



RAINIER RACING CO.



State of the Market

THE LAST 1,000 TRANSACTIONS

WEEK OF FEBRUARY 14TH, 2022

Welcome to State of the Market

- Hello, and welcome to the first in a weekly series of Rainier Racing Co.'s *State of the Market*
 - You can subscribe to and download this report at RainierRacingCo.com, "Market Reports"
- **What is this report?**
 - The purpose of this report is to provide fellow ZED Heads and beginners alike with an overview of valuations in ZED Run NFT market based on the most recent 1,000 transactions as of publication
 - I will provide a breakdown of prices seen by Bloodline, Breed, and Gender, as well as for UUU horses
- **Why are we making this report?**
 - *To grow the game!*
 - One of the hardest decisions in ZED Run is deciding what price to buy or sell as horse at
 - Beginners and Veteran Stable Owners alike do not want to overpay for or underprice their horses in the OpenSea marketplace
 - By consolidating the latest data from actual transactions in the ZED Run NFT marketplace, this series will provide everyone in the ZED Community with the basic information necessary to make reasonably informed decisions on sales and purchases
- **What if I want more data and analysis?**
 - We offer a premium product, the *ZED Run Market Report*, also available at RainierRacingCo.com
 - This report summarizes transactions on a monthly basis, providing thousands more data points to help you make purchase and sale pricing decisions
 - We provide a much more thorough analysis and provide you with **all** transactions we collect with each horse's stats summarized for easy reference
 - No more eye-balling prices on Hawku! Have all the transaction data you need to be confident in your buying/selling decisions!
- **Notes on methodology**
 - The data compiled here is representative of the last 1,000 available on [Know Your Horses | Market Sales](#) as of 2/20/2022
 - Win % | Place % | Show % and number of Races are representative of all races, paid and free
 - Where no data is available, the cell metric is labeled as "Not Meaningful" (NM)
 - This generally occurs when a horse is Un-Raced and has no performance data to display
 - For ease of understanding, prices are displayed in the main presentation in \$USD
 - Ethereum (ETH) prices are displayed for each horse in the Appendix
- **I like this and want to see more content. How can I help?**
 - Great! Please visit our website at RainierRacingCo.com for more information, to submit feedback, or purchase our premium *ZED Run Market Report*
 - Feel free to reach out to me on Discord at *Rainier Racing Co. #2098* if you have any questions, comments, would like help valuing your horse
 - Additional blog-style discussions on the ZED Run market will be available at [Rainier Racing Co. | Medium](#)
 - **Please sign up for the *State of the Market* mailing list at RainierRacingCo.com and tell your friends!**
 - If there is enough interest in this project I will dedicate significantly more time to providing better products and services to support the growing ZED Community
- Happy racing!

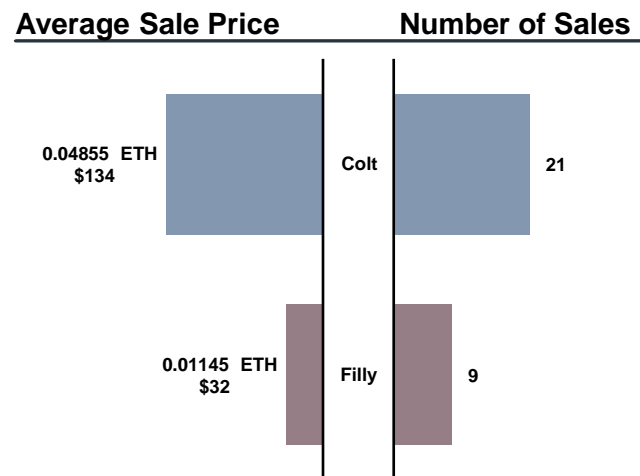
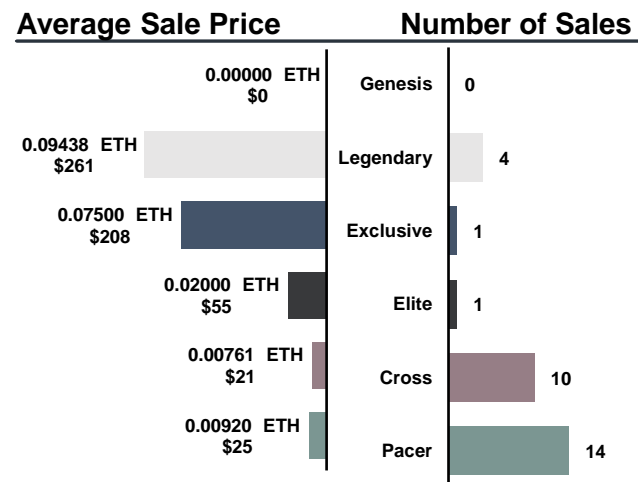
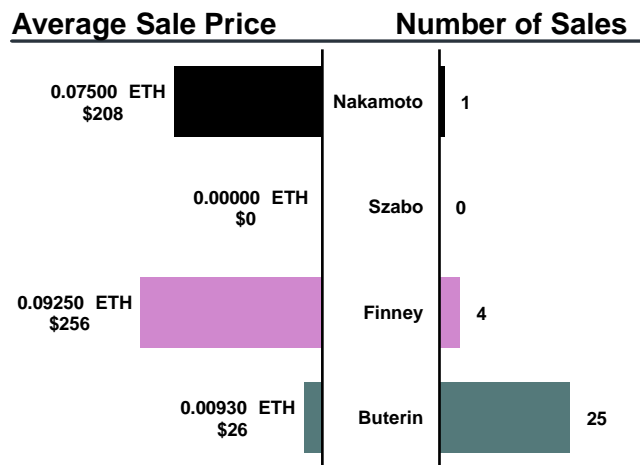
Table of Contents

