



## Mojo Racing Partners

# New “Win/Win” Participation Package



Mojo Thoroughbred Holdings, LLC



## **Mojo's New "Win/Win" Participation Package!**

Mojo Thoroughbred Holdings, LLC introduces a new "Win/Win" Package that makes participating in the sport of Thoroughbred racing a safe bet!

Mojo's objective is to offer a cutting-edge racing prospect package designed to maximize your value and experience, while simultaneously reducing the cost and risk to participate.

### **Mojo's "Win/Win" Participation Package includes:**

- Quality Bloodstock
- Affordable Options
- Value
- Winning Gameplan
- Experienced Trainer
- Successful Racing Program
- Exceptional Service
- Reliable Risk Management Strategy





## Mojo Background

Mojo Thoroughbred Holdings, LLC (which conducts its horse racing operations as Mojo Racing Partners) was founded in 2006 to give people a **SAFE** alternative to participate in the sport of Thoroughbred racing.

### Smart, Affordable, Fun, and Educational

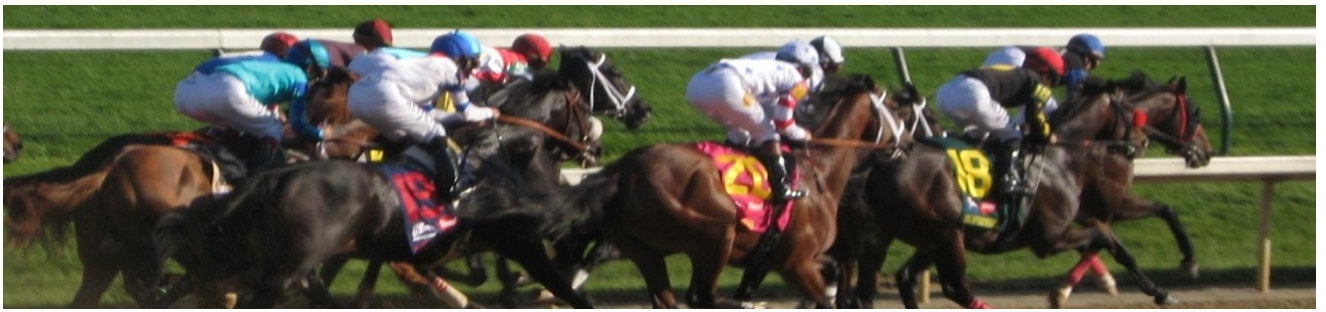
There are a lot of people who like horse racing and want to do a little more than be spectators; but, for whatever reason, they just don't realize there's a practical option. For this reason, Mojo was created to make ownership opportunities easy, affordable and fun.

- Over 100 people have participated in six different Mojo Groups.
- Three Mojo Runners consistently finished in the money, and three have been winners.
- Operating expenses are intentionally kept low to make participation affordable.
- Believe in adhering to the highest standards and setting a good example for the sport.

Mojo is deliberate in maintaining our integrity, and we are particular about who is part of the our team. We align ourselves with those who are focused on providing the best care for our horses—before, during, and after their racing careers.

Mojo also offers a unique hands-on experience to our shareholders so they will have “win/win” memories about participating that will last a lifetime.





## Quality Bloodstock

The most important element of success is the quality of the horses included in your racing program.

The two horses in Mojo's "Win/Win" Package were hand selected by Mojo's Trainer, JR Caldwell, and purchased during the 2012 Keeneland September Yearling Sale.



### Hip #3215

Bay Colt by Horse of the Year and Classics Winner, **Point Given**.

Out of **Auspice** who is part of a graded stakes winning family that has produced multiple black-type winners.

This colt was foaled in Kentucky, and is Breeders' Cup nominated.



### Hip #3382

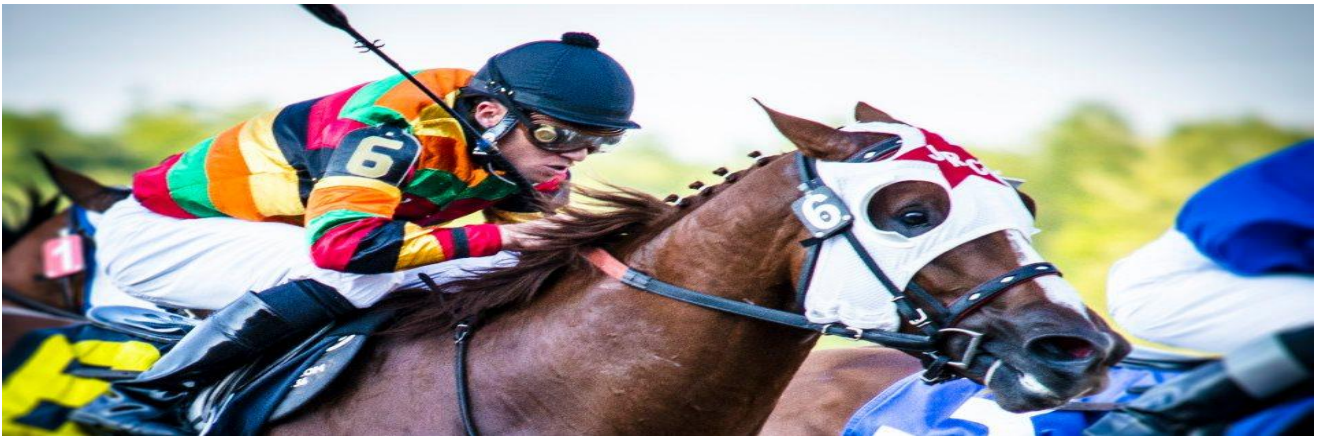
Chestnut Colt by Multiple Graded Stakes Winner, **Notional**.

