

AGAINST THE SPREAD
-
BETTING ADVISORY SERVICES



2023-24
FOOTBALL PROSPECTUS
ATSBAS

WHO WE ARE

ATSBAS posts high quality sports betting selections in NFL, college football, NBA, college basketball, MLB, NHL, as well as MMA, CFL, WNBA, soccer, and horse racing. 32 years of unlocking the growth potential of sports betting has honed ATS into the sharpest cutting edge sports betting advisory service in our field.



With both the depth of experience and breadth of connections only three decades of hard work can win, we believe there is no bankroll we cannot grow.

Our range of services, from daily picks to full season packages, cater to the needs of every bettor. With meticulous sports betting advisors to guide you, a money-management system to protect you, combined with a proven selections team to unleash your growth potential...

All you will have to do is simply ride with us as we show you the path we trailblazed to success.

In this prospectus we are proud to present:

- Full explanations of each of our bankroll growth programs
- The additional services features and tools we include with every subscription
- A summary of our efforts to outpace the books in the race to winnings throughout the decades
- An in depth account of one of our proudest runs from last year

WE EVEN HAVE AN EXCITING ANNOUNCEMENT OF A NEW PARTNERSHIP, UNLOCKING CUTTING EDGE TECHNOLOGIES THAT HAVE ALREADY SHOWN IMPRESSIVE RESULTS.

We have a lot of ground to cover to get you up to speed on what we can do for your sports betting ambitions - let's get to it!

If you want to learn more about us, just keep reading through our prospectus or visit our website ATSBAS.com. If you have any pressing questions you can always contact our account representatives toll free at 1-800-772-1287.

OUR MISSION



ATSBAS exists to develop the most reliable and efficient bankroll growth service any sports bettor can wield to their advantage. We built our selections system to identify the deciding information for every game and distribute the resulting picks to discerning players, all to maximize the financial return for everyone who pitches in.

Through strategic experimentation, developing technologies, indefatigable networking, authoritative expertise, and good old fashioned hard work we strive to outperform not only the rest of the industry but our prior successes too. We are obsessed with being the best, and our best betting days are ahead of us!

Our lifelong commitments to proactive customer service and professional integrity continue to raise standards across the sports betting industry. The combination of our unrivaled position at the forefront of our trade, and the rise of sports betting legalization, makes a bright future for ATSBAS just as guaranteed as our results for our members.



THE JOURNEY TO THE TOP

Looking back on our 32 years in business, we cannot be more proud of our path to success.

A lot has changed in three decades. We started from our humble 1992 origins with a small team of sports immersed sources and client representatives working round the clock with landline phones and pagers. We were the trailblazers who first proved the conventional wisdom of relying on statistical analysis alone was deeply flawed. We stepped off the beaten path and built a service designed to identify, prioritize, and exploit key information as it emerged in real time - all on top of a foundation of statistical analysis. After all...

If you know a key player won't play before the oddsmakers do, what more do you need?



The raw success of this different approach, combined with hard work and dedicated customer service, transformed our original team into the continent-spanning network we run today.

Yet despite our growth over the years one thing about us has never changed: that is our tireless ambition to be the best at what we do.

WHEN EXPLOITING WEAK LINES, NOTHING IS MORE IMPORTANT THAN WINNING THE RACE TO THE INFO

Our unwavering drive to outcompete ourselves remains a critical advantage in the constantly shifting world of sports betting, but the desire for success alone is not enough to achieve it. The oddsmakers are no slackers either. If they were, the books would be out of business.

The vigilance of sports books is nothing new, but what is new is the growing difference between the informed books and the uninformed public ever since the Internet came to prominence. There were plenty of people, even entire businesses, who assumed the "Information Age" would start an unprecedented era of individual bettors reaping endless wins. ATSBAS was not among them.



Instead, we saw that the books were adapting to the internet far faster than any bettor could hope to keep up with on their own. We looked ahead and saw what this trend meant for the larger industry: the difference between beating the oddsmakers and them beating us hinged on the 'race to the info'. Everyone who assumed they could stay ahead of the books without building the digital capacity to beat them in that race were left in the dust.

ATS didn't assume, we anticipated this new challenge and we adapted to overcome it. We were never satisfied with "good enough", ATS survived to this day by building on initial successes in order to create and test different strategies than the rest.

