

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

Happy New Year! On behalf of Mojo Thoroughbred Holdings, LLC, I wish you all the very best in 2014!!

When I sent my annual update last year, I explained my optimism for Mojo's future and spelled out our 2013 goals.

My intentions were clear: Keep the Mojo work'n with our racing operations; launch new campaigns designed to grow our business; and continue to invest in our online and communication infrastructure. And to do this, Mojo's objectives in 2013 were designed to: Offer affordable racing packages, grow the Mojo network, and build the Mojo brand. I'm happy to report we achieved our goals and implemented our objectives on all levels.



For the last two years, I've been on mission to offer our Participants and Fans Smart, Affordable, Fun, and Educational (SAFE) opportunities to get involved in the sport of Thoroughbred racing. In 2012, I changed the way Mojo does business by focusing on providing a better ownership experience, streamlining the products we offered to our fan base, and making internal improvements to deliver our initiatives. In 2013, I added a new objective—narrow the target audience, while at the same time expand our market presence. In other words, I was trying to reach more people in our local racing markets who have a direct interest in the products/services we provide.

"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

Delivering thrilling racing moments is and has always been a top priority for Mojo, and we started 2013 with high hopes for making that happen. By the time spring racing in Texas was upon us, we had four Mojo Runners in the barn and lots of racing on tap. We picked up our first win at Lone Star Park, and enjoyed going to the races every three weeks throughout the spring/summer meet.

During the summer, we elevated our annual civic and charitable activities by teaming up with [Remember Me Rescue](#) (RMR) to launch a crowdfunding campaign to raise awareness for retired race horses. Our efforts paid off—we met our goal of raising \$1,000 for RMR.

By the mid-year point, our racing activities began to taper off when we retired two of our runners. And, during the fall race meet at Remington Park, both of our 2YO's were claimed. While this diminished our racing activities by the end of the year, the money generated from the claims filled our coffers, from which, Mojo is able to provide our Participants with a dividend, as well as have the funds available to acquire a new runner for spring racing in 2014.

In order to have young talent being developed for racing next summer, we also purchased a Yearling from the Keeneland September sale (our 10th Mojo Runner!). The colt is by Sky Mesa out of stakes winning mare, Sheza Nasty Lady. In 2013, Sky Mesa was one of the top stallions for 2YO runners, and Sheza Nasty Lady has produced successful offspring—including a full brother that is stakes placed in California.

And, in 2013, we also welcomed new Fans to the sport of Thoroughbred racing through our [Mojo Facebook](#) and [Mojo Twitter](#) pages; we invited folks to sign up for our monthly newsletter; conducted a survey about horse racing; and launched a new radio program called [The Starting Gate](#) to give the people other channels to learn about the ownership experience.

To say the least, Mojo was busy promoting the sport and trying to encourage more people to get involved. I'm very proud of what we've accomplished the past two years; however, I realize that's only the opening quarter. To win the race, we need to keep improving our racing operations, we have to continue delivering meaningful ownership experiences, and we have to create new options that connect with more Fans who want to get involved.

These are fun challenges, and I remain optimistic about our future. In February, I'll publish Mojo's 2014 Objectives. In the meantime, let your friends, family, and associates know that Mojo's a SAFE opportunity to participate in the sport of Thoroughbred racing.

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

A handwritten signature in black ink, appearing to read "Fred Taylor, Jr.".

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

