The company has developed its solution in soccer analytics.

The exchange of bets on sports Si14, which is about to be launched, offers a soccer analytical product that is already in demand by professional clubs and is aimed at a breakthrough in the betting industry.

Alexei Tryputen, head of the company's analytical department, explains what this beast is and how to use it in practice.

- What is the essence of the solution, which you call innovative?

- We tried to breathe new life into the vast amounts of data, which are now soccer statistics. One day, we thought that analytical companies knew how to calculate every player's action but were not ready to provide consumers with applied recommendations. And they wanted to change that.

- How?

- Recipients of statistics see information about passes, rebounds, kicks, tackles, but none of this characterizes players in a practical sense. Their usefulness is determined by eye or direct scoring metrics such as goals and assists. But soccer is a fusion of an individual player's qualities and a team of players. Some very gifted players are detrimental to team performance. Conversely, the inconspicuous heroes often pull off tough matches.

This led us to the idea of moving away from the raw data offered by statistical companies to artificial intelligence-based analytics, hitherto hardly used in the soccer industry. From

a set of numbers on 211 federations, 130,000 players, a vast number of clubs to a qualitative interpretation of those numbers done by computer technology.

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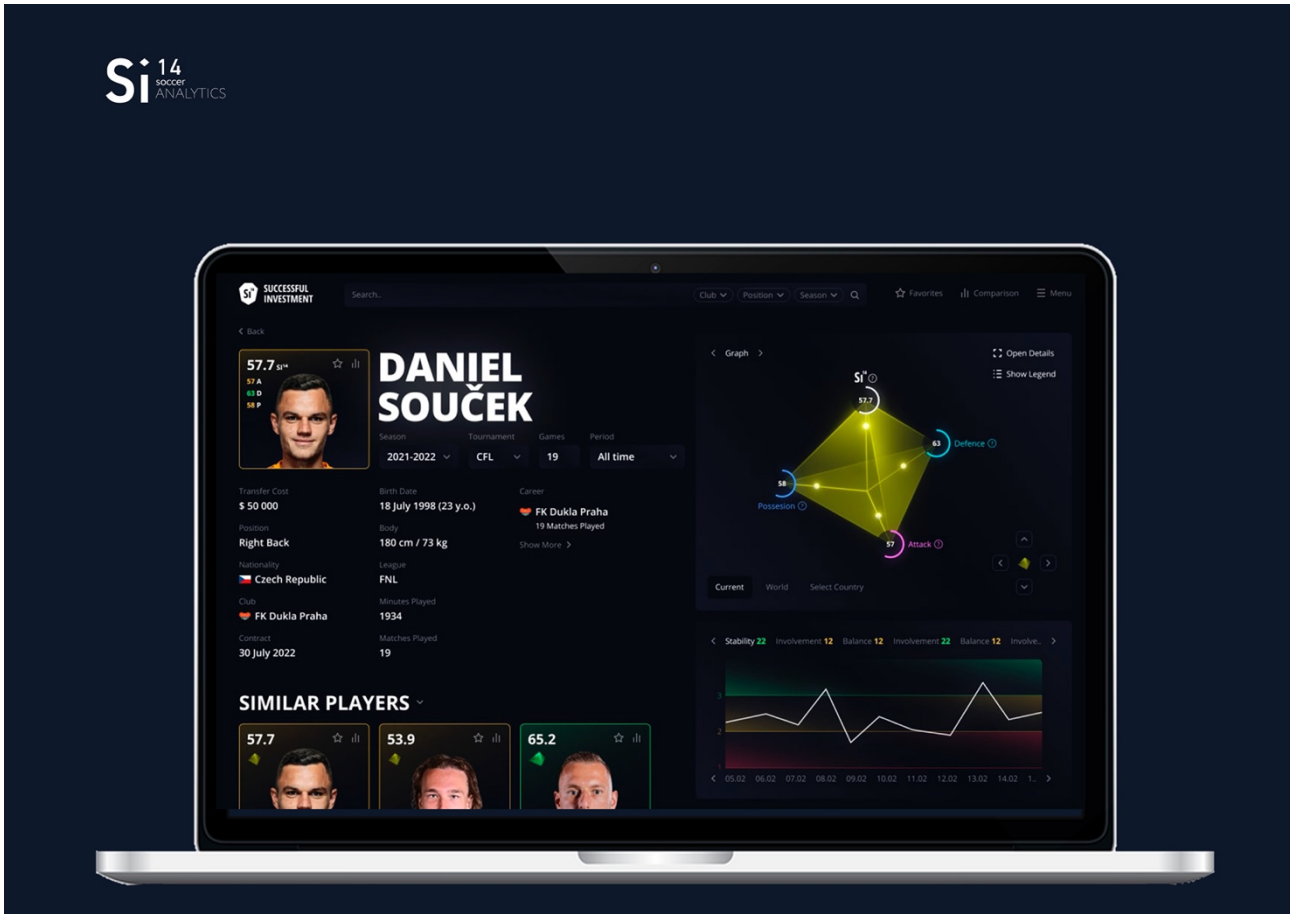


