





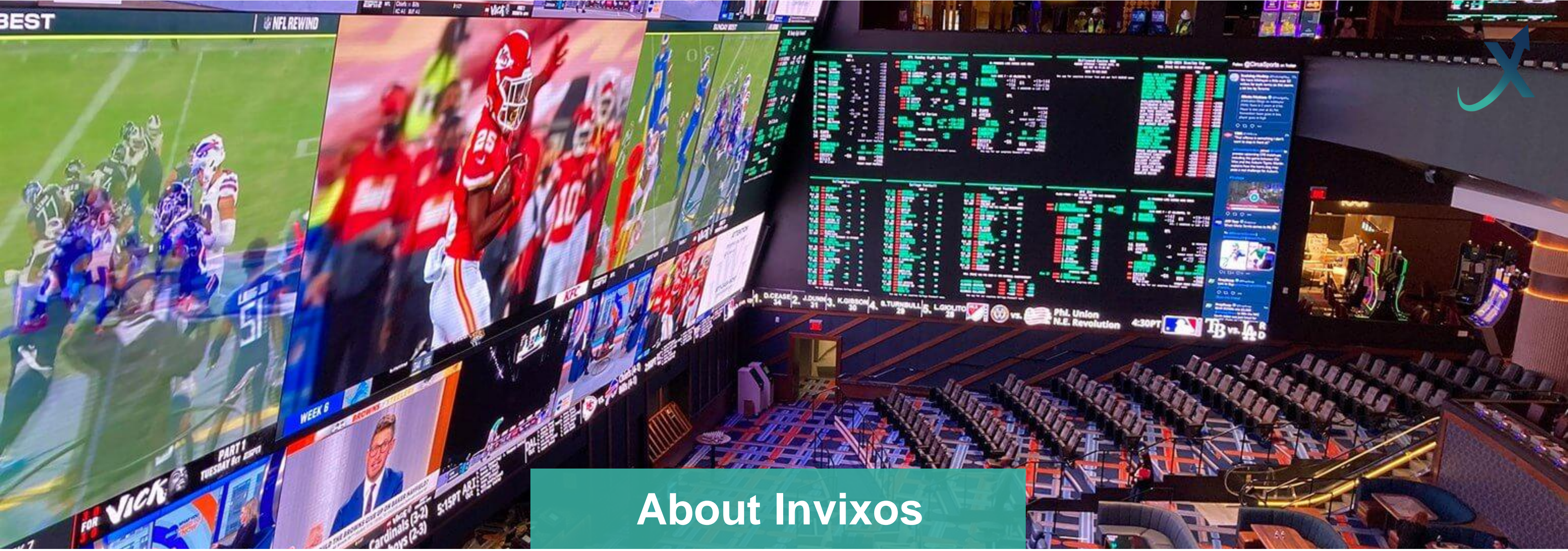


Experts in the world of iGaming



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About Invixos

Introduction
Our Management



Team & Expertise

Introduction

Invixos is a Sports & Media Consulting agency in the iGaming industry offering comprehensive advice and services to **Online Operators and Game Providers** 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**.

We believe in a **tailored and localized 360° marketing approach** where we create brand awareness and consideration by advertising your product with a tailored marketing strategy across various local media channels and platforms.

Brussels

Dubai

Limassol

Our Management

STEVEN CARTIGNY



CEO

*“Every challenge provides
new opportunities.”*

“I am a seasoned professional with over 20 years of expertise in commercial marketing and possess over a decade of management experience in the iGaming industry.

As former Commercial Director and responsible of several 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.”