ODDSMAKERS SET WEAK LINES WHEN THEY MISS KEY INFORMATION, SO THEIR PERCEPTION OF THE MOST LIKELY SCORE IS OFF FROM THE ACTUAL MOST LIKELY OUTCOME

In the process we learned that to beat the books in their own field of expertise, we had to build our own data aggregation network capable of informing our experts more decisive information quicker than what the books could do for their eggheads.

Which is exactly what we did. We love what we do, we are obsessed with being the best sports advisory team in the world and the results speak for themselves.

As the years kept passing our position in the market kept improving - until in Dec. 2021 we proved that we are the best, again, as ATS was acquired by Raketech (STO:RAKE). Raketech is a publicly traded iGaming company, making ATSBAS the only publicly traded sports advisory services firm in existence. Raketech had spent over a year doing their due diligence to make sure they were getting nothing less than the best, and out of all our competitors they went with us.

So on Dec. 6th 2021 the acquisition of ATS by Raketech for a cool \$15.5m was complete.



Not bad for a small team, a dream, and thirty years of elbow grease!

Under the same management, ATS now is able to leverage the additional industry connections, resources, and talented teams of Raketech towards our clients' continued sports betting success. Since then our annual selections system budget has expanded to over \$2,000,000 while we have pulled off our most impressive work in our entire business history, and the future is looking brighter every day.



RECENT HISTORY

By the time the acquisition was complete we were already ramping up the 2021 NFL season, but the influx of talent and resources triggered one of our best two months of football in our entire history. Plus, a record breaking 13 week NBA win streak began the same week the acquisition was finished. When combined with a sharp uptick in NHL returns, All Sport members saw a mouth-watering **150+ net unit return in 90 days**.



We did not stop rising there, new strategies implemented for the 2022 NFL season saw us close out red hot with 9 of the last 12 weeks won - becoming our best season ever. On top of this our NBA+NHL members reaped 13 straight weeks of landslide profits. All three came together to blow past the previous year's already unprecedented record with **nearly 250 net units won before March Madness**. Starting in mid July, our baseball picks put together a 60+ unit run right before the NFL Preseason, and now we can not be more excited for what will be the most lucrative football season in our company's history!



NOT ANOTHER CAPPER

WHY YOU DESERVE MORE THAN MEDIOCRITY



As the legalization of sports betting spreads from state to state, a tidal wave of new cappers is crashing into the industry. Countless new bettors went out to gamble, saw initial returns, and were reborn as Capper Nostradamus. The market is flooded with pick prophets who run their entire shop off a social media account. But if all these folks really were the next Billy Walters just ask yourself: why are gamblers losing more money, and sports books winning more money, than ever before?



**ARE YOU A RECREATIONAL BETTOR?
OR IS MAKING MONEY YOUR #1 PRIORITY?
IF YOU PLAY FOR PROFIT CALL 1-800-772-1287 NOW**



There are two main reasons for the books raking in double what they were 30 years ago: small firms lack access to critical information and do not reinvest enough towards developing their selections methodology. Despite the discipline and initial success of many, they do not have the business infrastructure in place to reliably get the key info that will determine final outcomes.

Most of all: they do not reinvest their winnings or earnings into developing their betting strategies or information sources.

In fact, almost all cappers who started their business in the last 5 years are only working with the exact same public information available to any bettor.

Due to how these newer cappers depend entirely on day to day confidence sales to make ends meet they all lack the capital to fund their growth and development. So they're far from swimming in the surplus needed to advance their own selections system in step with the rest of the industry, let alone get ahead of the curve.



The end result for these smaller firms - hitting a losing streak and having to move on to another job - is only a matter of time.



**EVERY BOOK HAS A TEAM WORKING ROUND
THE CLOCK TO KEEP THEM WINNING.
LET ATS BE YOUR TEAM.**



We should know, after all we saw a similar trend rise and pop with the Dot-Com bubble almost a quarter century ago. Sports betting has never been an easy industry to break into. As many late-90s tech gurus discovered, reliable sports betting success demanded more than a degree in statistics and a calculator. It required firm relationships with trustworthy contacts both in the right locker rooms and in the right executive offices, and everywhere in between.

Gone are the days when one person can consistently beat the books, the only viable strategies left all depend on teams.



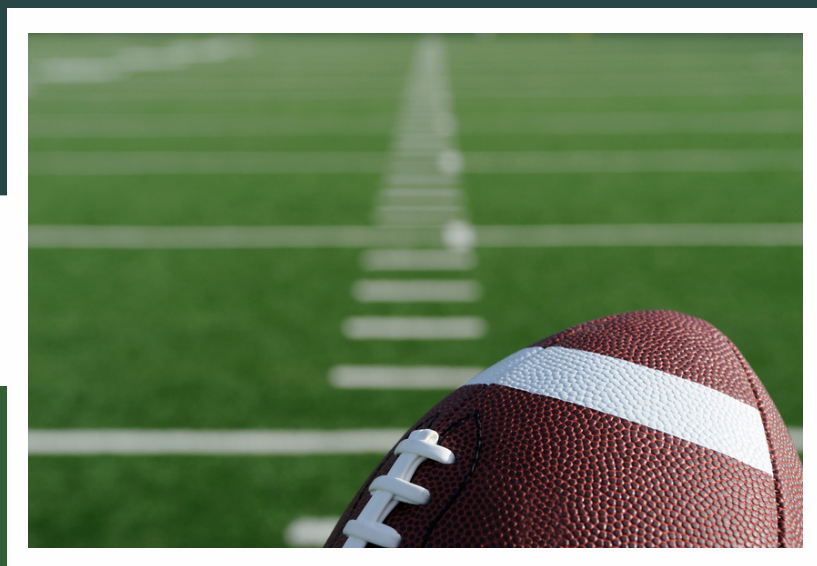
That same lesson is repeating right now across thousands of much smaller entrepreneurs, the only differences are that the average size of the startups are smaller and that books on average are winning a lot more. This is the unseen cost of underestimating what it takes to beat the books at their own game!

NEVER OVERLOOK THE UNDERDOG

Now despite how bettors are losing more than they ever have before, and despite how books have more resources to reinvest in their predictions every year - there is still a fortune to be made for the discerning player. David can still brain Goliath if he keeps his nerve. There is a way to win, and win reliably enough to grow your bankroll season after season.

Why?

What you need to understand is the oddsmakers don't set lines for what they think the margin of victory will be, they set lines for where the public money will be split. The books do not profit in the long term by setting lines that divide the public's money unevenly, so that's where their attention is focused. This gives those with the skills and the connections to find gaps between the even dividing line and the true margin of victory - and exploit those gaps for a reliable profit over time. Since the point spread is the most popular bet in the industry, this tactic is commonly known as "betting Against The Spread" - and now you know how ATS got our name!



Theoretically any small firm with a five figure budget stands some chance of putting a team together that can find those gaps with some regularity. After all, in the old days they only had to break 52.34% to get back in the black right?

Not so these days, technology and instantaneous data access has changed the game. Mid to upper 50 percentiles just doesn't cut it anymore with inflated vig and far sharper lines than anytime in betting history. Today a mid to upper 60 percentile is where you have to be to actually make money.

Some handicapping services brag about 75-80 percent win rates. Here's the truth: there are hard limits between what are and are not realistic long term expectations, and every long term claim above 75% crosses those limits. Everyone has winning weeks that are that good - some even have winning seasons - but ask these services how they've performed over 5, 10, 20 or even 30 years?

You'll find those 75-80% claims all dry up on that scale of time, plus one unsurprising fact: most organizations making those claims haven't even been around long enough to provide that kind of long-term history in the first place. Verified documented results throughout our history have earned us the respect of a lot of people, including books and even some of our competitors. Many firms play the hype game. You want verified documented results and an open-book policy from day one, and if you're betting to win a profit, you deserve that.

