

Above chart shows the cumulative profit growth over 2012 resulting in £3576.65 profit made for the year.



## £3576.65 Profit made! 143% ROC

Our goal at the start of the year is to double the bank and we did better than that! From 424 bets in 2012 we had 217 winners, 181 losses and 26 void bets. This resulted in £3576.65 profit and a ROC of 143% if you started with a recommended bank of £2500, betting at £100 stakes.

Our best performing month of the year was July with over £1200 profit but our worst performing was November with a fraction over £1000 of losses. We had not experienced such a bad month since our launch but we did bounce back in December finishing the year strongly

## Brazil Serie A and MLS our stand out performers.

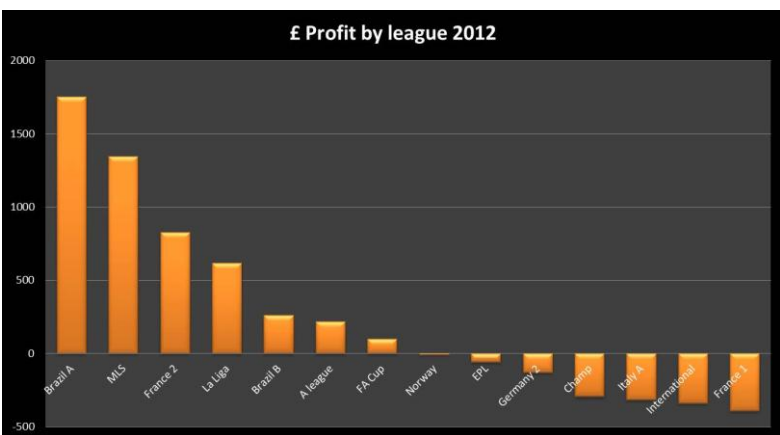
A whopping 26% of our profits this year came from Brazil A where we achieved a staggering 66% strike rate from our 74 tips. This was closely followed by the MLS which produced 20% of our profit and a 55% strike rate, coincidentally from the same number of tips as Brazil A (74)

This probably comes as no surprise to our founder members where this service was built. We focus on the summer leagues and believe we have a huge edge on the bookmakers who simply don't have the resource to accurately price these leagues. I pride myself on the resources I have found to help make our selections and long may this continue. Personally I think I also benefit from being in the Australian time zone where MLS and Brazil are very easy to follow and I get to watch many of the games streamed live on the internet.

## A-League showing great promise.

This year we also introduced the A-league from Australia to our selections and we have made great progress. In fact its strike rate is almost right up there with the MLS and Brazil. From our 15 tips we have predicted 9 correct which is a 60% Strike rate contributing 3% to our profit. A great addition to our portfolio and perhaps another league we have the edge over the bookmakers.

During the winter months La Liga from Spain and the France Ligue 2 were our top performers. Spain generated 9% profit while France 2 produced 12%. Hopefully we can generate similar profits in 2013. But what about the poor performances?



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## What went wrong in Europe?

So while La Liga and France 2 blossomed in 2012 what happened to the rest of Europe? Italy Serie A was one of our biggest culprits generating losses of 5%. We subsequently dropped this from our league portfolio. Other leagues to perform badly included France 1 with most losses being experienced this season. I am still hopeful for this league but it appears anyone can beat anyone and the bookmakers are certainly getting the prices wrong. The value currently appears to be with the underdog but the question is whether we want to follow this strategy with our betting? I am paper trading this at the moment using the Asian Handicap on some of the underdogs and this is currently proving very profitable so watch out for more on this.

We also had a torrid time in Euro 2012 but I'm pleased to say the Premier League is starting to show signs of promise this season after a poor start and finished with 19 correct tips from 40 selections (including 2 voids)

## Home win still king!

So with the leagues reviewed what types of tips were producing our profits

Unsurprisingly the Home Win was our best performer producing 25% of our profits and this was followed by AH - 0.75 producing 12% profits. This is no surprise given our service is built on leagues with very strong home records, especially Brazil and MLS but the Premier League and La Liga should not be underestimated in this statistic

As for the surprises there is firstly no real disaster zone worth discussing but the positive surprises was over 2.5 goals and BTTS market. Between them they contributed to 18% of profits and this was from just 64 bets so perhaps this is something we should be focusing more on

## Bring on 2013!

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## Some Interesting Stats

- Our biggest winner was at odds of 3.2 when Angers and Laval played out a 0-0 draw in France League 2
- Our shortest priced winner was at odds of 1.5 when Valencia beat Espanyol 2-1 in La Liga (only just with an injury time penalty the winner!)
- Our longest winning run was 7 straight winners in July but in February we went 10 bets without a win! (Included 3 voids)
- Our biggest bank downturn was regrettably £1400 which took place between October and November. Ouch!
- To finish on a positive note between July 1 and September 30 we made profit every single week resulting in over £3000 profit.

## Some random member quotes

*"Bet placed - don't question ur work - just bet and collect!"*

*"Thanks for a simply amazing month. Enjoy your holiday and a bit of sneaky punting while the missus isn't looking... we've all been there!"*

*"I have achieved a 15.74 % ROI since I joined, which is a profit of £1387.97, a pretty impressive few months!"*