



BRAZILIAN LOUNGE

FEBRUARY 2023 / VOL. 001

www.BrazilianLounge.com

Your Guide to Brazil's iGaming Scene



Brazil Opens Its Arms

The country embraces your ideas and will turn your investment into profit in the largest economy in South America

TABLE OF Contents



04 DO YOU HAVE WHAT IT TAKES?

Wise advices for those considering Brazil and Latam

07 A SHOW LIKE NO OTHER

The largest iGaming conference in South America

10 CHOOSE THE RIGHT PARTNER

Before jumping into a new region consider that tip

15 MARKETING AGENCIES

The growth in the marketing segment in Brazil

18 THE IGAMING HUB IN SAO PAULO

Recently inaugurated iGaming business centre





**20 THE BRAZILIAN
IGAMING MARKET**
Navigating the Opportunities
with WeAreGame

**24 REGULATION
COMES AND GOES**
The latest information about
the legal aspect of the
iGaming in Brazil

**28 AFFILIATES
BOOMING**
The exponential growth of
the affiliates in Brazil and its
contribution to iGaming

**32 GET STARTED ON
THE RIGHT FOOT**
Choosing the best solution
for a whitelable that is made
for Brazilians.

37 PAYMENTS
Contributing to a Better
Gambling Experience



WELCOME FROM THE EDITOR

Welcome to the inaugural issue of our gambling magazine, specifically tailored for foreign investors interested in the Brazilian market. As the Chief Editor, I am thrilled to introduce you to a publication that aims to provide readers with the latest news, insights, and analysis on the current gambling situation in Brazil. Our team of experts and industry insiders has worked tirelessly to bring you in-depth coverage of the most relevant topics, including the current regulations, investment opportunities, and the potential of the market.

We understand that investing in a foreign market can be a daunting task, and our goal is to provide readers with the information they need to make informed decisions. We hope you enjoy reading our magazine as much as we enjoyed creating it.

Flavio Figueiredo
flavio@igamingbrazil.com

Do You Have What It Takes?

Entering a new market such as the Brazilian iGaming scene is highly relevant to consider the amount of energy and the effort you need to put to make things right

The growth and consolidation of the gambling market in Latin America, and especially in Brazil, has been happening at an accelerated pace in recent years. The 2022 World Cup, held in Qatar, served to show the world that this region is consuming more and more betting content and is eager for new aspects, possibilities and forms of entertainment.

Brazil, in turn, is home to approximately 210 million people and most are passionate about sports, especially football. Therefore, this is a highly recommended

space for all those who aim to create, invest and undertake in this segment. However, players interested in entering the Latin American market must not make the primary mistake of considering all countries as something unique or similar. After all, each nation has a very specific culture, customs and characteristics, although they are similar in some aspects, such as the fervor for sports, entertainment and now betting.

Therefore, it is essential to have a professional and/or a team of professionals who know and understand the daily life of each country,

where one intends to enter and the particularities of the local population. Despite the need to adapt products and services to local trends, culture and language, the moment could not be more propitious for investments in Latin America and Brazil.

The sports betting sector, for example, was the one that expanded the most in recent years in Latin America, according to a survey of global brands or with continental importance that invest in the region produced in 2022 by IBOPE Repucom, a reference in sports marketing studies. Compared to 2020, this market



rose seven places and is now in the second position of this ranking, but the consolidation was even greater in Brazil and it is occupying the top of the ranking at the moment.

And, this growing trend in

“

**THE DIFFERENCE
BETWEEN FAILURE AND
SUCCESS IS AT ONE CLICK
OF YOUR MOUSE.**

interest and in sports betting affects the Brazilian population in general, including the female public, who bet much more in 2022 compared to 2021 and should continue betting, mainly, on football this year due to the dispute of the Football Women's World Cup.

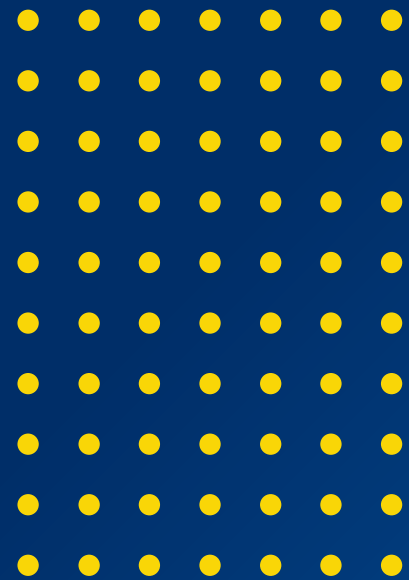


BIS

Brazilian iGaming Summit

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BET ON A WINNING MARKET



15 - 17 JUNE 2023

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A Show Like No Other

The events Brazilian iGaming Summit and Afiliados Latam are now considered the largest in the whole South America.

The year 2023 will also be a milestone for events in the gambling sector in Brazil due to the launch of yet another conference directly linked to the largest iGaming fair in South America, the **Brazilian iGaming Summit (BiS)**. Held for the first time in December 2021, BiS brought together some of the biggest lottery, affiliate and betting players on the planet with influential figures from the

Federal Government in the city of São Paulo (SP).

