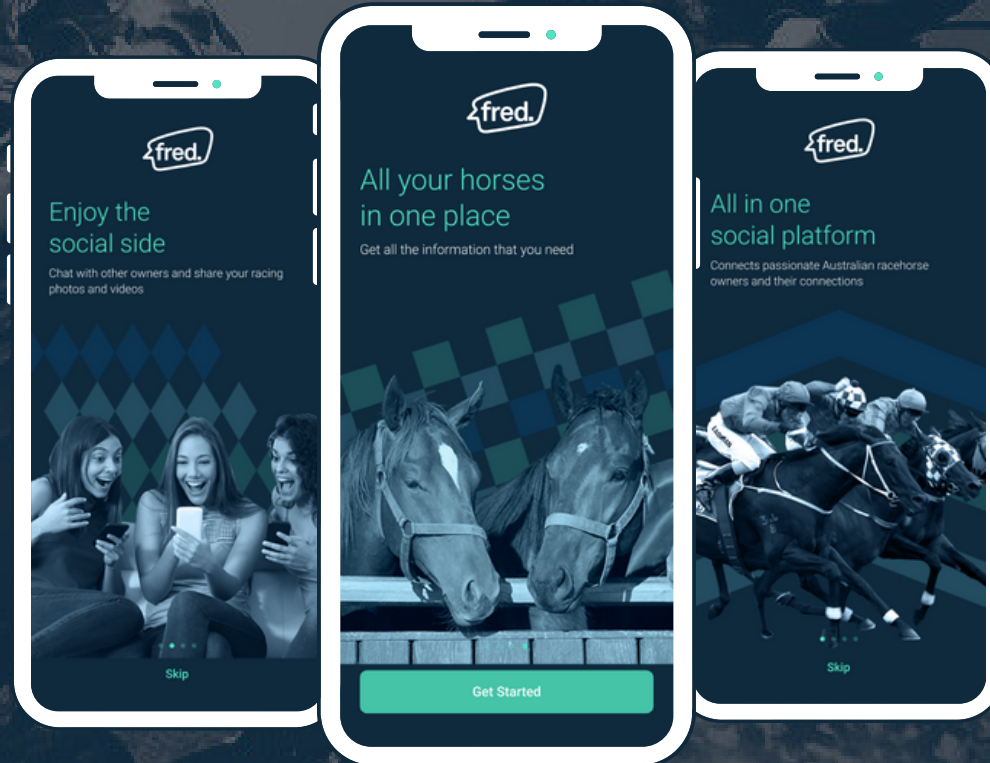


Fred Advertising Kit

Access Australia's most captive racehorse owner and prospective owner audience



Welcome to Fred

Fred provides syndicators and trainers a unique opportunity to access a captive racehorse owner and prospective owner audience.

Advertise with Fred to increase awareness of your business across a highly targeted audience of existing owners and potential racehorse owners.

Our app invites all of the 115,000 racehorse owners in Australia to join Fred and using the network effect, reach another 500,000 close connections of owners who are primed for racehorse ownership.

Our advertising packages offer your brand to be seen by an audience primed for buying shares in your horses.



Enhance the experience of your owners

How do you differentiate yourself as the syndicator or trainer of choice?

Fred's Social Package offers you the chance to further engage with owners utilising our unique events functionality. Invite your owners to social events you are hosting:

- Instantly share events to owners
- RSVPs managed by you
- Link to google maps
- Event date/time shown in the users local time zone
- Link to your preferred ticketing company
- Link to virtual meeting tools (Zoom etc)
- Any changes made to the event will be automatically update to your owners via the horse chatroom

Access non-owners primed for ownership

575,000 close
connections primed
for ownership ¹

115,000
owners

Multiplier effect x3 friends, x 2 family

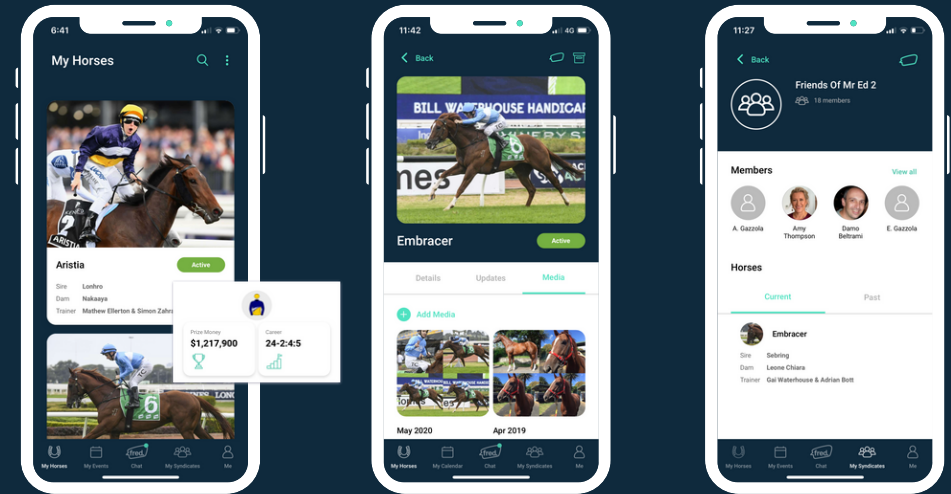
What is Fred?



Fred is a horse owners companion app. It removes pain points for owners, fans and syndicate managers and amplifies the thrill of racehorse ownership, well beyond moments on the track.

Fred's key drivers for use include:

- **Instant access:** Anyone can use the app as long as they own, or are interested in following a registered Australian racehorse.
- **Show off your horses:** Users can easily show their friends and family the horses they own including key statistics such as winnings, trainer and videos and photos. Friends and family are invited to follow along.
- **Event calendar:** Users can see when the horse is racing or when their trainer/syndicator has a virtual or in-person social event. A geo-location set calendar ensures they never miss an event even if they're interstate or in a different country.
- **Horse Marketplace:** Fred wants to become the easiest place to search for a new racehorse. Users can buy shares in new horses by searching multiple trainers and syndicators across Australia.



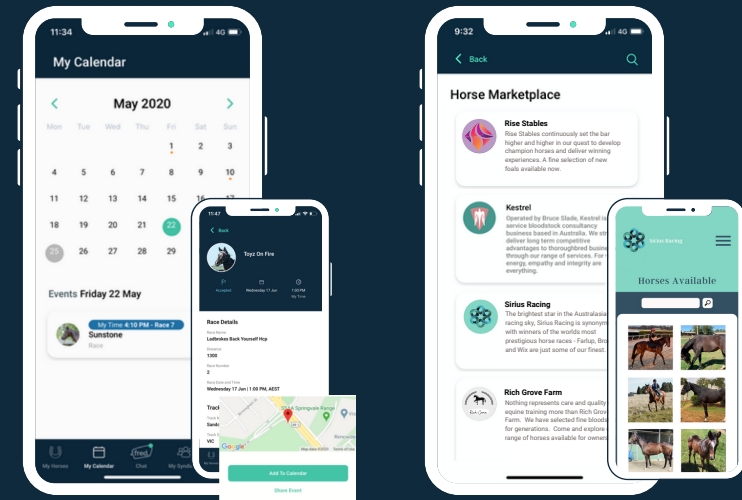
All horse data in one place.



Share photos, videos and buy official race photos.



Syndicate management functions

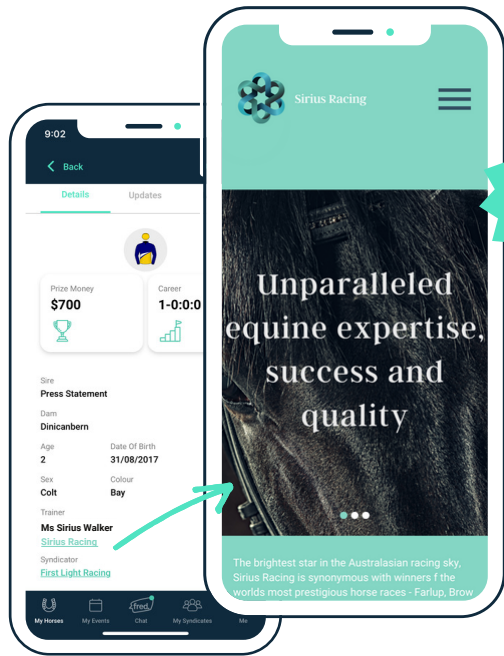


Race and social events in the one place.



