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OCTOBER 2023 / VOL. 004

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PREPARATION BEGINS NOW!



WELCOME FROM THE EDITOR

Welcome to the fourth edition of our gambling magazine focused on the dynamic Brazilian market. As Chief Editor, I'm excited to introduce this publication, offering current news, unique perspectives, and insightful analyses of Brazil's ever-changing gambling landscape.

Our dedicated team explores regulatory frameworks, investment opportunities, and Brazil's market potential with the goal of empowering readers to make informed decisions. In this edition, you can expect exclusive interviews, articles, industry insights, and market analyses, providing a comprehensive understanding of the Brazilian gambling sector. We aim to foster a community of informed investors and enthusiasts passionate about Brazil's gambling industry. We hope you enjoy our magazine as much as we enjoy creating it.

Flávio Figueiredo
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Peter Nolte, founder and CEO of Salsa Technology

By Anamaria Bacci

Among the most exponential names in the powerful global gaming industry is Peter Nolte, founder and director of Salsa Technology.

Born in São Paulo, to an English mother and a German father, Peter spent a large part of his childhood in the interior of São Paulo and also in Germany, where he stayed for 4 years before returning to Brazil.

Peter studied at the University of Pennsylvania (USA), specializing in Marketing and Foreign Trade.

It stands out as a reference for the pioneering creators of bingo and gaming rooms in Brazil, having brought innovation and achieved the success of what is today Salsa Technology.

Furthermore, he was, together with his company, the first to develop an igaming platform in Brazil.

Here we report a little about the trajectory of Peter and Salsa Technology, which made a huge contribution to the Brazilian and global industry.

It all started in 1994 when legislation began to allow 90-ball bingo rooms and soon after allowed the operation of slot machines, as long as they had a bingo theme.

At the time, Peter was hired by Cirsa (Unidesa) to set up a company and teams in Brazil with the purpose of setting up bingo rooms, producing machines and developing games. It was with this team that they set up the first bingo rooms in Brazil and launched the first video bingo game.



A year later, in 1995, Peter was invited to take over the management of IGT Brasil, also with the aim of developing games and selling machines for Bingo rooms. To this end, they set up a CKD production line in Manaus to assemble machines, enabling IGT to sell its equipment in Brazil.

Peter remembers the beginning of bingo halls as if it were yesterday, when everything was allowed.

“I REMEMBER IT LIKE IT WAS YESTERDAY!” HE SAYS. “WITH THE NEW LAW AND LEGAL SECURITY INSPIRED AT THE TIME, MANY BRAZILIAN AND FOREIGN ENTREPRENEURS DECIDED TO INVEST IN THE INDUSTRY,” HE COMMENTS.

A typical room had a traditional 90-ball Bingo space allowing up to a thousand people, and there were also rooms with video bingo machines, always with supporting restaurants and bars, generating an average of 350 to 500 direct and indirect jobs per year. home, says Peter. home, says Peter.

Thank you.

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The Importance of Fantasy to attract players

By Anamaria Bacci

Integrating fantasy into the equation can have a remarkable impact on acquiring and retaining players. While fantasy games have a history, they have found a new home online and are steadily growing in popularity. People are naturally drawn to fantasy games that mirror the sports they love, both in terms of watching and betting.

Players love the satisfaction of using their skills to get better each week. They dive into statistics, fine-tune strategies, and closely monitor their team's progress. Yet, the appeal of fantasy extends beyond just personal success. It provides an avenue for shared enjoyment among friends, family, and colleagues, fostering camaraderie, teamwork, and meaningful connections. This communal aspect makes it an ideal engagement tool.

The creation of fantasy leagues that allow players to invite friends through unique codes adds a personalised and enjoyable dimension. This taps into their competitive spirit, ensuring sustained engagement as they vie for prominence within the league ranks. Imagine the potential when renowned athletes, influencers, or celebrities share these codes. Fans would relish the chance to outshine their idols in the realm of fantasy leagues.

Unlike typical sportsbooks or casinos, fantasy games offer a fresh and unique experience. Platforms can establish exclusive leagues or collaborations with teams and players, setting them apart from the rest. Marrying a fantasy game with a local hero or a well-known team can significantly boost the acquisition of new players.





MARRYING A FANTASY GAME WITH A LOCAL HERO OR A WELL-KNOWN TEAM CAN SIGNIFICANTLY BOOST THE ACQUISITION OF NEW PLAYERS.

Fantasy league participants are consistently drawn back to review scores and updates, cementing their engagement and commitment. This contributes to an overall increased engagement and serves as a great retention strategy for operators.

Interestingly, many fantasy players also participate in

sports betting. While they enjoy a fantasy game, they are likely to use the same platform's sportsbook for betting. It's a seamless transition that keeps them engaged. The enticement extends to sport-themed casino games and live shows, which garner increased interest from their loyal fan base. Establishing links between fantasy games and

relevant sports teams, games, or even casino-style offerings can be a strategic move for operators seeking new ways to attract players.

Fantasy games hold incredible potential. With their rising popularity, get ready to see more of them on platforms near you soon.



Manesh Palli
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How to innovate in online games

By Anamaria Bacci

Since the end of 2018, with the legalization of fixed-odd online sports betting in Brazil, consumer offers of betting products in general have seen robust growth with the availability of international websites that have learned the Brazilian language and started to communicate with the public. But not just sports betting in the strictest sense – which also only deals with

the so-called “fixed odds”, a dangerously limiting terminology. The volume of betting on entertainment games, often called “casino”, has become a rage in the country.

