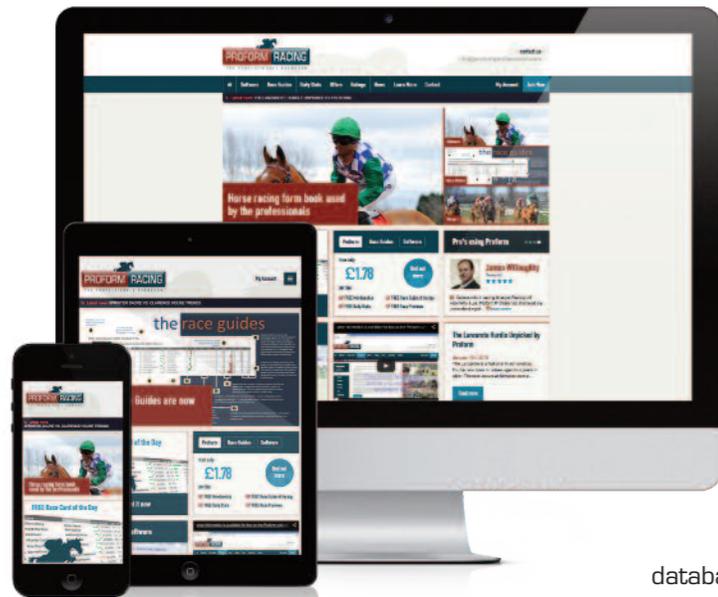


Get the

edge



PROFORM RACING
THE PROFESSIONALS FORMBOOK



Who are we?

Proform Racing Ltd was established in 1995 and is the leading provider of horse racing computer software and statistical services to individuals, the bookmaking industry, specialist broadcasters and trade press.

What is it?

Proform Racing is a powerful horse racing form database and research tool, which generates race guides, statistics and dynamic horse ratings for UK and Irish horse racing.

Using innovative techniques our desktop software and race guides use clear simple graphics making it easy for the user to make informed betting decisions without the need to understand the complexity of statistical calculations, revealing literally 1000s of profitable statistics covering many horse racing trends and angles not available via other data sources.

Who's already using it?

Proform is the choice of many TV horse racing pundits, professional gamblers and everyday punters. Our horse ratings have earned a reputation second to none helping our clients to pinpoint betting opportunities.

We also provide this service to business partners to enhance or augment their own page, web site or social media with differentiated content.

“ I started using Proform in 2013 and have found it to be an excellent tool, particularly the system builder which I regularly use to analyse trainer/jockey stats and patterns.

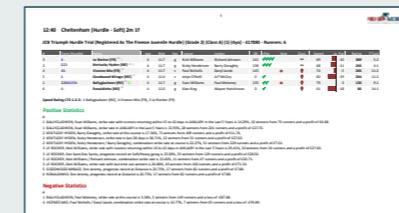
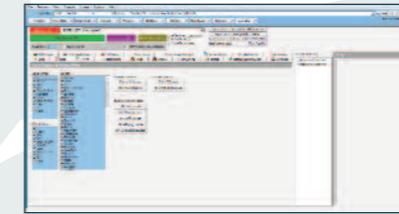
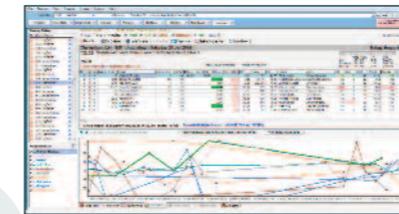
It is incredibly powerful software and I imagine I will use it more and more in the years to come.

”

Kevin Blake
Freelance racing journalist and broadcaster

So what do you get?

Instant access to 5 powerful tools



1

The Professionals Form Book provides ultimate customisation. Our horse racing software gives you a unique edge over 99% of punters.

2

The System Builder adds a layer on top of traditional handicapping, which will take your betting to new levels.

3

The In Running Module will give you the tools to make your trading decisions 100% easier, research back 2 lay, lay 2 back, in running percentages, prices and much more.

4

Daily Stats daily stats reports containing literally 100's of statistically significant Proform Pointers and angles not available in the public domain.

5

The Race Guides platinum members receive the NEW visual info-graphic racecards for FREE or you can buy them daily, weekly or monthly.

No other product or service is able to match the capabilities that Proform can offer...

