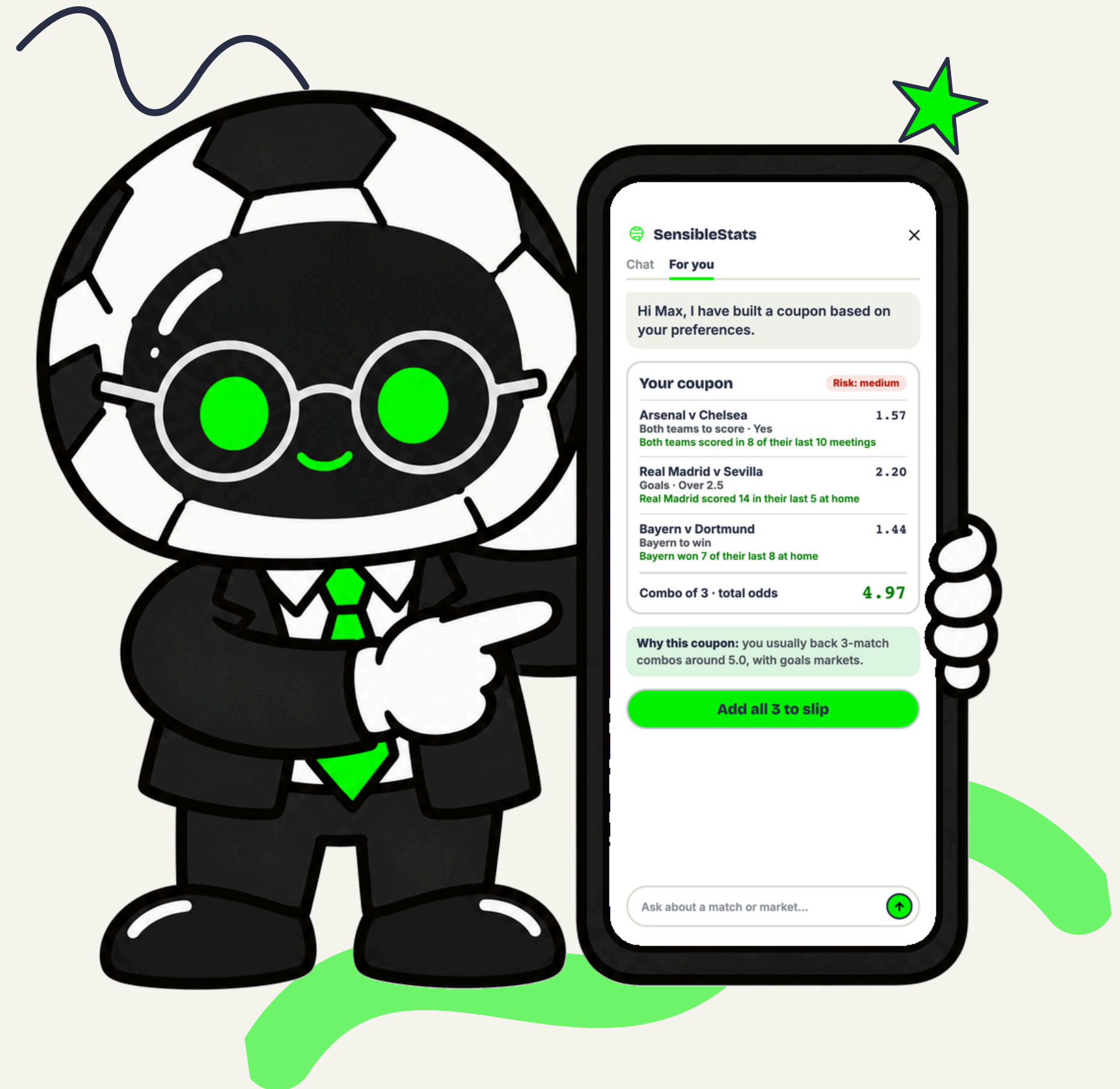


AI Betting Assistant

Personalised. Proactive. Live.
Actionable. Conversational.



The new way to experience betting, built around the user.

Bet Assistant analyses the matches, markets, and the user, then brings the right opportunities, bet insights and actions into one user experience.



