensure it is correct. A [commission](#) is charged on your NET profit from each market.

Current Odds bets

Lay (Bet against)	Backer's Odds	Backer's Stake	Your Liability
The Draw	3.65	\$100.00	\$265.00

You are betting AGAINST The Draw to win. If you win, your profit is the 'Backer's Stake' of \$100.00. The amount you stand to lose is the 'Total Liability' of \$265.00.

MAXIMUM LOSS You will never be able to lose more money than you have in your account, but be aware the amount you lay isn't the maximum amount you can lose. In reality, it's much more. To take precautions against this, it is possible to set a maximum amount of money to risk in a designated time period.

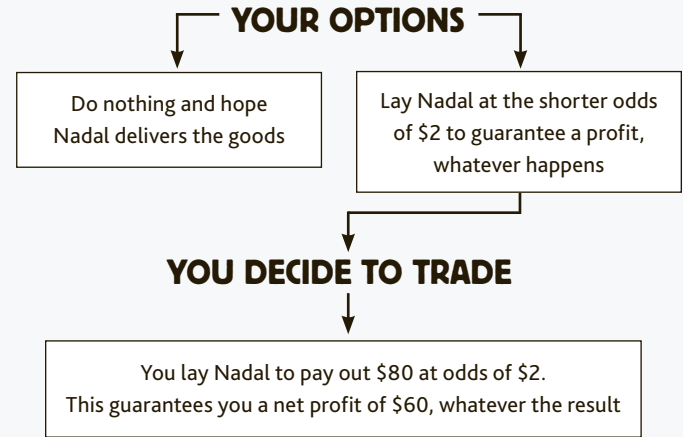
5. TRADING

TRADING BEHAVIOUR

It is possible to guarantee yourself a profit before an event has taken place, a match has started or a race has been run – by trading. Prices constantly change on Betfair, which means you can guarantee a winning position by backing a selection at high odds, then laying it at low odds, or vice-versa. And you don't need to be a big punter – this can be done with relatively little money in your account. Trading can be done by using your *potential* profit on the market.

TRADING EXAMPLE

- 1 You back Rafael Nadal to win the Australian Open by investing \$20 at \$8 before the start of the tournament. If Nadal wins, your profit is \$140.
- 2 Nadal makes a great start to the tournament, advancing to the quarter-finals, while the favourite Roger Federer is knocked out. Nadal's odds on Betfair shorten considerably – you can now back him at \$2 to win the tournament.



TRADING FOR A GUARANTEED WIN

BETS	Back Nadal \$20 backed at odds of \$8	Lay Nadal \$80 laid at odds of \$2	Your profit
RESULT			
Nadal wins	You collect \$140	You pay out \$80	
Nadal loses	You lose your wager of \$20	You collect \$80	
Whatever Nadal's result, you win			\$60*

*Less a maximum of five per cent commission on your net winnings.

UNMATCHED BETS

Don't think you can only bet on what you see is available on screen. It is possible to request a bet that might be matched by someone at a later stage. For example, you want to put \$100 on Roger Federer to win Wimbledon at \$1.50, but there is only \$30 available at this price. In this scenario, you get the first \$30 matched straightaway, and then jump to the front of the queue for the next \$70. If another Betfair punter decides to lay Federer at this price, then your bet will be matched. However, if the bet never gets matched, then your \$70 stake is returned.

To check the status of any unmatched bets, click My Bets on the right-hand side of the screen when you are looking at a market. You can cancel unmatched bets at any time.

COMMISSION

Betfair charges you between 2.6% and 6.5% on a your net winnings for Australian and New Zealand racing; and between 2% and 5% on your net winnings for all other markets. If you lose in a market you pay no commission. Betfair offers an incentive scheme for customers, where you receive a discount (known as your Discount Rate (DR)) off the Market Base rate (MBR). The more you bet, the greater your discount, the lower commission you pay.

To calculate the commission you pay in a market, you first have to reduce the MBR by your DR. For example, if the MBR is 5% and your DR is 40% then the percentage of winnings you pay in commission is 3% [$5 - (5 \times 0.4)$]. Now multiply this number by your net winnings. If you won \$20 you would pay 60 cents (20×0.03).

