

Letter to Mojo Prospectors, Participants, and Fans

"When your horse is charging down the stretch and has a chance to win, there's nothing more exciting!" ~ Art Nixon, Mojo Partner

Imagine watching a wall of race horses flying around the turn and into the stretch. The drumming sound of their hooves striking the ground intensifies like thunder rolling across a distant field. With a furlong to go, your runner emerges from the pack accompanied by another. As the two battle head-to-head for the lead, the crowd stirs into a frenzy. Cold chills tingle up the back of your neck. A wave of uncontrollable emotion rushes toward you. With every heart-pounding stride you call out, impulsively urging your runner toward the finish: "Come on! Come on!"



The personal value of extraordinary racing moments like this cannot be overstated. And, when participating in a group that owns a thoroughbred race horse, this kind of jubilant adrenaline rush is often possible.

Offering reasonably priced opportunities to take part in the rapture of thoroughbred ownership is the fundamental inspiration for Mojo. We know that providing exceptional value makes a difference in whether ordinary people can participate or not. Mojo was founded six years ago to make participation easy, reasonably priced, and fun. And, with the economy still bobbing along the bottom, we're on a mission to be the most affordable option in the United States for people seeking the thrills of being part of a thoroughbred ownership group.

To deliver thrilling racing moments, Mojo utilizes a successful training team that emphasizes quality care for our runners and places them in the right spots to reach their highest competitive level on the race track. And, to offer affordable pricing options for our participants, Mojo maintains low operating costs and does not charge monthly service fees. We combine these elements with outstanding service in order to provide a win/win experience for our participants.

"Mojo is all about the people! We have a great time - watching, learning, and enjoying every step in the racing process. Interesting, fun times with people I would not meet without Mojo Racing Partners!" ~ Nell Butler, Mojo Partner

As I reflect on the strategy we set for 2012, our goals were focused on delivering a better experience to our participants; streamlining our products and virtual store fronts; and positioning Mojo to offer our affordable concept to a broader audience. To achieve these things, we needed to make some internal and external improvements, and we launched simultaneous initiatives during the year to fulfill our objectives.

Our primary focus this year was to put forward an exciting and inexpensive racing product. We obtained the services of a new trainer and claimed a gutsy horse to represent Mojo at the races. From there, we initiated two participation ventures and both were successful at two different race tracks this summer: A win, three 2nds, and a thrilling four-horse photo finish for fourth (by less than a length!).

In addition to delivering many exciting racing moments (just like the one described in the first paragraph of this letter), we welcomed new participants to the sport of thoroughbred racing; we launched a new [Mojo Facebook](#) page (complementing our [Mojo Twitter](#) feed) to extend our market reach; we converted Mojo to an LLC organization; and we updated the look of our [Mojo Website](#).

To say the least, we were on a roll in 2012, and I'm very proud of the things Mojo accomplished. Our efforts this year allowed us to improve our racing operations, connect with more fans, and deliver meaningful experiences to our participants. Any one of these achievements by itself would be an exceptional milestone; but, collectively, these things enabled Mojo to build momentum to carry out our mission.

Looking forward, in 2013, we intend to keep the Mojo work'n with our racing operations; launch new campaigns to grow our business; and continue to invest in our online and communications infrastructure. In this regard, our strategy next year will focus on three objectives:

Offering Affordable Racing Packages · Growing the Mojo Network · Building the Mojo Brand

We're optimistic about our future and ability to help more people participate in the fantastic sport of thoroughbred racing. The loyalty of our valued participants and fans encourages us to continue with our dedication to being the most affordable racing group in the U.S.

Thanks for your ongoing support; let's keep the Mojo work'n!

A handwritten signature in black ink that reads "Fred Taylor, Jr.".

Fred Taylor, Jr., Founder, CEM, and President
Mojo Thoroughbred Holdings, LLC