- 1) Un-Name, Un-Raced, Un-Bred (UUU) Market, P.3
- 2) State of the Market: Bloodlines and Breeds, P.4
- 3) State of the Market: Genders, P.5

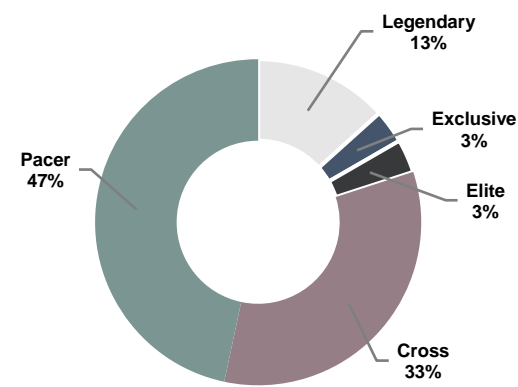
Un-Named, Un-Raced, Un-Bred (UUU) Market

- The UUU market is likely the best indicator of general market trends.
- In the charts shown we see the following:

- 1) **Buterins** continue to flood the market and **sell at the floor**
- 2) Finneys see higher prices as demand increases for not bottom-tiered assets
- 3) Szabos are **not being bred as readily** as other bloodlines, which could lead to a **supply/demand mismatch** and send prices soaring
- 4) More **males are entering the market**, which given the 3:1 breeding ratio of females to males could be a way to **slow down breeding** by forcing female horse owners to **breed only with the highest-quality studs** they can afford



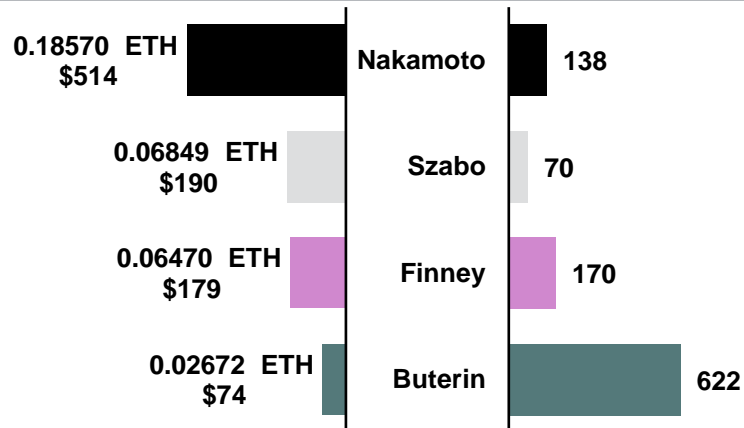
Percent Sales by Breed



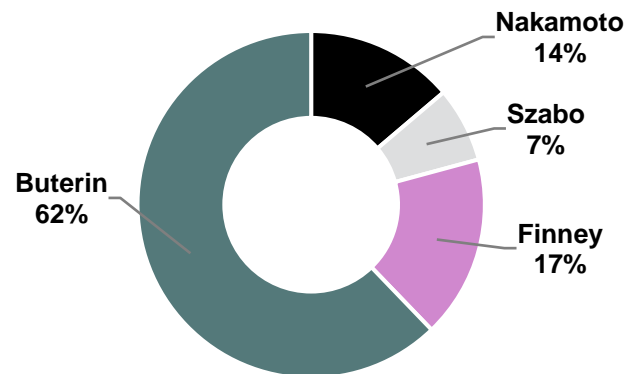
State of the Market: Bloodlines and Breeds

Buterins continue to make up the majority of sales due to their low sale prices. Additionally, **more money is moving into Finneys as stable owners look to avoid the low-tier Buterins** and avoid paying the perceived premiums for Nakamotos and Szabos. Both Finneys and Buterins offer newer stable owners an affordable way to enter the game and begin testing the new Discovery and ELO Class system. While the lower-tier horses continue to see the most volume in sales, the **Nakamotos continue to hold their value and trade at significant premiums** to even their second-tier Szabo counterparts.

