



## PlaySmart – HOW TO BUILD A BET ONLINE

*Video:* The PROLINE logo and copy animates into frame. The next frame transitions into screen.

*Text on Screen:*

HOW TO BUILD A BET ONLINE

*Voiceover:* Learn how to build an in-store PROLINE bet online

*Video:* Headline and copy appear on screen.

*Text on Screen:*

MORE SPORTS, EVENTS AND MARKETS

TO CHOOSE FROM

*Disclaimer:* Product offering may not be exactly as shown. Consumer experience may differ.

*Voiceover:* Playing PROLINE in-store now has more sports and events to choose from.

*Video:* Headline appears on screen along with PROLINE logo and Mobile phone.

*Text on Screen:*

YOU CAN EVEN BUILD YOUR BET ONLINE

BEFORE GOING TO THE STORE

*Voiceover:* And you can even build your bet online before going to the store.

*Video:* The O icon from the PROLINE logo animates through screen. Headline appears on screen along with Mobile phone.

*Text on Screen:*

GO TO PROLINE.CA AND SELECT YOUR SPORT,

LEAGUE AND EVENT

*Voiceover:* Here's how: Go to PROLINE.ca and select your sport.....

*Video:* Mobile phone animates into screen as headline appears on screen. Additional animations as pointer icon clicks sport in the mobile experience.

*Text on Screen:*

GO TO PROLINE.CA AND SELECT YOUR SPORT,  
LEAGUE AND EVENT

*Voiceover:* League.....

*Video:* Additional animations as pointer icon clicks league in the mobile experience.

*Text On Screen:*

GO TO PROLINE.CA AND SELECT YOUR SPORT,  
LEAGUE AND EVENT

*Voiceover:* and event.

*Video:* Additional animations as pointer icon clicks event in the mobile experience.

*Text On Screen:*

GO TO PROLINE.CA AND SELECT YOUR SPORT,  
LEAGUE AND EVENT

*Voiceover:* Every event page has a list of available markets and odds for each outcome.

*Video:* Magnifier appears highlighting the list of available markets.

*Text On Screen:*

ODDS ARE DYNAMIC AND MAY CHANGE AS  
YOU'RE BUILDING YOUR BETSLIP

*Voiceover:* The odds are dynamic and may change as you're building your betslip, so make sure to check your picks before confirming your bet.

*Video:* The next frame transitions in as the copy appears. Magnifier highlighting the list of available markets and the dynamic odds change from green to red.

*Text On Screen:*

PROLINE HAS HUNDREDS OF  
MARKETS YOU CAN BET ON

*Voiceover:* PROLINE has hundreds of markets you can bet on. Here are a few you can find on proline.ca or the PROLINE App.

*Video:* The next frame transitions in as the copy appears.

*Text On Screen:*

MONEYLINE  
A BET ON WHICH TEAM WILL WIN A GAME.

*Voiceover:* Moneyline is the simplest. This is a bet based on a bet on which team will win a game

*Video:* The next frame transitions in as the copy appears. Moneyline market is magnified on the mobile device pops and selection are made.

*Text On Screen:*

POINT SPREAD  
BET ON WHETHER ONE TEAM'S SCORE WILL  
BEAT OR COVER AN ASSIGNED POINT MARGIN

*Voiceover:* Point Spread is a bet on whether one team's score will beat or cover an assigned point margin.

*Video:* Point Spread market is magnified on the mobile device pops and selection are made.

*Text On Screen:*

OVER/UNDER  
A BET ON WHETHER THE TOTAL GAME SCORE WILL  
BE OVER OR UNDER AN ASSIGNED AMOUNT.

*Voiceover:* Over/Under is a bet on whether the total game score will be over or under an assigned amount.

*Video:* Over/Under market is magnified on the mobile device pops and selection are made.



*Text On Screen:*

CHOOSE YOUR MARKET  
AND MAKE YOUR PICKS

*Voiceover:* For each market, make a pick on which team or outcome you think will win.

*Video:* The O icon from the PROLINE logo animates through screen. Headline appears on screen along with Mobile phone.

*Text On Screen:*

SINGLE BET  
PARLAY BET  
SYSTEM BET

*Voiceover:* Now let's learn the different bet types you can make.

*Video:* The O icon from the PROLINE logo animates through screen. Headline appears on screen.

*Text On Screen:*

SINGLE BET  
MAKE ONLY ONE PICK

*Voiceover:* For a Single Bet, make only one pick.

*Video:* Headline appears on screen along with Mobile phone. A sample single bet is made on the mobile phone.

*Text On Screen:*

PARLAY BET  
MAKE BETWEEN 2 TO 12 PICKS

*Voiceover:* To Parlay, make between 2 to 12 picks. All your Parlay picks need to be correct to win.

*Video:* Headline appears on screen. Camera pulls back as a sample parlay bet is made on the mobile phone.

*Text On Screen:*

SYSTEM BET  
PRE-CONFIGURED BET COMBINATIONS OF  
3 TO 12 PICKS WHERE YOUR WAGER IS  
AUTOMATICALLY MULTIPLIED

*Voiceover:* you can now build a System Bet online. System bets are pre-configured bet combinations of 3 to 12 picks where your wager is automatically multiplied

*Video:* Camera pulls back as a sample System bet is made on the mobile phone.

*Text On Screen:*

BE SURE TO HAVE A BUDGET TO AVOID  
OVERSPENDING

*Voiceover:* As you make your picks, watch your betslip take shape. When you're ready, enter your wager amount to see your potential return

The maximum you can wager is \$100 per bet. Be sure to have a budget in mind before you bet, to avoid overspending.

If you change your mind and want to make a new betslip, just click Clear All. Once you're happy with your picks, click Save Betslip to create a barcode.

*Video:* Headline appears on screen. Camera pulls back to show the full proline experience on the mobile phone.

*Text On Screen:*

GO TO AN OLG RETAILER AND SCAN  
YOUR BARCODE TO COMPLETE YOUR  
PURCHASE

*Voiceover:* Now you're ready to go to any OLG Retailer and scan your barcode to complete your purchase. Keep in mind, with dynamic odds your odds can change from when you saved your betslip. However, you will be locked into the odds set at the time of your purchase.

*Video:* Headline appears on screen. Additional animation features are highlighted to complete a purchase. A QR code is shown on the mobile device.

*Text On Screen:*



IF THE FINAL ODDS ARE DIFFERENT FROM  
THE ORIGINAL POSTED ODDS, THEY WILL  
APPEAR IN BOLD

*Voiceover:* If the final odds are different from the original posted odds, they will appear in bold on your ticket.

*Video:* Headline appears on screen along with Proline ticket.

*Text On Screen:*

FOR MORE INFORMATION, VISIT CUSTOMER  
SUPPORT AT PROLINE.CA

*Voiceover:* For more information on how to place a PROLINE bet online, visit the Customer Support tab on PROLINE.ca

*Video:* The O icon from the PROLINE logo animates through screen. The OLG and PlaySmart logo animates in and the screen fades to black.