- What does this accomplish?

- In fact, we've invented a way to understand, without digging through a bunch of charts, whether a player is good in general and in specific circumstances in particular. What are his weaknesses and strengths are? How compatible he is with this or that tactic, league, team. A player's progress or regression is affected by coaches, club changes, injuries, and even weddings.

We use the same raw data but our mathematical models and our interpretation. To begin with, we used artificial intelligence to identify the three components that make up the evaluation of any player: the ability to attack, defense, and the quality of his work with the ball. Then we took into account the share of a player's actions in the whole team's performance, stability throughout the match, tournament, and career, and the balance of the main components, which helps distinguish between one-dimensional and versatile performers. Of course, individually, this does not give a complete picture. It only works in conjunction.

- Others have probably tried to do the same thing. What is your know-how?

- We created average digital portraits for different positions, leagues, and styles of play, so-called molds. We first processed about a thousand players, identifying more than a hundred of the most critical metrics for each player. Each subsequent data set was

refined and adjusted our specifications, and more and more players appeared in the database. In the end, we came to the point where the computer, applying the templates, knows exactly whether a player is suitable for specific conditions or not.

I will give the example of John Stones of Manchester City. The computer program would find him a slumping one-liner with a linear approach. However, John is a top defender with elite qualities inherent in that role. After analyzing the other leagues, I found several other strong defenders who do not have high tackling numbers. And it turned out: all of them play on teams with an overwhelming advantage on the field. Without pressure from opponents, defenders do not engage in the amount of one-on-one combat necessary for scoring.

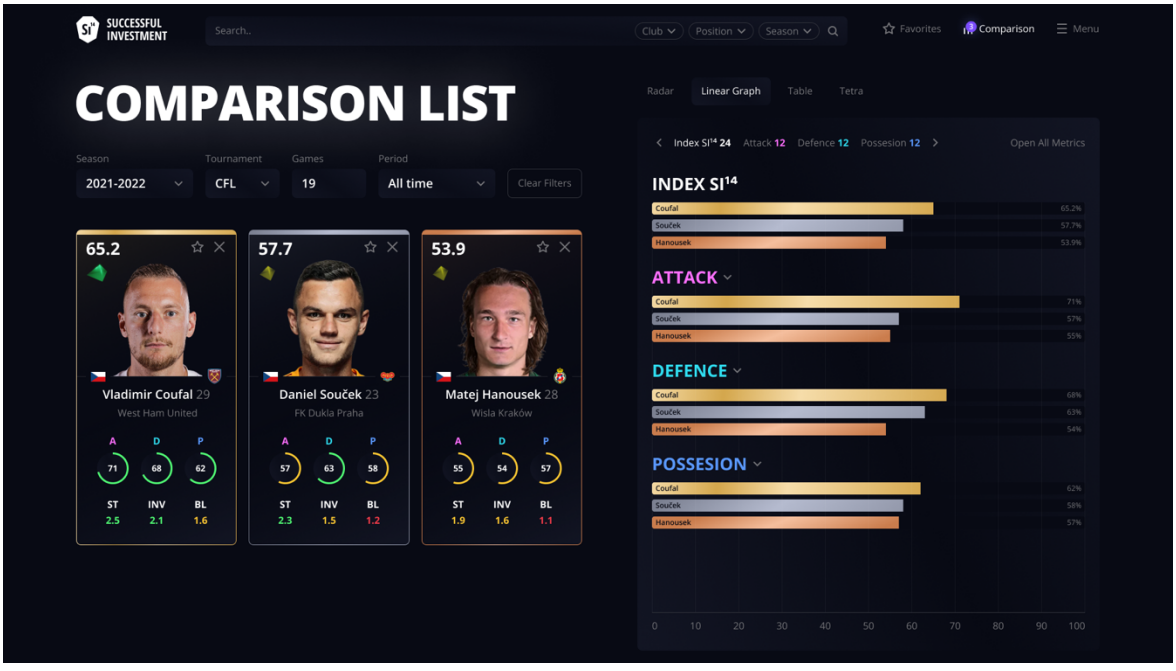
Moreover, coaches actively use such defenders to advance the ball and participate in offensive actions. Therefore, the specific program will write them down as weak defensive components. And the Si14 algorithm will isolate this case as a separate one, form a template and apply it in similar situations.

- You mean you will be comparing real players to the calculated model?

- Of course. Every week fifteen hundred and fifty to two thousand soccer matches are played worldwide. In each game, there are about two thousand statistical events. In seven days, our computer is updated with four million indicators. Is that a lot? Not really, not if you compare it to, for example, the insurance or financial business. And not only do we reach, but we apply the evaluation system used in the insurance business. It's called a "decision tree" and is a ramified logical classification. Each player passes through a sieve of comparisons with the ideal template and makes it even more accurate at the same time.

- In what way is the result of these comparisons presented?

- We are proud to have invented a visualization of player evaluation - the Si14 index. These are so-called tetrahedrons: computer graphics that allow you to evaluate complex soccer components visually.



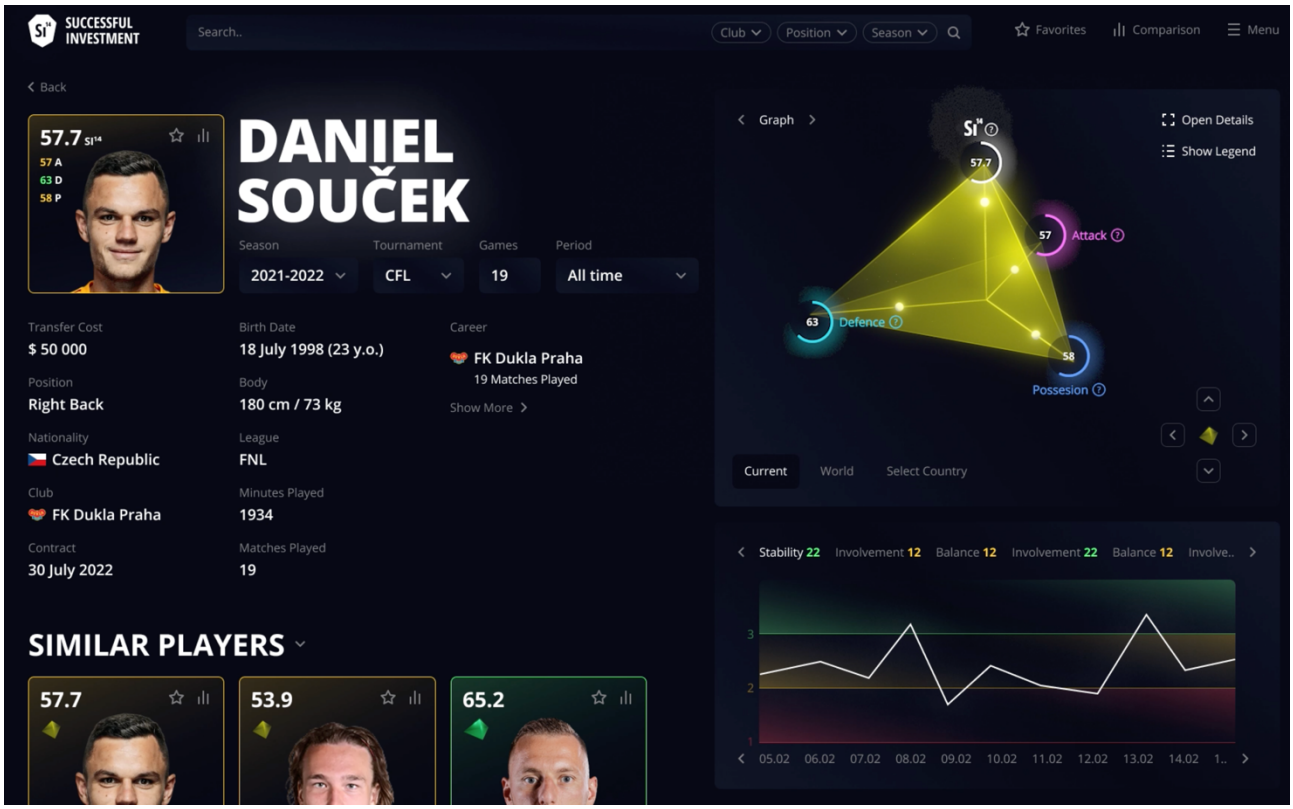
- Our tetrahedron is a statistical portrait of a soccer player, made in a minimalist way—a simple geometric code with a transparent color scheme. Going green is a sign of quality, red - flaws. A long edge is a player's strength, a short one not so much. The view of the tetrahedron characterizes the level of any player. If deciphering is needed, all parts of the Si14 index are clickable and ready to take the user on a vivid digital journey.