BETFAIR CONTRIBUTES TO AUSTRALIAN RACING

Betfair believes that all wagering operators should pay for the product they bet on - racing and sport. Betfair currently pays taxes and product fees to its home state Tasmania (to which it pays 35% of its gross revenue from Australian racing events), and to all states who have imposed race fields legislation.

6. THE MARKETS

Betfair has more than 7,000 markets that you can punt on every week – even the results of elections. While many punters are interested in major sports such as horseracing, cricket, Aussie Rules, Rugby League, and the A-League, there are numerous other markets on offer – and not just in the sports world. Check out ALL MARKETS for a full list of betting opportunities.

SPORTS MARKETS

Think of any sport you like, and there's a good chance you can bet on it with Betfair. The majority of Betfair markets are sports markets – from the very popular (cricket and horse racing) to the more obscure (combat sports and handball). The different markets are listed in the All Markets menu.

Mens Tournament - Winner		Matched: AUD 858,795		Refresh		
<input type="checkbox"/> Going in-play <input checked="" type="checkbox"/> Live Scores & Stats						
<input checked="" type="checkbox"/> Back & Lay <input checked="" type="checkbox"/> Market Depth		More options ▶				
Selections: (105)	108.7%	Back	Lay	96.2%		
Roger Federer	2.96 £364	3 £1820	3.05 £1644	3.1 £98	3.15 £222	3.3 £50
Andy Murray	3.95 £19	4 £1444	4.1 £5645	4.2 £212	4.3 £178	4.4 £188
Rafael Nadal	6.2	6.4	6.6	7	7.2	7.6

FINANCIAL MARKETS

Be it the FTSE, Aer Lingus or even interest rates, Betfair has many financial markets for you to bet on. In the All Markets menu, click on Financial Bets to see the full range of markets.

Interest Rates - September RBA		Matched: AUD 781		Refresh	
<input checked="" type="checkbox"/> Back & Lay <input checked="" type="checkbox"/> Market Depth		More options ▶			
Selections: (6)	139.2%	Back	Lay	72.8%	
No Change	1.08 \$98	1.09 \$3	1.15 \$20	1.45 \$17	1.59 \$50
+ 0.25	3.7 \$40	3.75 \$9	3.8 \$3	40 \$6	48 \$8

POLITICAL MARKETS

Think you know who will win the next US election? You can bet on a number of political markets with Betfair. Click on Politics in the All Markets menu to see every available market.

2012 Presidential Election - Next President		Matched: AUD 95,508		Refresh		
<input type="checkbox"/> Going in-play						
<input checked="" type="checkbox"/> Back & Lay <input checked="" type="checkbox"/> Market Depth		More options ▶				
Selections: (33)	108.9%	Back	Lay	85.8%		
Barack Obama	2.04 \$33	2.06 \$15	2.08 \$3	2.1 \$9	2.16 \$3	2.18 \$96
Hillary Clinton	26 \$11	28 \$7	29 \$12	38 \$11	42 \$13	1000 \$7

SPECIAL MARKETS

Who will win the next edition of 'Dancing with the Stars'? Will there be a white Christmas in London? Betfair has a range of markets for one-off events and categories such as reality TV shows. Click on Special Bets in the All Markets menu to see every available market.

White Christmas - London +							Options ▾
Change: Express view Full view		Matched: AUD 20,213			Refresh		
Selections: (2)	102.4%	Back	Lay	97.3%			
Yes	6.8 \$45	7 \$15	7.2 \$49	9 \$24	9.8 \$9	10 \$24	
No	1.11 \$1581	1.12 \$62	1.13 \$36	1.16 \$199	1.17 \$154	1.18 \$49	

CUSTOMISE YOUR MARKETS

There's no shortage of choice on what to bet on with Betfair. To save time, you can select your favourite markets and go straight to them whenever you visit the site. Here's how:

1 Go to My Markets

Click My Markets on the left-hand side of the homepage. A new

screen appears with a list of all available markets and events.

2 Select your favourites

Click on the blue arrow to the right of the markets you want to customise (those you regularly bet on). These markets now appear in the My Markets column on the right-hand side of the page.

3 Decide the order

You can move the markets you have selected up or down by using the arrow keys at the bottom of the page. To delete a market from My Markets, simply click on it, then click Delete at the bottom of the page.

4 Save your selections

Once you are happy with your selections, click Save at the bottom of the page. Your favourite markets now appear in the menu whenever you log in.

BETFAIR BONUS When betting on the exchange you will be matched at the best odds on offer at the time, on a 'first come, first served' basis. For backing this will mean you are matched at the highest available price and for laying you will be matched at the lowest price. However, did you know you can ask for better odds than the ones offered by Betfair members when backing a selection? Follow the same process as above, but when you enter your stake, click on the arrows on the Your Odds box to request the odds you want – and see if anyone is prepared to take you on. The My Bets tab on the right hand side of the screen will indicate if bets are matched or unmatched. If your bet remains unmatched, you still have the ability to edit the price or stake on a selection.

7. TELEPHONE BETTING

All of Betfair's online services — and more — are available via our telephone betting services. Betfair Telbet operators are on hand 24 hours a day, seven days a week, to place bets on your behalf. It's as easy as dialling 132 BET (132 238), providing your Telephone Account Number (TAN) and full name, and asking the operator for the market of your choice.

TELEPHONE ACCOUNT NUMBER (TAN)

Placing a bet via telephone is a quick and easy process. Every customer has a Telephone Account Number, which is required to access your account over the telephone. Your TAN can be found by logging into your account online, then clicking My Account and viewing the My Profile tab. At the bottom of the page is your TAN.

Telephone Betting Service

The Telephone Betting Service is available to all Betfair users.

Call the appropriate number below and quote your TAN number.

Telephone account number (TAN): XXXXXXXX

- 0844 871 5555 (U.K.)
- 0044 20 8834 8060 (non-U.K.)

PLACING A BET

To place a bet, call Betfair on 132 BET (132 238) and provide the Telbet operator with your TAN. The operator will ask for your name in full. Bets can only be placed once customers have provided their TAN and their full name has been verified.

Sale (AUS) 16th Apr - 12:40 R2 1213m Mdn +							Options ▶
Change: Express view Full view				Matched: AUD1,134		Refresh	
Selections: (12)	105.6%		Back	Lay	97.6%		
1. Fleuve Rustique	16.5 \$2	17.5 \$8	18 \$5	20 \$4	21 \$59	22 \$7	
2. So Vaguely	11 \$33	11.5 \$4	13 \$20	13.5 \$56	15 \$5	16.5 \$6	
3. Blitzem Riley	6.6 \$24	6.8 \$24	7 \$10	7.8 \$6	8 \$90	9.6 \$27	
4. Dark Talon	50 \$3	70 \$2	80 \$20	90 \$3	95 \$2	100 \$7	
5. General Laureate	6 \$13	6.2 \$264	6.4 \$20	6.6 \$36	7.2 \$8	7.4 \$80	
6. Inlieuforshoe	60 \$8	90 \$3	270 \$2	430 \$3	440 \$2	490 \$2	
7. Megablitz	4.6 \$13	4.7 \$215	4.8 \$11	4.9 \$87	5 \$189	5.2 \$13	
9. Parkside Drive	44 \$7	55 \$2	90 \$18	110 \$4	120 \$4	130 \$2	
10. Rango	13.5 \$2	14.5 \$115	15 \$3	16.5 \$4	17.5 \$7	18.5 \$4	
11. Rising Wonder	15.5 \$2	16 \$27	16.5 \$10	19.5 \$4	21 \$79	22 \$15	
13. Toolern Joe	5 \$33	5.1 \$112	5.2 \$11	6 \$40	6.2 \$2	7 \$45	

STEP-BY-STEP GUIDE

- Call 132 BET (132 238) and state your full name and TAN
- Tell the operator which market you are interested in betting on i.e. race 2 at Sale, horse 5
- The operator will provide you with the “back” and “lay” odds for your selection(s)
- You then request to back or lay the selection, with the amount you wish to stake
- The operator will then call back the bet to you to confirm your intentions
- The operator will then place the bet on your behalf
- Confirmation of a matched bet or unmatched bet will then be relayed to you

The Telbet operator can amend partly unmatched and/or completely unmatched bets that are on the system regardless of where they were placed i.e. your computer or via the phone. The final decision on whether to vary your bet is up to you. Whether using your computer, or using telephone betting, it is you who actively manages your position. The state of your bet may not be resolved during the time you are in communication with the Telbet operator. If you prefer to

leave your original position, you can check later to see whether it has been matched, or remains unmatched. Following this process ensures that the operator and the customer have a good understanding of the bet that is being placed.