Users simply ask, in their own words, and get instant answers in a natural conversation.

Proactive

Surfaces relevant betting opportunities before users even ask.

Live

Supports users before and throughout the match with live insights and statistics.

Actionable

Takes users from insight to bet in one click.

Personalised

Tailored to every user based on the matches, markets and teams they care about.



ONE-CLICK ACTION

From insight to bet in seconds.

No switching between stats, markets and bet slip.

Personalised

We know this user backs BTTS, so we brought this pick.

Insight

The stat behind the pick

Opportunity

The market and the live price

Action

One tap to the bet slip

 UEFA Nations League Today 17:00 

 Croatia vs England 

Both Teams To Score

PERSONALISED

Yes

1.61 ~~1.66~~ ▼



 Croatia have scored in 4 of their last 5 UEFA Nations League matches, and England in 5 of their last 5.

Add to slip →

ASK ANYTHING

Ask anything. Get the answer.

Explore every angle of the game in a natural conversation. Users ask in their own words, Bet Assistant answers with the stat and the bet behind it.

Natural language meets structured sports intelligence.

"Barcelona's last 5 away games against Real Madrid?"

"Which players have the most shots per game?"

"Is 2.5 goals interesting in this match?"

"What are the best corner angles?"



◆ Ask about a match, player or market...

↑

Form and trends

Player stats

Market insights

Head to head



Barcelona's last 5 away games against Real Madrid?

BET ASSISTANT · ANSWER

W

W

L

W

D

Goals scored · conceded11 · 6

Both teams scored3 of 5

Real Madrid v Barcelona · Goals

Barcelona to score 2+

2.10

Add to slip

Which players have the most shots per game?

BET ASSISTANT · ANSWER

Premier League 2026/27 · shots per game

1 · Erling Haaland

4.0

2 · Bruno Fernandes

3.8

2 · Bryan Mbeumo

3.8

Player shots

Haaland to take 3+ shots

1.65

Is 2.5 goals interesting in this match?

BET ASSISTANT · ANSWER

England v Croatia · Goals

Over 2.5

1.61

🇬🇧

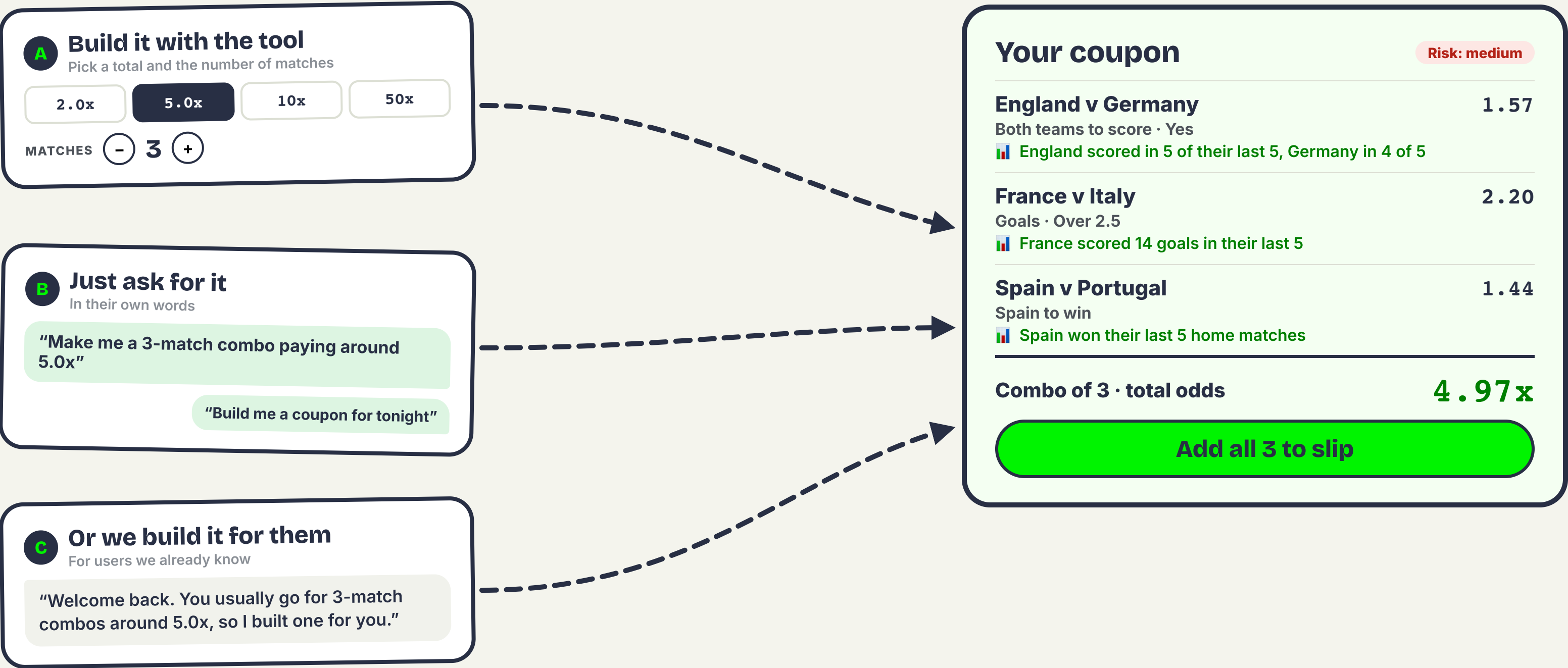
England scored 15 in their last 5 (avg 3.0), Croatia 6 (avg 1.2). 4 of those 10 games had 3+ goals.

