



Invixos





SPORTS & MEDIA CONSULTING

Experts in the world of iGaming





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About Invixos

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Introduction

Invixos is an iGaming Consulting agency offering comprehensive advice and services to **Online Game Providers and Operators** worldwide.

With offices located in Brussels, Dubai and Limassol, our team's diverse international experience, language capabilities, and local knowledge are **valuable assets at your disposal**.

Our CEO Steven Cartigny, is a seasoned professional with over 20 years of expertise in commercial marketing, possession **over a decade of management experience in the iGaming industry** for operators such as Unibet (Kindred) and bwin (Entain).

Brussels

Dubai

Limassol

Our Management

STEVEN CARTIGNY



CEO

*“Every challenge provides
new opportunities.”*

“As former Commercial Director and responsible of several European country P&Ls for online operators such as Unibet (Kindred) and bwin (Entain), I have gained the valuable experience of guiding my teams to success and achieve targets.

One of my most significant accomplishments is the remarkable growth that bwin achieved under my leadership starting in 2016, during which net revenue increased fivefold and market share doubled by 2023.

These experiences and achievements helped me to decide in establishing Invixos. Through this venture, I aim to leverage my expertise and help you guide towards achieving the same level of success.”



Team & Expertise

Steven
CEO Invixos

Europe, LATAM, Africa
10+ years iGaming experience: Commercial Director Kindred & Entain
20+ years Sports Marketing experience

Our leaders are supported by an experienced team in:

- | | | |
|-------------------------------|--------------------------|------------------------------|
| • Sponsorships & Partnerships | • Digital & Social Media | • Conducting Studies |
| • Strategic Planning | • Media Deals | • Competitor Analysis |
| • Market Research | • Promotional Strategies | • Due Diligence |
| • Detailed Reporting | • User-Experience | • Marketing Campaigns |
| • Media Buying | • Guidance & Support | • Monitoring Industry Trends |



Our Services

1

B2C New Game Launch Campaigns

Invixos creates a tailored 360° marketing plan for the new Casino Games and together with the provider, the plan is offered to the operator. Upon integration of the new game on the operator's website, the marketing plan is executed by Invixos to increase awareness, reach and performance for the newly released game.

2

B2B Brand & Game Awareness Campaigns

In regulated markets where operators are restricted from advertising new games, Invixos creates a tailored 360° marketing plan for the game provider, promoting the newly released game through industry channels using our local expertise and adhering to the local regulation to attract new potential operators as clients for the game provider.

3

Use 360° marketing approach to attract new operator clients

While targetting the end consumer in our B2C campaigns, we also trigger operators who are not yet client of the game provider to become a client and integrate the provider's games on their platform, by showing the success, demand and KPIs of our 360° campaigns.

4

Optimization, Reporting & Analysis

Real-time optimization of the campaign assets, tracking and analyzing key performance indicators of the new game launch campaigns across all channels to ensure the best possible results.

**Online Casino Game
Providers**



Proposal

Problems
B2B > B2C



Solutions
Advantages



“New Game releases often suffer from inadequate visibility and media experience by operators, leading to underutilized budgets and lackluster marketing efforts.”

Problems

1

Marketing efforts

For a multitude of reasons, operators may not give priority to promoting new game releases, leading to lackluster marketing campaigns that do not spark excitement or interest among players. This ultimately leads to missed opportunities and underperformance for the new game.

3

Budget

Marketing budgets often go underutilized to effectively promote new games. This can be attributed to inefficient budget allocation strategies, a lack of team experience in media buying, or a reluctance to actively promote the new game. As a result, the new game release campaigns struggle to reach their full potential audience, meet revenue goals, and fulfill expectations.

2

Expertise

The lack of specialized expertise hinders the operators' ability to effectively promote new game releases, as they do not have the necessary knowledge that an experienced marketing and media agency can offer.

4

Conventional approach

Depending only on classic marketing platforms such as CRM and Social Media restricts the scope and effectiveness of advertising new games, overlooking opportunities through ATL and Influencer Marketing to connect with wider and more varied player demographics.

B2B > B2C

“Game Providers are B2B companies, with a B2C product.”

Countless game providers find it challenging to market their games effectively, as their methods frequently do not align with consumer-centric marketing. Enhancing more control and influence over B2C marketing plans can lead to improved customer engagement, marketing campaign effectiveness, and game performance.

Drawing a parallel with Coca-Cola*, a brand that excels at both B2B and B2C marketing, highlights the potential for leveraging similar strategies to bridge this gap and maximize new game release campaign success.

Coca-Cola, primarily a B2B company, sells its products through retailers, restaurants, and vending machines rather than directly to consumers. However, its marketing efforts are focused on creating consumer demand. Through iconic advertising campaigns and brand experiences, Coca-Cola fosters a strong emotional connection with consumers.