In its second edition, the **Brazilian iGaming Summit** achieved global repercussions and now has a day entirely dedicated to the affiliate market with the grandiose debut of **Afiliados Latam**.

The "Brazilian show", prestigious abroad and integrated into the industry's

calendar of events, continues to grow and already has an agenda that meets the growing demand of the national and international market. For this reason, the organization of the event - **Grupo Jericho Eventos** - presented yet another impactful novelty for the 2023 edition: **BetExpo**, an event aimed at bettors and sports traders.

The first edition of **BetExpo** - which will take place in parallel with the **BiS 2023** and **Afiliados Latam** schedule - will take place on the *17th and 18th of June*. The objective is to make the participants interact face-to-face with the biggest names in Trading in Latin America, as well as deepen the discussion and



Photo taken during one of the panels with members of the Brazilian Chamber of Deputies.

share the experience of the most experienced bettors.

Thus, the largest city in Latin America will host the largest sports betting event, online casinos and lotteries in **Brazil** for the third time, as well as the first exclusive conference for the affiliate market. And, aiming to provide even more comfort, structure and meet the very high demand from brands and professionals interested in participating in the conventions, the group chose to transfer



The iGaming Awards and its winners

“ THE INITIATIVE TO CREATE THE AWARDS WAS RIGHT ON SPOT AND IT CAME IN THE PERFECT MOMENT FOR OUR INDUSTRY.

LEONARDO BAPTISTA, CEO PAY4FUN

all appointments to the **Transamerica Expo Center**, in a space approximately 10 times larger than those of the first two times.

Finally, the effort of the iGaming community will be recognized again during the **Brazilian iGaming Awards**. The awards ceremony will take place on the evening of the first day of the event and is exclusive to the gambling industry and seeks to honor the brands, professionals and personalities who remain committed to making a difference in the Brazilian market.



Football legend Zico and Congressman Newton Cardoso Jr



AFILIADOS
LATAM

STEP INTO BRAZIL AND LATIN AMERICA WITH THE BEST AFFILIATE PARTNERS IN THE MARKET

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 www.afiliadoslatam.com



15-17 JUNE
SÃO PAULO
BRAZIL



Choose The Right Partner

Before jumping into a new region consider this advice

Since the legalization of sports betting in December 2018 by the then President of the Republic, Michel Temer, the Brazilian market has grown, structured itself and has already reached a point of maturity sufficient to continue generating new businesses and products, thus moving billions of reais every year.

In 2020, the betting sector moved more than 7 billion Reais and it is estimated that this value

will jump to R\$ 12 billion this year. But there is still a lot to be done in Brazil in order to explore its full potential, in order to become one of the world leaders in the short term.

For this reason, the Brazilian Lounge features four leading players in their respective fields of activity that can significantly contribute to the entry of a new betting group / brand into the Brazilian scenario in an impactful and effective way.



SÃO PAULO IS BECOMING THE NEW EPICENTER OF THE IGAMING INDUSTRY IN BRASIL AND LATIN AMERICA.

The theme chosen for the green and yellow space at ICE London 2023, 'the best place to do business with Brazilian gamblers', has everything to do with the expertise and competence of the four brands involved

SUPER AFILIADOS

Super Afiliados is a company that knows the strength of internet marketing and thus generates new customers for companies, making them partners.

With professionals forming a team with a lot of knowledge in the digital market and up-to-date with new ways of contacting the public, Super Afiliados produces campaigns that show not only the brand, but the people who make it all happen, helping their clients with their main objective: acquisition of new players.

JERICHO EVENTS

Jericho is the company that organizes the best events in the sector: Brazilian iGaming Summit, Afiliados LATAM and Bet Expo.

With the evolution of the subject and the increasingly pulsating interest in Brazilian veins, the Group's next event will be held in a venue ten times larger than the one held in 2022, which shows the strength of the sector (both B2B and B2C) in the Brazilian market.

CACTUS GAMING

Cactus is a leading regional provider of award-winning sports betting and gaming platform technology since 2018.



iGAMING *Brazil*

BRAZILIAN AND INTERNATIONAL GAMES MARKET



NEWS



INTERVIEWS



EVENTS



igamingbrazil.com

With a mission to continually provide innovative, flexible and customer-centric solutions to its partners, ensuring the best possible iGaming products and services to secure a competitive edge.

ANSSPACEPAY

Founded in 2015, AnSpacePay seeks to be much more than a way to receive and make payments, it is a simplified and effective platform that offers the perspective of a differentiated relationship between its contractors and end customers.

Possessing a modern technological base and robust infrastructure, its daily goal is to keep its customers worry-free and focus only on its core business, leaving the settlement of its payments under the responsibility of the payment method company.

With the high demand for payment providers that can offer a fast and efficient service, AnSpacePay is a great choice for taking off in Brazil.

IGAMING MEDIA

iGaming Media is a digital marketing agency that offers services solely and exclusively to gambling companies. It is the first agency in Brazil focused on Backlinks and specialized in the iGaming industry in the country. improve their positioning on search engines. Distributing your articles, strategically produced focused on the sector, to the main news agencies in the country.

With a team of specialized editors, the company has been operating in the market for eight years and helps bookmakers to improve their positioning on search engines. Distributing your articles, strategically produced focused on the sector, to the main news agencies in the country.