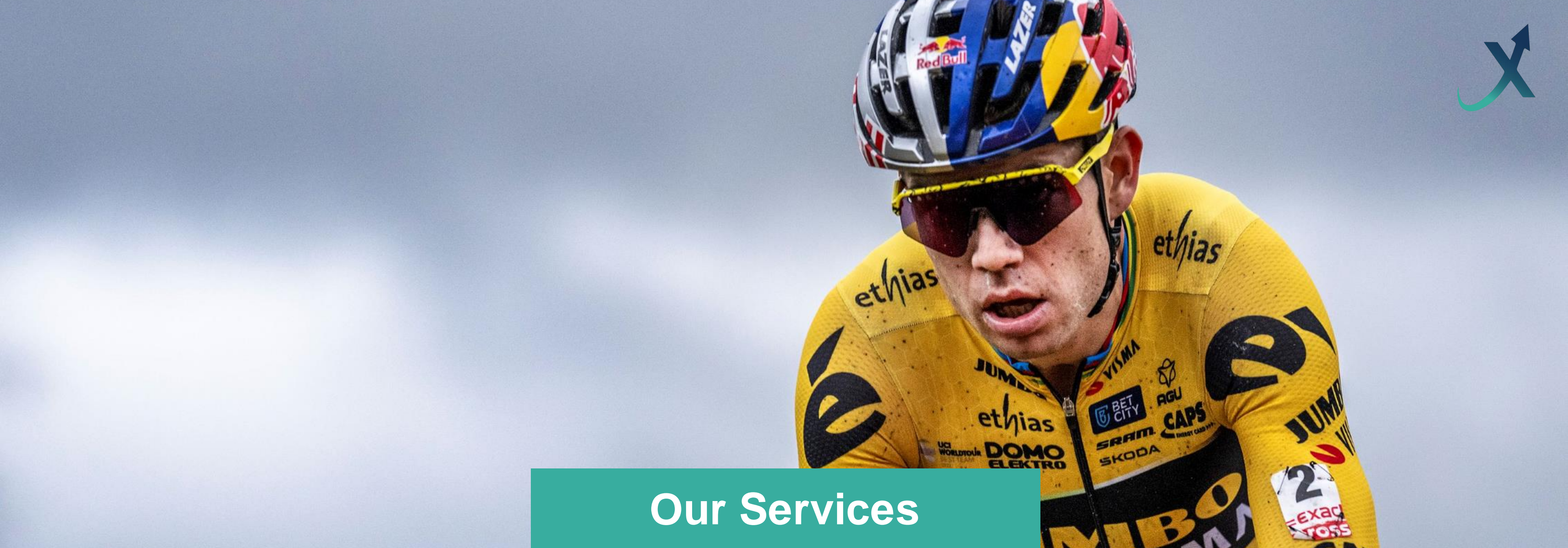
Team & Expertise

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 & Buying | • Competitor Analysis |
| • Market Research | • Promotional Strategies | • Due Diligence |
| • Detailed Reporting | • User-Experience | • Marketing Campaigns |
| • M&A | • Affiliation | • Monitoring Industry Trends |



Our Services

iGaming Services
M&A Strategy
Go-To-Market Planning



Day-To-Day 360° Approach
360° Targeted Marketing
The bwin Case

iGaming Services

Our experienced services within the iGaming industry are specialized on these **3 key areas**:

M&A Strategy

- Identification of Suitable Targets
- Market Analysis
- Preliminary Feasibility Studies
- Financial Assessment and Valuation
- Evaluation & Proposition
- Price Negotiations
- Regulatory Compliance Assessment
- Legal Due Diligence & Contracting
- ...

Go-To-Market Planning

- Market Research and Segmentation
- Product Localization
- Regulatory Compliance
- Brand Awareness Campaigns
- Customer Acquisition Strategies
- User Experience
- Data-Driven Marketing
- Continuous Monitoring & Optimization
- ...

