



**ASX: TTV**

**ASX RELEASE**

**7 December 2006**

**Investor Presentation**

Two Way Limited lodges the attached investor presentation to be given today by Chief Operating Officer, Ben Reichel.

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**For further information:**

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**ABOUT TWO WAY LIMITED (ASX: TTV)**

Two Way's strategic focus is to be the interactive partner of choice in Asia Pacific, providing content, applications and services across three key verticals:

- Wagering and Gambling
- Casual Games
- Mobile to TV Applications

Through its exclusive license agreements with Two Way Media Ltd (UK) and Zone4Play Inc (US), Two Way has access to the world's largest library of interactive TV applications, as well as leading-edge mobile and gambling applications.

Two Way's products and services reach a potential audience of 162 million people across seven countries, via distribution agreements with leading media groups including Foxtel, Austar, Sky New Zealand, Sky News Australia, STAR, PCCW, and MagiNet.

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 **twoway**™

INTERACTIVE ENTERTAINMENT



## Company Overview

- ❑ Established in Australia in 1990
- ❑ Listed on Australian Stock Exchange in December 2004 (TTV)
- ❑ Exclusive licenses from Two Way Media (UK) and Zone4Play, Inc (US)
- ❑ Services deployed on pay TV and free to air TV in Australia, New Zealand, Hong Kong, China and India
- ❑ First IPTV deployment , PCCW July 06

## Our Company

“Two Way the leading provider of Interactive Content, Applications and Services”

### Asia Pacific

Australia, New Zealand, Hong Kong, India, China & most other regions in Asia

Wagering & Gambling Applications



Media & Games

### Delivery Platforms

ITV, Mobile, Internet, IPTV

Two Way current addressable eyeballs  
\*162 million currently and growing



\*Management estimates

## Our Customers Today





**INTERACTIVE BETTING –  
RACING & SPORTS**

## Interactive Racing & Sports Betting

- ❑ Viewers place bets via their remote control while watching live racing or sports channel from the comfort of their lounge
- ❑ Live odds, detailed form and statistics, full betting options, results, all on-demand and in real time

How is it “clever content/application”?

- ❑ Currently the wagering event (racings and sports) and the wagering product (the bet) are delivered by separate systems (TV, and phone or internet)
- ❑ iTV wagering puts the two on the same screen – synergy is high - compelling



**HORSHAM Race 4**  
Horsham Hire Hcp (C4) 2100m

9 mile to start	5-TAB Win	NSW	UNITAB
1 Joanne Grace (1)	8.70	8.50	10 8.80
2 What A Natural (2)	1.50	1.50	1.40 1.50
3 Headache (3)	12	13	9.50 8.20
4 Brother Jim (4)	13	12	10 9.70
5 Kangertong Road (5)	57	64	78 97
6 Soviet Rising (7)	13	15	14 15
7 Sudden Appeal (8)	87	64	38 33
8 Voodoo's Brother (9)	7.00	6.90	14 11

TRACK: GOOD \$19,238 \$24,675

TV: 16:15:00

ACCOUNT: Next to Go Press (5)  
BET: BR6 16:25 Eagle Farm

RESULTS: SR7 16:35 Randwick

MEETINGS: AR7 16:55 Gawler  
MR8 16:55 Werribee

RACES: BR7 17:05 Eagle Farm

RUNNERS: Ticker Information

PRESALE: Ticker Information

FIXED ODDS: Ticker Information

**MEETINGS**  
CHOOSE A VENUE...

VENUE	TIME
MR Horsham	12.10
BR Kilcoy	12.20
PR Port Macquarie	12.30
CR Wagga	12.35
<b>ST Harold Park</b>	<b>12.40</b>
MT Warragul	15.20
BT Redcliffe	19.17
AT Gawler	19.27
PT Mildura	18.40
WT Gloucester Pk	19.00
SG Richmond	19.10
MG Geelong	19.22

Harold Park Harness (ST)

Track: Good  
Weather: Overcast  
Date: 11/10/2002  
Start: 12:40:00 AEST

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**MR3 MR4 Win & Place MR5**  
Horsham Hire Class 4 Handicap 2100m

W	P	#	RUNNERS
<input type="checkbox"/>	<input type="checkbox"/>	1	Joanne Grace 5.50 10
<input type="checkbox"/>	<input type="checkbox"/>	2	What A Natural 21.50 3.30
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3	Headache 6.20 5.60
<input type="checkbox"/>	<input type="checkbox"/>	4	Brother Jim 1.70 1.30
<input type="checkbox"/>	<input type="checkbox"/>	5	Kangertong Road 6.70 2.10
<input type="checkbox"/>	<input type="checkbox"/>	6	Soviet Rising
<input type="checkbox"/>	<input type="checkbox"/>	7	Kapias 60.80 2.80
<input type="checkbox"/>	<input type="checkbox"/>	8	Sudden Appeal 3.50 1.80
<input type="checkbox"/>	<input type="checkbox"/>	9	Hurricane Lord
<input type="checkbox"/>	<input type="checkbox"/>	10	Voodoo's Brother 27.00 6.00
<input type="checkbox"/>	<input type="checkbox"/>	11	Comedy Snip 2.20 3.70