COUPON BUILDER

Any way they like. One smart coupon.

Users build a combo with the tool, simply ask for one, or get one built for them. Every pick arrives with the stat behind it.

EVERY COUPON COMES WITH ITS INSIGHTS



FOLLOW & LIVE

Follow the match. Stay with the action.

FOLLOW

Make any match part of your personalised feed.

LIVE

Track the game and get relevant insights as the action changes.

ACT

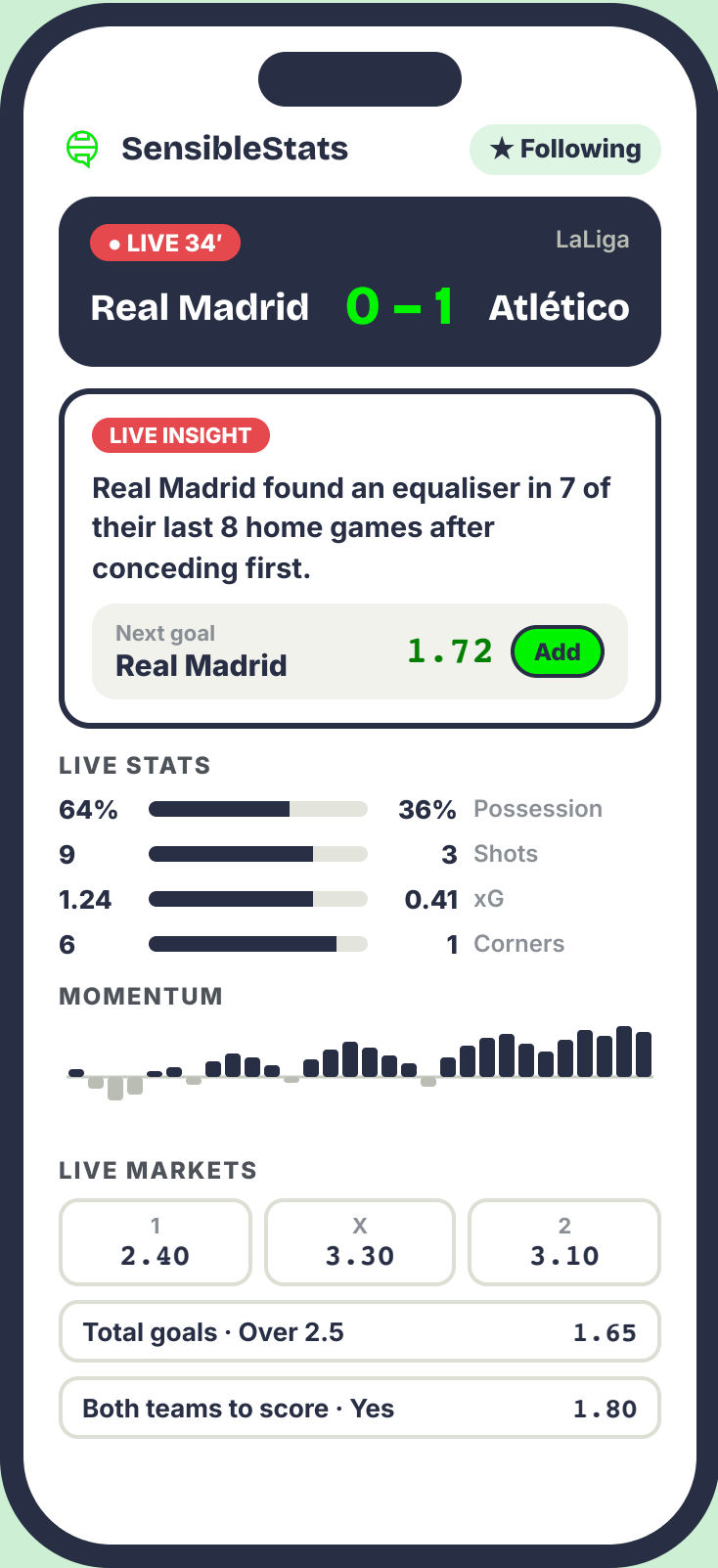
Discover new opportunities and add them to your slip in one click.