Day-to-Day 360° Approach

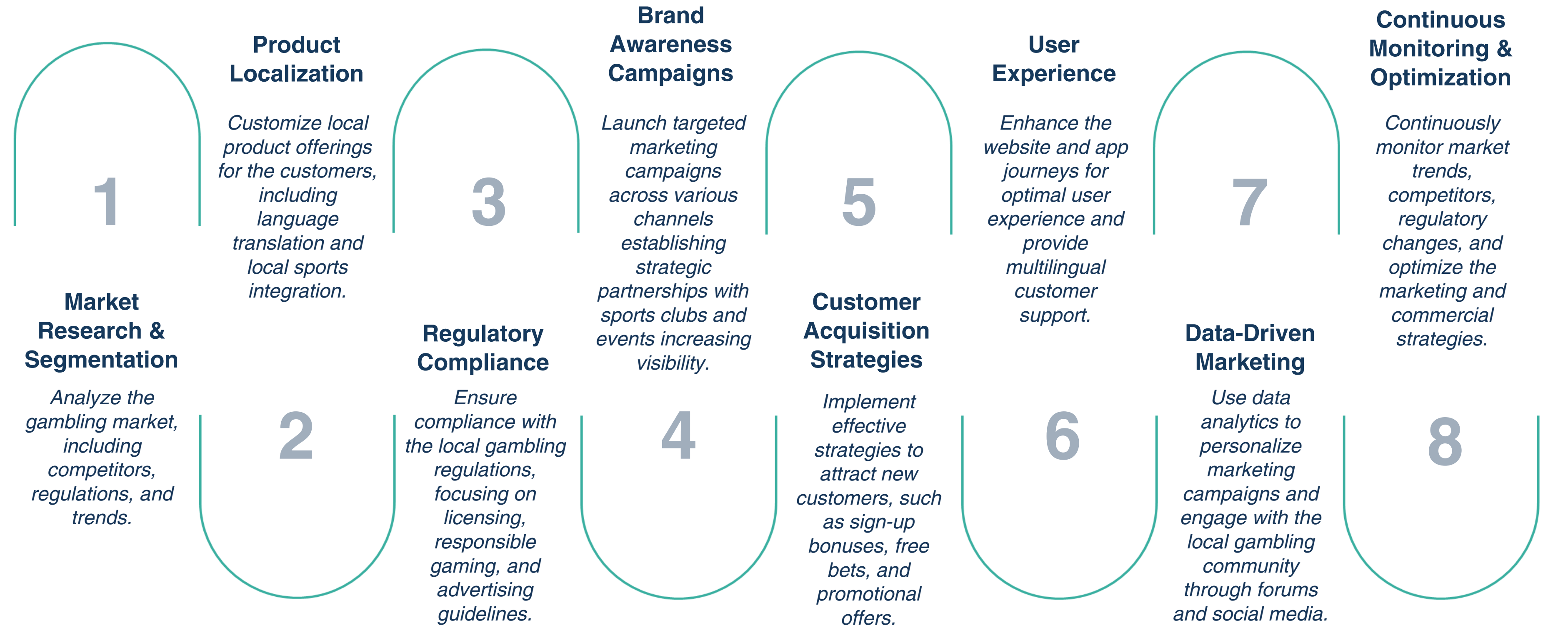
- Sports Sponsorships
- Media Partnerships
- Commercial & Marketing Planning
- Activations of Commercial Plans
- Integration Go-To-Market Strategy
- New Casino Game Launch Campaigns
- Commercial & Strategic Affiliate Deals
- Reporting (Market Share, T.O.M., etc.)
- ...

M&A Strategy

- 1 Identification of suitable targets for acquisition**
Thorough market research to pinpoint companies that align with the goals and objectives.
- 2 Market Analysis**
Comprehensive examination of market trends, financial health, ... to assess risks and opportunities.
- 3 Preliminary Feasibility Studies**
Initial discussions to gauge interest and assess the viability of the transaction.
- 4 Financial Assessment & Valuation**
Evaluation of financial statements, cash flow projections & asset valuation to determine worth.
- 5 Evaluation & Proposition**
Synthesizing all gathered information to formulate a compelling offer, addressing key concerns and highlighting the benefits of the acquisition.
- 6 Price Negotiations**
Engaging in discussions to reach a mutually agreeable purchase price.
- 7 Regulatory Compliance Assessment**
Examining operations, contracts, and practices, mitigating potential legal risks.
- 8 Legal Due Diligence & Contracting**
Review of legal documents, agreements, and liabilities, followed by negotiations to establish terms and conditions.



Go-to-Market Planning





Media Partnerships

Collaborative arrangements, planning and buying between operator and media outlets, platforms, content creators, ...

Sports Sponsorships

Partnerships between operator and competitions, leagues, sports teams, events, athletes, ...

Commercial & Marketing Planning

Encompasses commercial strategies and tactics for driving sales, enhancing brand visibility & awareness, achieving marketing objectives.

Integration Go-To-Market Strategy

Proceed with the integration of the agreed strategy and planning, bringing the operator's products to the market.

Activations of Commercial Plans

Focusing on executing the marketing initiatives, sales activities, and promotional campaigns to achieve business goals.