Search for new horses in the marketplace.

2020 Advertising Rates



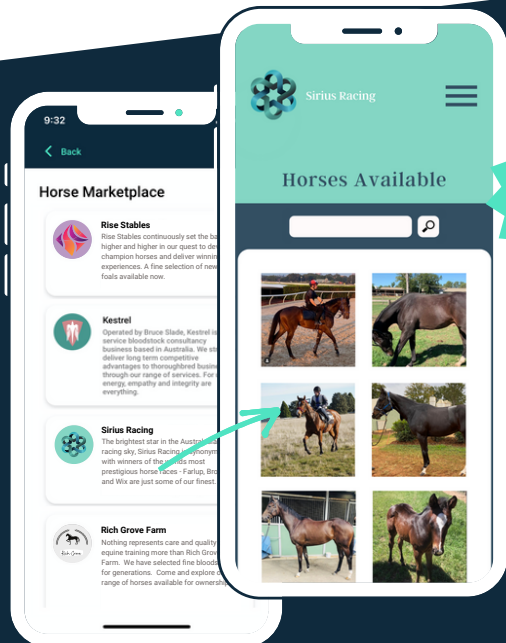
NEW

Horse Profiles

Owners will be able to easily access your website homepage.

Unparalleled equine expertise, success and quality

The brightest star in the Australasian racing sky, Sirius Racing is synonymous with winners of the world's most prestigious horse races - Farflap, Brow



NEW

Marketplace

All owners and users of the Fred app will be able to find all horses you have for sale.

Advertising Inclusions	Starter Package	Social Package
Horse Profiles		
Your logo on the profile page of every horse you train/syndicate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your website link on the profile page of every horse you train/syndicate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketplace		
Your logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your promotional message	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website link	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Events		
Promote unlimited number of events per annum	-	<input checked="" type="checkbox"/>
Bonus		
Prism integration*	-	<input checked="" type="checkbox"/>
Social media promotion^	-	<input checked="" type="checkbox"/>
Annual Cost	\$350 + GST	\$750 + GST

*Prism integration available for active Prism subscribers.

^Social media promotion includes a choice of 2 x channels from Twitter, LinkedIn, Facebook or Instagram. Featured in our Fred in Focus segment highlighting the people and businesses behind the racing industry. Post will appear at a mutually agreed date/time.

Pricing correct at July 2020. Rates are subject to change.

Advertising will be live within 2 business days of payment and correct information supplied. Event information to be supplied 2 business days in advance of going live.

