

RESULTS ANALYSIS: AH EDGE

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DETAILED ANALYSIS OF SBC'S ASIAN HANDICAP FOOTBALL TIPSTER

NAME:	AH Edge	EMAIL:	info@secretbettingclub.com
WEBSITE:	https://secretbettingclub.com/ah-edge/	TWITTER:	n/a
BET DELIVERY:	Email only	COST:	£299 for a full season (10 months) or £175 for a half season (5 months)
BET FREQUENCY:	50 tips per month on average – most fall on weekends.	SBC DISCOUNT:	N/A
BET SUPPLY TIME:	GMT: 8am every day <i>Early Evening for Australian/NZ members.</i>		
LANGUAGE:	English A good command of English is not essential to follow.		
BOOKMAKERS:	Essential: Bet365 & Matchbook. Pinnacle Sports (if using Smartbet) Recommended: Smarkets & Betfair. 188bet, Ladbrokes, SBOBet, Victor Chandler & William Hill.		

ANALYSIS SNAPSHOT

- 3 seasons of Asian Handicap profits – 69.5 points at 6.5% ROI over 1062 tips
- First 'live' season in 2016/17 saw 28.3 points profit at 5.7% ROI
- 95% and 70% ROC (Betting Bank Growth) in past 2 seasons
- All tips advised with small group of bookmakers and exchanges
- Strike-rate of 49.9% at average odds of 2.12

INTRODUCTION

Welcome to this special report on the performance of the SBC Premium Tipster service – AH Edge, which features the advice of Australian based football expert, Jon Roberts.

Having enjoyed a profitable debut 'live' season during 2016/17 between August 2016 and May 2017, the AH Edge service will be returning from the 1st of August 2017 and this report is designed to help inform and educate those of you interested in the service.

The service was launched following research into the excellent profits that Jon had made between 2014 and 2016 via his existing Football Advisor service, as well as his own personal Asian Handicap betting record over the same period of time.

Jon's personal AH record indicated a profit of 8.59% ROI from 1315 tips, whilst his proofed Asian Handicap tips as part of the Football Advisor service had made a 7% ROI from 621 tips.

Combining these tips together into one service - AH Edge was born in August 2016, supplying Asian Handicap football tips across all the major European leagues and competitions.

With an average of 50 to 60 tips each month, subscribers to the service receive one daily email each morning at 8am listing all bets for the coming day. The majority of action as you might imagine falls on weekends and midweek evenings, when most football fixtures take place.

Tips are advised by taking the best odds available from a small group of bookmakers namely: 188bet, Bet365, Bet Victor, Ladbrokes, Matchbook, Pinnacle Sports, SBOBet & William Hill.

It is recommended that those following AH Edge do hold accounts with as many of the above as possible, alongside others such as Smarkets, Betfair (Exchange & Sportsbook), Black Type and any other Asian bookmakers.

The cost for subscription to the service sits at £299 for a full season (10 months August 2017 to May 2018) or £175 for a half season (5 months August 2017 to December 2017). As the season wears on, these prices will reduce by 1/10th or 1/5th after every completed month.

RESULTS ANALYSIS

Investigating the results to hand we have 2 key stats of data for us to analyse as follows:

1. The results based on Jon's proofed tips supplying Asian Handicap advice via his Football Advisor service. This covers the period between July 2014 and April 2016.
2. The results achieved during the first full 'live' season of AH Edge tips as supplied between August 2016 and May 2017.

All told we have 3 seasons worth of results to scrutinize (judging a season as starting on the 1st July and running until the 30th June each year). Here is what he have thus far:

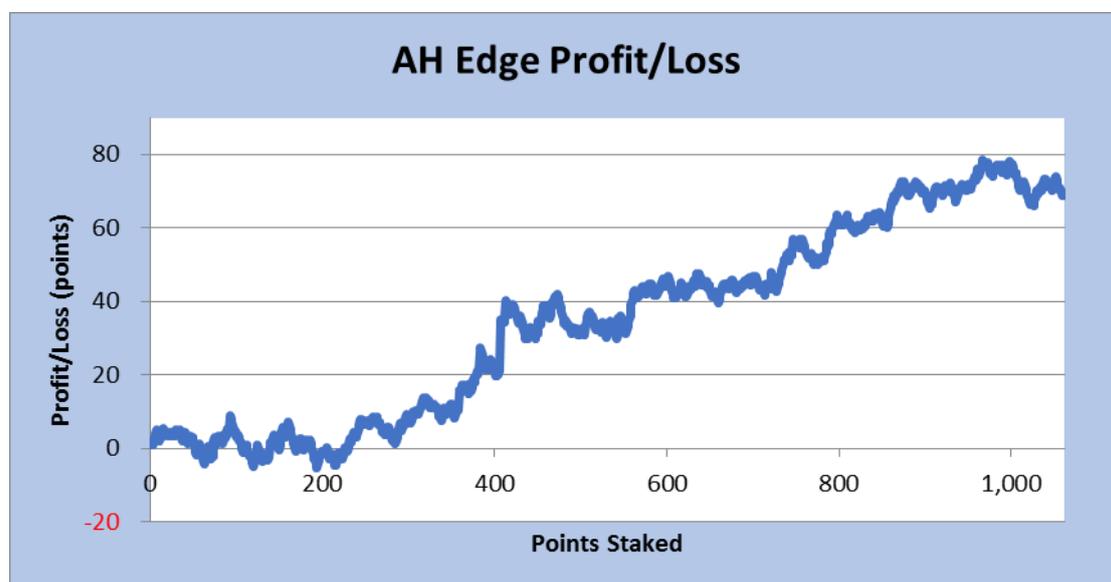
Performance Summary

Season	Bets	P/L	ROI
2014-15	238	2.9	1.2%
2015-16	330	38.3	11.6%
2016-17	494	28.3	5.7%
Total	1,062	69.5	6.5%

These figures are based on 1 point level stakes betting and working to a 40 point betting bank.