Commercial & Strategic Affiliate Deals

Generating traffic to the operator's website and increase FTDs, while decreasing pressure on marketing budgets by providing a mix of minimum guaranteed fees and rev share (hybrid deal).

Reporting and Analysis

Tracking and analyzing key performance indicators: internal KPIs, T.O.M, Market Share, Competitors, ...

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 tailored marketing plan is executed by Invixos to increase awareness, reach and performance for the newly released game.



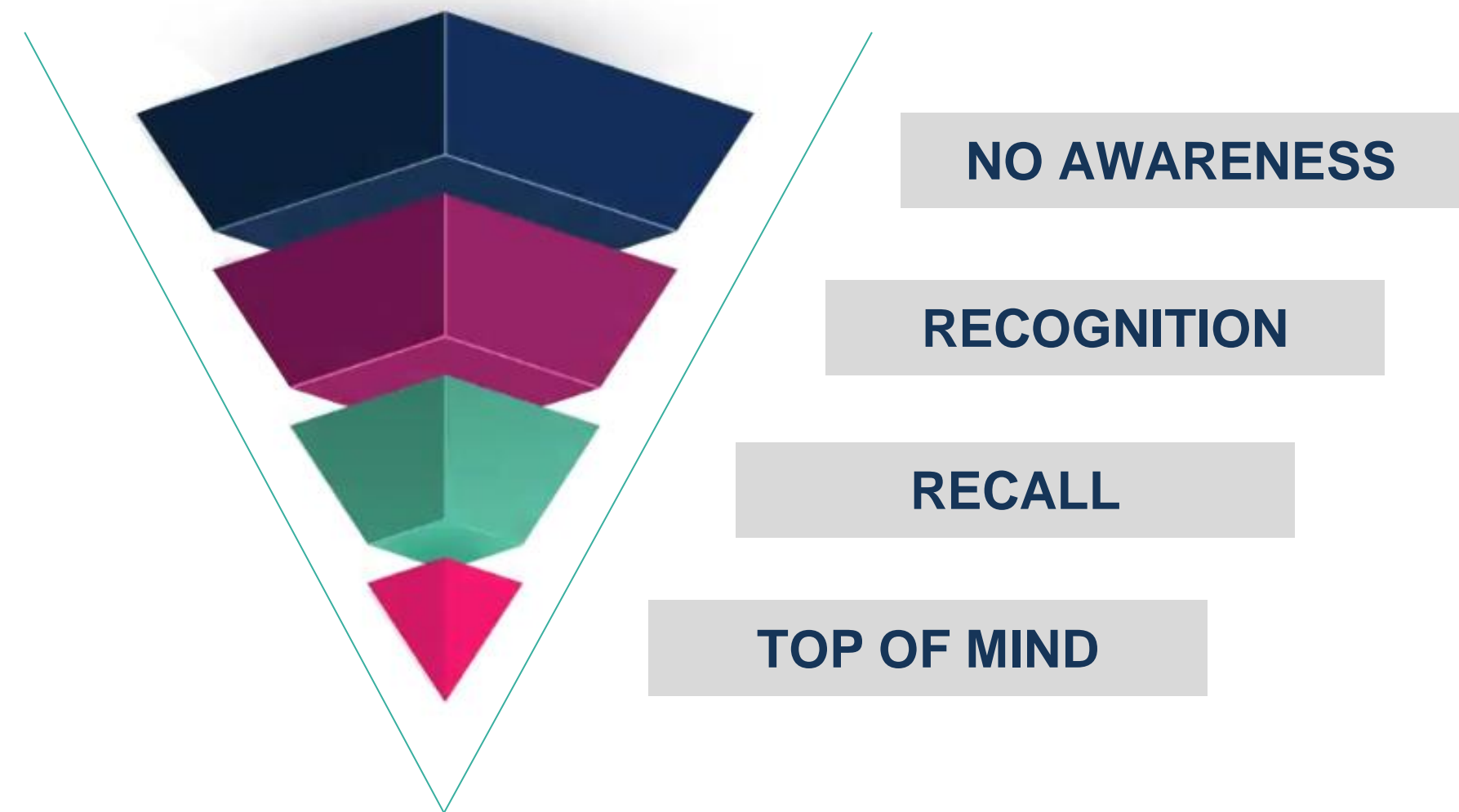
360° Targeted Marketing

Invixos strongly believes in the power of a well executed and **Targeted 360° Sports & Media Marketing Approach**, which includes but is not limited to: sports sponsorships, events hospitality, media partnerships, digital visibility, social interactions, customer activations, community engagement.

These elements together form **a holistic approach**, creating lasting relationships with your customers and improve brand exposure and perception.

GRP (Gross Rating Points) is outdated in media and marketing due to its singular focus, whereas a **Targeted 360° Marketing Approach** encompasses a holistic strategy, integrating various platforms and touchpoints to capture a **broader audience** and provide a more comprehensive understanding of consumer behavior and engagement.

Thanks to **Targeted 360° Sports & Media Marketing**, it is possible to link **Top of Mind Awareness** to **Market Share**.



Top of Mind = Market Share

The bwin Case

Invixos' philosophy for bwin between 2019 and 2023 was to enhance Top Of Mind Awareness by:

- Evolving from outdated GRP buying towards **Targeted 360° Marketing**
- Signing a 3-year Exclusive Betting Partnership with **Jupiler Pro League (JPL)**
- A 3-year Official Sports & Casino Media Partnership with **Eleven Sports/DAZN**
- A 3-year Official Partnership with **UEFA Europa & Conference League**
- A 3-year Official Sports & Casino **Jersey Main Sponsorship** with **KV Oostende**
- Leveraging **Exclusive Partnership Content** across various channels:
TV, OOH, Digital, Social Media, ...
- Exclusive **Hybrid Affiliate deals** with various media broadcasters and platforms
- An **Always-On Marketing Plan** with seasonal based activation campaigns
- Constant **Market and Competitor Monitoring**