- It sounds beautiful but a little theorized. How do you apply your tetrahedrons?

- From player indices, we came to indexes of clubs and leagues, calculating them with the same depth and accuracy. Based on this, a solution was born that allows you to estimate the probability of the outcome of matches, the number of goals scored, corners earned, in general, all the components of the game. Only our estimate is based not on titles or history of relations, not on the subjective evaluation of analysts, building odds manually, but on the actual soccer strength of the counted objects right now. It's an online slice, a statistical squeeze of the upcoming match.

Of course, all of this is tightly correlated with our core business - betting. Today, most bookmakers use essentially the same business model: buy events and lines from Betradar, StatsPerform, or go to specialized companies like OpenBet, offering software for automatic line formation. Then they add their margin on ready odds. Lines are made based on a historical database and the subjective opinion of analysts. This model has a large margin of error, but the risk of losing bettors is covered just at the expense of margin and adjustment lines after the beginning of the bookie betting. In simple words, even if the bookmaker gave an incorrect sequence, seeing the market's reaction changes the odds.

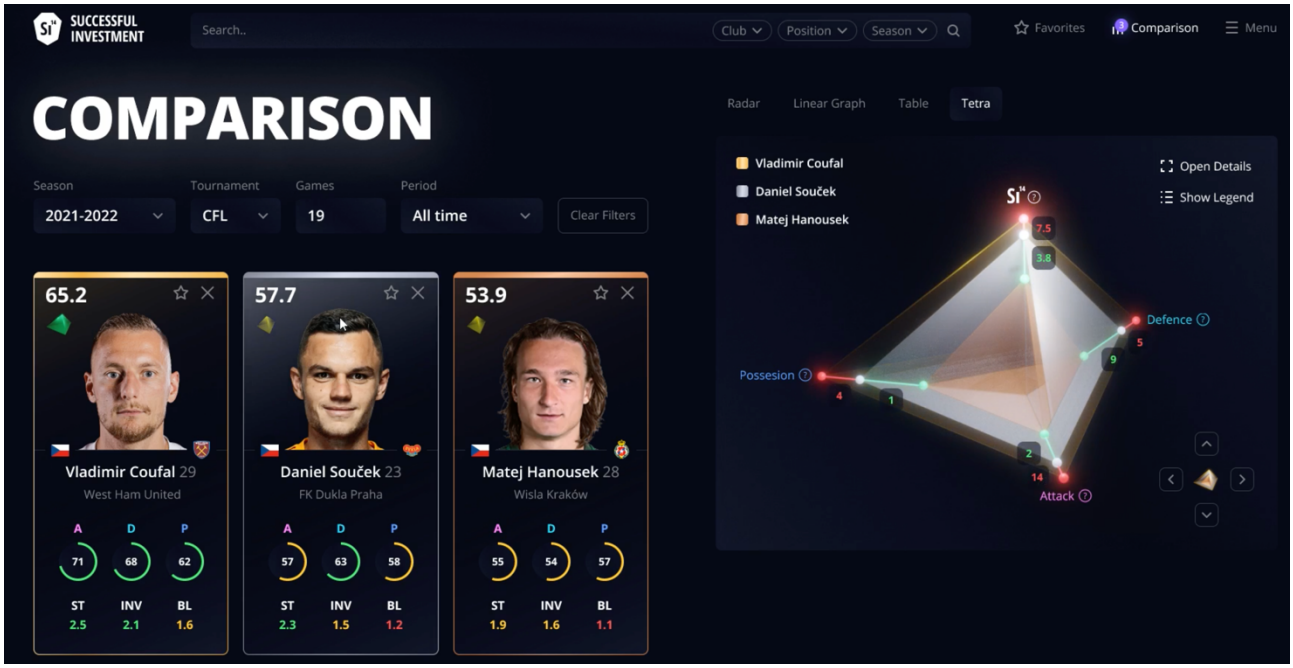
We have a fundamentally different approach. Our model forms lines based on deep analytics with the participation of artificial intelligence and has no analogs. If I were to name it, I would use "calculation of true ratios."