The stats reveal an overall profit figure of 69.5 points at 6.5% ROI and from 1062 bets. The most recent season (2016/17) featured the first full 'live season' and ended with a 5.7% ROI from 494 bets supplied.

This is how these results look when plotted on a graph, where we see a fairly steady graph moving from left to right. The first 200 or so tips broke even before hitting a strong run of form, which has continued onwards ever since. This initial flat period helps to account for the lower returns during the 2014/15 season.



PERFORMANCE BY COUNTRY

Over the years that SBC have been investigating football tipsters, we have noticed certain trends whereby specific football leagues can be more or less profitable depending on the tipsters expertise.

With that in mind, we looked into the leagues where AH Edge tips up their bets and the respective profit/loss figures for each country.

Although limited in usefulness by the small data sizes for all bar the English leagues it does help to indicate that the service's edge is spread across all the competitions they bet in.

The only large deficit comes in Club European games, which showed a -18.7% ROI, albeit from a very small sample of 124 tips. This could easily change in time and a larger set of stats, so isn't something we should focus on now.

Performance by Country

	Bets	P/L	ROI
England	388	45.0	11.6%
France	56	8.1	14.4%
Germany	68	-1.1	-1.6%
Italy	110	12.6	11.4%
Portugal	54	16.4	30.4%
Spain	139	5.0	3.6%
Club European (Champions League & Europa League)	124	-23.1	-18.7%
International	68	10.4	15.4%

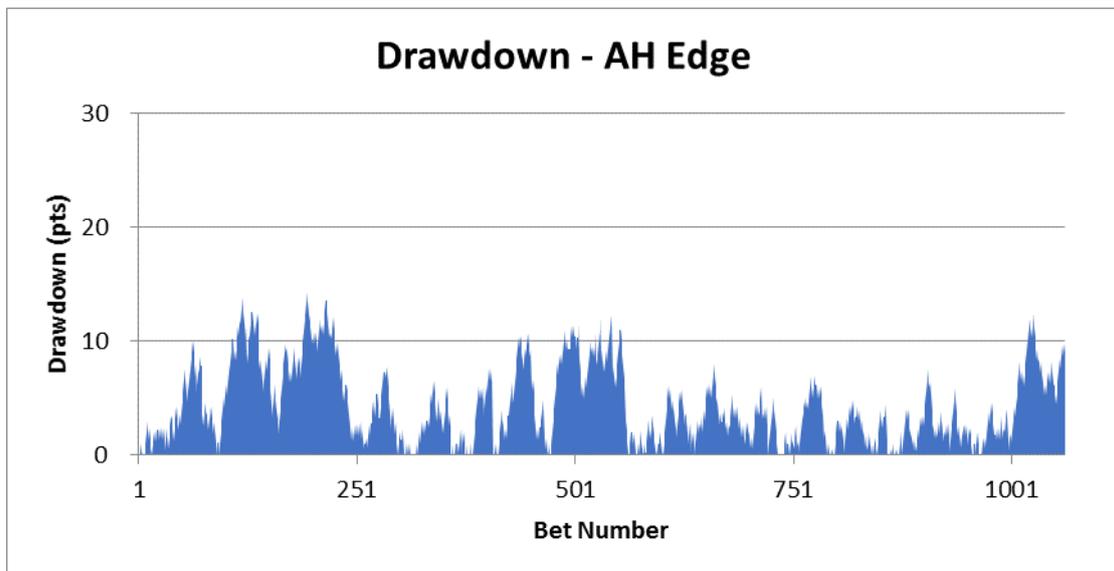
Note: Only includes those with at least 50 bets

BETTING BANK ANALYSIS

One of the big appeals behind Asian Handicap betting comes in the form of its potential for strong bank growth due to its high strike-rate/low odds approach.

This is reflected by the stats for AH Edge, where the average odds are 2.12 (just a tick over 6/5) and the strike-rate sits at 49.9%. Effectively 1 in 2 bets have won historically so anything over a price of evens will generate a profit.

The largest drawdown over the past 3 seasons has been 14.3 points, although as the graph below reveals, there have been numerous runs of between -10 and -14 points at various points.



Taking into consideration the live performance stats and combining with our own betting bank simulator, we recommend a bank of 40 points to be adequate for the coming 2017/18 season.

Applying this 40 point betting bank to the long-term stats for the service, we see an overall 173.8% ROC since 2014.

During the first live season of the service in 2016/17 it also made a 70.8% ROC from the 494 bets supplied.

Performance Summary

Season	Bets	P/L	ROI	ROC
2014-15	238	2.9	1.2%	7.3%
2015-16	330	38.3	11.6%	95.7%
2016-17	494	28.3	5.7%	70.8%
Total	1,062	69.5	6.5%	173.8%

CONCLUSIONS

I do hope you have enjoyed this results analysis into the AH Edge service ahead of its return for the 2017/18 football season in August 2017.

Over a total of 1062 bets, including 494 'live' tips supplied during the 2016/17 season, AH Edge has showcased a ROI of 6.5% long-term and ROC of 173.8%.

Hitting a strike-rate of 49.9%, losing runs have so far been relatively short, which allows us to maintain a low betting bank figure of just 40 points to the 1 point level stakes approach.

Those of you keen to understand more on the service and links on how you can join can visit the AH Edge page at <https://secretbettingclub.com/ah-edge/>