

We've had a cracking month of sport in February as Tom Brady proved his worth yet again as Tampa Bay Buccaneers brushed aside Kansas City to be crowned Superbowl champions. Novak Djokovic lifted the men's singles and Naomi Osaka won the women's singles titles at the Australian Open, while there was top class racing at Newbury on Betfair Super Sunday.

Racing of course takes centre stage in March with the Cheltenham Festival now just around the corner. Although there won't be any crowds attending this year, we are sure to see some exhilarating action from the home of jump racing.

March's Key Events

Cheltenham Festival : Tuesday 16th – Friday 19th March

Pakistan Super League : Saturday 20th February - Monday 22nd March

Road To Cheltenham

For our Cheltenham offer this year we did something very different – offering free bets for use across the four days based on weekend activity in the run-up.

We offered the chance to earn up to £50 in free bets (£10 per week) by placing a minimum of £20 in exchange bets on UK & Irish racing in the five Saturdays prior to Cheltenham.



**GET UP TO £50
IN FREE BETS
FOR CHELTENHAM**

Bet £20 across UK & Irish racing,
Get £10 free bet on the Cheltenham Festival.
Runs every Saturday

£10 £10 £10 £10 £10 £50

Min £20 in Exchange bets (min odds 1.5 applies to back bets) on Saturday races, excludes ante-post bets. Max £10 free bet per qualifying day, awarded 15/03, valid on Exchange markets. Betfair Rewards 'Basic' customers excluded. T&Cs apply

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EXCHANGE

The free bets will be credited on **Monday 15th March at 10am**. Off the back of this we anticipate there to be a spike in volume on day one and possibly into day two as thousands of the free bets will be redeemed.

Cheltenham Multiples

As with previous years there can often be trainer/jockey multiples which inevitably gain traction as the runners are confirmed and the shorter priced runners roll up. We do get contact from the trading team to assist in offsetting the liability and will get in contact with Premium accounts to see if they would take some of that risk. If you would be in the position to offer this, please get in contact with your account manager to register your interest.



MatchMe

This month we have fully released a new feature which makes it easier to get your bet matched on mobile. With 'MatchMe' switched on, you can be matched at a pre-determined range of odds, which will allow you to achieve a more successful matching rate on the Exchange.

With markets sometimes being volatile and producing fast odds movements this can result in unmatched bets so enabling this feature it will increase the chances of having a bet fully matched when placed into the market. For more details, click here:

<https://betting.betfair.com/betfair-announcements/whats-new-on-betfair/matchme-making-it-easier-get-your-bet-matched-260121-204.html>

Tennis Scores API – Reintroduction of WTA Data

Following a release scheduled for Friday 26th February, we'll be again providing WTA scores and incidents data via the Tennis Scores API. As this is newly integrated there maybe some teething issues which we are experiencing, identifying and we are working on resolutions.

If you are interested in accessing the Tennis Scores API feed, please contact your Account Manager directly for further details.