DEEP LIVE STATS

Deep live stats without leaving your app or site.

ASK LIVE

Ask questions during the match and get live stats instantly.



LIVE INSIGHT 12'

Atlético scored at 12'. LaLiga games with a goal this early end with 3+ goals 61% of the time.

Total goals · Over 2.5 1.65

LIVE INSIGHT 27'

Real Madrid have 6 corners by 27'. Their home games average 9.6 corners.

Real Madrid corners · Over 8.5 1.90

LIVE INSIGHT 34'

Real Madrid found an equaliser in 7 of their last 8 home games after conceding first.

Next goal · Real Madrid 1.72

FAVOURITE

Keep the matches and markets that matter to you.

Follow a match, track the markets you care about, and keep your betting experience in one place.

Follow matches

Save the matches you care about and keep them one tap away.

Follow markets

Pin the markets you're interested in and keep them visible throughout the match journey.

Bet from your following

Track relevant markets, odds and bet insights from one personalised view.

Your matches. Your markets. Your betting view.



BET INSIGHTS

See the opportunities that matter.

PRE-MATCH

Find the angles before kick-off.

PRE-MATCH

Premier League · Sat 17:30

Arsenal v Liverpool

Both teams to score
Yes

1.62

BET INSIGHT

Both teams scored in 8 of their last 10 meetings.
Liverpool have scored in each of their last 9 away games.

Arsenal form
W W D W W

Liverpool form
W W W L W

H2H goals
3.1 a game

Add to slip

LIVE

Stay ahead as the game unfolds.

LIVE 67'

Premier League

Man City 1 - 1 Chelsea

LIVE INSIGHT

Teams with this much late pressure score the next goal 64% of the time.
City have taken 9 shots since the 55th minute.

Shots
14 - 6

xG
1.82 - 0.71

Corners
7 - 2

Next goal
Man City

2.05 1.80

Add to slip

From pre-match preparation to live action, Bet Assistant keeps surfacing what matters.

PERSONALISED BET TIPS

Your bets. Your way.

Bet tips tailored to what each user follows, explores and bets on.



Personal picks

Based on interests and betting behaviour.