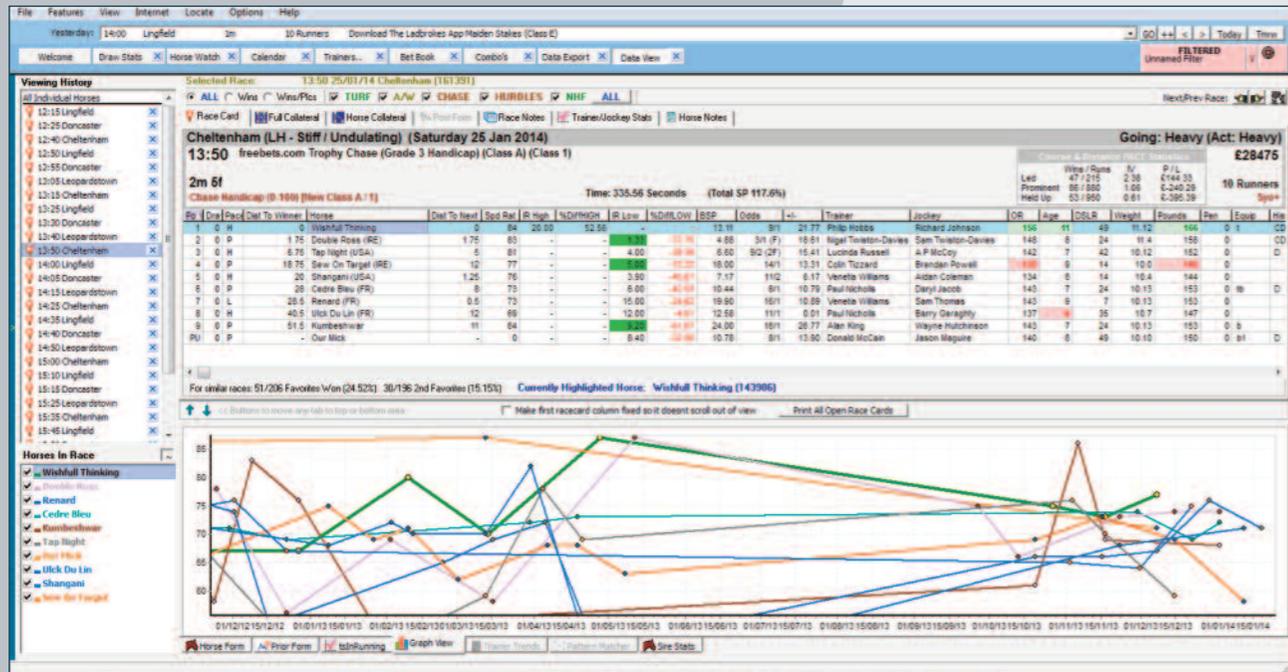


Proform Racing is a powerful horse racing form book and research tool, which generates race guides, statistics and dynamic horse ratings for UK and Irish horse racing.

the software

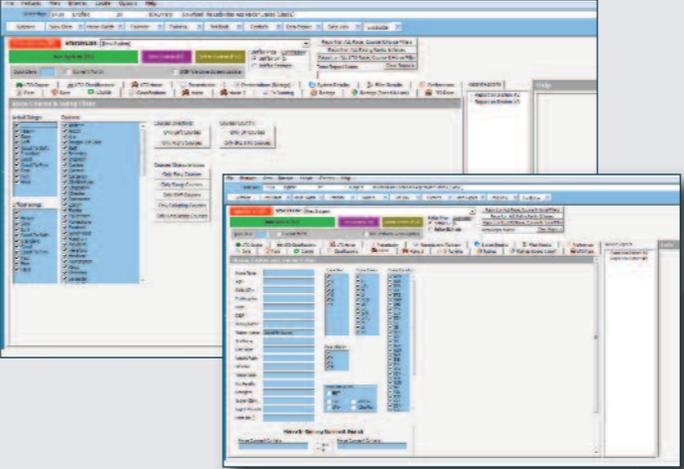
Our form book covers Flat, All Weather and National Hunt Racing in the UK and Ireland

The Professionals Form Book



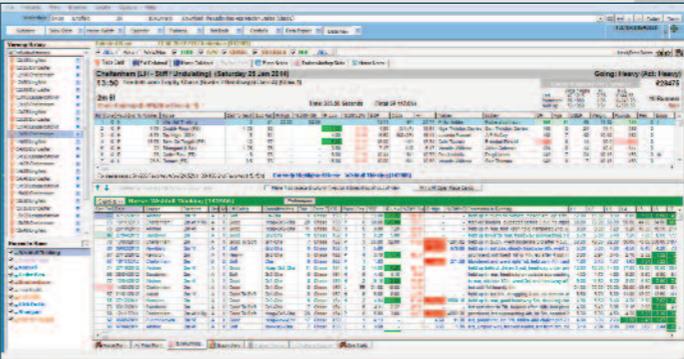
- ✔ 17+ years of racing form
- ✔ Pace ratings & analysis
- ✔ Enter race and horse notes
- ✔ Import your own ratings
- ✔ Ultimate customisation

The System Builder



- ✔ 1000s of variables
- ✔ Create unlimited systems
- ✔ Research trainers & jockeys
- ✔ Research dams & sires
- ✔ Set up alerts

In Running Module



- ✔ Back 2 lay research
- ✔ In running low & high prices
- ✔ Lay the field
- ✔ In running low & high percentages
- ✔ Lay 2 back research

To make the task of detecting patterns or key parameters easy, our Proform Racecards are unique in that they present important race information and statistical data visually.

the race guides

ALL component parts of the RACE CARDS are available as XML data feeds for B2B use!

1 Race Time, Course, Code, Surface Conditions and Race Distance

2 Race Title, Class, Age Group, Prize Money and Number of Runners

16:00 Wolverhampton (A/W - Standard) 7f 32y

Download The Ladbrokes App Handicap (Class F) (6) (4yo+,60) - £2264 - Runners: 9

#	Form (A/W)	Horse	Age	Wgt	Trainer	Trend	Jockey	OR	vs	HiOR	+Pos	-Neg	Class	Speed	vs Par	Rating	F'Cast
1 (5)	0997751-13	Kasbhom ⁴⁴ t C	4	9.7	Anthony Carson		William Carson	59	vs	5			↔	66	5	301	3-1
3 (7)	15432/4129-3	Monte Cassino (IRE) ⁶ es CD	9	9.6	Bryan Smart		George Chaloner {3}	58	vs	4			↔	62	1	182	11-2
2 (2)	87113-46	Izzy Boy (USA) ¹³ C D BF	4	9.6	Mark Johnston		Joe Fanning	58	vs	3			↔	52	-9	180	11-2
5 (4)	68/8003-5846	Darnatheat ¹⁴ p	5	9.5	Paul D'Arcy		S M Levey	57	vs	-10	x		↔	63	2	134	8-1
8 (9)	1U67/5-00040	Coach Montana (IRE) ¹² b CD	5	8.7	Christine Dunnett		Luke Morris	45	vs	-3	x		↔	58	-3	96	11-1
4 (1)	627302795-9	Glenridding ³⁵ p CD	10	9.6	James Given		Tom Queally	58	vs	-10	x		↔	45	-16	88	14-1
6 (3)	3693219397-	Prigsnov Dancer (IRE) ⁸⁰ p CD	9	9.4	Deborah Sanderson		D A Parkes {7}	56	vs	7			↔	48	-13	83	14-1
7 (8)	9300-026785	Waterloo Dock ¹² p D	9	8.9	Michael Quinn		Paddy Aspell	47	vs	-19	xx		↔	48	-13	68	16-1
9 (6)	3598669-765	Hold The Star ⁴⁹ CD	8	8.7	Ann Stokell		Ann Stokell {5}	45	vs		✓	x	↓	34	-27	17	66-1

11 Indicates whether a horse is well handicapped against its official rating (OR) in a handicap of the same race type. If today's OR is higher than horse's highest winning OR (HiOR) the chart indicates **Red**. If today's OR is below the horse's highest winning OR (HiOR) the chart indicates **Green**. The figure to the right indicates the number of pounds the official rating is above or below HiOR.

15 The horse's last time out speed rating (0-100) non weight adjusted

16 Proform Power Rating and forecast. The ratings are calculated using a program that simulates 1000's of database queries against 7 race factors for each horse. The result is a number, which is converted to the Power Rating odds (F'Cast). The table is ordered by Proform Rating

14 A faster than class indicator. The horse's Proform last time out speed rating, compared to the Class Pars for winners at today's race type. The chart indicates how much the rating is above (green) or below (red) this median rating

13 Indicates in a race of the same race type whether a horse is dropping in class ↓, running in the same class ↔, or being raised in class ↑ compared to its recent race. Hold The Star is dropping in class in today's race

12 Indicates how many positive Proform statistical factors ✓ and negative ✗ Proform statistical factors a horse has. (e.g. #9 Hold The Star has 1 negative factor)

3 Saddle Cloth & (Draw)

4 Latest Form for today's code (in brackets), down to 9th position, most recent right. Figures to the left of the "-" are last season, wins (1) are highlighted in blue

6 Horse's Age & Weight Carried

5 Horse's name and country where the horse was not bred in the GB. days since last run

- b blinkers, p sheepskin cheek pieces
- v visor, 1 1st time headgear
- e/s eyeshield, BF Beaten Favourite
- e/c eyecover, C Course Winner
- h hood, D Distance Winner
- t tongue strap, CD Course & Distance Winner

(e.g. Kasbhom: 44 days since last run, course winner, tongue tie)

7 Trainer

9 Jockey {allowance}

10 BHA Official Rating

8 Trainer trend: using the results of all the trainers runners over a 4 month period, a graphical trend of the trainers A/E (actual verses expected) statistic is plotted over this time period. A black dot indicates the trainer's highest A/E, red dot indicates the trainer's lowest A/E

1 Statistical Table Description

4 Win (W), Run (R) and Strike Rate (%) for trainer/jockey tables, time period = 5 years

5 Exp - expected winners: statistically derived from the probability of the winners (w)

Trainer Course Statistics

#	Horse	Trainer	W-R (%)	Exp	A/E	5 Year Course
9	Hold The Star	Ann Stokell	5-81 (6%)	3.2	1.6	■■■■■
8	Coach Montana (IRE)	Christine Dunnett	7-83 (8%)	5.7	1.2	■■
4	Glenridding	James Given	31-273 (11%)	27.8	1.1	■
6	Prigsnov Dancer (IRE)	Deborah Sanderson	2-31 (6%)	1.8	1.1	■
1	Kasbhom	Anthony Carson	9-53 (17%)	8.8	1.0	
2	Izzy Boy (USA)	Mark Johnston	108-549 (20%)	106.4	1.0	
3	Monte Cassino (IRE)	Bryan Smart	30-243 (12%)	29.9	1.0	
5	Darnathean	Paul D'Arcy	12-89 (13%)	12.9	0.9	
7	Waterloo Dock	Michael Quinn	3-44 (7%)	4.0	0.8	●●