IN-PLAY BETTING

Australian law states that in-play betting can be conducted on racing online, but cannot be conducted online on sports. However, in-play betting on sport can be conducted over the telephone, and an in-play order placed over the phone CAN be cancelled online. **Please note** that you cannot update the bet online i.e. change odds or stake size – you can only cancel the bet. For all sports, there is a minimum time delay of five seconds for in-play betting, which allows punters to cancel unmatched orders on the system when there is a change in market conditions. This delay protects customers when backing and laying. In this scenario, the operator might say, “Your bet will be processed in five seconds due to the game being in-play.” The operator will then reconfirm the status of the bet.

BET IN-PLAY ONLINE ON HORSE RACING If you want to place bets in play during sporting events then Australian law obviously requires that you conduct this using our telephone betting service by calling 132 BET (132 238). Did you know however that you can bet in play online on our extensive offering of worldwide racing all the way until the first horse crosses the line. In Australia in-play racing is currently limited to group racing only but expect to see this extended soon.

8. UNDERSTANDING THE TERMS

You don't need to know every word in the punting dictionary, but it's a good idea to familiarize yourself with the basic terms Betfair refers to before you start betting.

BET

A bet is where you risk money on predicting the outcome of an event. On Betfair, a bet takes place between two people or parties with opposing opinions – one who thinks an outcome will happen and another who thinks it won't.

ODDS

The odds represent the likelihood of an outcome occurring or a selection winning. With Betfair, the odds are expressed in decimal figures. If you bet \$100 on a selection at 4.25, your total return is \$425, of which \$100 is your original stake. Therefore, your profit is \$325. The selection with the lowest odds is considered the most likely to win. As the odds get higher, each outcome is considered less likely to happen.

STAKE

The stake is the money that you bet on an outcome occurring. If the outcome you predict doesn't happen, the stake is the amount of money you lose.

MATCHED/UNMATCHED BETS

Matched bets mean the bet is on. An Unmatched bet means the bet has not been taken by another punter yet. Be patient - you don't need to

place the bet again. Once another punter accepts your bet, it becomes matched!

RETURN

The return is the total sum of money that is paid to you when you correctly predict an outcome. You can calculate the return by multiplying the odds by the stake.

PROFIT

The profit is the total amount of money you win after correctly predicting an outcome. You can calculate the profit by subtracting the stake from the return.

LIABILITY

The liability is the amount of money you lose if the outcome you predict does not happen.

BACK

Backing a selection to win is the same as predicting an outcome. And if your selection wins, then so do you.

LAY

When laying a bet you are staking money that an outcome will not happen i.e. Collingwood will not beat Geelong. You are simply taking the other side of a back bet, just like a bookmaker/TAB would.

TELBET

Betfair's Telephone betting service.

HELPDESK

Your first point of call if you need assistance with any aspect of Betfair from opening an account to explaining bet types and navigating through the site. Call the helpdesk on **1300 238 324**.

MY ACCOUNT

Once logged in, the My Account section can be found at the top left of any Betfair page. My Account houses all your customer information including Telephone Account Number (TAN) and betting history as well as all funding and withdrawal methods.

AUS/UK WALLET

Betfair has introduced "wallets", which are separate pools of money that you use to bet on either Australian or non-Australian markets. To bet on an Australian market you must have sufficient funds in your Australian

wallet to cover your maximum liability. Australian markets are identified by an Australian flag in the rules tab. To transfer money between wallets go to 'My Account, 'Transfer Funds'.

TAN

Your Telephone Account Number, located in the My Profile section of My Account. You will need this number to place a bet through Telbet.

