



BUILDING RELATIONS THROUGH CASE STUDIES

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SUCCESSFUL BUSINESS:

“It is equally important with great execution in the market as being able to affect market legislation”

INSIGHT 1 – IDENTIFY STAKEHOLDERS

- Politicians
- Gambling authorities
- Health authorities
- Tax authorities
- Gambling addiction associations
- Competitors
- Media



INSIGHT 2 - BUILD RELATIONSHIPS THROUGH:



THE CASE – MARKET BACKGROUND

- License market 2019
- Horse and sports betting and casino online
- ATG offers all license products
- Politicians – “Channelization is top priority”
- No valid measuring available

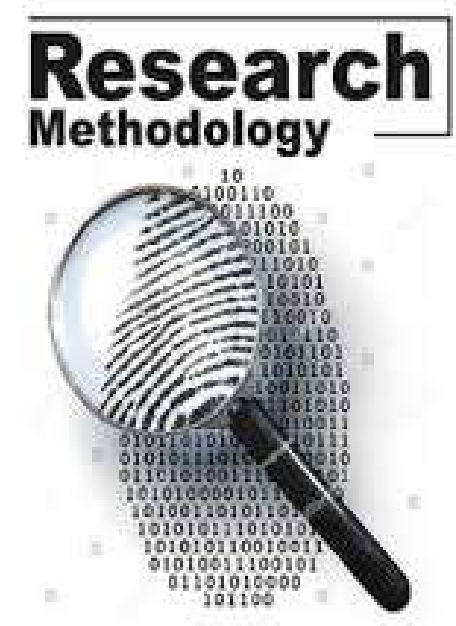


THE CASE – WHY IS CHANNELIZATION IMPORTANT?

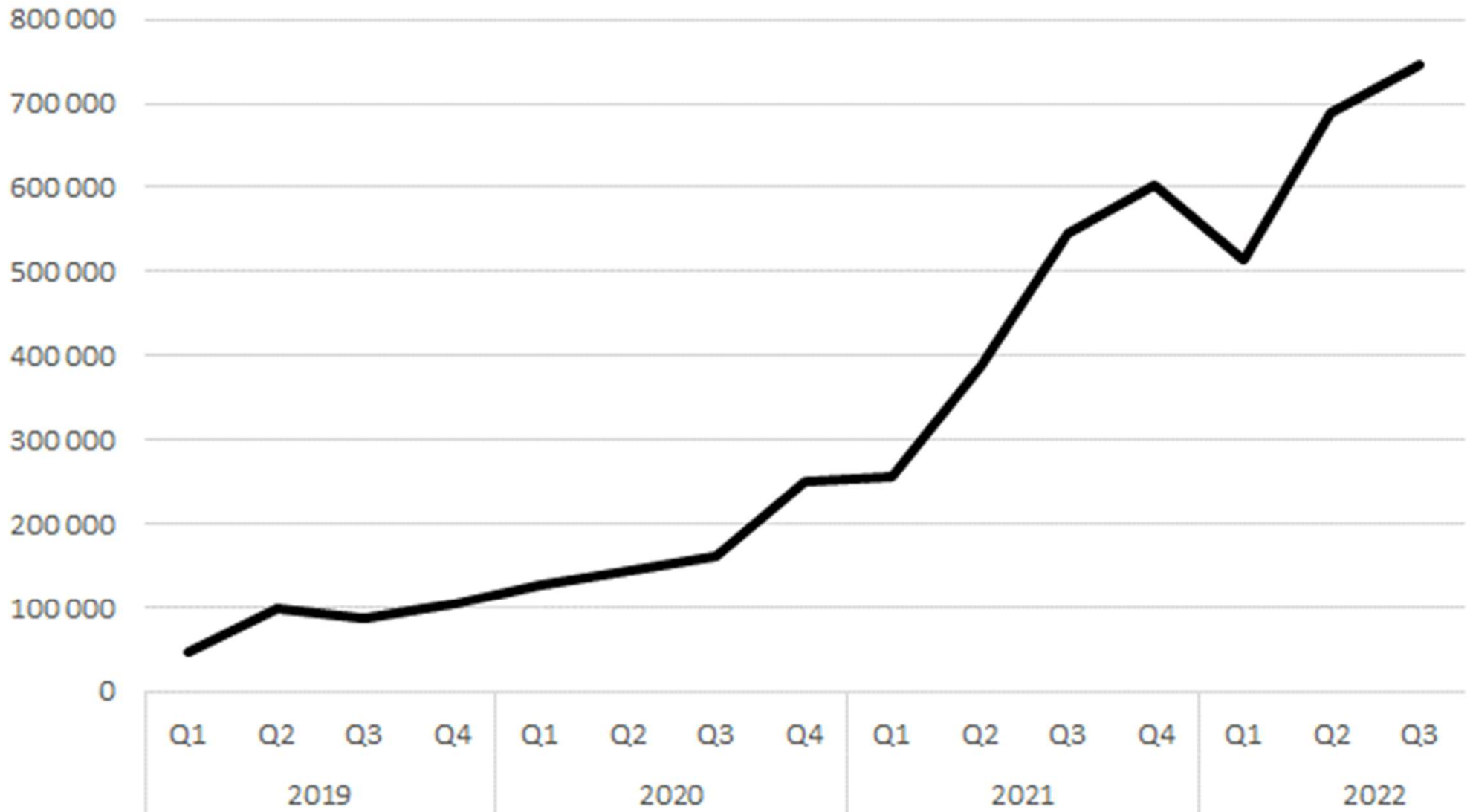
- Politicians – **Be in control**
- Gambling authorities – **Be in control**
- Health authorities – **Reduce harmful gambling**
- Tax authorities - **Tax**
- Gambling addiction associations – **Reduce harmful gambling**
- Competitors – **Fair competition**
- Media – **Stories about bad guys, bad authority control, dysfunctional markets sells**