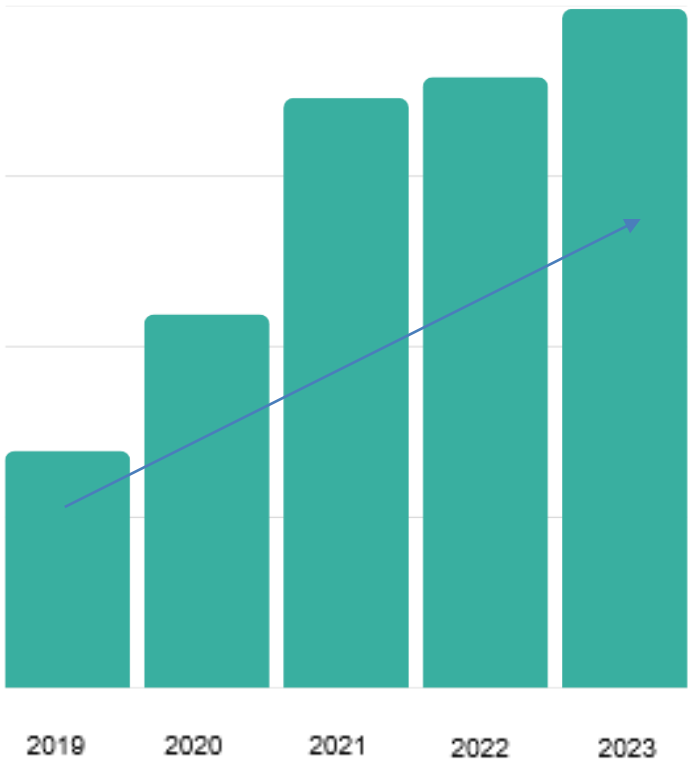


**Our approach resulted in outperforming the market with
an additional **Market Share increase of +45%****



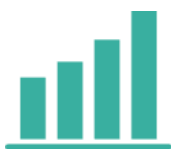
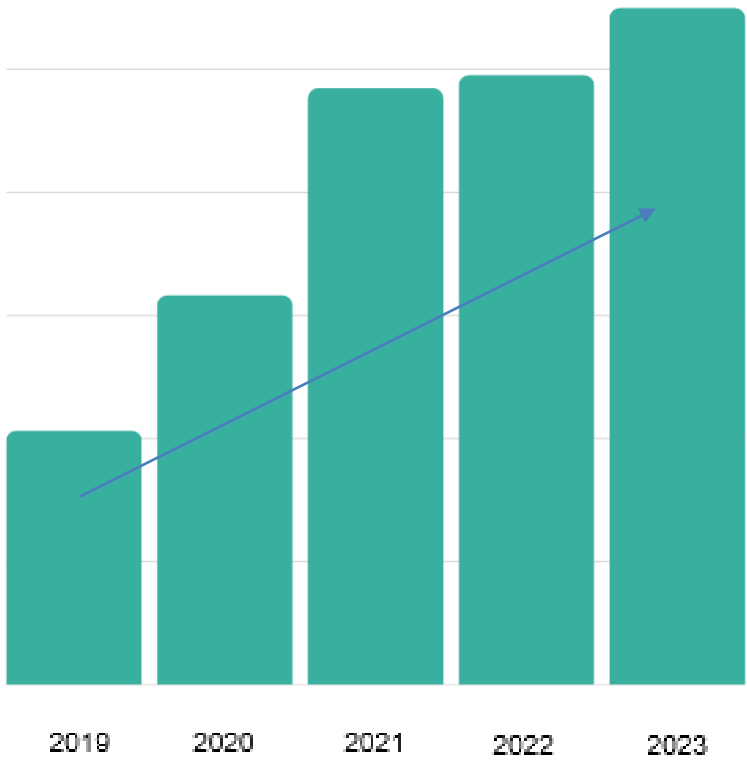
The bwin Case