- But you are going to calculate the margin, aren't you?

- We are a betting exchange, not a bookmaker, so we start from 1 percent and only from the winner of the dispute. We do not lay in a loss because our users are opposed to each other, not the exchange. That is why we are initially interested in this dispute in the fairest conditions, that is, with fair, "true odds."

We do not want any distortions caused by the volume of bets. Typical betting lines are influenced by a host of factors, from ridiculous rumors to blogger appearances. Someone somewhere heated up the line instantly swells up, becoming conjectural rather than objective. But not with us.



- Reacting to betting volume is one of the fundamentals of betting. So it's hard to resist the money that swims into your hands by itself.

- Nevertheless, we want to try another way: using a mathematical model to build the odds. Not to follow the money, but to rely on the knowledge. It is already clear that option Si14 is more attractive to a trader. They will have the opportunity to be guided solely by soccer reasoning and not depend on someone else's hedging or, for example, the influence of the media.

- To summarize. You have a tool that allows you to calculate the probability of sporting events, right?

- Exactly right. It is based solely on statistics, processed according to a unique algorithm. We are ready to arm those who deal with sports betting with this tool, whether ordinary fans or analytical companies like Betradar. There is an understanding that Si14 can be both a competitor and an ally of such companies. We have the right to use our odds by offering them to exchange visitors, but there is already a genuine interest from business groups selling events to bookmakers. We hope for mutually beneficial cooperation in this matter. Why not become a kind of Betradar for Betradar.

There is another positive effect: the Si14 product will help those who have little understanding of the subject of betting. For example, people are attracted to handball, horse racing, or Finnish second division matches. Here they can get statistically justified recommendations in the form of the "Analytics" button next to each odds line. With a complete breakdown by league, team, and player.

- So, it's not just about soccer?

- We started with soccer. We spent at least three years analyzing that game. After working on the algorithm, we decided to look around. Now we are in contact with a Western European company, one of the industry leaders in collecting event and fitness data in various sports. They started to calculate all this five years ago, and they are far advanced in handball, volleyball, basketball. We have to apply their data to our evaluation algorithms.

- In what other areas do you see the use of your technology?

- We cooperate with professional clubs in a wide range of areas: from selection to assisting in determining starting lineups concerning the opponent. With our product, the coach can track how his players change over any period, while the club president can track how the arrival of a new coach has affected the team. Any period of monitoring is available; this allows you to track the dynamics of the processes. Club analysts, scouts, and agents are also interested - everyone will find helpful information in the Si14 index.

Artificial intelligence does not think but knows how others think, so it takes the shortest route to the goal. By the way, another index we're working on is the coaching index. So there are a lot of metrics that characterize people in this profession. And many metrics allow you to derive statistical patterns for comparisons.

- Does your index match up with computer games?

- There are thoughts on that. It is possible that the cyber direction could become a priority. Fans are going online more and more. Fantasy football is gaining more and more popularity globally, where everyone can try himself as a club manager or a coach. For such platforms, our model of accurate footballer evaluation is indispensable. With the Si14 product, gamers will rank players according to specific metrics. This will automatically sharpen the issue of virtual value, transfer budgets, and applicability horizons. Knowing the strength of players and clubs, expressed in numbers, will allow users of gaming platforms to make money. The world of soccer simulation games will, in turn, be filled with new meaning and bring soccer fans' skills to an actual professional level.