THE CASE - METHODOLOGY

- Licensed operators sales are reported to tax authorities and official
- The challenge – The unlicensed operators
- Methodology:
 - Database of unlicensed sites
 - Tracking visits per quarter unlicensed sites
 - Qualified estimates on ARPV (average revenue per visit)
- Last but not least, validation, validation and validation

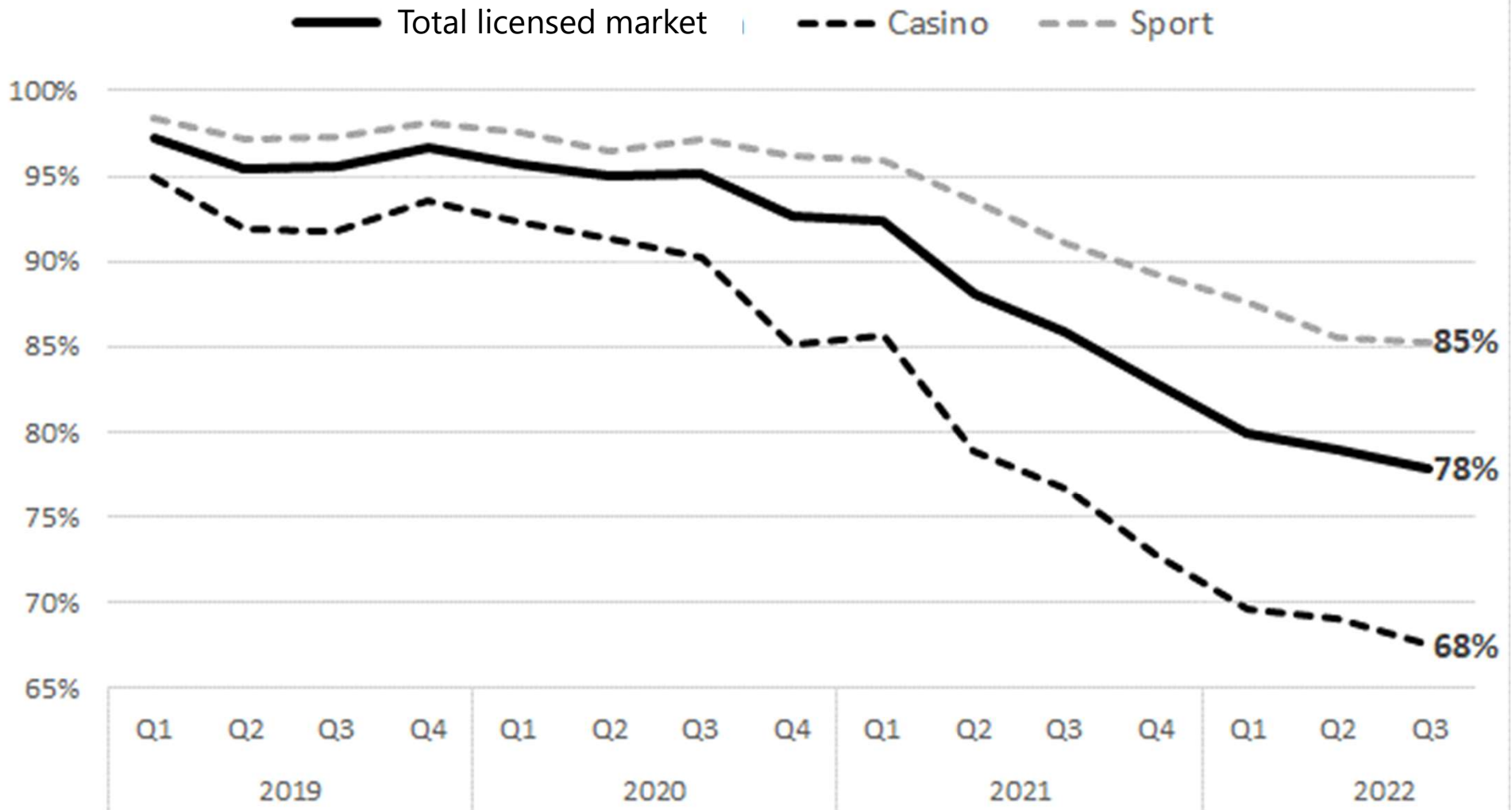


VISITS PER QUARTER UNLICENSED OPERATORS



Site	Group	Visits	Offers games from Evolution (=X)	Swedish BankID (=X)	Banned by Gambling authorities(=X)
refuelcasino.com	Infiniza Limited	430068	X	X (Zimpler)	
schnellwetten.com	North Point Management Ltd	319736	X	X (Zimpler)	
quick.bet	North Point Management Ltd	293925	X	X (Zimpler)	
platincasino.com	Red Rhino Limited	194920	X	X (Zimpler)	
LVbet.com	Fairload Ltd	130438	X	X (Zimpler)	
gg.bet	Brivio Limited	110723	X	*	
Mozzartbet.com	Mozzart D.O.O	80515	X		
heycasino.com	Damagi Marketing Solutions	65131	X		
mountgold.com	Infiniza Limited	53744	X	X (Zimpler)	
happyslots.io	North Point Management Ltd	42837	X	X (Zimpler)	
scatters.com	Gammix Limited	38902	X		
amokcasino.com	Infiniza Limited	30447	X	X (Zimpler)	
betrebels.com	Rebels Gaming Limited	29751	X		
twin.com	Oring Ltd	28409	X	X (Zimpler)	
tsars.com	RR Investments N.V.	25873	X		
1xbet.com	X Corp N.V.	22893	-	-	X
18bet.com	Shark 77 Limited	13969			
winnerz.com	Hitz Gaming OÜ	7065	X	X (Zimpler)	
casinowinbig.com	Shark 77 Limited	6312			
insta.win	North Point Management Ltd	6050	X	X (Zimpler)	

BY APPLYING QUALIFIED ESTIMATES OF ARPV WE GET CHANNIZATION LEVELS SHRINKING



ROADSHOW TO STAKEHOLDER

- Politicians
- Gambling authorities
- Health authorities
- Tax authorities
- Gambling addiction associations
- Competitors
- Media



THE CASE:

