

SKY BLUE TRUST

REPORT FOR AGM ON 16 JULY 2018

FANSBET PROPOSAL

The Sky Blue Trust have been approached by Fansbet, a relatively new online gaming company, regulated in the UK but based in Malta. Most UK betting companies are based overseas. Their unique proposition is that 50% of their next profits are shared with fans. Their website is www.fansbet.com

The way the sharing of profits works is as follows:

Fansbet form affiliations with recognised supporters' groups. Although the company is new, they have a few dozen of these already. They have approached the Sky Blue Trust to form such an affiliation with Coventry City fans.

Once such an affiliation is formed, the company provides marketing information, primarily in online form, for the supporters' group to use with their members. When an individual gamer signs-up to use Fansbet, they are asked to indicate which club they support. They do not have to do so but, if they do, then 50% of the "net profits" earned by Fansbet from the gaming activity of a club's supporters is shared with the Club's supporters group. Net profits amount to about 25% of each gamer's losses, i.e. after the company's costs have been paid.

The supporters group can then spend that money but only on recognised supporter-related projects which meet Fansbet guidelines. These might include help with away travel, activities for young fans, memorials, charitable activity, etc but not the running costs and expenses of the supporters' group itself. Spending details have to be publicised so supporters to can see exactly how the money is spent.

Before deciding whether to sign-up with Fansbet, the Board of the Sky Blue Trust sought its members' views via a short, online questionnaire. The results of that will be reported to the AGM.

Roger Ellis
SBT Secretary
July 2018