This demand drives sales for their B2B partners, ensuring product availability and increased turnover at retail outlets. Thus, Coca-Cola’s strategy effectively integrates B2B and B2C marketing to benefit both its partners and consumers.

*Coca-Cola is a registered trademark of The Coca-Cola Company and is not currently a client of Invivos. The foregoing example is used for illustrative purposes only and does not imply any business relationship between Invivos and The Coca-Cola Company.

“Invixos creates tailored and localised 360° marketing plans for new game releases, ensuring effective promotion without solely relying on operators' efforts.”

Solutions

1

Determined approach

At Invixos, we excel in creating tailored marketing strategies that prioritize and optimize marketing campaigns for new game releases. We ensure that your new game has the best possible chance of success, while enhancing engagement and achieving remarkable results across multiple media advertising channels and platforms.

2

Tailored 360° marketing approach

Leveraging our proficiency in the iGaming industry and media marketing, we employ precise targeting tactics to acquire new customers, re-engage with inactive ones, and maintain the interest of active customers. This approach ensures thorough coverage, enhanced engagement, and success across multiple advertising channels.

3

Budget efficiency

Through a strategic alliance with Invixos, game providers can circumvent the unpredictability associated with operator-driven marketing campaigns, guaranteeing the efficient and full utilization of budgets to accomplish the campaign goals. We offer game providers greater control over the release campaign, maximizing the chances of success for their new game.

4

Regulatory mitigation

Invixos skillfully navigates the complex regulatory landscapes by maximizing the effectiveness of our efforts in markets that allow gambling-related advertising. Simultaneously, we employ compliant strategies in regions with advertising restrictions, guaranteeing the highest possible visibility for our new game, while adhering to local laws.



B2C Flowchart



- 1**

The Game Provider informs Invixos about a New Game Release
- 2**

A locally Tailored Marketing Strategy is developed by Invixos
- 3**

The Provider presents the New Game & Tailored Marketing Plan to the Operator
- 4**

The Online Operator introduces the New Game on their website
- 5**

Invixos activates the Tailored Marketing Strategy locally

“Invixos’ tailored marketing approach leads to increased player activity and higher revenue for both providers and operators.”

Advantages

Increased Activity & Revenue

Invixos' tailored 360° marketing approach and customer-focused strategy generates enthusiasm and curiosity for new game releases, resulting in heightened player engagement and ultimately driving greater revenue streams for both providers and operators.

Experienced media agency

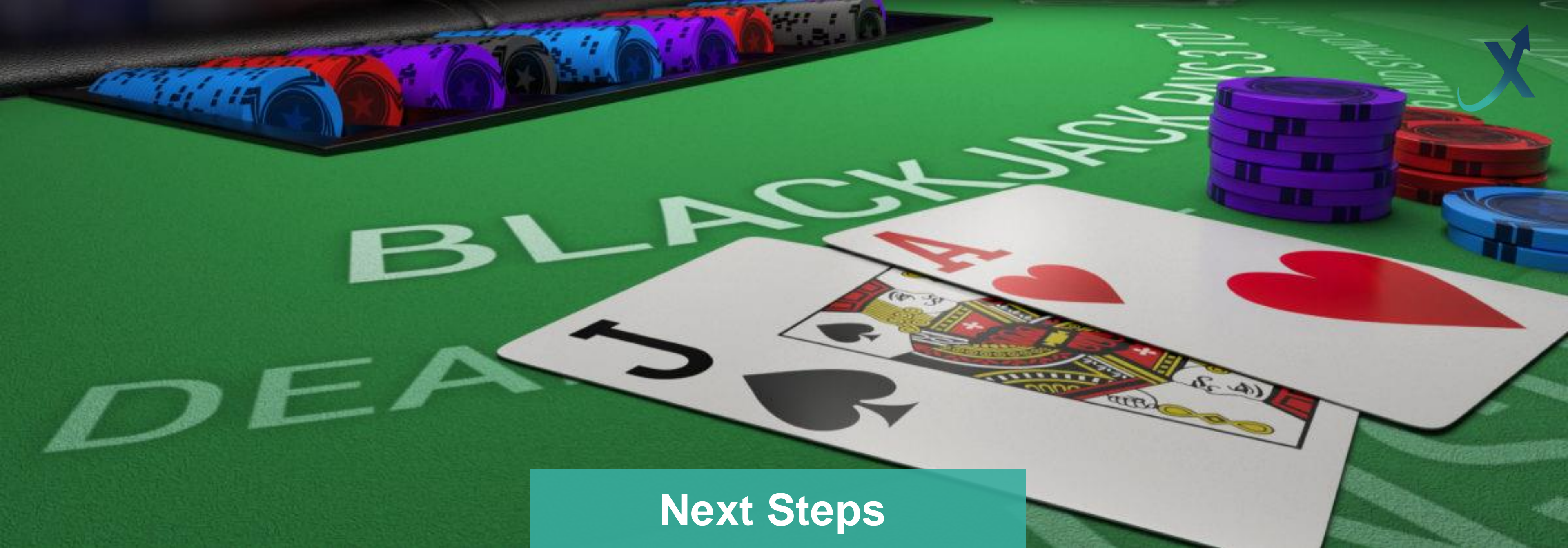
We leverage our extensive experience in iGaming marketing and Media buying, to provide valuable knowledge and proven strategies for the successful promotion of new game releases. Our priority is to ensure that your budgets are utilized efficiently, for the sole purpose of promoting the new game, while reaching the widest audience possible through various channels and platforms.