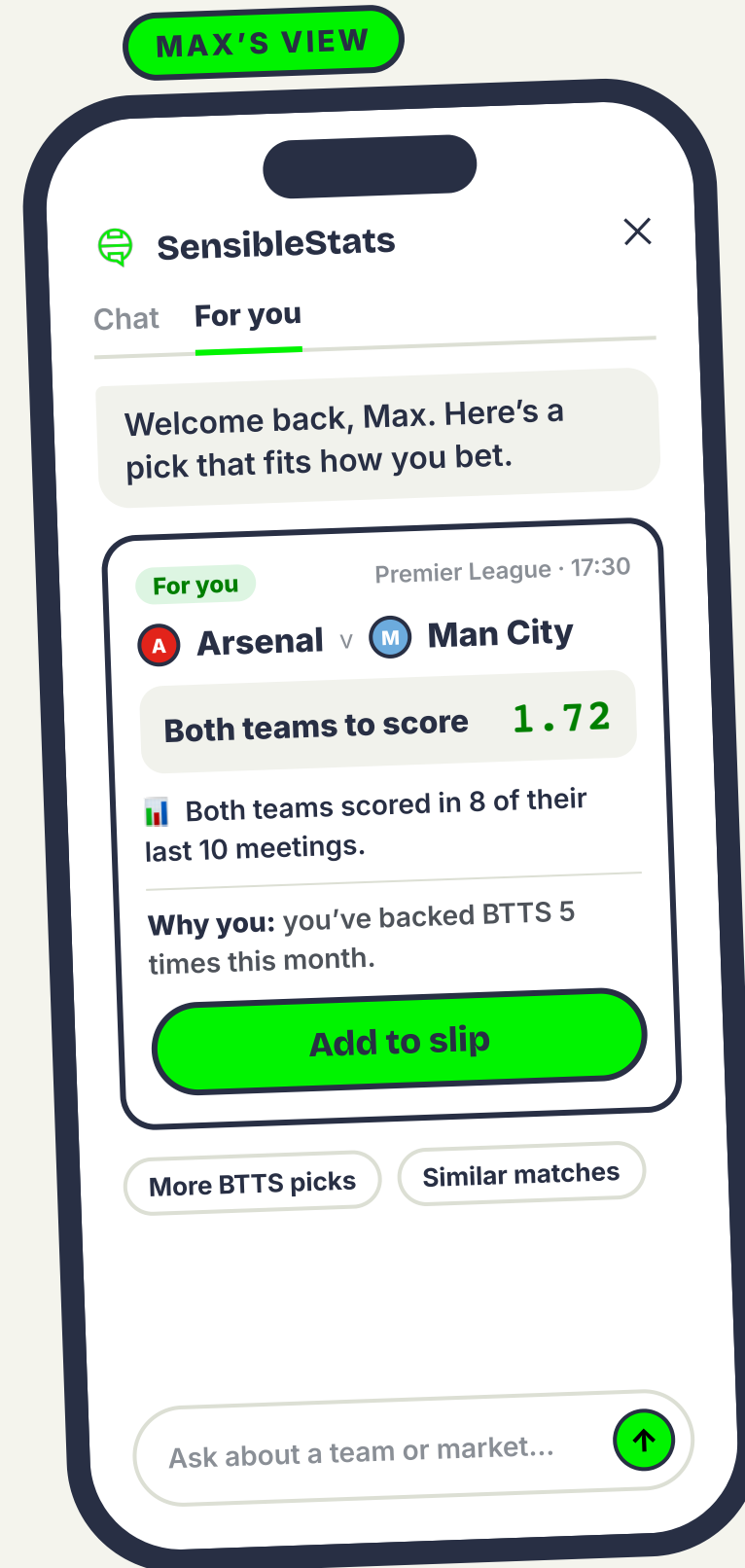
The why behind it

Every tip shows the stat it rests on.