A/E: a ratio of (a)ctual winners verses (e)xpected winners. A/E provides a good indicator of whether a statistic is good or bad.

each symbol represents 10%
 ■ = above ● = below
 ■ = > 100%

For example: Christine Dunnett 5 year course record is approx. 20% above expected (7 winners verses 5.7 expected)

2 Saddle Cloth and Horse Name

3 Trainer or Jockey Name, Sire Name

9 Predicted pace style for each runner h = held up, m = midfield, p = prominent, l = led

Draw Bias and Pace Prediction

#	Horse	Draw	IV	Bias	Pace	H	M	P	L
4	Glenridding	1	1.05	■	6			■	
2	Izzy Boy (USA)	2	1.14	■	2	■			
6	Prigsnov Dancer (IRE)	3	1.10	■	8			■	
5	Darnathean	4	1.33	■	2	■			
1	Kasbhom	5	1.10	■	6			■	
9	Hold The Star	6	1.04	■	4		■		
3	Monte Cassino (IRE)	7	0.91	■	8			■	
7	Waterloo Dock	8	0.84	■	6			■	
8	Coach Montana (IRE)	9	0.87	■	8			■	

10 Using the horses last three runs a statistical prediction (pace) of the horses anticipated pace style in today's race is plotted on the grid to coincide with the styles defined in (9) above.

6 Saddle Cloth and Horse Name

7 Stall Position (flat racing only)

8 (Flat racing only) a graphic which uses the (i)mpact (v)alueindex statistic which compares one group of data against another with the same characteristic; in this case individual stall positions. with the statistic plotted visually, positive stalls in green, negative stalls in red

1 Statistical Table Description

Course Pace Bias Statistics

Pace Style Statistics		Wins	Runs	IV	£	IV	£
L	Led	231	1386	1.65	190.41	■	■
P	Prominent	613	5107	1.19	-467.76	■	■
H	Held Up	453	6302	0.71	-2367.94	■	■

Fate of Favourites

Fav	W-R (%)	Exp	A/E
1st Fav	273-1141 (24%)	303.9	0.9 ●
2nd Fav	193-1054 (18%)	189.7	1.0

2 In conjunction with the draw bias and pace prediction table, the relevant statistics for each pace style is shown. using this data, an assessment of how the race will be run i.e. "the pace of the race" can be derived. in the example horses that lead (L) win .65 times more than they should and are profitable

3 Similar to the method used in the trainer/jockey statistics tables, the statistical performance of 1st and 2nd favourites are provided given the same race conditions. in the example, 1st favourites perform - 10% below expected 2nd favourites perform as expected

4 Saddle Cloth and Horse Name

5 Trainer

6

Trainer trend: using the results of all the trainers runners over a 4 month period, a graphical trend of the trainers A/E (actual verses expected) statistic is plotted over this time period. A black dot indicates the trainers highest A/E, red dot indicates the trainers lowest A/E

Trainer 14 Day+ Statistics

#	Horse	Trainer	Trend	W-R (%)	Exp	A/E	14 Day	W-R (%)	Exp	A/E	28 Day	W-R (%)	Exp	A/E	56 Day
4	Glenridding	James Given	▲	2-7 (29%)	1.2	1.6	■■■■■	3-11 (27%)	1.8	1.7	■■■■■	4-24 (17%)	3.4	1.2	■
9	Hold The Star	Ann Stokell	▲	2-17 (12%)	1.4	1.4	■■■	2-26 (8%)	1.7	1.2	■	2-57 (4%)	3.0	0.7	●●●
1	Kasbhom	Anthony Carson	▲	1-3 (33%)	0.8	1.3	■■	1-5 (20%)	0.9	1.1	■	1-10 (10%)	1.7	0.6	●●●●
3	Monte Cassino (IRE)	Bryan Smart	▲	1-4 (25%)	0.8	1.3	■■	1-5 (20%)	0.8	1.2	■	2-19 (11%)	2.5	0.8	●●
2	Izzy Boy (USA)	Mark Johnston	▲	8-27 (30%)	6.9	1.2	■	12-54 (22%)	12.8	0.9		27-94 (29%)	24.3	1.1	■
5	Darnathean	Paul D'Arcy	▲	0-2 (0%)	0.2	0.0		0-4 (0%)	0.2	0.0		0-12 (0%)	0.9	0.0	
6	Prigsnov Dancer (IRE)	Deborah Sanderson	▲	0-0 (0%)	0.0	0.0		0-0 (0%)	0.0	0.0		0-1 (0%)	0.1	0.0	
7	Waterloo Dock	Michael Quinn	▲	0-1 (0%)	0.0	0.0		0-3 (0%)	0.2	0.0		0-6 (0%)	0.3	0.0	
8	Coach Montana (IRE)	Christine Dunnett	▲	0-6 (0%)	0.4	0.0		0-12 (0%)	0.7	0.0		0-18 (0%)	0.9	0.0	

ALL component parts of the RACE CARDS are available as XML data feeds for B2B use!