**IT COSTS MONEY TO MAKE
MONEY, AND ATS BUDGETS
OVER \$2M ANNUALLY TO
PROVIDE THE SHARPEST
ADVANTAGE MONEY CAN
BUY.**



**SEIZE YOUR ADVANTAGE
CALL: 1-800-772-1287
TODAY**



TWO WEEKS OF LOCK CLUB

AND NEARLY 70 UNITS OF WINNINGS

DATE	PICK	SCORE	W/L	UNITS	NET UNITS
11/14/2022	WASHINGTON +11 VS PHILADELPHIA	32-21	WON	+3	+3
11/15/2022	OHIO -4 VS BALL STATE	32-18	WON	+4	+4
11/16/2022	EASTERN MICHIGAN +7.5 VS KENT STATE	31-24	WON	+4	+4
11/17/2022	TENNESSEE +3.5 VS GREEN BAY	27-17	WON	+4	+4
11/18/2022	TULSA -14 VS SOUTH FLORIDA	48-42	LOST	-4	-4.4
11/19/2022	ILLINOIS +17.5 VS MICHIGAN	17-19	WON	+9	
	CLEMSON -18.5 VS MIAMI	40-10	WON	+9	
	UTAH STATE -1 VS SAN JOSE STATE	35-31	WON	+9	
	BAYLOR +2.5 VS TCU	28-29	WON	+9	
	ARKANSAS +2 VS MISSISSIPPI	42-27	WON	+9	+43
11/20/2022	KANSAS CITY -5 VS LA CHARGERS	21-27	LOST	-6	
	NEW ENGLAND -3 VS NY JETS	10-3	WON	+5	
	PITTSBURGH +4 VS CINCINNATI	30-37	LOST	-6	-7.2



NET FOR THE WEEK: +47.4



DATE	PICK	SCORE	W/L	UNITS	NET UNITS
11/21/2022	SAN FRANCISCO -10 VS ARIZONA	38-10	WON	+2	+2
11/22/2022	OHIO -7 VS BOWLING GREEN	38-14	WON	+4	+4
11/24/2022	DETROIT +10 VS BUFFALO	25-28	WON	+4	+4
11/25/2022	BAYLOR +9 VS TEXAS	27-38	LOST	-5.5	
	NORTH CAROLINA -6.5 VS NORTH CAROLINA STATE	27-30	LOST	-5.5	
	FLORIDA +10 VS FLORIDA STATE	38-45	WON	+5	-6
11/26/2022	KENTUCKY -3 VS LOUISVILLE	26-13	WON	+8	
	TEXAS TECH +2.5 VS OKLAHOMA	51-48	WON	+8	
	WAKE FOREST -3.5 VS DUKE	31-34	LOST	-7.7	
	UTAH -29.5 VS COLORADO	63-21	WON	+7	
	TENNESSEE -14 VS VANDERBILT	56-0	WON	+7	+22.3
11/27/2022	LA CHARGERS -2.5 VS ARIZONA	25-24	LOST	-6.6	
	TENNESSEE +1 VS CINCINNATI	16-20	LOST	-5.5	
	SAN FRANCISCO -9 VS NEW ORLEANS	13-0	WON	+5	-7.1

NET FOR THE WEEK: +19.2



TWO WEEK NET: +66.6

MAKING SUSTAINED GROWTH RELIABLE

So what does ATSBAS do differently that has empowered our rise to the top of this tough industry? Fair warning: the answer to this question is not short.



A NETWORK OF EXPERTS

Over the last 32 years ATSBAS has grown our selections team into over two hundred proprietary sources. Every other company brags about decades of net experience across their team, we measure ours in centuries. We are always honing our system and networking with verified talent to set the next new records we then aim to surpass.

Nothing is more important to us than winning.

Winning in this industry requires identifying the most likely future with more precision than the books, and our own budget reflects our prioritization of that precision since our start in 1992. Every year we set over \$2 million aside for spending on everything from scouts, contractors, and bookside sources - to new statistical models and technological partnerships.

Only getting warmed up, just so you know.



TODAY'S INFO MEETS TOMORROW'S TECH

Most companies work with predictive simulations of some kind. There's sophisticated data collected about every player, injury, coaching tendency and more that are run through "sims," or simulations.

These sims run the game with the data they're given and predict a probable outcome, or a ranked series of most probable outcomes. But, they are only as accurate as the data. Over the years we've acquired and developed our own analytics team complete with a lot of the same systems that oddsmakers use.



The best models take the time to get as close to the total picture of what they attempt to predict as possible, and every detail adds to the total picture. So we exceed the sportsbook's capabilities because we don't just focus on past results and player statistics. We go deeper into the variables which determine dynamics within the teams as well as between players and supporting staff. With fewer surprises to fear, you have more returns to win.

Think that's all? Not just yet!



WINNING THE FUTURE BY MAKING THE FUTURE



With Raketech's acquisition we were empowered to press these advantages even further and discover new ways to deliver higher returns. More than ever before we are reaching out to other organizations inside and outside the industry to create and test new ideas, strategies, and sources for selections.



**THIS SEASON WE CANNOT BE MORE PROUD TO
INTRODUCE THE FIRST EXAMPLE OF OUR WORK TO
RAISE THE STANDARDS INDUSTRY WIDE:
THE JOHNS HOPKINS AI INITIATIVE!**



Over the past year ATS has contracted with 2000 Super Bowl champion Femi Ayanbadejo and his co-founder and mentor Dr. Anton Dahbura of Johns Hopkins and previously from MIT and Bell Labs.