Games that require not only luck – like traditional casinos – but the user’s skill and strategy have become widely played and widespread, especially crash games. The theme, which can be a star, an

astronaut, a jet or a common plane, are backgrounds that allow the user to play against randomness and try to multiply their bets – if you want, it’s worth mentioning, because you can always have fun for free on the sites. . Furthermore, other games available require knowledge or at least a notion of statistics, involve methods, definition of value choices at correct times, so that luck becomes just a component



of life, something that can be seen even in sport. Who has never heard the phrase "penalty disputes are a lottery"?

The terminology "casino", despite being common and widely used by websites in Brazil, is, in my opinion, outdated to say the least. Let me explain: while abroad advanced legislation understands the importance of responsibly providing games in general, especially physical casinos, here in Brazil the archaic prohibition that dates back almost eight decades still exists. As a result, websites, accustomed to using casino terminology, translate it in the same way for the offer to the Brazilian market. However, despite applying well to foreign markets, here it still sounds like something negative and worse: it suggests a legal brush up against the misdemeanors of the 1940s. The correct definition, therefore, needs to be "online games" or something similar. Games that, with due responsibility and care, played by adults, are great entertainment.

But given the speed of expansion of the Brazilian and global market, the challenge

becomes innovation in games. Not long ago, it was rare for anyone to offer games "dressed" with their brand, so-called branded games. Today, it has become a kind of commodity. Companies that offer online games are moving in the other direction: finding new products that the market does not yet know and offering them intelligently to the customer.

Some actions were very well aligned by some companies whose websites are available to Brazilians. As the Brazilian saying goes, "pulling sardines", EstrelaBet's initiative with Stelar and MotoGrau are incredible. Likewise, there are other operators that have taken the lead in agreements with platforms and have even provided games involving sponsored football teams.

It is necessary to think beyond the obvious and not try to copy others, but rather explore the vast market of game offers and discover new opportunities, whether in recognized studios or in studios looking for their place in the sun.

On the studio side, the thinking must be the same: what new technologies, mathematics and innovations can I

offer to my B2B clients? What partnerships can I seek to create an online game capable of being attractive?

I really miss companies thinking about marketing concepts like licensing. Not just board games like a famous game whose character is a top hat with a monocle, but new films, video games, sports, characters, books and other cultural movements that, well-directed, can be sufficient in projecting an offer to the user capable of to boost studio growth and numbers.

In a competitive market, both for B2C and B2B, it is always essential to look beyond the horizon.



Felipe Fraga
Business Director of EstrelaBet

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The Rational vs Emotional decisions and why

By Anamaria Bacci

In this article, unlike what you might think, I will not address the topic of mindset as many course sellers do, but I will approach this topic in a technical way, come with me:

The fact is that when the bettor CLICKS the mouse button to place a bet, something motivated him to do so, be it an emotional or rational decision.

Every time you decide with the rational side, even if indirectly, you used some type of methodology that led you to "price" that event, and it told you that that particular bet needed to be made because there was a "mismatch" in price.

Example:

If in a given event, the Over 2.5 goal line is priced with an odd of @1.90 and you understand that in your "fair line", the correct one would be an odd of @2.20, your rationale will alarm you that there are 30 ticks of difference.

And it doesn't matter what method you used to price, whether it was pure statistics, whether it was feeling, whether it was radar or any other method, what matters in this example is that you activated a series of factors that together gave you some basis, and a power of decision that made you consider this bet.

As for the emotional decision, it is supported by different factors, from: "I'm going to bet here, because I'm sure this game will have more than 2 goals", although absolutely NOTHING gave any value in terms of odds. In other words, it's your guess vs the bookmaker's price.

I really like to joke that the bettor needs to see his every entry as a war. Imagine that each bettor is a one-man army, and each bookie is an entire nation. This is because in a normal scenario, betting companies have several arguments to discuss the price and place it in the correct measure, and it is the role of a bettor to extract the hedge from this and see unadjusted prices.

SOME ADVICE I COULD GIVE, AND MANY OF THEM FROM MY OWN LEARNING OVER 16 YEARS:

1 - EMOTIONAL DECISIONS ARE FOR YOUR LIFE AND NOT FOR SPORTS BETTING, THE MORE YOU DECIDE BASED ON MATHEMATICS AND GAME READING, THE GREATER YOUR CHANCES WILL BE.

2 - KNOWING WHAT TO DO, KNOWING WHERE TO CLICK, BUT NOT CLICKING, IS NORMAL AND PART OF THE GAMBLER'S CYCLE, AND THIS IS CORRECTED WITH SOMETHING CALLED "SCREEN TIME", THE FAMOUS EXPERIENCE.

3 - NOBODY IS BETTER THAN ANYONE ELSE AT BETTING, JUST SOME ARE MORE DEDICATED THAN OTHERS, DECIDE TO STUDY THE ALGORITHM, AND OTHERS SIMPLY WANT TO MAKE MONEY FROM THE COUCH AT HOME.

4 - BETTING ON SPORTS IS FUN, BUT IF YOU DO IT RIGHT, AND IN THE MOST TECHNICAL WAY POSSIBLE, YOU WILL REALIZE THAT IT BECOMES EVEN MORE COHERENT TO MAKE CHOICES WITHOUT INTUITION BIAS.