7 Each trainers 14 day, 28 day and 56 day statistical record. (w)inners, (r)unners, strike rate (%), exp-expected winners, A/E -actual/expected: a ratio of (a)ctual winners verses (e)xpected

No other supplier can provide horse racing related statistics that are accurate, unique and more importantly for your clients, profitable. Here are a small sample of the 1000's of race related signposts and punting pointers we can provide.

the daily stats

ALL component parts of the **DAILY STATS** are available as **XML data feeds** for **B2B use!**

- 1** Course Name
- 2** Statistic Description
- 4** Trainer, jockey, horse or sire identified by the statistic. further information can be found between the brackets ()
- 6** Expected winners derived statistically from the odds of past results
- 9** Profit and loss to a £1 stake at starting prices

Chepstow						
Break Returners	Trainer	W-R (%)	Exp	A/E		P&L
Solstice Son (15:40)	Anthony Honeyball (less than 7 days)	4-15 (26.67%)	2.5	1.6	■■■■■■■	-£6.60
Coco Shambhala (17:20)	Oliver Sherwood (150+ days)	20-121 (16.53%)	13	1.5	■■■■■	£3.08
Addiction (15:40)	Jeremy Scott (90+ days)	4-20 (20%)	2.8	1.4	■■■	-£2.23
Special Account (16:15)	Jeremy Scott (90+ days)	4-20 (20%)	2.8	1.4	■■■	-£2.23
Nordic Nymph (14:00)	Henry Daly (90+ days)	2-35 (5.71%)	4.2	0.5	●●●●●	-£22.75

3 Horse name and engagement

“The beauty of Proform is its flexibility and ease of use. This allows seemingly complex queries to be quickly tested with the ability to drill down to the lowest level of variable, perfect for further tweaking to further improve the results of positive angles. The fact you can tailor it so well to your individual requirements gives it a really personal feel. Quite simply invaluable.”

Richard Hoiles
Racing UK and Channel 4



5 Win (W), Run (R) and Strike Rate (%)

8 Each symbol represents 10% ■ = above ● = below ■ = > 100%

For example: Trainer Oliver Sherwood who runs Coco Shambhala's in the 17:20 at Chepstow has a record running horses off a break of 150 days or more of approx. 50% above expected (20 winners verses 13 expected)

7 An actual/expected (A/E) figure is an index figure of the actual number of winners compared to the number of winners expected based on their odds. A figure below 1.00 indicates runners are winning fewer times than the odds imply, whereas above 1.00 is indicative of runners winning more regularly than expected.

Need more stats? No problem, here are some examples...

- Trainer with Break Returners
- Trainer with Break Returners in a specific month
- Cold Trainer
- Horse Form at Course
- Horse Form at Course and Distance
- Horse Form at Distance
- Horse Form by Course Direction
- Horse Form on Going
- Jockey Form at Course
- Jockey Form at Course and Distance
- Jockey Form at Distance
- Jockey on Last Time Out Winners
- Trainer with Last Time Out Winners
- Jockey with Last Time Out Winners
- Sire 1st Time Headgear
- Sire Form at Course
- Sire Form at Course and Distance
- Sire Form at Distance
- Sire Form by Course Direction
- Sire Form in NHF races
- Sire Form on Going
- Slow Breakers
- Trainer 1st Run in a Handicap
- Trainer 1st Time Headgear
- Trainer Angle (lots of mini angles)
- Trainer Form at Course
- Trainer Form at Course and Distance
- Trainer Form at Distance
- Trainer Form by Course Direction
- Trainer Form in Last 112 Days
- Trainer Form in Last 14 Days
- Trainer Form in Last 28 Days
- Trainer Form in Last 42 Days
- Trainer Form in Last 56 Days
- Trainer Form in Last 70 Days
- Trainer Form in Last 84 Days
- Trainer Form in Last 98 Days
- Trainer Form in NHF races
- Trainer Stable Switch
- Trainer with Last Time Out Winners
- Trainer/Jockey Combination Form
- Trainer/Jockey Combination Form at Course

Daily Stats 2015-01-08

Horse Form (2015-01-08)

Horse Form at 1m 141y on the AW
Horses must have had at least 2 winners and a strike rate of 20% OR 5 runs and a strike rate of less than 20%. Ordered by strike rate.

Engagement	Horse	W/R	Days	50%	PM
(17-15 Wks)	Dutch Ride	2	2	100	£9.5
(17-15 Wks)	Mr Red Clubs	5	4	75	£3.45
(17-15 Wks)	Mia's Boy	2	10	20	£1.08

Horse Form on Soft/Heavy over Jumps
Horses must have had at least 2 winners and a strike rate of 20% OR 5 runs and a strike rate of less than 20%. Ordered by strike rate. [View](#)

Horse Form at around 2m 3f in Hurdles
Horses must have had at least 2 winners and a strike rate of 20% OR 5 runs and a strike rate of less than 20%. Ordered by strike rate. [View](#)

Horse Form on Good to Soft over Jumps
Horses must have had at least 2 winners and a strike rate of 20% OR 5 runs and a strike rate of less than 20%. Ordered by strike rate. [View](#)

Daily Stats 2015-01-08

Southwell (2015-01-08)