PLACE BET SELECT RUNNER

1, 8, 3 To Win: \$0  
7, 11 To Place: \$0  
Total: \$0

Live Stats Standings Team Stats Sky Bet

**Sky Bet**

Racing - Next To Go

- Rugby
- League
- Soccer

**TAB**

Up/Down Go Back Select Quit Help ?

Live Stats Standings Team Stats Sky Bet

**Rugby-Tri Nations**

Auckland v Northland

Head to Head

Fixed odds as at 4:30

Scotland by 13 & Ov \$30.00

Scotland by 12 & Ur \$9.00

**Draw \$50.00**

NZ by 12 & Under \$5.00

NZ by 13 & Over \$1.20

**TAB**

Up/Down Go Back Select Quit Help ?

Live Stats Standings Team Stats Sky Bet

**Match Facts**

Canterbury	Counties M'Kau
60	Territory % 40
80	Possession % 20
58	Rucks & Mauls 47
7	handling Errors 13
8	Turnovers 17
5	Penalties 4
13	Lineouts 7

view all game stats  
go back to menu

Up/Down Go Back Select Quit Help ?



# **GAMBLING APPLICATIONS**

## Gambling Products

- ❑ Converging platforms including mobile, iTV & internet
- ❑ Single Account across multiple platforms
- ❑ Complete backend technology & integrated gaming management platform
- ❑ Large range of applications
  - ❑ Casino style games
  - ❑ Keno
  - ❑ Lotteries
  - ❑ Exchange Betting
  - ❑ Branded Games e.g. Deal or No Deal

- ❑ The Winner Channel (operated by Two Way Media) a fixed odds gambling channel deployed on Mobile, iTV and Internet
- ❑ Internet: [www.winnerchannel.com](http://www.winnerchannel.com)
- ❑ Winner Channel iTV: Channel 4, Channel 5, Telewest, NTL
- ❑ Mobile downloads



# Mobile Lotteries



## “PlayLive” Sports predictions

- Viewers pay a subscription to enter a points competition and make predictions via their remote control or mobile phone while watching a live sporting match

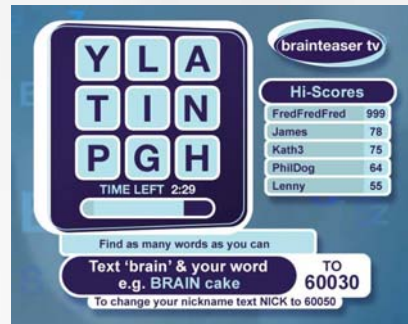
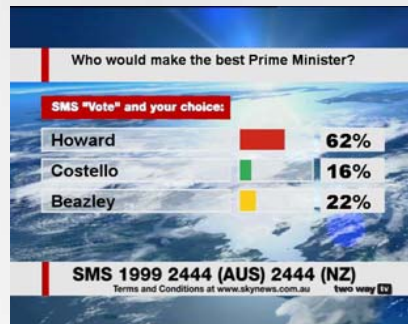




**PARTICIPATION TV &  
MOBILE TO TV**

## Mobile-to-TV

- SMS/IVR interactivity
- Viewers can interact/participate with a live program or game
- Applications include: vote, chat, puzzle games, quiz and gambling
- Real time updates, 3D broadcast quality graphics, presenter led interaction, only need mobile phone to participate, works with any TV network/channel



## Mobile-to-TV Gambling

- Applications include: FaceUp Poker, Texas Hold Em Poker & Roulette
- Winner Channel Participation TV: Get Lucky, The Poker Channel, Poker Zone TV, Ladbrokes



# CASUAL GAMES

## Casual Games

- ❑ Play for Fun or Play for Real
- ❑ Triple play across TV, Mobile & Internet (including IPTV)
- ❑ Single & Multi Player functionality
- ❑ Branded Games, Sponsored Games and Advertising opportunities
- ❑ Builds customer loyalty and user experience, seen as value for money entertainment, sets platform to new revenue streams, builds brand