This article in itself does not in any way condemn any type of betting, especially because the pure juice of sports betting is entertainment, and by clear and specific definition we know that entertainment is fun, that is, playing or betting, whatever you prefer to call it. It comes from the pure decision of each end consumer, the only point of attention is knowing that when having fun it will almost always be attributed to the bias of not having a financial return, but rather a return of "entertainment".



Danilo Pereira



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Organic content, the basis of communication work

By Flávio Figueiredo

What we hear most these days is whether “organic searches” for such a site are growing. In many meetings I attend, the search for the much-desired “first page of Google” is incessant, and of course, this is understandable, but first let’s reflect.

I remember in my college days (and it wasn’t that long ago, huh... lol) that for the text to be good, we had to start with the lead, which is nothing more than answering those little questions: “who, what, where, how, when and why” in the first paragraph.

It serves to give the reader, right from the start, the most important information that will be detailed throughout the text. Nowadays, with the “law of the internet”, this no longer works.

And it doesn’t work because it’s important that the reader stays on your page (website) or article for as long as possible, because the longer he spends reading news or circulating within your portal, the “such thing” as Google, “understands” that your page is relevant to that subject and ends up indicating to you whenever there is a search for that particular topic.



Today, with the internet, electronic media, social networks “working as news disseminators”, a lot has changed! How much news have I read first-hand on Facebook or Instagram?

What I mean by this? That with these new technologies and, especially, after Google, everything has changed! Nowadays, we have to write for Google, use the techniques it finds interesting, use the words it points out (even if the text becomes redundant) and follow the little pattern it establishes.

Nowadays we need to have an SEO analyst with us, who are technicians responsible for the strategy, management and execution of marketing activities with the aim of ranking a website well in Google's organic search for certain keywords.

An infallible strategy is Backlinks. Essential for any website! It consists of deploying a link from the bookmaker to other websites (mostly news websites). Thus, the authority of the betting site grows and it becomes a reference in strategic keywords, this is what iGaming Media, winner of three awards as the best digital marketing company in the betting market, offers. She makes the company exist in Brazil!

When a betting house arrives in Brazil and tries to win over a new audience (in the betting industry), I always quote the following: “every

marketing campaign is important, but your customer is on the internet and having your company's name among the The first things when the player is looking for something related to betting is the most important, it is being in the right place (Google), at the right time (the time when the player is looking for a place to bet)”.

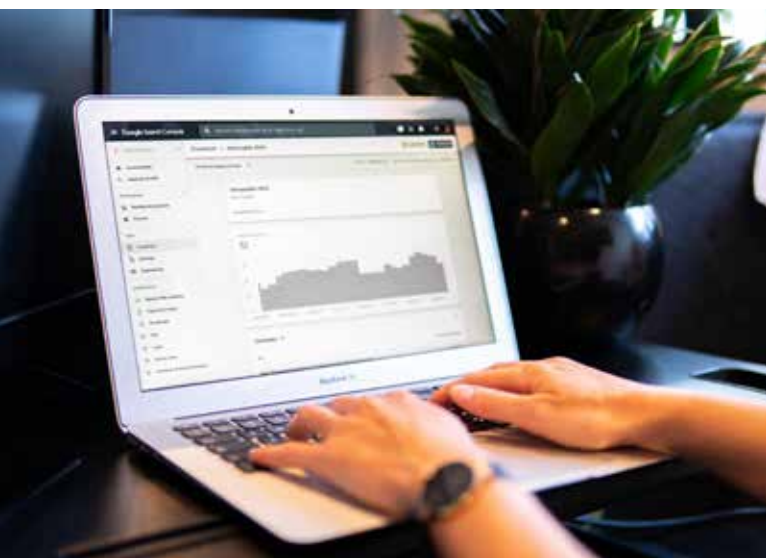
This flood of bets can leave the player (not those who are already accustomed and loyal to a certain bookmaker, I'm referring to the new ones) confused, and therefore a good strategy carried out by the bookmaker can be the difference for the player to choose his home and not the other.

Being Brazilian at this moment helps a lot and I explain it in a simple way! When I go to Spain, I try to eat paella. When I go to Italy, I try to eat a beautiful pasta accompanied by an ice-cold Negroni, just like a Tequila in Mexico is something you can't miss.

In the business world it cannot be different. Anyone looking for a Brazilian bettor needs to look for companies that provide services and specialize in Brazil. People who know the marketing strategies that can be used in the country. I can't advertise a person with pilcha and chimarrão in the Northeast of the country because it won't have any effect.

Knowing the sector, having good media partners, being known among other portals in the market is fundamental and I see with some difficulty some foreign companies wanting to sell Brazilian links, it reminds me of a feijoada I ate in Egypt (it was feijoada, but not had the taste of a Brazilian feijoada).

In conclusion, organic content is an important customer acquisition channel, both due to the low cost of maintenance and the exponential long-term results that it is capable of obtaining and in addition to everything I mentioned above, there is an icing on the cake, the perpetuity that this work will result. It's an eternal return!!!



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Sports betting platforms are essential in strategic marketing and commercial planning for 2024

By Fábio Wolff

Companies in the segment are increasingly conquering prominent spaces; on the other hand, there is fear about the text of the regulation

Currently, 19 of the 20 teams in the Brazilian Championship Series A are sponsored by companies focused on the sports betting industry. This is a broad dominance of companies in this segment in the sports scene. Because of this, adequate planning from a marketing and commercial point of view directly involves establishing partnerships with platforms.



However, from the point of view of sports betting companies, even though there is a strong rise in the sector, the companies show some apprehension with the text of the segment's regulations. Already approved by the Chamber of Deputies, the content, which is still being debated in Brasilia, generates fear on industry platforms, since the value of taxes and the grant price are assessed as high by representatives of the entities.

Next year will be very special for the sporting environment, as the biggest event in the field - the Olympic Games -, the European Championship, is taking place, in addition to all the competitions that have attracted large audiences and attracted millions of fans, such as the Champions League, the World Cup Libertadores and several national championships. In this context, it is essential that marketing leaders are aware of opportunities arising from the sports betting ecosystem.

The Brasileirão and the Copa do Brasil, the two main competitions in Brazilian football, have commercial agreements with companies in the segment. The strength of sports betting companies in the sports environment, whether in sponsoring teams, championships, players and several other players involved, must be taken into account so that the strategic planning designed for 2024 includes partnerships and actions with these platforms that have dominated the Marketplace.

In addition, it is also possible to notice the growth in sponsorships from companies in the segment in the teams in Series B and C of the Brazilian Championship. Currently, all Series B teams have commercial agreements with companies focused on the sector. When observing that 39 of the

40 clubs that form divisions A and B of the main national sport have partnerships with sports betting companies, it is necessary to understand the strength of the betting industry and take advantage of the scenario to draw up adequate planning for the new cycle that will begin in brief.

The sports betting market is on the rise in Brazil. A survey published by Datahub showed a 360% growth in the sector between 2020 and 2022 in the country. With information from the company specialized in data and statistics, Aposta Legal Brasil also states that the segment evolved by another 135% between 2022 and 2023. In the first eight months of this year alone, more than 200 companies in the sector were opened in the largest nation in South America.

Even though the sports betting market faces a period of doubts regarding the future, due to what can be put into practice with the sector's regulations, it is important that companies implement partnerships and seek to sign contracts with platforms in the segment, as it is an industry with many resources and which has consolidated the expansion of its brands. I believe that efficient strategic marketing and commercial planning for 2024 involves including actions with this segment.



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The Influence of DREx on the Brazilian Market

By Cristina Possamai



The Central Bank has announced the DREx, the new Brazilian digital real. DREx is based on blockchain technology and is designed to be secure, efficient and accessible to all. While it is still in the development phase, the Central Bank expects it to be available for public use by the end of 2024.

DREx is not the same as PIX, despite both being solutions from the Central Bank (BC). It is, in fact, the official virtual currency of Brazil, representing the digital version of the real.

By launching DREx, the BC aims to achieve several key objectives, including reducing the costs of banking and government operations, such as paper currency issuance, and expanding the number of people participating in the financial market. The focus is on "consumers connected to the digital world," according to the institution.

WITH THE LAUNCH OF DREx, THE BRAZILIAN MARKET WILL UNDERGO VARIOUS TRANSFORMATIONS AND INNOVATIONS, INCLUDING:

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- **REDUCED RISK OF FINANCIAL FRAUD: DREx WILL OFFER CONSUMERS AND BUSINESSES MORE WAYS TO PROTECT THEIR TRANSACTIONS, AS IT WILL MAKE FRAUD AND OTHER FINANCIAL CRIMES MORE DIFFICULT, ESPECIALLY DUE TO THE DIGITAL CURRENCY'S FULL TRACEABILITY IN ALL OPERATIONS THROUGHOUT THE TRANSACTION PROCESS.**

Furthermore, the launch of DREx will have a significant impact on sectors such as the sports betting market and payment processors. This will create new opportunities for clients to conduct transactions and allow payment service companies, such as AnSpacePay, to offer DREx as an alternative for payments at betting houses.

AnSpacePay has been dedicated to developing new solutions, leveraging the full potential of this new currency. These innovations are scheduled to be released over the course of the next year, in 2024.

The biggest challenge in implementing DREx stems from the fact that the Brazilian payment system already offers well-established solutions for both wholesale and retail payments. Therefore, the mission is to go beyond the services already provided to our society and incentivize the development of new forms of financial services. One of the BC's functions is to ensure the effectiveness of its monetary policies and financial stability, and DREx appears to be another timely tool for fulfilling that mission.



Marcello Reis - Commercial department manager at AnSpacePay

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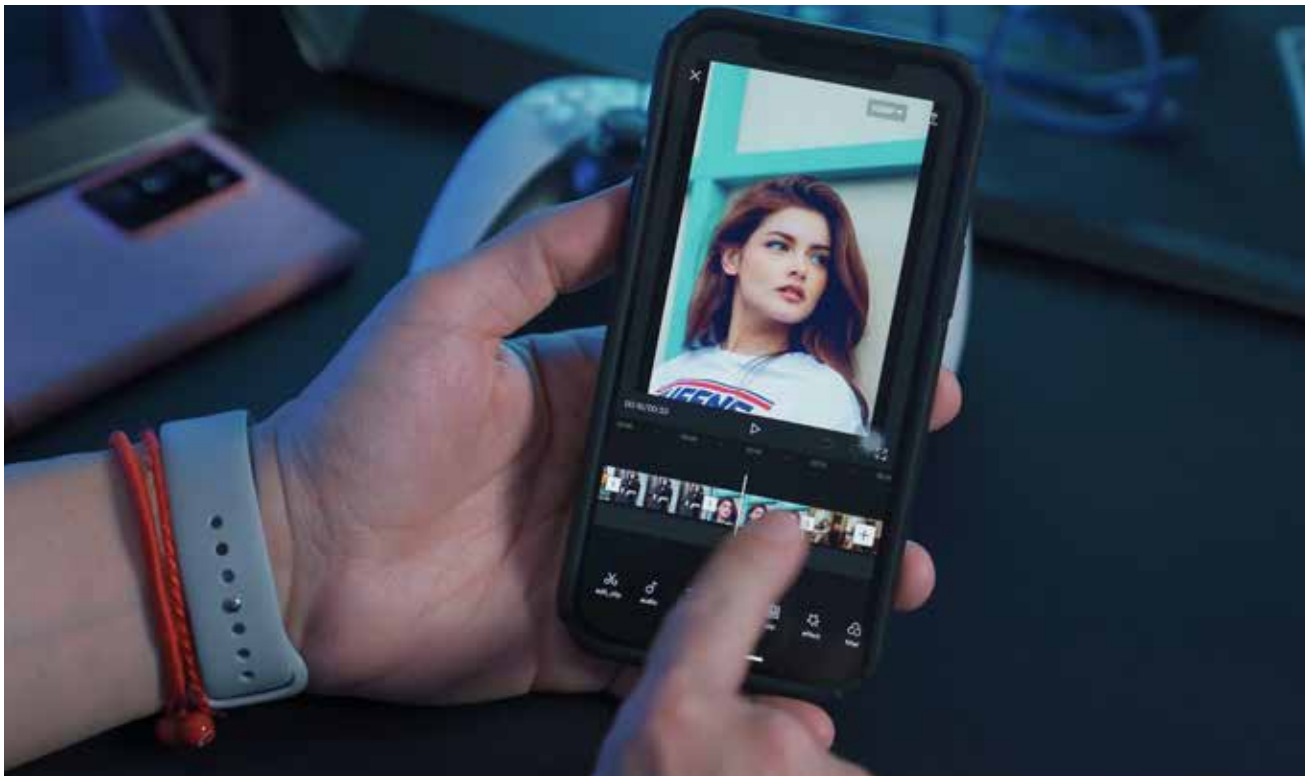
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Videos, how do Brazilians consume this type of content?

By Cristina Possamai



Brazil is the third country that consumes the most social media on the planet, according to research by Comscore. Brazilians appear behind only India and Indonesia, and ahead of the United States, Mexico and Argentina.

The "Social Media Trends 2023" analysis indicates that the 131.5 million connected users

in Brazil have been spending more and more time on the internet, in addition to pointing out Kwai as one of the networks most used by Brazilians.

The short video format is increasingly popular among Brazilians, which has also contributed to boosting the sharing of content about sports betting and online gaming.

We spoke with Murilo Borges, responsible for the sports vertical and member of the Kwai content team, about the current scenario and Brazilians' growing search for these topics on social platforms.

WHAT ADVANTAGES COULD YOU MENTION THAT VIDEO CONTENT HAS OVER STATIC MATERIAL?

Murilo Borges: Today young people find out much more through video. The level of engagement with videos is much higher than with images and texts, which suggests that Big Techs also contribute to the development of algorithms that favor this type of content.

IN RECENT YEARS, INTEREST IN ONLINE GAMING AND SPORTS BETTING HAS GROWN IN THE COUNTRY. THIS WAS ALSO NOTICED ON SOCIAL MEDIA, LIKE KWAI?

Murilo Borges: Without a doubt, today there is a lot of demand and engagement in this content, especially because it generates enormous income for content creators who are able to convert traffic to online betting and gaming sites.



SEVERAL CASINO GAMES WENT VIRAL, ESPECIALLY ON SOCIAL PLATFORMS, FURTHER POPULARIZING THE ACTIVITY. HOW DOES THE PLATFORM SEE THIS BOOM AMONG BRAZILIANS?

Murilo Borges: If there is public interest, naturally our algorithm will promote content linked to these activities.

AND WHAT ARE THE MAIN CHARACTERISTICS OF A GOOD VIDEO FOR BETTORS?

Murilo Borges: Today there is a lack of educational videos, which explain the markets, the terms, the main mistakes made by bettors... the focus has been more tips, which is great, but to go viral, content that teaches how to bet is the most relevant.



iGAMING *Brazil*

BRAZILIAN AND INTERNATIONAL GAMES MARKET



NEWS



INTERVIEWS



EVENTS



How to adapt your platform to the needs of Brazilians?

By Cristina Possamai



The year 2023 has been one of great expectation for the Brazilian iGaming market due to the continuous increase in activities and the advancement of the sports betting regulation process.

With Brazil's enormous potential to become a global power, there is a need to adapt platforms and solutions to meet the demands of the Brazilian public. To dive deeper into this question, we exclusively interviewed Robert Blaszczak, the CEO of FeedConstruct.



WHAT ATTITUDES SHOULD AN IGAMING COMPANY ENTERING BRAZIL SHOULD AVOID WHEN LAUNCHING ITS OPERATION?

Robert Blaszczak: Entering a new market is always a journey; it's not just a matter of arriving to a certain destination. In our case, as a sports content provider for iGaming space, we need to prepare to learn a lot and listen to our partners' requests and needs. As a new market, we believe that a 'try and error' exploratory approach is needed. There will be some sports and competitions with their in-play markets that we would initially assume that they should be popular but somehow aren't and, equally, perhaps we come across various surprises – sports that are not traditionally popular in Brazil yet pick up the interest of Brazilian punters. FeedConstruct has a portfolio to cater for various needs.

HOW TO ADAPT A PLATFORM/ PORTFOLIO TO MEET THE NEEDS OF BRAZILIAN PLAYERS?

Robert Blaszczak: It's a tricky question for any year, let alone for the Olympic year of 2024. We have strategically built our content portfolio around a diverse range of sports – from a popular football league like the Ukraine Premier League that historically attracted emerging Brazilian talents

developing into global stars, through some of the world's best volleyball leagues of Poland that are familiar in Brazil, to Olympic sports of archery and pistol shooting. Anything in between – including fast-paced sports of beach volleyball, table tennis, and badminton, as well as various MMA promotions like Brave MMA. FeedConstruct's partner sportsbooks will have a lot to choose from for their Brazilian customers!

WHAT ARE THE DIFFERENCES IN THE ADAPTATIONS REQUIRED FOR A SPORTS BETTING PLATFORM COMPARED TO [YOUR PARTNERS IN OTHER MARKETS]?

Robert Blaszczak: We expect that Brazilian punters have an all-round sporting knowledge and interest. The popular "Canariños" can field great talents and teams across many sports and, as a result, ordinary fans there follow media updates from a wide range of sporting disciplines. We need to be ready to hear for their needs, the seasonality of such sports, and assess what sporting competitions generate most engagement for our partner sports. Given the depth of this sporting, competitive culture in Brazil, we're also looking at providing our sports technology solutions to local and regional sports governing bodies to help them develop and pro-

fessionalise their respective sports. But that's something for another conversation.

[COMING BACK TO IGAMING] IN A PERIOD OF STRONG SUPPORT FOR THE APPROVAL OF ONLINE BETTING REGULATION, HOW SHOULD A COMPANY THAT IS TARGETING BRAZIL BEHAVE?

Robert Blaszcak: As a sports content supplier, we need to listen to the changing needs of our sportsbook partners and remain agile – something that has helped FeedConstruct to be successful in order markets around the world. As the online betting regulations evolve and crystallise, we too have to be ready to adopt to them. Having some 'on the ground' presence in Brazil is something that we can hopefully tell you more about soon. Watch this space!

WOULD YOU RECOMMEND SOME MEASURES TO 'START PREPARING' FOR REGULATION? OR DO YOU BELIEVE THAT THE IDEAL IS TO WAIT FOR THE OFFICIAL REGULATION?

Robert Blaszcak: There are various approaches to this question and time will tell what has been the best one. We are in close contact with key players in that market and actively monitor the progress – both


with a significant presence at the industry events as well as in one-to-one conversation with key stakeholders. While securing new sports partnerships for exclusive data and video streaming rights from around the world and various

sports, we do consider their respective appeal and suitability for the Brazilian market, too. The excitement about this opportunity is clear and your magazine and media partners have done a tremendous work in covering it - obrigado!



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Creating a successful affiliate program

By Anamaria Bacci

Before we explore the details of 7k Partners, I want to share a key insight to our success at Bet7k. We recognize the undeniable importance of a solid affiliate program in such a competitive scenario as the iGaming industry. For us, collaboration with affiliates goes beyond a simple commercial transaction; it's a solid partnership that only works when the deal is good for both sides.

The founders of 7k Partners were successful affiliates in Brazil and abroad even before we created the company BET7K (the first operator to join 7k Partners).

With over a decade of experience, they were able to understand, based on their experience, the impact of a solid partnership between an online

bookmaker and its affiliates. This previous experience, combined with a great vision, motivated us to create 7k Partners, a truly exceptional and innovative affiliate program.

Nothing within 7k Partners is common, or simply a copy as we find in most affiliate programs around the world.

When we created 7k Partners, we had a clear vision. We wanted our affiliate's journey to be a story of experience and conversion, and this vision is present in every aspect of our program. All the details we create have the main focus of bringing high profitability to our partners.

Today, 7k Partners program is widely recognized as the largest affiliate multiplatform program in Latin America, with an impact not only on our conti-

nent, but on a global scale. Our affiliates have access to an exclusive software that increases conversion, allowing them to provide a unique experience for their players.



THEY BASICALLY ACT AS DIGITAL PRODUCERS, MANAGING TO DELIVER UNIQUE SOLUTIONS TO THEIR AUDIENCE. WE MANAGE, THROUGH OUR SUPER APP, TO ENGAGE PLAYERS EVEN MORE AND LEAD THEM TO CONVERSIONS AT MUCH HIGHER LEVELS.

All of our partners have a dedicated account manager who outlines strategies and adapts the best market practices, increasingly improving our affiliation program.

Moreover, we have a dedicated team of designers who work exclusively to meet the needs of those in our program. It helps to improve our affiliates' marketing and promotional strategies, making them even more successful.

We work with exclusive commercial agreements that not only benefit our affiliates, but also reflect our commitment to strong, long-lasting partnerships. Mutual success is what we seek, which is why we are always committed to of-

fering the best opportunities. Not to mention our Affiliate Success Program, which aims to provide them unique experiences and exclusive prizes to motivate them even more.

Our most recent innovation, which has changed the market, is the 7k Partners SUPER APP. A new technology that allows our affiliates to have total control and manage all operations 100% online. It makes managing membership activities easier and more efficient.

These are the foundations that maintain our successful affiliate program.

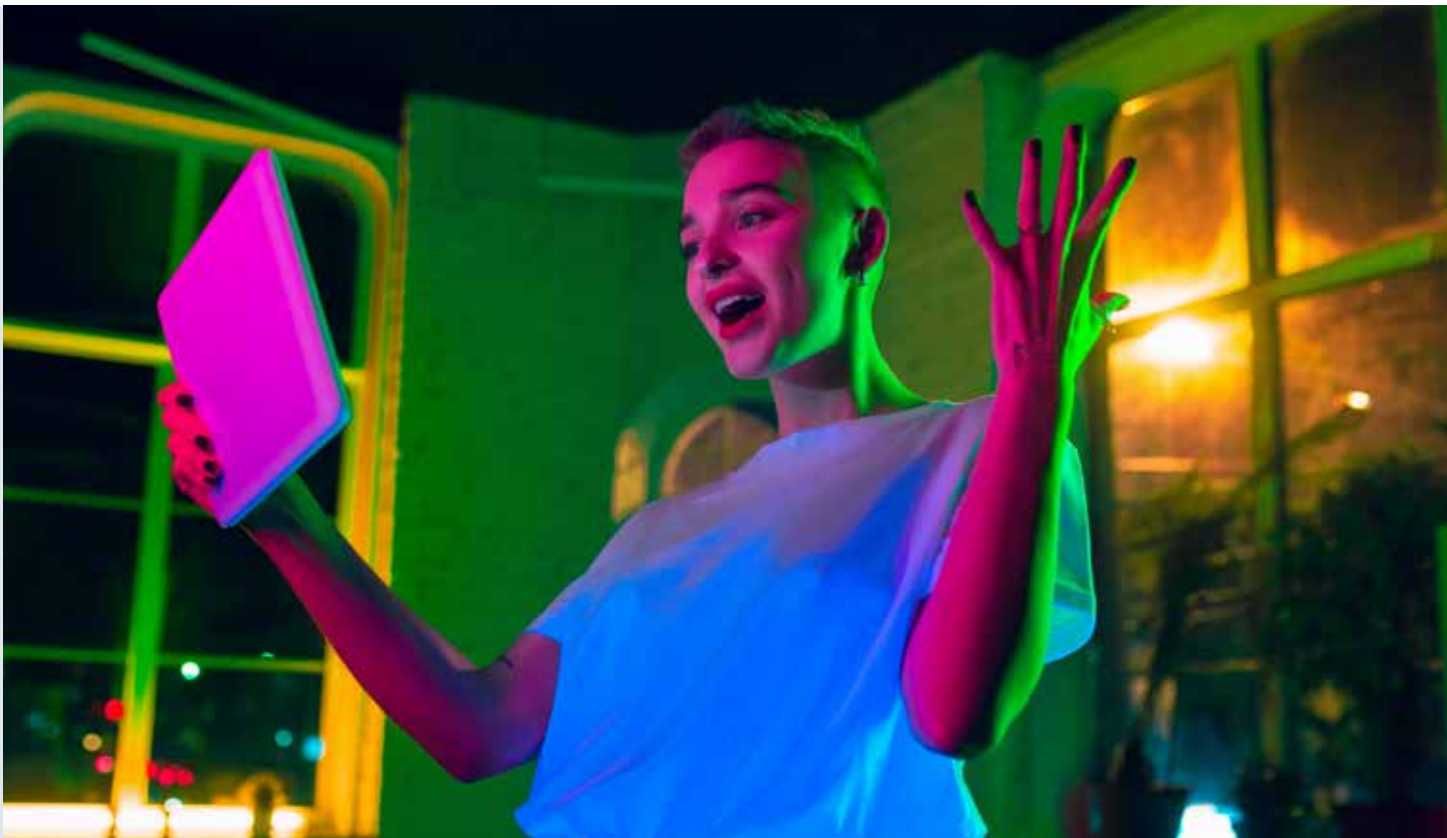
At 7k Partners, conversion is not just a metric; it's a fundamental part of what we do.

Conversion is our passion and we are committed to helping our affiliates be as successful as possible.

Be part of our journey and live this experience with us!



Talita Carvalho
CEO Bet7K



BIS SIGMA AMERICAS, preparation begins now!

By Cristina Possamai



BIS SIGMA AMERICAS has established itself on the global calendar of events in the gambling sector. With the historic 2023 edition, preparations for the 2024 event are already underway and generating expectations throughout the Latin American market.

Aiming for the constant growth of the conference, the organization chose to bring the date forward to April. In an exclusive interview, Giselle Hecne Bernardino (Head of Commercial at BiS and Jericho Events) explained the reason for this change, revealed some news for BiS SIGMA AMERICAS 2024 and what exhibitors have to gain at an event located in the largest city in Brazil.

WHAT MOTIVATED THE EVENT DATE TO BE BROUGHT FORWARD TO APRIL?

Giselle Hecne: The anticipation of the event date to April was motivated by several important reasons. After our experience in 2023 and the valuable contribution of our customers and partners, it became clear that the market was demanding a major event like ours at this time of year. This decision allowed us to align our event with major international industry events, thus attracting an even wider audience, including renowned industry leaders.

Furthermore, when considering the national market and the well-being of bettors, the choice of the April date was strategic. This allowed us to effectively respond to public

demand, ensuring that the event takes place at a time that is most convenient and conducive to everyone involved. We look forward to offering an incredible experience to participants on this new date.