WE ARE TECHNOLOGY

With 26 years of experience in software development, the company knows all the challenges that its customers need to face.

Hire the software your company needs made by experts. We Are Technology provides business-focused software.

A company with expertise in cloud, mobile, desktop and how to engage the customer. A company that definitely knows how to do it with dexterity

The group is planning a series of actions before and during the event with the intention of awakening the interest of the biggest brands on the planet, including the launch of an exclusive website with information on all companies, a magazine presenting the latest trends and the potential of Brazilian market, typical Brazilian customization in the place occupied in ExCeL London and much more.

IGAMING HUB

The first co-working space dedicated to the iGaming industry in São Paulo has emerged in 2021 with the initiative of a group of entrepreneurs based in the city. It was initially located in the Avenida Paulista and then moved to the corner of Avenida Faria Lima and Avenida Juscelino Kubitschek.

In the heart of the financial and high-tech district in Brazil, the concept of having a one-stop-shop for all iGaming needs encouraged various companies to get together in the same location and join forces to offer a great deal of services.

With a new area being prepared to be opened in Q1 2023, the hub will have potential to accommodate at least 60 more people under its roof.



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Media Websites



+20
Brazilian Cities



+5000
Publications



+30
Journalists



+5 years
Experience



100%
Satisfaction

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Marketing Agencies

Making the right choice in the earliest stage can represent a great deal of success of your operation

Considering that the estimate of the Brazilian market is to almost double the amounts moved per year in 2023, the world industry - which was worth around US\$ 63.5 billion at the end of last year - should reach US\$ 153.6 billion in 2030, according to a report by Grand View Research..

Therefore, the operation of sports betting involves numerous segments, such as marketing, content production, sponsorships and commercial partnerships, consultancies, providers, among many others.

But, as the popular saying goes: 'marketing is the soul of every business', and that phrase couldn't more relevant today, because the quality of a company's marketing is what defines its success or failure.

For Flávio Figueiredo, CEO of iGaming Media (digital marketing agency specializing in betting sites and awarded as the best company in the sector at the Brazilian iGaming Awards 2021 and 2022) companies should pay more attention to this type of service, taking into account some aspects.

With the rise of the betting sector, the agencies also grew in number and importance in Brazil, having the mission, first of all, to let people know the dynamics of sports betting and, later, the bookmakers themselves.

As previously mentioned, it is essential to find an ideal local partner when entering a Latin American market. However, this choice needs to be fully in line with the strategy and profile of the respective foreign player. By having a Brazilian marketing agency,



"IN A CONTINENTAL COUNTRY LIKE BRAZIL, WITH DIFFERENT TRADITIONS, DIALECTS AND CULTURES, IF A FOREIGN COMPANY DOES NOT LOOK FOR A COMPANY THAT KNOWS ALL THE CHARACTERISTICS OF THAT REGION, AND THAT IS NOT SPECIALIZED IN THE NATIONAL MARKET, IT WILL ENCOUNTER DIFFICULTIES".



Master plan of market to get success

For example, the group does not run the risk of making basic mistakes in its communication with the public and presents itself in a much more direct and powerful way to the new audience.

Definitely, those who are not seen, are not remembered and the growth of the marketing segment in Brazil proves the relevance of bookmakers taking the brand messages to the target audience, adopting the most creative and

accurate strategies aimed at the Brazilian public.

Thus, it is not recommended to give up this type of partnership when planning the entry and/or expansion of business in the national market.



THE BEST BETTING WEBSITE ON THE MARKET!

Founded in 2021, BET7K is an entertainment website adult focusing on online gambling.

With a friendly and beautiful layout, we have thousands of advantages for those who want to have fun and still try to take extra money in the process.



Online Casino

We have more than 300 slot and live game options to you have fun and profit some money.



Sports Betting

Show your sporting knowledges palpitating in your hearth's team.



Welcome bonuses

Only here you can start with up to R\$7,000.00 to bet as you wish.



24 hours support

Do you have some doubt? Contact us! Don't matter the day or the hour, we will always here to help you.

BET7K
www.bet7k.com

The iGaming Hub in São Paulo

With open space desks, private offices, board room and two studios the companies sharing this space can enjoy a wealth exchange of services and synergy is amazing.



São Paulo is the largest city in Latin America and the economic heart of Brazil. According to 2022 Census numbers, the population is around 12 million inhabitants. Therefore, the city is a natural hub for business, innovations and events with global repercussions, including the iGaming market.

São Paulo has the highest GDP among Brazilian cities, the tenth largest in the world and, according to the projection of Price Waterhouse Coopers, it will be the sixth largest in 2025. São Paulo also stands out, as a city marked both by business tourism and tourism recreational tourism, being one of the main destinations in the country and in Latin America. The entire infrastructure for events in the city makes it host to 75% of the main fairs in the country.



The city has numerous cultural activities and a nightlife that is considered one of the best in the country. Rua Oscar Freire, according to Mystery Shopping International, was elected one of the eight most luxurious streets in the world, and São Paulo, the 25th "most expensive city" on the planet. Rua Oscar Freire is close to one of the main tourist attractions in the city, Avenida Paulista, one of the main shopping centers in the country.