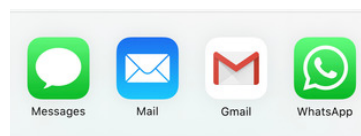
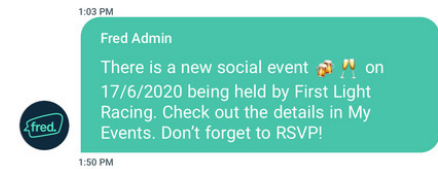
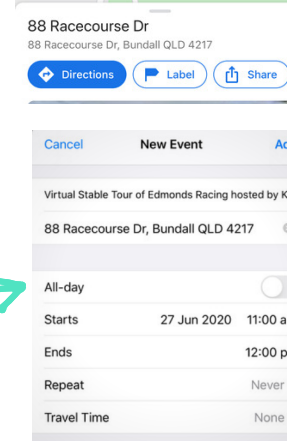
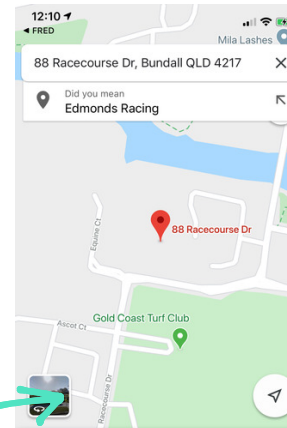
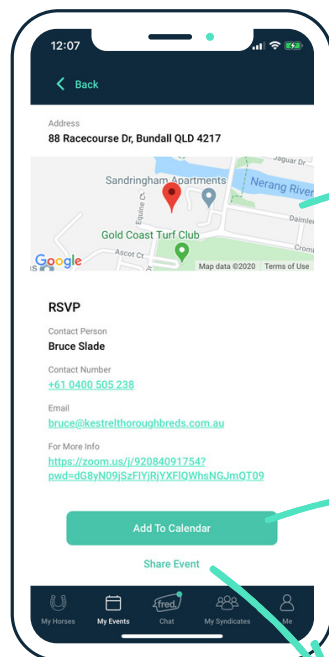
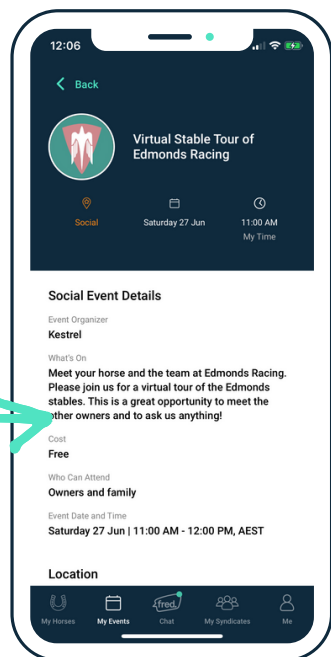
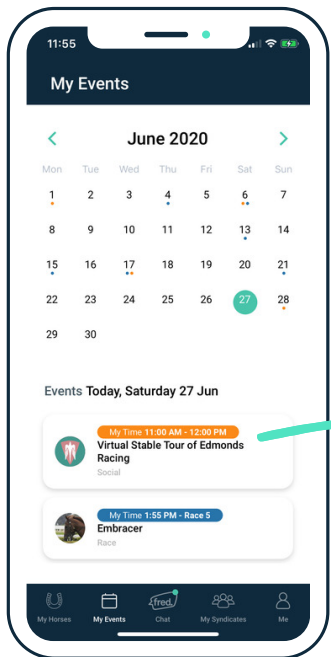
How do events work?

Part of the Social Package



Events

Use Fred to easily push and manage RSVPs for social events, building customer advocacy and engagement for your brand.



Users love Fred



уеруеруеруеру, 06/03/2019

Horse owners dream

Easy to use, communicate with other owners and see where my horse is at. Love Fred.



Tetuchiman, 30/12/2018

Well done

Have been looking for a complete owners experience for a long time, well done!

"Love the media library and chat functionality. Can't wait to see this fully rolled out."

— ResCars



LianneHB, 17/01/2019

Awesome app!!!!

Loving this app. They have done a great job centralising communications for all facets about your horse/s and best of all creating a community centre to engage with your fellow syndicate owners. I'm totally sold on the app's value add.... Thank you!!!!

"I love the look of amazement on other horse owners faces when I click on Fred and show them all my horses."

— Robert

"It is fantastic to be able to track all my horses with one simple app."

— Robert

Who's behind Fred?

Fred is an Australian based app built by Friends of Mr Ed Pty Ltd and backed by Startupbootcamp, chosen as one of the top 10 SportsTech start-ups world wide.

Friends of Mr Ed was founded in 2017 by Amy Thompson and Richard Busso who own over 10 horses and had a vision for a better ownership experience.

Supported by numerous industry partners, Fred remains agnostic across states and racing bodies, driven by the mission to breathe new life into the industry and keep it going strong for years to come.

Startupbootcamp



Our Mission

We are here to amplify the fun and thrill of thoroughbred ownership both on and off the track.

Our app will be the social stable that connects Aussie horse racing lovers to live the dream.

Our work not only demystifies the ownership experience it enhances it, in turn, breathing new life into the racing industry by democratising and increasing racehorse ownership.

Our Purpose

- We are here to amplify the fun and thrill of thoroughbred ownership both on and off the track.
- We want to connect people over their shared love of horse racing.
- We want to democratise and increase transparency for owners.
- We want to create a platform to help improve animal welfare and knowledge.



Amplify the thrill of racehorse ownership

For questions contact fred@friendsofmred.com

Book online here: <https://www.friendsofmred.com/advertise>