



THE FORCE BEHIND A NEW ERA

WINMAU[®]



BLADE III 6[™]

PDC WINMAU®
BLADE III 6™



ONE MAN'S GOAL

THE START OF THE MODERN PDC

Captivated from the moment he first walked into a Professional Darts Corporation event at the Circus Tavern 25 years ago, sports promoter Barry Hearn OBE has revolutionised darts since taking over the PDC and sprinkling a thick layer of rock'n'roll stardust on the sport's biggest events.

Barry's relentless passion for sport has made him the most influential figure in darts over the last 40 years, leading the PDC through an unprecedented period of growth.

"My passion was to make darts a global sport," said Barry Hearn.

"Darts has thousands of me in the crowd, people wanting a good time, a few pints and watching world-class sport in a party atmosphere."

"My passion was to make darts a global sport"

Barry Hearn





WINDOW TO THE WORLD



REAL WORLD DATA FROM A REAL WORLD GIANT



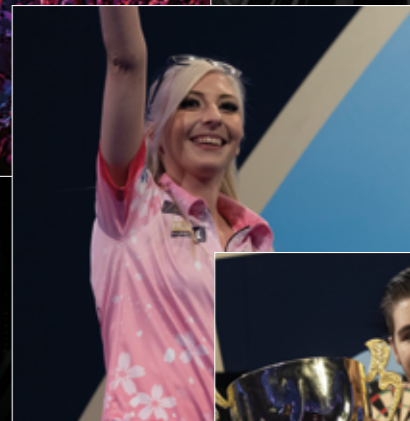
- 1 | The PDC World Championship achieves huge global viewing over 16 days, watched in over 135 countries and a global audience in excess of 40 million.
- 2 | Broadcasting over 120 televised darts events to over 45 countries and 10 million fans.
- 3 | Prize money on the PDC circuit has grown to a staggering £15 million in 2022, which includes £500,000.00 to the World Champion.
- 4 | The PDC's total audience reach is estimated at over 250 million viewers worldwide, with viewing figures second only to football across Sky Sports.

THE JOINT

STRATEGIC VISION



1 Spirit of Darts – Showing leadership throughout the darts industry, inspiring darts players and fans alike, from grass roots to professional.



2 Evolving The Global Game – Joining forces with a joint strategic plan to grow the sport around the globe & provide pathways to players from picking up a set of darts to becoming World Champion.



3 Building Success together - Our mission to grow the game involves every stakeholder from retailers to players to fans.

THE JOINT

STRATEGIC VISION

Matthew Porter - PDC Chief Executive

We're starting the biggest growth phase in global darts for over a decade - come and join us

"Looking ahead to the future, we are so excited about the new Era with Winmau and the continued growth of darts. The PDC's approach to promoting the sport globally coupled with Winmau's cutting edge dartboard technology, far reaching expertise in the international darts market and player support from grass roots to pro will give a massive boost to the game."



Vince Bluck - Managing Director

With a £15 million prize fund, there's never been a better time to pick up a set of darts. Game On...

"The Professional Darts Corporation have established darts as one of the most vibrant and dynamic sports on the global televised stage. They are the undisputed leaders in the production and distribution of premium sports content and we are absolutely delighted to be embarking on this journey with Matt and his team.

With the increasing emphasis on leisure time and sporting activities worldwide, our combined drive and determination to grow the space will see us work together to create a further expansion of the game at every level."



POWERED BY
PDC | **BLADE III 6™**

THE WORLD'S MOST ADVANCED DARTBOARD



BLADE
III 6™
TRIPLE CORE CARBON

TRIPLE CORE TECHNOLOGY
60° ANGLE BLADE WIRE
LASER CUT STEEL NUMBER RING
CARBON FIBRE CORE
MAXIMUM CRITICAL SCORING AREA
DENSITY CONTROL

THE WORLD'S MOST TALENTED PROFESSIONALS GET THE WORLD'S MOST ADVANCED EQUIPMENT

**“Being the best means playing
on the best, no exceptions”**
Michael van Gerwen

**“The best dartboard on the
market hands down”**
Daryl Gurney

**“Blade is always my first choice
when it comes to standing at the oche”**
Joe Cullen

BLADE III 6™

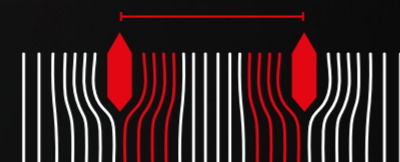
WIRE TECHNOLOGY

MAXIMUM CRITICAL SCORING AREA

Engineered for ultimate scoring potential with maximum surface area and advanced wire evolution featuring **DENSITY CONTROL™** technology. Fully compliant with World Darts Federation specifications.

