FOR IMMEDIATE RELEASE

Podium and Predigy sign global multi-year partnership to launch world-first regulated binary-bet technology for horse racing

The exclusive deal combines Podium's global racing data with Predigy's specialist Binary Bet (Yes/No) betting market technology to create a new approach to racing engagement

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London UK, September 27 — Podium, a leading global provider of trusted sports content and data solutions, has today announced an exclusive, multi-year global partnership with US-based Binary Bet (prediction style) market technology company Predigy, to develop and launch a new, tradeable racing product for operators. The landmark agreement represents a global first for horse racing, introducing algorithmic binary-bet technology and creating a new product category around existing racing content.

Set to debut at this year's SBC Summit in Lisbon as Trade The Race (TTR), the new product combines Podium's trusted racing coverage, live data and global commercial distribution with Predigy's specialist market technology, AI-driven pricing and trading expertise.

Under the agreement, Podium will exclusively distribute the horse racing application of Predigy's patent-pending wagering engine, Predigy Edge, across global regulated betting markets. Separately, the agreement will also allow Podium to distribute Predigy's Edge Sports, into operators in the UK and Europe. Predigy Edge is engineered to operate as a complementary module alongside traditional tote, pool and fixed-odds sportsbook systems, enabling bettors to take quick, intuitive binary positions on sports and race events, with instant algorithmic market structure and settlement.

Designed with an operator-first mindset, the product simplifies racing into accessible binary markets based on measurable race event outcomes. The format allows for a more accessible entry point for audiences familiar with simple, fast-moving and tradeable markets, whilst providing numerous new wagering opportunities daily. TTR builds on the principles behind Podium's successful AdVantage racebook, developed in partnership with BetMakers, simplifying the technical and commercial model while presenting the user experience in a way that does not require specialist racing knowledge.

Josh Sparke, Managing Director at Podium, says:

> *"Racing operators are facing a more challenging environment, with growth getting harder, retention becoming increasingly important and market economics putting greater pressure on product investment. This partnership is a solution-based response to this changing landscape. By combining Podium's racing expertise with Predigy's specialist market technology, we are creating a solution to engage with racing that is simpler, more accessible and designed around the needs of today's operators and customers. The product demonstrates how existing racing content can be used to find new audiences, create engagement opportunities and bring commercial value."*

The partnership represents a further step in Podium's strategy to move beyond the traditional role of a racing supplier, using data, content and expertise to create new products that build new audiences and commercial opportunities around the sport.

Kent Young, Founder and CEO at Predigy Inc. says:

> *"Horse racing is one of the most data-rich, exciting sporting events in the world, making it the ideal environment for binary-bet innovation. Predigy Edge is designed to engage a new generation of players*

through fast, intuitive Yes/No wagers without disrupting core betting pools. Partnering exclusively with Podium gives us immediate access to their world-class racing distribution and data infrastructure, allowing us to roll out this global first with unmatched scale and integrity.”

Predigy’s technology is designed exclusively for licensed gaming and wagering operators subject to applicable local regulations and standards. Predigy has filed patent applications covering multiple facets of its proprietary wagering engines and game mechanics.

The product will be brought to international operators through Podium and Predigy, with the companies showcasing the technology at this year’s SBC Summit ahead of its launch. Book a meeting with Podium to demo and find out more.

Notes to editors

About Podium

Podium is the dedicated sports betting and data solutions brand of Press Association Limited, delivering high-integrity sports data, live content feeds and digital betting solutions to licensed wagering operators, platforms and media organisations worldwide. Combining decades of official sports editorial and data expertise with modern wagering technology, Podium powers consumer engagement and commercial growth across international sports and racing markets. With offices in the UK and Singapore, Podium is trusted by 300+ major brands, with a global presence across all key territories.

About Predigy Inc.

Predigy Inc. is a gaming technology company that develops AI-driven alternative wagering applications for regulated markets. Founded by gaming industry veteran Kent Young, Predigy builds next-generation content and infrastructure using artificial intelligence to create dynamic, adaptive player experiences. The company’s flagship product, Predigy Edge, is patent-pending regulated binary-bet (prediction-style) technology designed for licensed gaming, racing, sports wagering and legal verticals. operators. It operates as a distinct module alongside traditional gaming applications, providing instant algorithmic structure, settlement and liquidity with custom risk protections.

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Podium may add their PR contact.