Another shopping center in São Paulo is Vila Olímpia, which houses numerous offices of multinationals and national companies. Unilever, Grupo Santander, Camargo Correa, Kimberly-Clark, and the recently opened iGaming Hub are some of these companies. Formed by Super Afiliados, Jericho Eventos, iGaming Brazil,

iGaming Media, Bitci and Pragmatic Play, the Business Hub facilitates decision-making and strategies for businesses in the sector.

With an area of approximately 400m², the office is located on one of the most expensive corners in the country, Avenida Juscelino Kubitschek and Avenida Faria Lima, at the same address as the two editions of BiS and Afiliados Latam.

The merger of the companies adds up to approximately 50 employees, including lawyers, attendants and other employees of the participating companies. In addition to the ease of generating business, the space also has a podcast studio, where programs with market specialists can be recorded in the future.



IT IS AN AMAZING OPPORTUNITY TO PARTICIPATE ON A PROJECT SUCH AS THIS IGAMING HUB IN THE HEART OF THE LARGEST CITY IN SOUTH AMERICA.

The Brazilian iGaming Market

Navigating the Opportunities with WeAreGame



The Brazilian iGaming market is on the rise, with a growing number of players seeking new and exciting ways to gamble online. The country's population of 217 million people has been growing at an annual rate of 3% since 2010, and it's expected to hit 250 million by 2030. This year, Brazil will have almost 1 million active players online, which is an increase of 25% over last year. The market is projected



"This year, Brazil will have almost 1 million active players online, which is an increase of 25% over last year."

to reach a total value of \$20 billion by 2025, presenting a significant opportunity for iGaming operators to enter and capitalise on this growth.

However, entering or expanding in this market requires overcoming a range of challenges, from navigating the regional differences and tailoring the content accordingly to finding the right way to reach and engage with players. But essentially, it's challenging to



enter the market without a solid strategy. That's why we need experts who know how to build for this market, who understand its nuances and how best to serve it.

WeAre.Game, powered by WeAreTechnology Group, is a B2B iGaming software solutions provider with a significant and growing number of clients and partnerships in Brazil, serving some of the top Brazilian betting brands. Our expertise in the Brazilian market is unparalleled, with a deep understanding of regional differences across states and the ability to tailor content appropriately.

We specialise in Brazilian sports content and leagues, including specials and boost, MMA, and local proposition

markets such as elections. Our platform offers all the top Brazilian casino content, including live casino, live bingo, and the best crash games. We also provide customer support and payment admin services to help get clients up and running quickly.

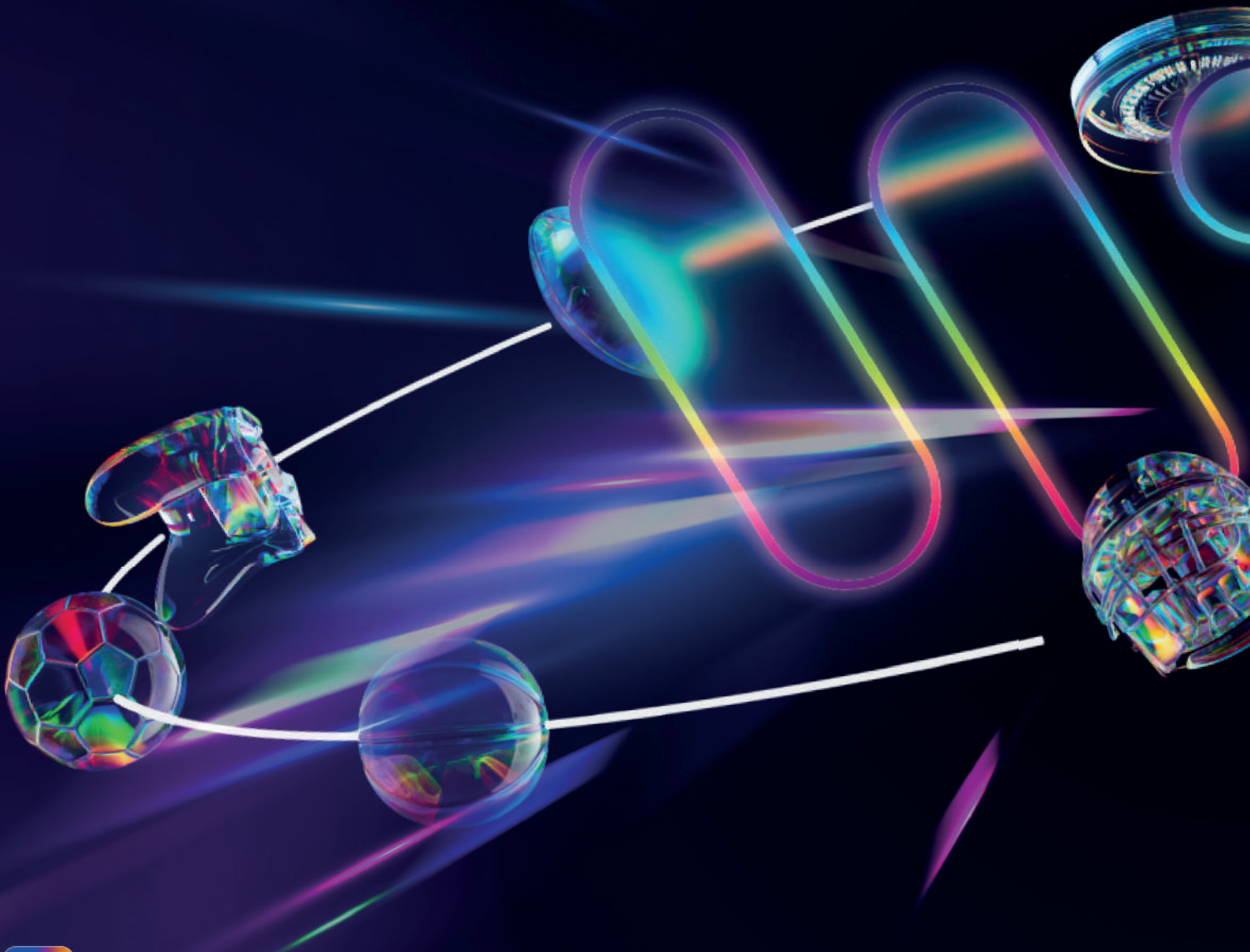
We offer sports and casino management, leveraging our expertise and risk management on each brand. Our affiliate management and CRM products and services enable us to manage and optimise player acquisition and retention, while our range of fantasy betting and free to play predictive gaming products are customised to the Brazilian market, with the best coverage of lower and regional leagues.

