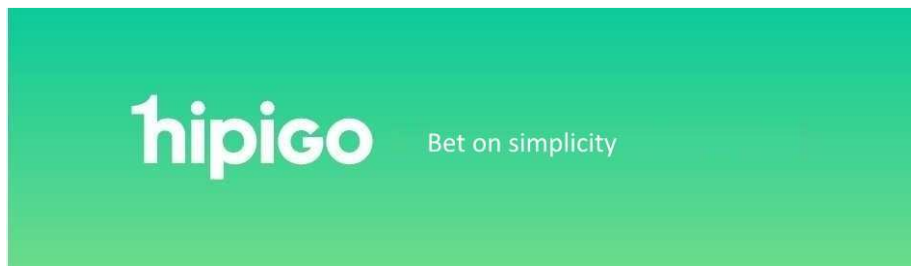




Paris, September 11, 2017

## HIPIGO.FR, THE NEW SIMPLIFIED EXPERIENCE OF HORSE-RACE BETTING, FOR BEGINNERS

On Friday 8 September, through its new subsidiary brand “hipigo by PMU”, PMU launches a new betting site for mobiles: [www.hipigo.fr](http://www.hipigo.fr)



*“When do you play, which offer to choose?”, “How much do you win?”*

*“The rules are complicated. You need to know the system.”*

*“On my own, I don’t know how to place a horse-race bet.”*

*“You need to be in the know to start playing”*

Hipigo sets out to win over online players who ask themselves these questions and who don’t bet on horse races.

Deliberately made extremely simple, the betting interface breaks away from the classic format of betting sites designed for the initiated. The content is slimmed down, information is reduced to a minimum, and navigation is intuitive and smooth, to give beginners confidence and a desire to play.

In order to attract a younger and more digital target audience, the visual identity of the subsidiary brand also moves away from the PMU model, which the general public associates with experienced punters.



Two games to choose from for €2:



Bet on the right horse in the next race and try to pick up a 1000 multiplier by playing e-Simple JACKPOT.

To play on [hipigo.fr](http://hipigo.fr)\*, an online PMU account must be created, which also gives access to online sports bets and poker. There is a welcome offer of €40 for all new members signing up.

This launch is accompanied by an unprecedented media plan: in addition to a digital campaign, Hipigo will sponsor the flagship TF1 programme “[Koh Lanta](#)” and the short [Saga Hippique](#) programme broadcast every Sunday evening on TF1.

Hipigo is part of the PMU 2020.1 strategic plan. Launched in January 2017, this is one of the first initiatives to be inaugurated. In the coming weeks, features to further enrich the experience for novice punters - for example, a link to a live view of the race you have just bet on - will be added to the [hipigo.fr](http://hipigo.fr) site. By 2018, Hipigo will also be available in a mobile web version for offline customers (points of sale and racetracks).

*\*content and offer intended to French market only.*

Follow PMU on [www.horseraces.fr](http://www.horseraces.fr), <http://entreprise.pmu.fr/en/>  
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