Jockey Form at Distance

Engagement	Jockey	W/R (%)	Exp	A/E	PM
Arctic Lynx (12-20)	Danny Beak (around 1m 3f)	9-55 (16.36%)	3.2	2.8	£43.91
Arctic Lynx (12-20)	E. J. Walsh (5f)	6-37 (19.23%)	4.1	1.0	£1.2
Alderaan (15-20)	Barry McHugh (5f)	12-75 (16%)	8.9	1.9	£114.07
Lucky Mark (13-20)	Daniel Tudhope (5f)	23-163 (15.34%)	19.9	1.3	£23.08
Cardista (14-50)	Shelley Birrell (around 1m 3f)	8-79 (10.36%)	6.5	1.2	£33.41
Lansing Night (13-26)	P. J. McDonald (5f)	8-75 (10.67%)	6.7	1.2	£32.42
Junior Ben (10-20)	Patrick Mathers (5f)	15-207 (7.25%)	12.9	1.2	£14.21
Soapan (14-20)	P. J. McDonald (1m)	7-70 (10%)	6.0	1.2	£14.40
Damascus Grey (13-50)	Andrew Elliott (5f)	10-149 (6.71%)	11.9	0.8	£46.00
Danoverell (14-20)	Paul Henderson (1m)	14-187 (7.49%)	10.1	0.8	£24.18
Comie Uppence (13-20)	Julian Egan (5f)	18-191 (9.42%)	22.6	0.8	£34.90
Ono Chora (14-20)	Liam Kenny (1m)	40-147 (2.76%)	54.4	0.8	£28.70
Kiddefine (12-50)	Danny Brock (5f)	3-35 (8.57%)	2.7	0.8	£39.17
Ten Star Alley (14-20)	Andrew Elliott (1m)	6-116 (5.17%)	9.4	0.8	£9.57
Two Shades Of Grey (14-20)	David Nolan (1m)	4-77 (5.19%)	7.2	0.8	£19.82
Rylee Moch (13-50)	Jason Hart (5f)	5-36 (13.89%)	3.7	0.8	£46.93
Ward Express (13-20)	Ann Skelton (5f)	3-196 (1.53%)	8.9	0.3	£113.08

Horse Form at Course [View](#)

Horse Form at Course and Distance [View](#)

Daily Stats 2015-01-08

Jockey Form (2015-01-08)

Jockey Form on LTO Winners on the Flat

Jockeys must have had at least 2 expected winners. Ordered by A/E Value Index.

Engagement	Jockey	W/R (%)	Exp	A/E	PM
Ya Hala (16-15 Wks)	John Egan	8-31 (25.81%)	3.4	2.4	£37.24
Overider (13-15 Wks)	M. Driver	21-122 (17.21%)	19.3	1.1	£4.08
Ym Super Top (14-20 Sth)	M. Driver	21-122 (17.21%)	19.3	1.1	£4.08
Lucky Mark (13-50 Sth)	Daniel Tudhope	60-271 (22.14%)	62.3	1.1	£30.10
Orphidee (12-50 Sth)	Daniel Tudhope	60-271 (22.14%)	62.3	1.1	£30.10
Unsworth (16-45 Wks)	Joe Fanning	145-416 (35.24%)	131.6	1.1	£164.44
Peggy Braid (17-45 Wks)	Griffin Gibbons	75-374 (20.32%)	69.7	1.1	£40.79
Straker (17-15 Wks)	Chris Cash	44-204 (21.57%)	42.3	1.0	£17.93
Quest For Violetter (10-50 Sth)	Griffin Gibbons	68-344 (19.77%)	64.4	1.0	£40.80
Red Stripes (15-20 Sth)	Hayley Turner	64-306 (17.53%)	62.6	1.0	£20.14
Geordian Murphy (17-15 Wks)	Joey Haynes	10-93 (10.87%)	10.6	1.0	£2.40
Lucky Lodge (16-45 Wks)	P. J. McDonald	39-256 (15.23%)	42.0	0.9	£16.89
Shogun (14-20 Sth)	P. J. McDonald	39-256 (15.23%)	42.0	0.9	£16.89
Goldy Miss Molly (16-45 Wks)	Mark Lene	30-220 (14.12%)	30.8	0.9	£49.06

Jockey Form at Leicester in Chases
Jockeys must have had at least 2 expected winners. Ordered by A/E Value Index. [View](#)

Jockey Form at Catterick in Hurdles
Jockeys must have had at least 2 expected winners. Ordered by A/E Value Index. [View](#)

Daily Stats 2015-01-08

Sire Form (2015-01-08)

Sire Form at around 1m 1f 100y on the AW

Sires must have had at least 2 expected winners. Ordered by A/E Value Index. [View](#)

Sire Form at Southwell on the AW

Sires must have had at least 2 expected winners. Ordered by A/E Value Index.

Engagement	Sire	W/R (%)	Exp	A/E	PM
Greenhead High (12-50 Sth)	Stave Of Liberty	14-74 (18.92%)	7.7	1.0	£31.47
Speightown Kid (13-50 Sth)	Speightown	14-46 (10.43%)	8.9	1.0	£37.82
Franketask (14-20 Sth)	Captain Gerard	12-46 (26.69%)	7.6	1.0	£42.19
Comie Uppence (13-20 Sth)	Captain Gerard	12-46 (26.69%)	7.6	1.0	£42.19
Spithe (13-50 Sth)	Muzahid	30-200 (15.02%)	23.1	1.0	£148.91
Patn (14-20 Sth)	Faslyev	45-205 (16.58%)	28.2	1.0	£267.81
Ym Super Top (14-20 Sth)	Faslyev	45-205 (16.58%)	28.2	1.0	£267.81
Sifer Sth (14-20 Sth)	Novene	20-100 (17.5%)	19.4	1.0	£32.87
Shankarango (12-50 Sth)	Piccotti	37-200 (18.5%)	73.2	1.0	£286.87
Lucky Mark (13-50 Sth)	Miss Vibe	7-59 (11.86%)	5.8	1.0	£2.3
Spindle (15-50 Sth)	Dual Destination	30-198 (19.40%)	31.8	1.2	£44.99
Arctic Lynx (12-50 Sth)	One Cool Cat	10-66 (15.15%)	9.1	1.1	£4.9

Daily Stats 2015-01-08

Trainer Form (2015-01-08)

Trainer Form at Wolverhampton on the AW

Trainers must have had at least 2 expected winners. Ordered by A/E Value Index.

Trainer Form off a break of less than 7 days on the Flat

Trainers must have had at least 2 expected winners. Ordered by A/E Value Index.

Trainer Form in Novice Hurdles

Trainers must have had at least 2 expected winners. Ordered by A/E Value Index.

Trainer Form at Catterick in Hurdles

Trainers must have had at least 2 expected winners. Ordered by A/E Value Index.

Trainer Form Hurdles to Chase

Trainers must have had at least 2 expected winners. Ordered by A/E Value Index.

Engagement	Trainer	W/R (%)	Exp	A/E
Marys Delight (15-00 Lc)	Dr Richard Newland	17-56 (30.56%)	9.8	1.7
Samburdo (15-00 Lc)	Greene McPherson	4-27 (14.81%)	3.0	1.4
Boss In Boots (10-00 Lc)	Seamus Mullins	6-42 (14.29%)	4.8	1.3
Russborough (13-40 Cat)	Veretia Williams	21-125 (16.8%)	16.8	1.3
Less Time (13-40 Cat)	Jorge O'Neill	29-179 (16.24%)	28.9	1.0
Medieval Chapel (13-00 Lc)	Nicky Henderson	44-140 (31.43%)	47.8	0.9
Khociyarskoff (15-00 Lc)	Gary Moore	9-73 (12.33%)	10.2	0.9

Trainer Form off a break of less than 7 days in January on the Flat

Trainers must have had at least 2 expected winners. Ordered by A/E Value Index.

Daily Stats 2015-01-08

Trainer and Jockey Combination Form (2015-01-08)

Tm/Jky Combination in Hurdles

Trainer/Jockey combinations must have had at least 2 expected winners. Ordered by A/E Value Index.

Tm/Jky Combination at Leicester in Chases

Trainer/Jockey combinations must have had at least 2 expected winners. Ordered by A/E Value Index.

Tm/Jky Combination on the AW

Trainer/Jockey combinations must have had at least 2 expected winners. Ordered by A/E Value Index.

Tm/Jky Combination at Southwell on the AW

Trainer/Jockey combinations must have had at least 2 expected winners. Ordered by A/E Value Index.

Engagement	Tm/Jky	W/R (%)	Exp	A/E	PM
Franketask (14-20 Sth)	Keith Dalgleish / Tom Eaves	15-35 (39.59%)	6.4	2.0	£52.01
Nandy Lyla (13-50 Sth)	Bryan Smart / Paul Mullernan	4-15 (22.22%)	3.0	1.3	£1.9
Amenable (13-50 Sth)	Conor Done / Hayley Turner	16-90 (16.64%)	13.7	1.2	£2.62
Alderaan (16-20 Sth)	Tony Coyle / Barry McHugh	4-33 (12.12%)	3.8	1.1	£41.03
Shankarango (12-50 Sth)	Derek Shaw / Adam McLean	5-40 (12.5%)	4.8	1.1	£19.97
Lesson In Life (14-50 Sth)	David O'Meara / Daniel Tudhope	11-70 (15.07%)	14.6	0.8	£36.62
Jebediah Stone (10-20 Sth)	David O'Meara / Daniel Tudhope	11-70 (15.07%)	14.6	0.8	£36.62
Spithe (13-50 Sth)	J. R. Jenkins / Joe Fanning	2-30 (6.67%)	4.7	0.4	£17.66

Tm/Jky Combination in Chases

Trainer/Jockey combinations must have had at least 2 expected winners. Ordered by A/E Value Index. [View](#)



Daily Stats 2015-01-08

In Running Data (2015-01-08)

Horse Lower Than 50% of BSP in Running on the Flat

Horses must have traded lower than the price in running on at least 5 occasions.