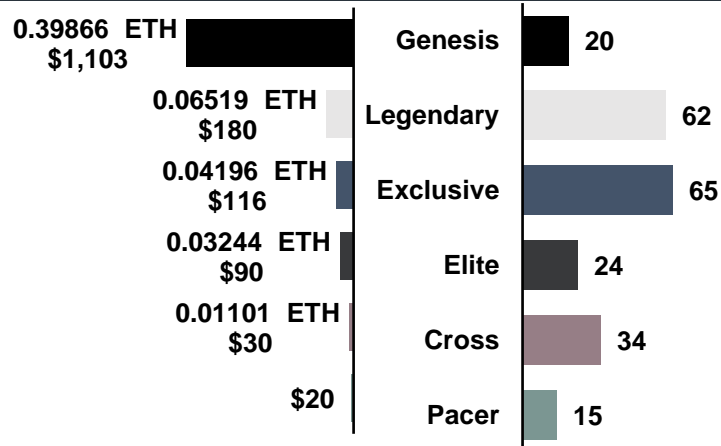
Average Selling Price and Total Sales by Bloodline



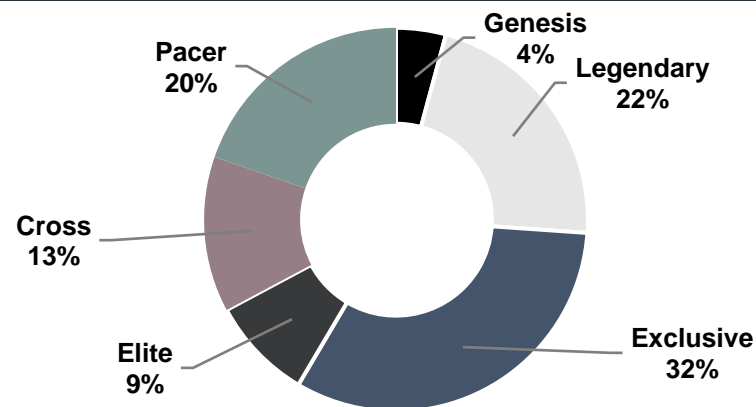
Percentage of Total Sales by Bloodline



Average Selling Price and Total Sales by Breed



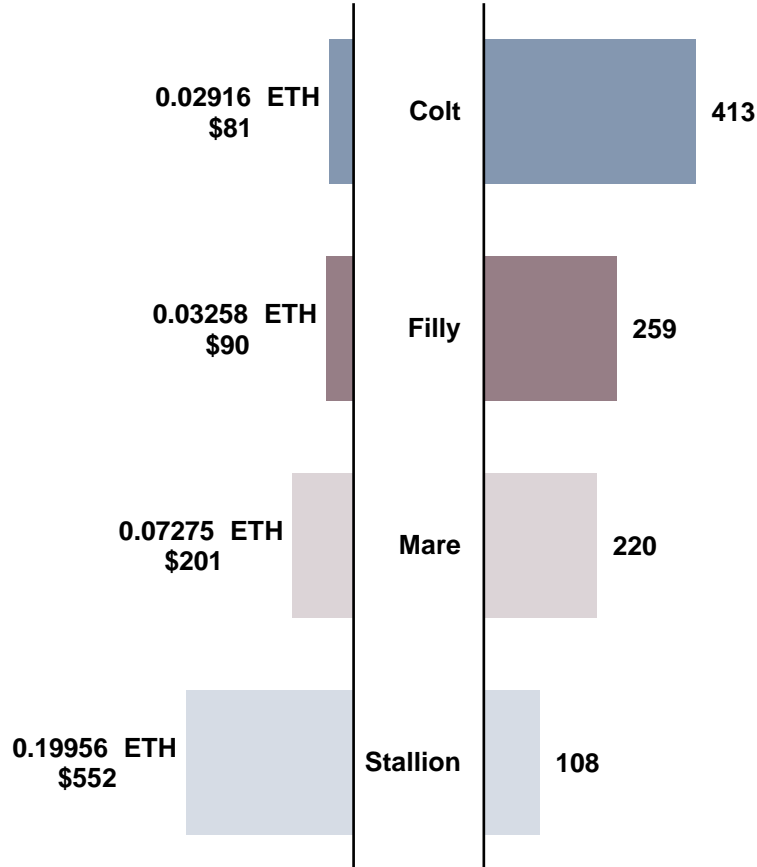
Percentage of Total Sales by Breed



State of the Market: Genders

Buyers continue to show a ***slight preference for male horses*** given the ability of males to maintain the Exclusive bloodline, however, this preference isn't substantial. For those interested in horses as an alternative investment, ***Stallions with a proven track record in racing and/or breeding continue to fetch top dollar***. Surprisingly, despite highly-capable ***Mares on the market***, they overall ***tend to trade at half the value of a good Stallion***.

Average Selling Price and Total Sales by Gender



Percentage of Total Sales by Gender

