



Our toughest year but we escaped.

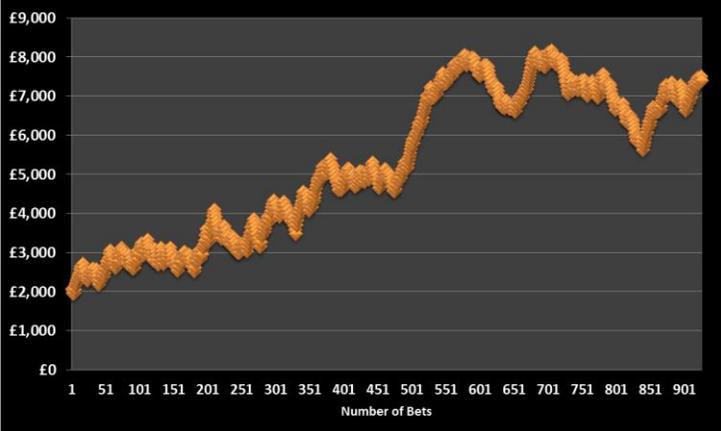
We started the year with the high of picking up 3 awards from the Secret Betting Club and a bumper January to boot. We produced our highest monthly profit of the year of 9 points and everyone was ready to jack in their day jobs!

Unfortunately what followed was a very quick end to the award winning honeymoon as our performance crashed quicker than my Nan, driving her car blindfolded on an ice rink! Our betting bank was practically demolished with 3 horror months in March, June and July leaving myself and my members with little confidence to continue.

Fortunately a good 50% of my members stuck with me and by getting back to basics we plotted our great escape from the deep hole that had been dug. We got back to basics and the performance in the final 5 months of the year was exactly where you would expect SoF to be at.

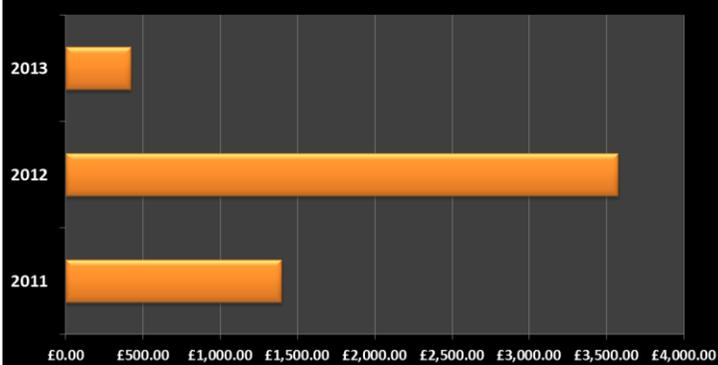
So despite a bad year will still turned a profit and there are still some very interesting stats to share...especially reviewing the overall performance on this service

£ Bank Growth 2011 - 2013



Below chart shows annual profit between 2011 and 2013 betting at even stakes of £100 per bet

Annual Profit



Shining Lights - Brazil Serie B, A-League and France 2 lead the way

Despite a troublesome year there were still a couple of standout performers

In Brazil B we had just 11 bets, producing almost 5 points profit but a staggering ROI of 39%.

In the A-League we had just 18 bets, producing almost 7 points profit but an impressive ROI of 37.5%

In France 2 we played a far healthier 46 bets, creating over 5 point profit and a strong ROI of 12%

I certainly take a stricter approach with selections in these leagues due to the 'alleged' unpredictability and this is what I are now attempting to mirror in our other leagues which was proved in Brazil A where after implementing we placed 24 bets for 7 points profit and a great ROI of 28%

LESS IS MORE!

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What went wrong in 2013?

This is the million dollar question but let's highlight some of the leagues where it went wrong. The biggest culprit was the MLS with a whopping 11 point loss. I am still confused as to why it all went wrong in this league which has been successful in the past. Home form certainly didn't prevail at the start of the season and there were several sides underperforming. In the end I just lost my confidence in this league and I regrettably stopped betting in the MLS after August. The home form certainly returned and using our new stricter policy in selections I hope this becomes a top performing league for us once again next season.

Brazil A is my favourite league to bet but we only managed break even this year. We made an incredible recovery from August producing a 28% ROI but it went wrong earlier in the year which I largely put down to the Confederations Cup being hosted in Brazil. This appeared to play havoc with the sides before the contest, with player's minds focused elsewhere and some stadiums not used to prepare for the completion. This also knocked my confidence and made it harder to get back on track. The upcoming World Cup is likely to cause exactly the same issues so it may be wise to stay clear on Brazil A pre World Cup finals in June.

Some Incredible ROIs!

I've not often measured ROI but in analyzing the results for this year I discovered some outstanding investments in certain leagues I thought it would be wise to look at the all our results from 2011 through to 2013 and there are some staggering results. Bet numbers need to increase to give greater confidence but it is a great start

League	Bets	ROI
A-League	33	28%
Brazil-A	204	19%
France-2	83	14%
La Liga	61	13%
Brazil-B	49	6%
Norway	49	5%
MLS	199	3%

Perhaps I should take a look at La Liga again?



Some Interesting Stats

- Our biggest winner was at odds of 3.1 when Nimes and Le Harve played out a 0-0 draw in France League 2. Average odds for the season were 1.96.
- Our shortest priced winner was at odds of 1.75 when Reading beat West Brom 3-2 on the Asian Handicap. They left it late scoring twice in the last few minutes!
- Our longest winning run was a record 8 straight winners in January but in March we lost a record 11 straight! **ouch**
- Our biggest bank downturn was regrettably £2400 (24 points) which took place between January and July. **Double Ouch!**
- To finish on a positive note... from the above low point we placed 85 bets, Won 48 and produced an ROI of 19%.

Bring on 2014

A lot was learnt in 2013 as we came back from the dead. Our selection policy has been tightened, reducing the risk and bet numbers.

Since these changes we've not had a losing month in the past 5 months. There is every reason to be optimistic about the New Year – especially if we focus on the right leagues and maintain the ROIs on the left hand side.

Happy Winning Everyone