Engagement	Horse	Traded	W/R	50%	1st Run	% of Times Traded	Graph
(15-20 Sth)	Panache Day	9	1	11.11	10	90	
(17-45 Wks)	City Of Angkor Wat	7	1	14.29	10	70	
(17-10 Wks)	Marek Approach	7	2	28.57	10	70	
(14-20 Sth)	Sooban	7	2	28.57	10	70	
(17-45 Wks)	Automotive	20	4	20	29	68.97	
(19-15 Wks)	Spoken Words	22	1	4.55	30	66.67	
(18-42 Wks)	Denning Primo	22	6	27.27	34	64.71	
(14-20 Sth)	Dandelion	26	5	19.23	41	63.41	
(19-15 Wks)	Dani's Pleasant	20	6	30	32	62.5	
(19-15 Wks)	Smug Star	5	0	0	8	62.5	
(19-15 Wks)	Roger Thorpe	8	2	25	19	61.54	

Daily Stats 2015-01-08

1st Timers (2015-01-08)

Trainer 1st Run in a Handicap Chase

Trainers must have had at least 2 expected winners. Ordered by A/E Value Index.

Engagement	Trainer	W/R (%)	Exp	A/E	PM
Marys Delight (15-00 Lc)	Dr Richard Newland	9-27 (33.33%)	3.5	2.5	£36.11
Springer (13-30 Lc)	Alan King	30-210 (17.07%)	21.5	1.2	£74.15
Less Time (13-40 Cat)	Joseph O'Callaghan	62-400 (15.31%)	63.0	1.2	£24.54
Winkysoutkickoff (15-00 Lc)	Gary Moore	15-130 (11.54%)	13.8	1.1	£35.79
Russborough (13-40 Cat)	Veretia Williams	49-300 (14.99%)	42.0	1.0	£9.88
Medieval Chapel (13-00 Lc)	Nicky Henderson	37-230 (15.74%)	36.5	1.0	£38.44
Thorn Thumb (14-50 Lc)	Paul Webber	17-144 (11.81%)	17.0	1.0	£34.83

Trainer 1st Run in an AW Handicap [View](#)

Trainer 1st Run in a Handicap Hurdle
Trainers must have had at least 2 expected winners. Ordered by A/E Value Index. [View](#)

Trainer Stable Switch 2nd Run
Trainers must have had at least 2 expected winners. Ordered by A/E Value Index. [View](#)

Sire Form 2nd run in NHF races
Sires must have had at least 2 expected winners. Ordered by A/E Value Index. [View](#)

Trainer Stable Switch 1st Run
Trainers must have had at least 2 expected winners. Ordered by A/E Value Index. [View](#)

ALL component parts of the **DAILY STATS** are available as XML data feeds for B2B use!

Is it tried & tested? You can bet on it...

“ Proform has improved my understanding of the sport many times over by providing a fully comprehensive data-set that enables me to run analyses of every conceivable aspect of racing. The search engine has superb utility and is enough for virtually every task; yet I can also use the in-built facility to export data and build win probability models in my chosen programming language.

In short, it provides for every level of interest and takes you with it as you grow in understanding. The excellent tutorials provided on the site are the beginning - I haven't yet discovered the end.

Proform doesn't just provide you with answers to the kind of questions with which you are already familiar; it exposes the limitations of racing statistics provided in the media. You will learn about the importance of sample-size and the extent to which statistics are predictive of future events, rather than merely a random sample of the past; soon you will find the objective value of numbers - not the lazy subjective pedalled by the media - and come to appreciate that, properly analysed - the figures never lie.

If you care about the acquisition of true knowledge through data, rather than just meaningless trends, Proform is a tool you should have.

”



James Willoughby
Racing UK

“ Racing UK have used the Proform Professional software since 2012 as our primary source for statistical analysis. It is invaluable, not only for on screen graphics, but also in research for features and filming.

The software is accurate, simple to use and, most importantly, completely reliable.

The support we get from Simon and the team at Proform is first class - nothing is ever too much trouble.

”



Racing UK

“ The Proform software has become an essential tool in my analysis of races and betting. It's the first thing I use on each race as I try to work out how a race will be run and being able to do this whilst seeing the horses listed in draw order is really useful, especially in big field handicaps.

The "Trainer Trends" and "Sire Stats" buttons on the main "Data View" can be a great way to find an angle into a race while the "System Builder" is a fantastic tool that can give you the answers to any number of questions.

The speed with which I can find out pieces of information that I previously wouldn't have known where to start with is the thing I love most about Proform, as well as being able to display the information in the way I want to see it.

If I had one piece of advice it would be to stick with it, the sheer amount of information can be daunting at first, but as you work your way around the system and customise it to your needs you'll start to wonder how you ever managed without it.

”



Chris Dixon
Racing UK and Coral TV

“ The overriding enjoyment for me in using Proform is that it explodes so many myths and offers no hiding places. I am sometimes amazed about how poorly some big names actually perform in areas that we are led to believe they excel.

I gave up punting full time about 3 years ago because travelling everyday to the races was wearing me out and costing a fortune. I am now finding that almost every race or meeting offers some sort of betting angle which is seriously exciting. The extent of the Proform database is vast and I know I have not begun to even scratch the surface.

It is a serious punting tool and I am looking forward to getting back involved.

”



Dave Nevison
RUK

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