In addition to sports and casinos, we also provide lottery and poker products, so your brand can attract all player cohorts. In conclusion, our full spectrum of iGaming software solutions, combined with unique expertise in the Brazilian market, make us the ideal partner for new or existing iGaming operators looking to enter or expand in the Brazilian market. Contact us today to learn how we can support your iGaming business in Brazil.



We Are Game

A Full Spectrum of iGaming Software and Content Solutions



We Are Casino



We Are Sports



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We offer fully customisable and flexible iGaming solutions that allow you to build your own casino, sportsbook, lottery, fantasy and poker business the way you desire. Whether you're looking for a white label solution or a fully managed solution, we provide everything you need to get started.

- **100+ Providers, 6400+ Games**
- **Fully Customisable Platform**
- **White Label Solutions**
- **Managed Services**

Regulation Comes and Goes

The latest information about the legal aspect of igaming in Brazil

The practice of online sports betting was legalized by the then President of the Republic, Michel Temer, in December 2018. Since then, the population has become accustomed to the activity, understanding the basic

concepts of the game and adhering to the entertainment platforms that are already operating in the world country.

In recent years, the market has gained much more strength, conquering millions of fans among those

passionate about sports and has gone through a process of demystification. In other words, Brazilians began to understand how betting works and how to bet in a social and responsible way, as they used to do informally with friends and family.





Photo of the Congress House on the left and Federal Deputy Newton Cardoso Jr at the Afiliados Latam in 2022 speaking about the regulation and its importance to society.

In addition, the increase in partnerships between sports clubs, Federations and Leagues also served to accelerate this industry maturation. In 2022, the 20 football teams that competed in the First Division of the Brazilian Championship had some type of partnership with companies in the sports betting sector, in addition to the presence of these brands on the signs around the pitches and in the intervals of transmission of games on channels open and closed TV.

in November and December 2022, also significantly helped to boost this segment, breaking the public bubble that is used to following sports competitions and mobilizing millions of new users. The Brazilian population has already shown that it does not limit itself to doing its 'fezinha' in sporting events, also betting on entertainment attractions, awards, reality shows, politics, etc. Experiencing a moment of full expansion, the sports betting sector still lacks specific regulation in Brazil.

of rules that determine how the activity must be carried out or exploited commercially in the country will happen soon. After all, this is a subject that has already been widely discussed, analyzed and matured among figures in the Federal Government, with a view to formalizing a fair regulation and in accordance with the best practices in the global market via presidential decree.

The World Cup, held in Qatar,

The trend is that the definition



GAMES MAGAZINE BRASIL

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TO ENTER THE
BRAZILIAN
MARKET

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IN FRONT OF THE
BIGGEST AND MOST
ENGAGED AUDIENCE
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Esports



Finance



Casino & Bingo



Lottery



Legal & Compliance



iGaming



Affiliates



Regulations

CONTENT IN ALL ITS FORMS



TWO EDITIONS

GMB is published daily in two languages: **Portuguese and English**



NEWSLETTER

Information delivered to you: Receive more than 20 news per day as 3,000 active contacts from our base



NETWORKING

We advise you to connect your brand with the key makers of the industry for new businesses in Brazil.

News
Analysis
Reports/Statistics
Interviews
Videos
Photos
Opinion
Podcast
Webinars

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Simply send us an email to marketing@gamesbras.com and we will put together a customized plan with banners and/or content in all its forms.