Campaign reporting & analysis

Through a strategic partnership with Invixos, game providers and operators work closely together to analyze campaign performance reports, customer activity, asset conversion, and other relevant KPIs. This collaboration enables the optimization of campaigns to achieve success and continuous improvement for new game releases.

Customer understanding

Game providers who grasp the B2C aspect of their product and are engaged in the marketing campaigns, fine-tune the advertising assets, carefully examine the performance reports, these providers will establish a stronger bond with customers. This strategy enables them to develop a comprehensive understanding of customer needs and generate heightened demand for their products.

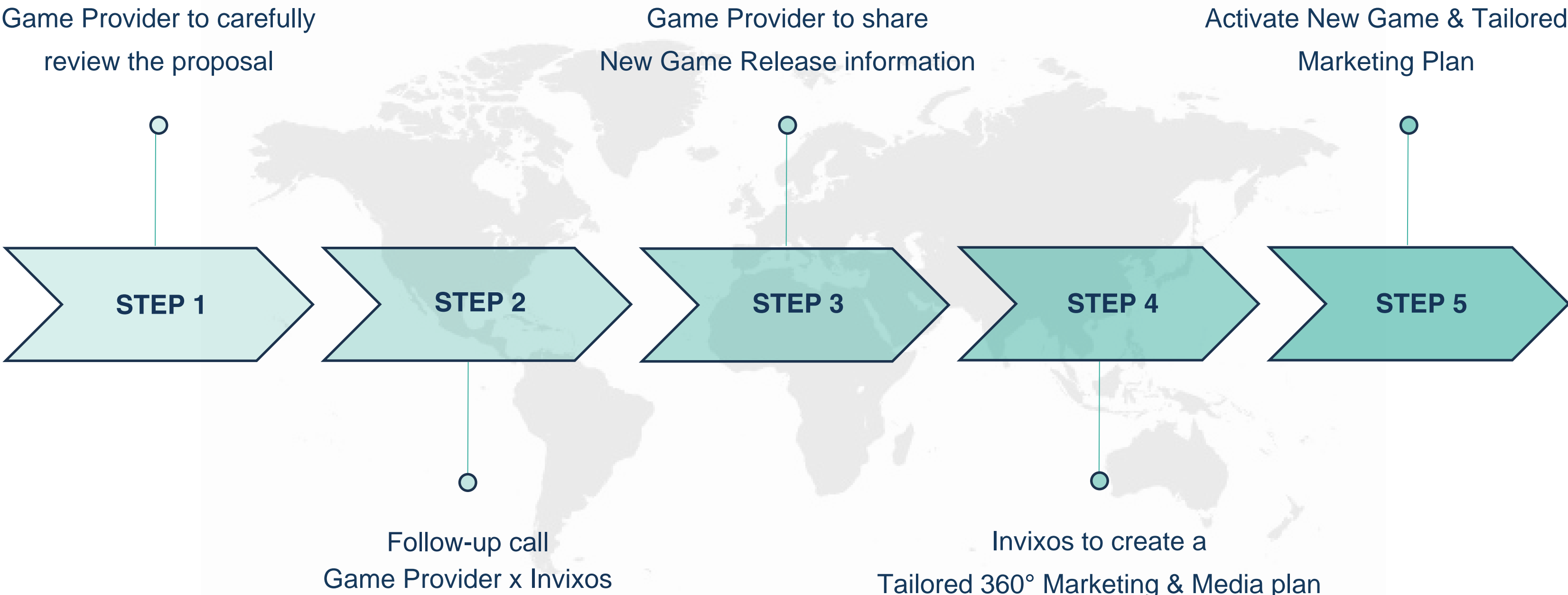


Next Steps

“Ensure that your upcoming game launch is set up for success.”



Plan of action



THANK YOU

Further information regarding each step in this presentation will be provided upon request.

I look forward hearing from you.

*Kind regards,
Steven Cartigny*



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