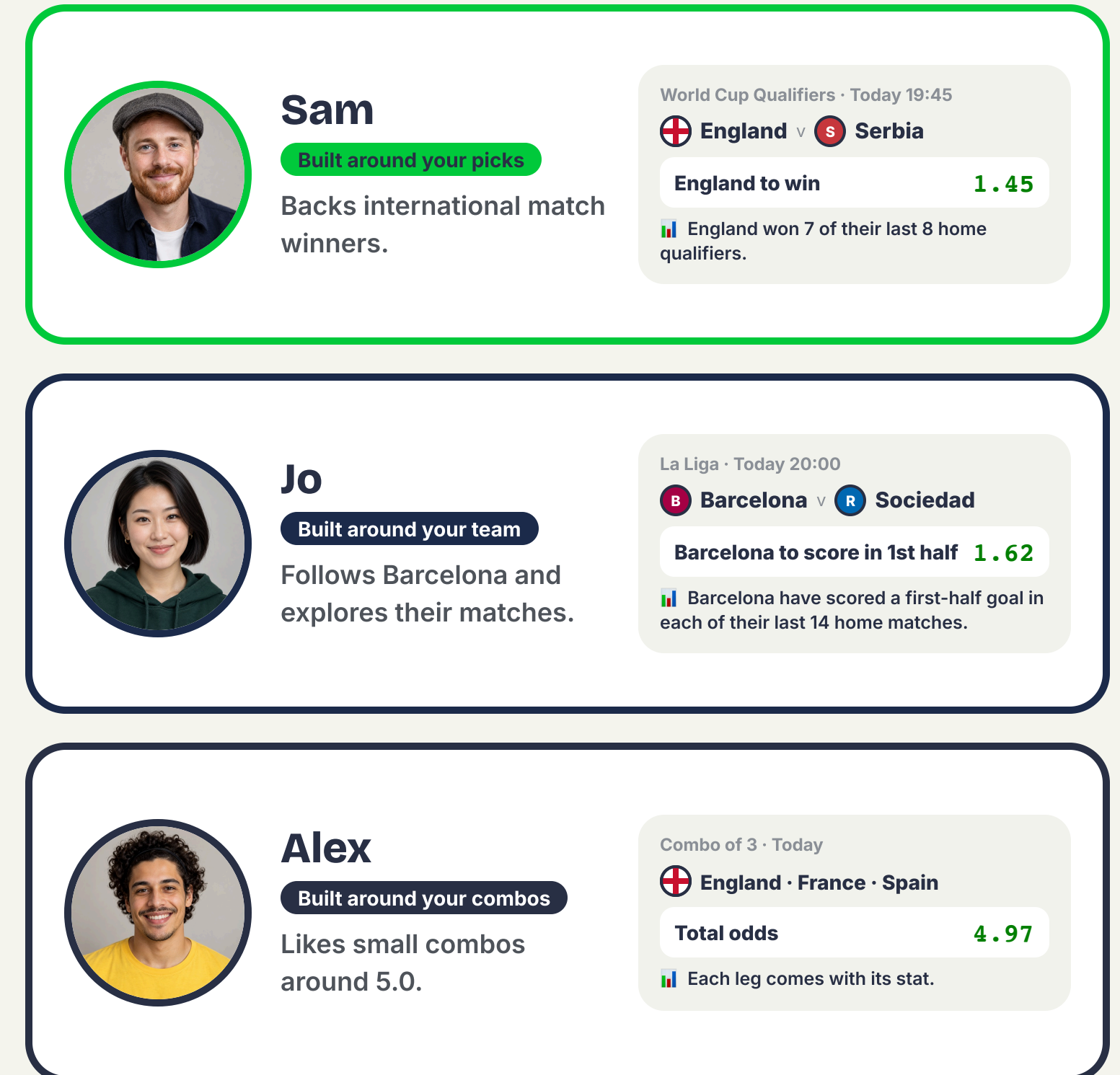
Ready to act

Odds and bet slip, one tap away.



Different users. Different tips.

Same sportsbook, a personal experience for each one.



OUR COVERAGE

Every match. Every market.

Every user.

Deep sports intelligence across your sportsbook. Live and historical, multilingual and built for every betting market.



 **200+**
leagues and tournaments

 **All**
betting markets
Pre-match and live

 **Multilingual**
every user, in their own language

MATCH

- Goals & xG ✓
- Shots & big chances ✓
- Corners & cards ✓
- Possession ✓
- Live events ✓

+ many more

PLAYER

- xG & xGOT ✓
- Shots & assists ✓
- Key passes ✓
- Player props ✓
- Dribbles ✓

+ many more

TEAM & FORM

- Form & results ✓
- Attack & defence ✓
- Head-to-head ✓
- Home / away ✓
- Goal timing ✓

+ many more

BETTING MARKETS

- 1X2 ✓
- Over / Under ✓
- Both teams to score ✓
- Corners & cards ✓
- Player props ✓

+ many more

HOW IT WORKS

Built brick by brick.