Out of a three-time winning mare, **Misty Weave**, who has produced two runners—both are winners.

This colt was foaled in Kentucky.

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## Affordable Participation Options

With Mojo, you'll receive the experience of two horses for one low entry price!

Mojo is offering 25 shares in the new Win/Win Participation Package—both of these Yearling prospects are bundled together in this package.

The term of the package is: October 1, 2012 through March 31, 2013 (six months).

There are several affordable options you can choose to get your Mojo work'n...

**Option 1:** 4% Share Price for \$2,000

**Option 2:** Early Bird Special \$1,750  
(If paid in full by November 1, 2012)

**Option 3:** Easy Payment Plan: Four payments of \$500  
(Balance due by January 31, 2013)

There are no monthly charges or fees once the participation price is paid in full.

The only additional amounts each person may have to pay (based on their vested percentage) are: licensing, personal/entertainment expenses, and emergency medical or surgery expenses related to an ailment and/or training injury. Emergency medical expenses will be limited to each shareholder's respective percentage, and will not exceed the value of the horse.





## Value

Mojo is about providing exceptional value through the highest standards, unwavering integrity, exceptional service, and a competent/experienced management team.

The horses in the Mojo program have been selected based on their potential to compete, as well as the ability to produce the best return on investment based on Mojo's low cost, high value business model.

The price to participate in this opportunity is 4% of what it would cost you to do on your own, and is approximately 80% less than what other syndicates charge.

Mojo's operating costs are much lower than other racing organizations because our expenses are less; the price of participation is not inflated; and Mojo does not charge\* exorbitant monthly service fees.

The risk is contained and managed so it's minimal to each shareholder.

\*If the horses win purse money or are sold (publically or privately), Mojo collects a small percentage (2.5%) of the gross revenues earned for our administrative expenses.





## Winning Gameplan

To be successful, a solid gameplan (with built-in options) is necessary.

The Mojo “Win/Win” Package includes a strategy for each prospect to reach the highest levels of competition; several options to successfully position the racing program; and a practical exit plan (if necessary).

The overall goal is to prepare the horses that are bundled in the Win/Win Package to race as Two-Year-Olds in allowance and stakes level competition.

- If one or both horses do not satisfy the trainer’s expectations, then they will be included in the Texas Two-Year-Olds In Training Sale and nominated for the TTA Sales Futurity.
- If the sale reserve is not met, then the horses will be retained to race at the 2013 Spring Meet at Lone Star Park and pointed toward the TTA Futurity races.
- If one horse is retained and the other is sold, the net proceeds from the sale will be utilized to cover the training/racing expenses of the other runner for the race meet.
- If both horses are raced, then one low Mojo price will be set (not to exceed \$600 per share) to cover the training/racing expenses for both runners during the race meet.
- If both horses are sold, then the net proceeds will be divided and distributed based on each shareholder’s respective percentage after expenses are paid.





## Experienced Trainer

To be a winner, you need a proven trainer who focuses on the care of every horse in the barn and operates a racing program that maintains the highest levels of professional integrity.

At JR Caldwell Stables, accommodations for all of the horses are truly first class.

In order to achieve maximum potential, JR's Team makes sure the horses come first.

JR and his Team work around the clock to ensure the health and conditioning of the horses are the best at all times.

Meticulous attention to detail is given for the care of the runners in JR's barn, and every effort made to pamper the horses.







## Successful Racing Program

JR Caldwell is a multiple stakes winning trainer who is consistently in the top ten percent of the trainers standings for the race meets that he attends.

- Nearly 20 years experience in Thoroughbred training, bloodstock selection, and stable management.
- Saddled over 1,900 starters: 250 winners, 250 seconds, and 250 thirds (40% W/P/S record), and he's earned over \$3 Million for his connections.
- Races at Oaklawn, Lone Star Park, Remington Park, and Prairie Meadows
- Currently, second in the trainer standings at the 2012 Remington Meet.
- Finished in the top ten trainer standings for the 2012 Lone Star Meet with a 17% win record, and 48% in the money.





## Exceptional Service

Mojo invites you, your family, your friends, and associates to be involved as much as you like—each shareholder's participation is based on their personal preference.

The Mojo Team does all the work: Bloodstock selection; preparing the horses to race; day-to-day management; and personal communication about each horse's progress.

Mojo delivers high touch Customer Service to our shareholders through personal communication, multiple experience channels, special events, and race day parties.

Mojo provides educational discussions about each horse's development, training program, and racing schedule.





## Reliable Risk Management

Mojo has a culture that understands the challenges of preparing Thoroughbreds and implements a plan to manage the risks.

Our funding processes and operating gameplan are aligned to maximize potential, achieve the highest possible levels of competition, and simultaneously manage for adverse situations.

- All Mojo Horses receive the best living conditions, feed, and care.
- The overall gameplan for Mojo's "Win/Win" Package is designed to provide alternatives if the horses are unable to meet primary target strategy.
- Mojo's costs are intentionally as low as possible—without sacrificing quality or service—to minimize each shareholder's out of pocket expense.
- The horses in the Mojo "Win/Win" package will be insured against mortality and colic.





## Contact

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