By harnessing the power of AI, their platform revolutionizes the way NFL fans engage with the sport. It serves as a one-stop digital hub, providing AI-driven NFL game predictions, in-depth match-up analysis, and player performance values based on advanced analytics. Their goal is to eliminate the scattered, multi-platform hunt for information fans often endure. Instead, they offer a centralized, streamlined, and smart platform where fans can find everything they need, backed by robust AI analytics.

Their model can also pick winners too, and in fact has achieved staggering ROIs of over 50% with parameters set to exclude plays whose odds were worse than -150. Their last NFL season saw an 86.36% weekly profitability rate.

This is how ATSBAS faces the future of sports betting: with the ambition to redefine what it means to be the best with every bettor willing to join us.



**STILL ON THE SIDELINES, OR READY
TO STEP IN?**

**THE ENDZONE IS WIDE OPEN
JOIN US ON THE FIELD AND CONTACT
AN ACCOUNT REPRESENTATIVE TODAY**



1-800-772-1287

WHAT YOU WILL GET THE SPECIAL FEATURES AND TOOLS IN EVERY PACKAGE

ATSBAS isn't here to just send out picks and expect members to know how to make the best use of them. Bettors come to us because we not only provide top quality information, we show members how to make the highest ROI from our selections too.

While we can and do work with players who just want the picks, we still want to provide the best odds for all of our members and that means equipping them with the right tools and special features for the job.



**DO YOU PLAY FOR FUN, OR IS
MAKING MONEY YOUR #1 PRIORITY?
CALL 1-800-772-1287 NOW**



THE UNIT RATING SYSTEM

For a sports bettor, money management is no less important in making money as picking winners. What good is it to pick winners if you don't manage the winnings enough to keep betting on winners? Not much good at all. Sustained growth depends on managing the assets you want to grow and there simply is no way around that. Unfortunately many companies just let their players sink or swim on their own, but we take a longer term view of the situation than most.

The basic idea of bankroll management is to define and follow a set of rules that determine how much to stake on any given wager. These rules should be based on your overall bankroll, total profit/loss for a given set of time, and your betting goals.

We go into detail about how to establish these rules once you become a member. After all, our job is to protect your bankroll by minimizing risk and maximizing gains!

We provide the financial advisors who strike the balance between your specific goals and financial situation.

Instead of short lived financial windfalls, you get larger scale winnings more consistently over your entire season. It's about the sharp guidance we give every ATS client regarding not only how much to bet, but how to manage your wagers from your previous winnings to compound the next success into more profit.

Without balanced financial guidance, a season can go south quickly. ATS is one of the only firms offering experienced management of your portfolio to ensure steady growth over the long term.



1 ON 1 ADVISOR ACCESS

The ATS team wants to help you assemble a sports betting portfolio like you've never dared to dream of before. But this is so much more than a subscription to selections. You'll have access to every top-rated daily selection and you'll be plugged directly into the machine that is the ATS team with on-the-spot contact to your ATS portfolio agent 24/7.

Your advisor is available to coach and consult with you about last minute betting decisions, lines or bankroll management.

You're connected to a revolutionary social media monitoring team, all the inside contacts, the opening oddsmaker, the Johns Hopkins Ai team, and the money management/financial team. In the end, you'll get the most reliable and up to date information available, which will make a huge difference to your bottom line.

All of this is yours through your dedicated betting advisor, who will be happy to not only help manage your bankroll but also help you decide which program is right for you and the way you bet as well.



**THE BOOKS NEVER GO TO BATTLE ALONE
WHY SHOULD YOU?**



CALL 1-800-772-1287 TODAY

PLANS FOR VICTORY

The ATS team has a plan to achieve significant returns for every caliber of bettor, and the results are two programs to cater to the different needs of lowest through highest stakes players.

BETSMART BANKROLL BUILDER

The entry-level program is a service we use to help lower stakes players grow their bankroll at a much more controlled and gradual pace. It posts about a pick per day per sport, and the plays are lower rated to keep the stakes within our players' budget.

THE LOCK CLUB

The Lock Club is ATS's flagship investment program, designed for bettors who are working with comfortable bankrolls and who are seeking aggressive gains. In addition to our bankroll management system and dedicated Client Portfolio Managers, the Lock Club offers our highest rated selections. The result is a much more fast paced service that rewards bold players with rapid and significant returns.