COMMISSION

Betfair charges you between 2.6% and 6.5% on your net winnings for Australian and New Zealand racing; and between 2% and 5% on your net winnings for all other markets. If you lose in a market you pay no commission. For a detailed explanation see page 10 of the guide.

MARKET BASE RATE (MBR)

Every market has a MBR and is the starting point for calculating any commission you pay. The MBR is set at 6.5% for Australian and New Zealand racing markets and 5% for all other markets; and can be found in the rules tab on the right-hand-side of any market.

DISCOUNT RATE (DR)

All Betfair customers have a Discount Rate. The Discount Rate is determined by the number of Betfair Points you earn. The more you use Betfair, the more Betfair Points you earn, the greater your Discount Rate.

9. IN-PLAY BETTING

Such is the unpredictability of sport that, every now and again, there are some truly unbelievable in-play betting moments on Betfair, where the odds fluctuate wildly and punters experience incredible wins.

EIGHT MAD MINUTES

Australia's opening match of the 2006 World Cup in Germany was memorable for Soccerroos' fans and Betfair punters alike. Before the kick-off against Japan in Kaiserslautern, the Soccerroos were available at \$2.6 to win on Betfair. When the Japanese took the lead in the 27th minute, that price went out to \$5.9. As the match went on, and the score remained the same, Australia was available for as much as \$70. But when Tim Cahill equalized in the 84th minute, Australia came in to \$8.4. When he scored again five minutes later, the Soccerroos were \$1.05, and when John Aloisi bagged a third, no price was offered.

COMEBACK KINGS

Quite simply, it was the most incredible comeback in cricket history. After tearing apart South Africa's attack to score a world record 4-434 in the one-day international at Johannesburg, Australia was priced at \$1.01 – the lowest possible odds – to win. Betfair punters piled in with almost \$2.5million on the Aussies at that price. However, the odds quickly changed as Herschelle Gibbs spearheaded the South African recovery with 175 off 111 balls. Johan Van der Wath and Mark Boucher kept up the momentum until, with one wicket and three balls remaining, South Africa – priced at \$1.3 – needed two runs to win. Makhaya Ntini nudged Brett Lee for a single, then Boucher smashed the next delivery for four to seal a barely believable victory.

OPEN SLATHER

Stewart Cink's victory in the 2009 British Open came as a surprise to many, but not to an Aussie punter who landed \$677,000 from a \$3k outlay on the American. Backing Cink before the tournament at odds ranging from \$240 and \$300, the golf fanatic was then able to lay the result "in-play" at prices low enough to lock himself into a profitable position irrespective of the outcome. Going on to collect more than two-thirds of a million dollars on the tournament from his relatively small investment, the punter's response was emphatic: "If it wasn't for Betfair I couldn't have done it"!

BET IN-PLAY

CALL US ON 132 BET (132 238)

SPANISH REVOLUTION

The 2009 Australian Open saw a massive coup for in-play tennis punters. Up against Venus Williams in the second round, long outsider Carla Suarez Navarro was all but written off by punters as she was humbled 6-2 in the first set by the no. 6 seed. At this point, Navarro was matched at a phenomenal \$150, whilst punters traded heavily around Williams at \$1.01 when she looked the winner. As history tells us, the feisty Spaniard fought back to take the remaining sets, much to the joy of the many who took odds longer than \$100 on her being victorious, when all hope looked lost.

NOT SO LUCKY SECRET

Betfair's first ever Australian "in-running" horseracing market proved immediately that when it comes to betting while events are underway, the dying second is never dead. The race in question was the 2008 Schillaci Stakes at Caulfield, and when favoured runner Lucky Secret went many lengths clear entering the straight, the minimum price of \$1.01 was all that could be offered to backers. Many happily took those odds, whilst others looked for value other runners, including Wilander, who had simultaneously drifted to \$10. As it happened, Lucky Secret still looked the winner right until the shadows of the post, where he was just pipped on the line... by Wilander.

BACK FROM THE DEAD

The 2005 Champions League Final between Liverpool and AC Milan appeared to be all but over at half-time, after the Italians raced into an early 3-0 lead. Odds of \$100 were available on Betfair on the match being drawn at full-time, and a few confident – or very shrewd – punters snapped them up. Remarkably, Liverpool hit back with three second-half goals to tie the game at 3-3 after 90 minutes before going on to win on penalties.