Total Turnover



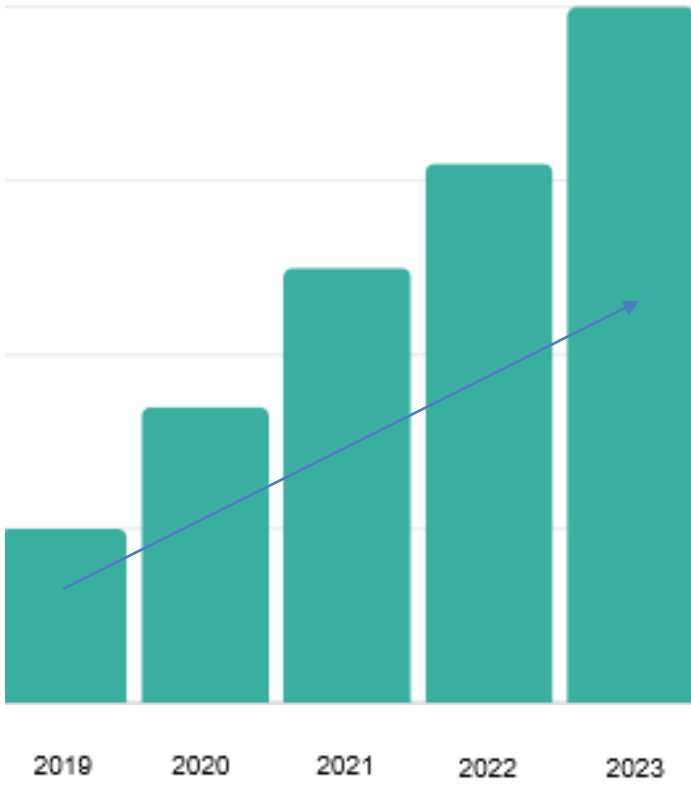
Turnover: +361%

Total GGR



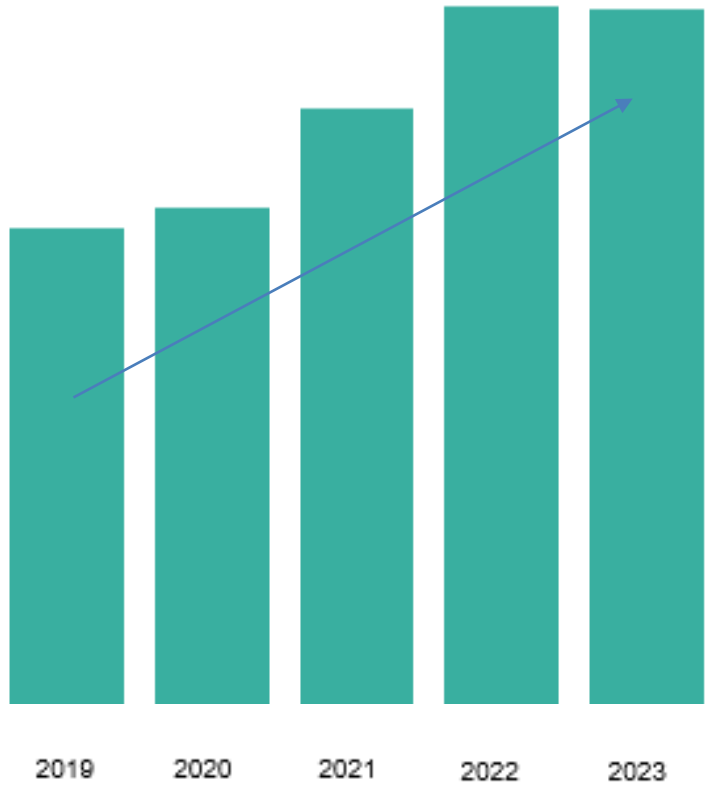
GGR: +274%

T.O.M.



T.O.M: +303%

Total Market Share



Market Share: +45%

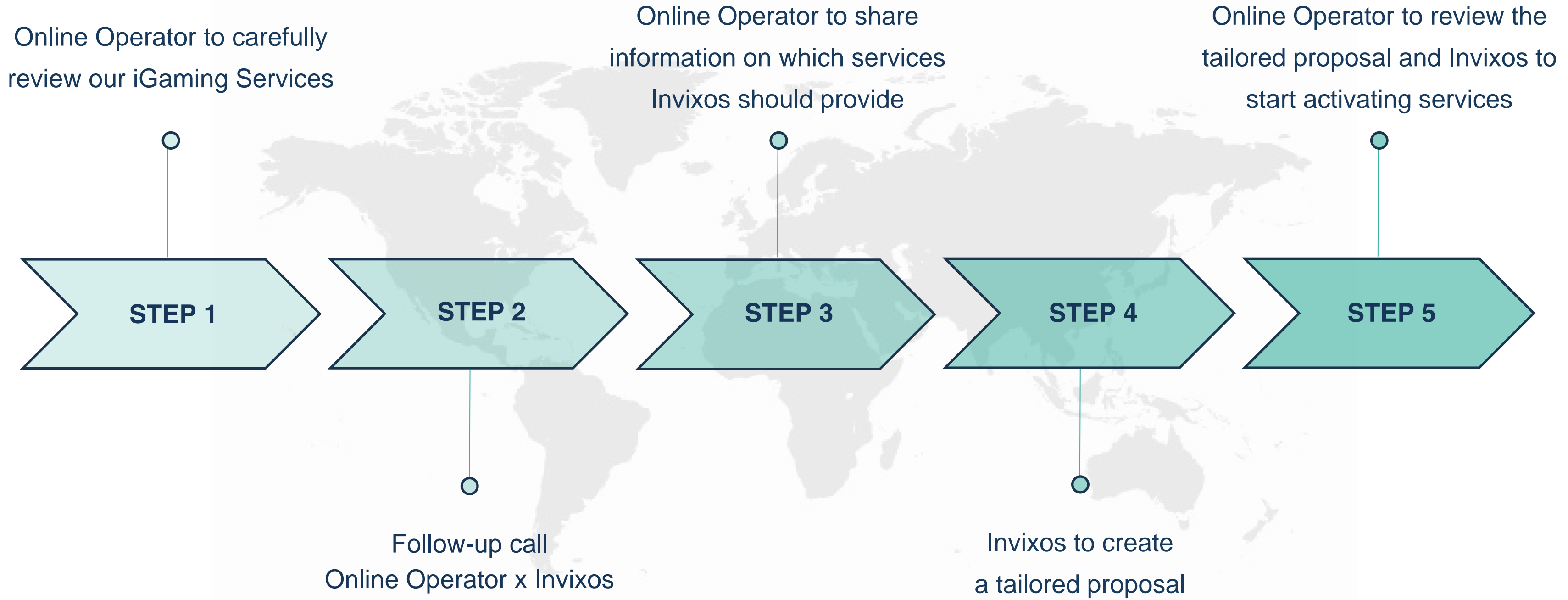


Next Steps

“Ensure that your brand has every possibility 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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