Sports intelligence is the foundation. AI is the experience layer.



Bet Assistant

Discovery · insights · live support

Personalisation

Right match · right market · right moment

User intelligence

What each user follows, explores and bets on

Sports intelligence

Stats · trends · betting signals

Sports data

Matches · players · teams · live events



Insight → Opportunity → Action

INTEGRATION

Plugs into your sportsbook. You stay in control.

Add a new intelligence layer to your existing betting experience, without rebuilding your sportsbook.



Easy to integrate

API and widget-based integration designed to fit your existing stack. Works on mobile and desktop.



Your brand. Your experience.

White-label the experience and keep your brand at the centre.



Your odds. Your markets.

Bet Assistant works with your existing odds and betting markets. No change to your current setup.



Context-aware personalisation

Use available user behaviour and match context to tailor the experience. No personal data required.

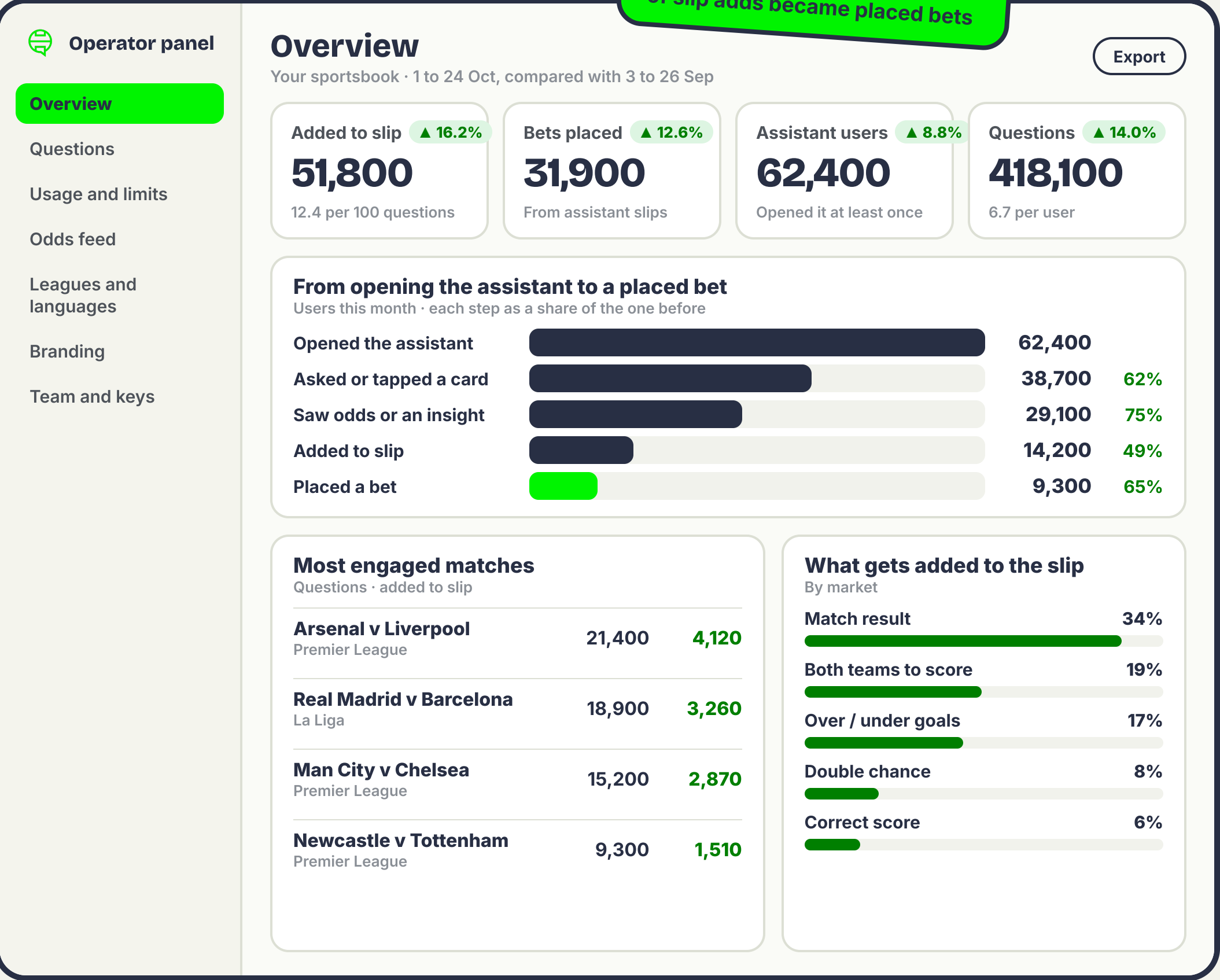
Enhance your sportsbook. Don't replace it.