BETFAIR RACING ZONE: <http://racing.betfair.com.au/>

BETFAIR ADVANTAGE TOOL: <http://bat.betfair.com.au/>

TOTE: <http://toteinfo.betfair.com.au/>

BETFAIR EDUCATION: <http://www.betfaireducation.com.au/>

10. RESPONSIBLE GAMBLING

Betfair is committed to endorsing responsible wagering as well as promoting the awareness of problem gambling and improving prevention, intervention and treatment. Betfair's Responsible Gambling Policy sets out its commitment to minimising the negative effects of problem gambling and to promoting responsible gambling practices.

PREVENTING UNDERAGE GAMBLING

It is illegal for anyone under the age of 18 to gamble with Betfair. Betfair takes its responsibilities in this regard very seriously. We endeavour to carry out age verification checks on all customers and restrict activity on accounts until we are satisfied that the person is over 18 years of age.

PLEASE NOTE THAT ANYONE UNDER THE AGE OF 18 FOUND TO BE USING BETFAIR WILL HAVE ANY WINNINGS FORFEITED/ VOIDED AND MAY ALSO BE REPORTED TO THE POLICE.

Our website pages are ICRA (Internet Content Rating Association www.icra.org) 'labelled', which allows us to be recognised as a gambling provider by filtering software.

Filtering solutions allow parents to regulate their childrens access to the internet, based on chosen criteria, such as gambling activities. There are a number of parental filtering solutions available, two such examples are:

Net Nanny™ www.netnanny.com
CyberPatrol www.cyberpatrol.com

PLAYER PROTECTION

Betfair offers a number of options to allow customers to gamble in a responsible manner:

Financial Limits: Allow you to restrict your spend amounts in the form of **Deposit, Loss and Transfer Limits**. Simply choose the amounts required and the frequency applicable via Betfair's online website or with assistance from our Helpdesk. *(Please note: Where a limit is increased, a seven day wait period is applicable. Decreases made to limits are applicable immediately.)*

Self-exclusion: Should you need to take a break from gambling, we provide **self-exclusion** facilities. You are able to self-exclude from all Betfair products in one go, or just from specific products if that is more applicable to you. Self-exclusion can be set via Betfair's online website or can be applied for you by our Helpdesk.

Self-exclusion means that your account will remain closed for a minimum period of 6 months, and will not be reactivated under any circumstances during the exclusion period (unlike a standard request to close your account). A written request -after 6 months has elapsed- is required before account re-opening can be considered.

Most gambling/gaming operators now offer self-exclusion facilities and we recommend that anyone who is considering self-exclusion speak with other gambling/gaming organisations where they additionally hold accounts. We also recommend that consideration is given to the installation of software which will block access to gambling websites.

RESPONSIBLE GAMBLING LINKS

Australian national 1800 gambling helpline - Call 1800 858 858. The Australian national number is a hotline for all problem gamblers and their families who will be able to speak directly with someone locally, irrespective of where they are calling from within Australia.

Relationships Australia provides a range of support to problem gamblers and their families, it can be accessed at: www.relationships.com.au

If you are travelling outside Australia some other useful links are.

Gamble Aware provide information about responsible gambling, a self-assessment questionnaire and time/money management planning tools. Its site can be accessed at: www.gambleaware.org.uk

GamCare, the leading authority providing counselling, advice and practical help in addressing the social impact of gambling in the UK, can be visited at: www.gamcare.org.uk. Its confidential helpline is: **0845 6000 133**. Non-UK residents can contact GamCare for details of International support organisations.

Gambling Therapy provide support and counselling for anyone adversely affected by gambling. Members of the Gambling Therapy Team operate from locations both within the UK and internationally. Its site can be accessed at: www.gamblingtherapy.org.

Gamblers Anonymous is a fellowship of men and women who have joined together to do something about their own gambling problem and help other compulsive gamblers do the same. There are regional fellowships around the world. The Gamblers Anonymous international service site is at: www.gamblersanonymous.org.



WHERE BETTER BETTORS BET.