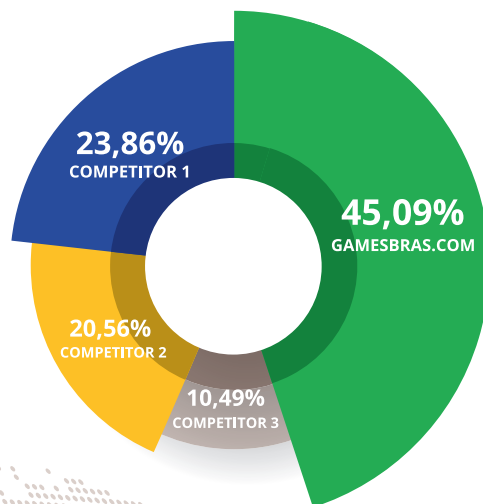
MAIN AUDIENCE

01. BRAZIL
02. UNITED STATES
03. SWEDEN
04. PORTUGAL
05. UNITED KINGDOM
06. IRELAND
07. NORWAY
08. INDONESIA
09. SPAIN
10. CHINA
11. MALTA
12. ARGENTINA
13. INDIA
14. FRANCE
15. CANADA

GAMBLING NEWS WEBSITES FOR BRAZILIAN MARKET

WORLDWIDE TOTAL VISITS 2022

SOURCE:  similarweb



10,000+

PUBLISHED ARTICLES PER YEAR

7,500+

SOCIAL MEDIA FOLLOWERS

70,000+

MONTHLY AVERAGE PAGE VIEWS

3,000+

NEWSLETTER SUBSCRIBERS

35,000+

MONTHLY AVERAGE USERS

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REAL-TIME SPORTS DATA SOLUTIONS

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NetBet

sportradar

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SPORTS

ZITRO

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GMB
GAMES MAGAZINE BRASIL

Best digital magazine
2021



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games-magazine-brasil

SUPER AFILIADOS

In recent years the company has seen a boost in traffic and the interest of affiliates from other segments in joining the iGaming industry. Their team has expanded and is now present in Brazil, Portugal and in the United Kingdom.

There was a time when producing results of hundreds was considered a good success case, but since 2021 the company now produces tens of thousands of new depositing players per month and is just not growing more because the operators are not all well-funded or prepared to take.

Their deals are based on hybrid or simply RevShare and the company is now producing courses to teach others how to become an iGaming affiliate.



Manuel Matos - Commercial Director

Affiliates Booming

Brazil was one of the fastest growing markets in 2022

The growth of gambling affiliation in Brazil has been remarkable in recent years, attracting the attention of both local and foreign companies. With an increasing number of Brazilian citizens participating in online gambling activities, the industry has experienced tremendous growth, attracting foreign investment and competition.

One of the main drivers of the growth of gambling affiliation in Brazil is the increasing popularity of online casinos, sports betting, and other forms of digital gambling. In addition to offering convenience and accessibility, these platforms have also become more appealing to Brazilian players with the introduction of new and innovative games.

The arrival of foreign companies has also contributed to the growth of the industry. Companies from Europe and the United States are seeking to invest in and explore the Brazilian



market, where the potential for growth is huge. These companies are competing with local operators, who have long been established in the market, but are now facing increased competition from international players.

The competition between local and foreign operators has led to a rise in quality, with companies investing in advanced technology and offering better customer experiences. For example, some operators now offer live betting and streaming, allowing players to place bets in real-time and watch live matches from the comfort of their own homes.

However, despite the growth and potential of the gambling affiliation industry in Brazil, there are still challenges that must be overcome. The government has yet to regulate the industry, which has led to concerns about player protection and the prevention of money laundering and other illicit activities.

According to a recent research made by Deep Competitive Intelligence, Brazilian traffic was ranked number one with over 59million visits, having USA in second with less than 24million visits and then UK with just little more than 22million visits.

Only one single website has produced more traffic than the combination of all websites in USA on sports vertical. Affiliates are all taking a new step in Brazil and it will soon be another saturated market.



PERFORMANCE MARKETING STRATEGIC PLANNING

The Gaming Market in Brazil is experiencing significant growth, presenting a valuable opportunity for companies looking to expand their operations. Since 2007, Super Afiados has been the best choice for betting companies in the Brazilian market, as we possess a thorough understanding of the market.

**UNLOCK OPPORTUNITIES AND
CONNECT WITH INDUSTRY LEADERS**

  @superafiados



OUR RESULTS IN 2022

BIGGEST AFFILIATE COMPANY FOR BRAZIL



+2,5K AFFILIATES

Connected to our Network



+400K

SIGNUPS



+240K

FTDs



+€4,2mi

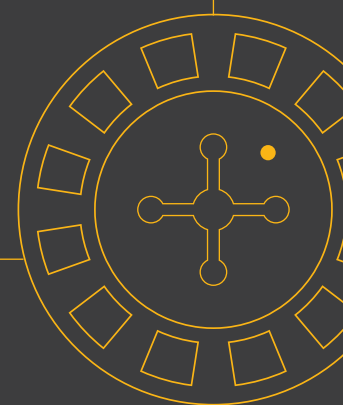
COMM

7 7 7



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BAR



Get Started on the Right Foot

Choosing the best solution for a whitelable that is made for Brazilians.

Cactus Gaming, a tech company specializing in gaming platforms, has announced the launch of its services in several new regions of Latin America and expansion plans for European countries. The company's mission is to provide users with a seamless and enjoyable gaming experience, making

it possible for players from around the world to connect and compete in online games.

In Latin America, the company has established a strong presence in Brazil, and plans to expand into other countries in the region in the coming months. The company's entry into the Latin American market is expected

to bring significant benefits to local gamers, who have long been seeking a better gaming experience.

The company has also announced plans to launch new games and features on its platform in the near future, including more crash games and live tables. These additions are expected to





further enhance the gaming experience for users and attract even more players to the platform.

Cactus Gaming's CEO, Nickolas, said, "We're thrilled to bring our gaming platform to new regions in Latin America and Europe. Our mission is to provide gamblers with a seamless and enjoyable experience, and we believe that our technology and commitment to excellence will make a significant impact in the gaming industry."

Various whitelable solutions are live and operational

in Brazil and they are fast growing because of the quality of their services and the cost for setup and monthly fees based on a small percentage of the client's earnings.

In conclusion, Cactus Gaming's expansion into new regions of Latin America and Europe marks a significant milestone for the company, and is expected to bring numerous benefits to both local gamers and the company itself. With its advanced technology and commitment to excellence, Cactus Gaming is poised to become a leader in the global gaming industry.



Nickolas Riberito - CEO of Cactus Gaming

Start your online betting system in a few clicks

Casino, Sportbook and Live Casino



Inovative Solutions

We need a team that is prepared and understands the Brazilian betting market. We are ready to mee any demand and maximize your results!



Resources



Influencers

We manage campaigns using Digital Influencers. After a lot of testing we identified the best way to work with this type of audience.



Prepared Team

We have 6 years working in the Brazilian market with specialized service. We work with active and passive call center.



Performance

Work totally focused on maximizing results. We have a team fully dedicated to increasing retention and recovering inactive users.



Media Buying

Experience combined with a team passionate about testing, we optimize every element and stage of the funnel.



www.cactusgaming.net

BRAZIL IN NUMBERS

According to a report by the Brazilian iGaming Summit, there are over 100 million potential gamblers in Brazil. This includes both those who currently engage in gambling activities and those who are interested in trying it. The report also states that the Brazilian gambling market has huge growth potential, with a rapidly growing middle class and a largely untapped market.

The Latin American region as a whole presents a significant opportunity for the gambling industry. With a large and young population and a rapidly growing middle class, the demand for gambling

and gaming is on the rise. According to a market research report by Technavio, the Latin American online gaming market is expected to grow at a CAGR of over 18% between 2020 and 2024. This growth is driven by factors such as the increasing penetration of smartphones

and internet services, as well as the liberalization of gambling laws in some countries.

Countries such as Brazil, Mexico, and Argentina are among the largest markets in the region, with a growing number of potential gamblers.



WE'RE THRILLED TO BRING OUR GAMING PLATFORM TO NEW REGIONS IN LATIN AMERICA AND EUROPE





Bringing value to your Merchant business

The best, safest and more complete payment platform in the Brazilian Market.

We offer much more than a payment solution, our services includes highest industry security, efficiency, agility, management in all areas that you need for your business.

Through **Anspacepay**, your user can monitor all transactions in real time through the management panel. This includes cash in and cash out transacions, processing your day to day payments both locally and internationally and is able to generate reports allowing for easy control.

We work with several payment methods:

- PIX (instant payment in seconds and with high efficiency)
- Credit card
- Bank slip
- Cryptocurrency

Robust infrastructure that supports the highest industry demands: We realize over half million of transacions per day.

Our Advantages:

- Integration
- Control and management Dashboards for your operation in real time (Dashboard in Portuguese and English)
- 24/7 support for your team
- Several functionalities and facilities built-in for your day to day operations
- Strict security standards and encryption processes.
- And much more



@AnSpacePay



/AnSpacePay



www.anspacepay.com



dir.com@anspacepay.com





Payments: Contributing to a Better Gambling Experience

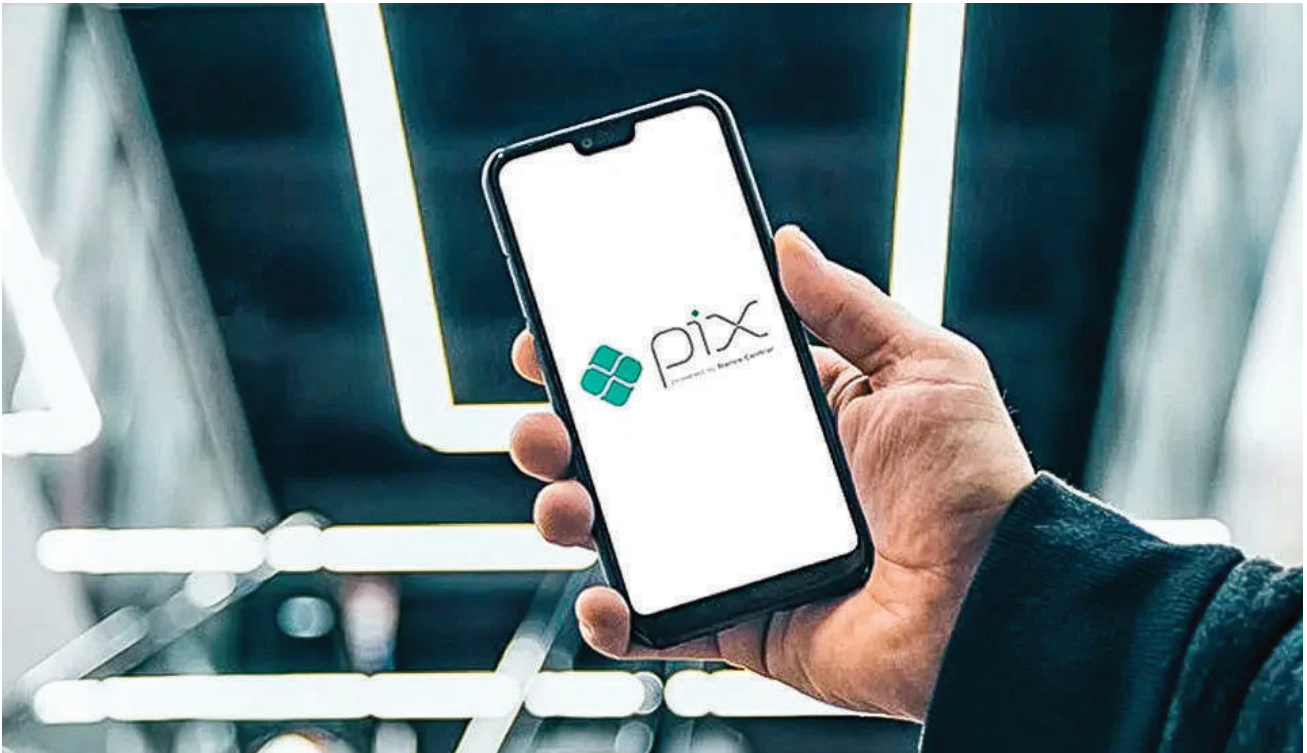
Brazilians passionate about sports are finding more and more options to bet online on their favorite team or game. In a brief online survey we found that the number of companies offering the possibility of sports betting and live casino games online in Brazil grows exponentially in 2023. There are more than 450 betting sites in Brazil that together move more than R\$ 12 billion per year.

The companies that operate in this market seek to provide the best experience for the Brazilian public by combining state-of-the-art programming technology/

software with increasingly interactive sites and fast betting and withdrawal processes with a high level of security.

In this back office there are countless nuances that the operator (betting sites) needs to take into consideration. One of them is the fast and secure payment processing (cash in and cash out) that your users need.

Anspacepay is the best PSP (Payment Service Provider) in the Brazilian market. Its technological platform is protected by high levels of information security and state-of-the-art encryption at levels equivalent to the



largest banking institutions in the world. Its transactional capacity is automatically scalable within AWS (Amazon Web Services) ensuring the fastest speed of the market, even at times of high demand. Their customers have a 24/7 multi-lingual support team to address any questions or issues.

In their portfolio of payment solutions they offer their customers various deposit and withdrawal possibilities, such as PIX (instant payment), TED, Boletão Bancário, Credit Card, Debit Card, and Cryptocurrencies.

Notably, PIX (instant payment) transactions are preferred by Brazilian gamblers because it is simple and fast. Data from the Brazilian Central Bank reveal that in 2022 more than

R\$ 10 trillion were transacted in PIX. In Brazil it is so popular that it has already surpassed the volume of credit and debit card transactions.



NOTABLY, PIX (INSTANT PAYMENT) TRANSACTIONS ARE PREFERRED BY BRAZILIAN GAMBLERS

In addition to the most secure and fastest multilingual payment platform on the market, Anspacepay is concerned with understanding the needs of

its customers and creating specific solutions to ensure the satisfaction and success of your operation. Their platform is 100% API based and is easily integrated by any developer in any language. In addition, customers can track their site's transactions using its complete dashboard in real time, with many integrated features and facilities for the customer's day-to-day operation.

Anspace is the ideal partner for your company to quickly and securely transact for more than 118 million Brazilians over the age of 18.

FINAL WORDS

The most special thanks goes to our fantastic partners and friends who contributed to the launch of the very first Brazilian Lounge during an event such as ICE.

But none of this would be possible if it was for the success of what is the largest event in the iGaming industry of all times and presented to us by Clarion which is a reference for us all.

Naming just about everyone who was involved in this process and contributed somehow would make this page a very long list but having some of those who gave all energy and really put an effort is worth doing and they were: Yudi Osugui, Flávio Figueiredo, Abelardo Dantas, Nickolas Ribeiro, Lorenzo Caci, Osman Gunes, Marcello, Daniel, Carlos Cardama, Surya Maneesh, Andre Cruz, Andre Ruiz, Gabriel Fernandes, Nuno Bispo, Fabio Tiberia, Daniela Falchero, Elisa Gomes, Luiz Gustavo, Junior, Manuel Matos, Vivian Lima, Jucielly Chasseraux, Pedro Lucas, Magnho José, Sebastián Luna, Maia Perera and others.

A very simple idea that became a huge project, bringing all this people from

around the world together with focus in one main objective has been a great challenge but also a real pleasure.

We aim to keep doing this for other events, where Brazil needs to be present, and Brazilians needs to be welcomed. Our mission will remain the same, providing a warmth and welcoming ambiance to facilitate business and helping our friends to prosper.



Alessandro Valente

London, 31th of January 2023





BRAZILIAN
LOUNGE

DO YOU WANT TO JOIN US?

**GET IN
TOUCH
NOW!**

BrazilianLounge.com