



TZERACT

**The next
dimension of
sports betting**



Our purpose

Establish a new standard in sports betting

Our vision

Transform the sports betting industry by providing an indispensable service which empowers operator innovation and offers limitless entertaining experiences where it's possible to bet on anything, at any time





TZERACT

Tzeract is a comprehensive AI-driven trading service which is setting a new standard for odds compiling, trading and risk management.

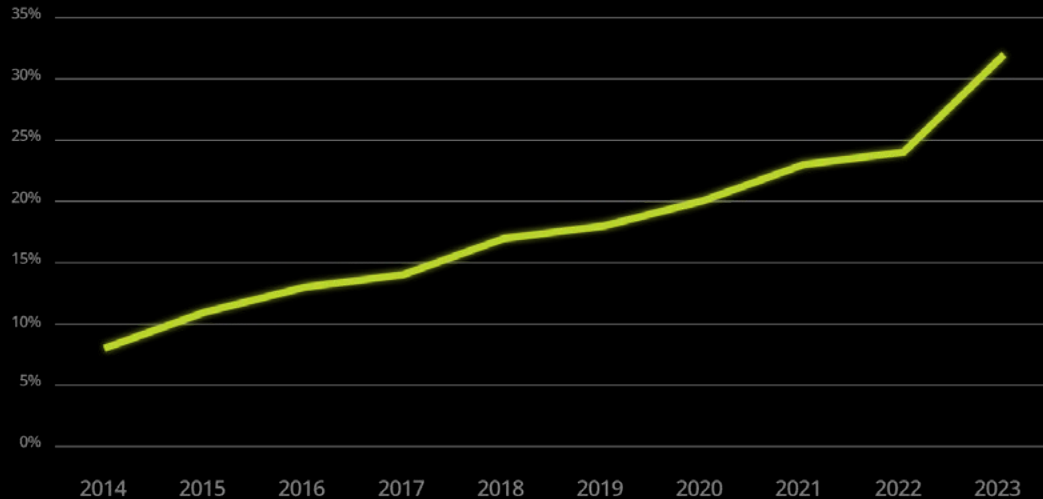
It is also overhauling the conventional, static bet offer list model to unlock the power of innovation and enable operators to create new products for a new era of sports betting. Tzeract benefits from access to Kambi's vast network data, while Tzeract products can also be taken alongside Kambi odds through a single API integration.

tzeract.com

Why Tzeract?



Turnover share non-standard markets



The sports betting industry has seen a whirlwind of change in recent years, from the rise of in-play to the widespread adoption of cash out. More recently, bet builders and same game parlays have taken the market by storm as user behaviour increasingly shifts towards end-user curated markets. But for many sportsbooks, hindered by manual trading systems and traditional bookmaker platforms, keeping up with this breakneck pace is a struggle.

This is where data and AI come in. The growth in computing power, the richness and depth of available data and the strength of Tzeract's algorithms and modelling have enabled Tzeract

to bring to market the next generation of trading capability – a shift from machine-assisted human trading (second generation/industry standard) to human-assisted machine trading (third generation/Tzeract standard).

The Tzeract platform is being developed to enable the next dimension of sports betting product verticals, transforming the bet domain and developing fully automated trading to price and trade any outcome as players gravitate towards more complex markets - a trend through which no sportsbook can afford to be left behind.

Our solutions



Tzeract is a comprehensive AI-driven trading service capable of odds compiling, trading and risk management across the full offering, enabling it to set a new standard for bet creation.

Tzeract odds feed

- ❑ **Margin-driving pricing:** AI-powered pre-match, live and instants odds, as well as advanced bet builder and cash out
- ❑ **Agnostic odds language:** Leverage Tzeract to push boundaries and create unique sports betting experiences for your players
- ❑ **Advanced risk management:** Dynamically adjust odds and live delays in response to market fluctuations and customer behaviour

Tzeract + Kambi odds feed

- ❑ **Complete flexibility:** Complement your Tzeract odds feed with a choice of Kambi priced odds
- ❑ **Customisable offerings:** Build your own sports and leagues package or take a full comprehensive sports offering
- ❑ **Single API integration:** Seamlessly replace multiple third-party odds feeds for greater confidence and control of your odds

Backed by the world's leading sportsbook provider

Tzeract is no ordinary sports betting start-up – it's born from the very DNA of the industry leader, Kambi.

What began as a discovery project in 2018 quickly became a key area of focus of Kambi's product development roadmap. This affiliation provides Tzeract with a distinct edge over any competitor as Tzeract has harnessed Kambi's vast resources, unparalleled expertise, and extensive network data to craft its state-of-the-art AI-powered algorithmic trading capabilities in combination with the increasingly rich sports data available.

Since launching on the Kambi network ahead of World Cup 2022, Tzeract's AI-powered trading solution has been rigorously tested at scale, powering hundreds of millions of soccer bets across the expansive Kambi network and receiving recognition for its exceptional innovation with multiple industry awards.

The technology's resilience and effectiveness at the highest level set it apart as a game-changer in the industry, ready to elevate your sports betting experience to unprecedented heights.

7m

Players who have placed a bet on Tzeract odds

400m+

Bets placed on Tzeract prices since launch on Kambi network

8,000

Bet Builder requests per second at peak



TZERACT

For more information contact
sales@kambi.com

tzeract.com