DENSITY CONTROL

The pinnacle of Dartboard Wire Technology. **DENSITY CONTROL™** wire profile directs sisal fibres outside the Critical Scoring Zones, optimising the density and reducing trapped fibres for improved durability and dart retention.



BLADE III 6™



Patent Pending

60° ANGLE BLADE WIRE

Profiled BLADE wire for higher scoring and reduced bounce outs.

ULTRA THIN WIRES

Ultra-thin Hi-Carbon wiring system pushes the boundaries for maximum scoring potential.

25% THINNER BULLSEYE AND 25 RING

25% reduction in the width of the wires for improved scoring and finishing. Engineered with **DENSITY CONTROL™** technology (Patent Pending).

HARDENED BULLSEYE AND 25 RING

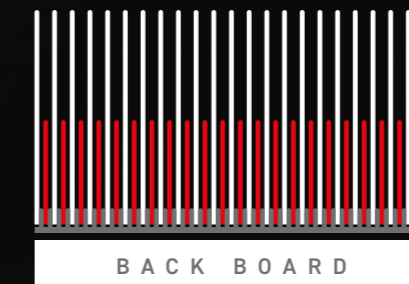
Advanced heat treatment process for ultimate durability and deflection properties. Engineered with **DENSITY CONTROL™** technology (Patent Pending).

CARBON

TRIPLE CORE

PATENT NO. 2507762

POWERED BY
PDC | **BLADE III 6™**



LOW-COMPRESSION
Lower compression at the outer core reduces surface resistance and increases point penetration for fewer lost darts and higher scores.

HI-COMPRESSION
Higher compression at the inner core increases resistance below the surface, absorbing excess kinetic energy for improved durability.

CARBON
Carbon Fibre reinforced base layer penetrates the sisal line, creating the ultimate Triple Core technology and durability.



ROTA-LOCK LEVELLING SYSTEM

A unique and exclusive Triple-wheel lock and level system that allows for a quick and solid fix to the wall.



LASER CUT STEEL NUMBER RING

Pioneering Laser Cut Number Ring for a stylish look and improved focus. Patent Pending.

DISTRIBUTION DATA

WINMAU[®]
THE FORCE BEHIND DARTS™



- 1 Over 75 years experience in global distribution, exporting to over 100 countries worldwide.
- 2 Supporting and promoting all leading darts federations worldwide, from grass roots to professional.
- 3 Winmau's rapid response marketing support and tailor made digital asset delivery for retailers is second to none.
- 4 The Winmau PDC partnership will facilitate continued industry growth worldwide.

DISTRIBUTION POWERED BY

WINMAU[®]
THE FORCE BEHIND DARTS™



WINMAU® HIGH PERFORMANCE GROWTH FROM GRASSROOTS



NEXT GENERATION

Investing in the future of darts and building the foundation of tomorrow.



TARGETED INVESTMENT

Attract and engage players and fans globally through membership, quality events and enjoyment of the sport.



STRATEGIC LEADERSHIP

Game development constructing well-defined talent pathways and sports best practice.



A NEW ERA



THE PDC HAS HAD A HUGE IMPACT IN DARTS ACROSS THE WORLD IN THE PAST TWO DECADES. WINMAU WILL HELP PROMOTE THIS KEY PARTNERSHIP TO SET THE BENCHMARK EVEN HIGHER IN FUTURE YEARS.



OFFICIAL DARTBOARDS OF THE PROFESSIONAL DARTS CORPORATION



WINMAU[®]
THE FORCE BEHIND DARTS™



BLADE III 6[™]
TRIPLE CORE CARBON

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#WINMAU



Winmau Dartboard Company Limited, South Road, Bridgend Industrial Estate, Bridgend, CF31 3PT, UK

+44(0)1656 767042

info@winmau.com

winmau.com