LONG TERM REVENUES  
MARKETING STRATEGIES  
BRAND LOYALTY

# Business Model

## Wagering & Gambling

Revenue Share on Interactive Turnover

Revenue Share on Subscription Fees

Fixed Licensing Agreement

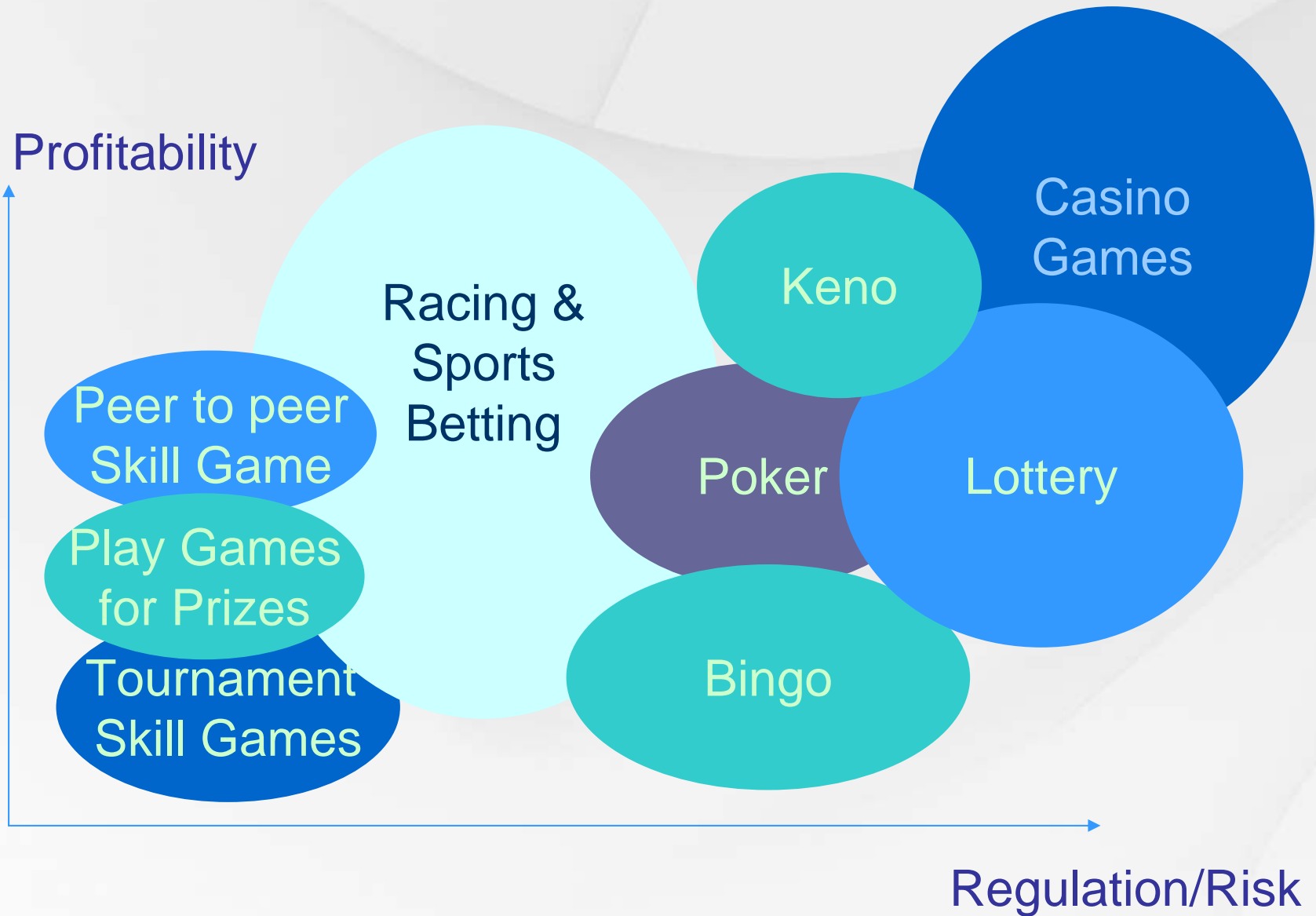
## Games

Revenue Share on Subscription Fees generally 50/50

## SIMCAST

Revenue Share on SMS traffic

Fixed fees for service support



# SUMMARY

## THE TWO WAY OPPORTUNITY

- ❑ Cross platform integration and converging of technology
- ❑ Interactivity via any broadcast platform or media e.g. TV (digital/analogue/free-to-air, PayTV), IPTV, Mobile Phones, Internet
- ❑ Huge content Library based on gaming, gambling and entertainment
- ❑ Front end development capabilities and integrated back end technologies
- ❑ Participation TV (using your mobile phone to interact with broadcast TV) is one of the fastest growing content areas – Two Way recently signed an agreement with Star TV
- ❑ IPTV gaining momentum – Two Way provides PCCW with the 1<sup>st</sup> of its kind interactivity games channel

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INTERACTIVE ENTERTAINMENT