OPERATOR PANEL

See what the assistant brings in.

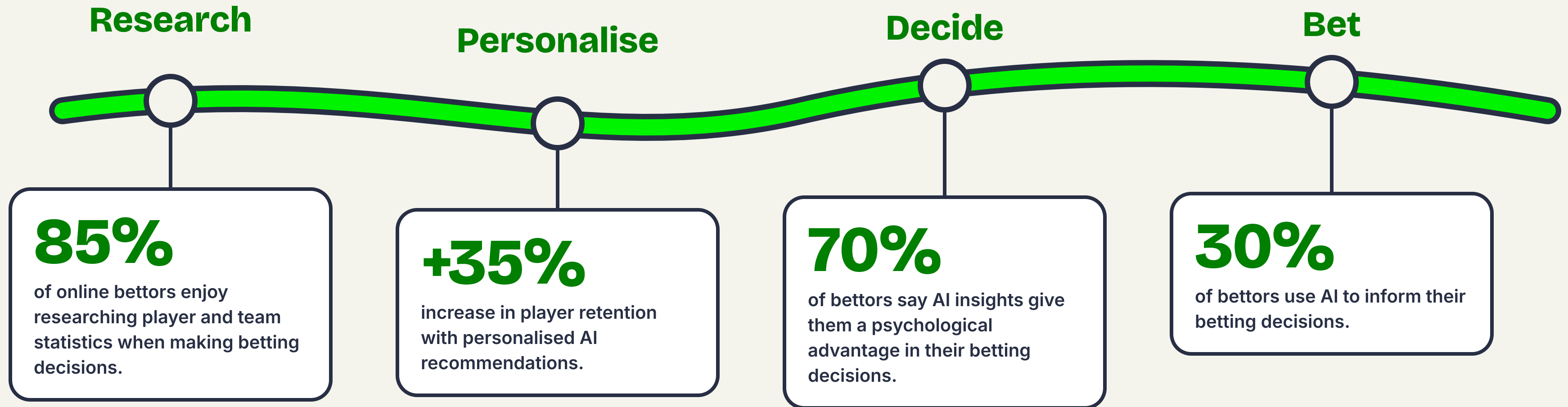
After integration, one panel tracks Bet Assistant on your sportsbook: from the first question to the placed bet.



WHY NOW?

Betting is becoming more data driven and user experience has been changing.

Users already use data, AI and personalisation to make better-informed betting decisions.



Sportsbook experience needs to catch up.

COMMERCIAL VALUE

Turn a better betting experience into measurable value.

Engagement

More users. More meaningful interactions.

- Personalised bet discovery
- Match exploration & live insights
- More time spent on your website and mobile app

→ Drives deeper engagement

Betting activity

More reasons to bet. More value per user.

- Relevant markets surfaced at the right moment
- Contextual insights behind every opportunity
- One-click action from insight to bet

→ Drives betting frequency & amount

Retention

Give users a reason to come back.

- Favourite teams & matches
- Personalised recommendations
- Continuous pre-match → live experience

→ Drives repeat usage

THE TARGET

Uplift in annual football GGR

Through increased engagement, betting activity and retention.



Build the next generation of **betting experience.**

01 Personalise the journey.

02 Surface the opportunity.

03 Make every action easier.

Book a meeting · solutions@sensiblestats.com



Scan to book a meeting