REGARDING THE LAST EDITION, WHAT ARE THE BIG EXPECTATIONS FOR THE 2024 EVENT?

Giselle Hecne: For the 2024 edition, we anticipate building on the successful 2023 model with even more exciting prospects. Expectations are high for increased investment in unique experiences, activations, and interactions, setting a new benchmark in the industry and distinguishing our event from international fairs.

The 2023 introduction of BetExpo, Latin America's first betting-focused fair, was a significant milestone. In 2024, we aim to expand further, offering a more comprehensive selection of panels and bringing together industry leaders to cater to this audience. Additionally, the 2024 edition will feature an increased presence of technology companies (Betech's), enhancing the event's technological aspect alongside prominent service and solutions companies. Our commitment is to enhance the overall experience for all participants, making the event more agile and dynamic, ensuring a unique experience for everyone involved. We eagerly anticipate sharing these developments with the public in 2024.

WHICH ACTIVATIONS REALLY WORK IN BRAZIL?

Giselle Hecne: In Brazil, the activations that generally work well take into account the profile of the Brazilian public and their cultural preferences. The Brazilian public is very visual, so investing in impactful visual elements is an effective strategy. This includes using vibrant colors, lights, LEDs, and eye-catching design elements that catch the eye.

Plus, big, innovative activations often attract a lot of interest. Consider creating experiences that stand out for their scale and creativity. Technological news and inno-

vations are also often highly appreciated. Creating interactive experiences that engage the public is a great strategy. This could include games, competitions, virtual (VR) or augmented (AR) reality areas where participants can actively engage.

Finally, Brazilians have a special affinity for celebrations and parties. Activations that seek to entertain audiences, such as live performances, shows or interactive performances, are often popular.

HOW ARE EXHIBITORS LOOKING FOR STANDS?

Giselle Hecne: Demand from exhibitors for stands has been exceptionally high following the great success of the 2023 edition. In fact, many requests for stands have already been made during the previous event itself, including within the pavilion. Large companies recognized the importance of demonstrating their full potential at the biggest event in the sector in our region.

It is notable that many of these companies are not only renewing their holdings, but are also requesting even larger areas, sometimes doubling or tripling the space compared to the previous year. Due to this high demand, it is crucial for any company wishing to be present at the event to act quickly and secure their space as soon as possible.

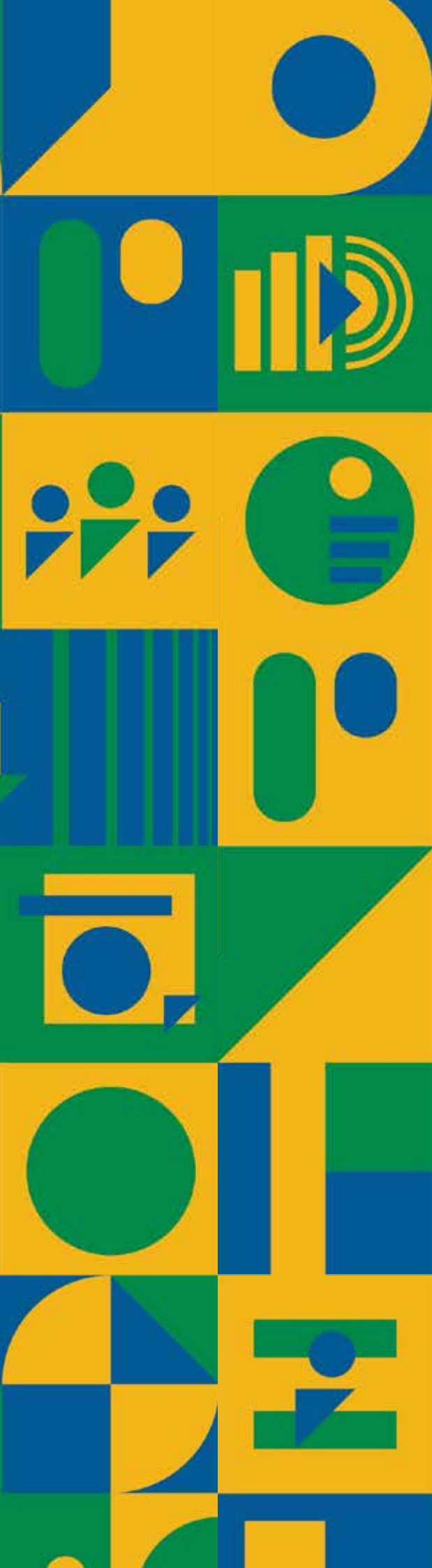
Based on the significant demand we are witnessing, it is highly recommended that interested companies do not wait until the last minute to guarantee their presence, in order to avoid being left out of this unique exposure and networking opportunity.

HOW CAN YOU TAKE ADVANTAGE OF YOUR STAY TO ENHANCE NEW BUSINESS?

Making the most of your stay at the event is crucial to generating new business. One of the most effective ways to do this is to actively participate in the complementary events offered, such as tours, dinners, welcome drinks and awards. These activities provide valuable opportunities for networking and informal interactions with other attendees and industry leaders.

It is essential to plan your schedule in advance, identifying the events and activities that interest you most. Additionally, consider attending closed or exclusive events when possible, as they tend to offer a more intimate environment conducive to making meaningful business connections.

Finally, actively participating in panels, workshops or lectures, if possible, is an effective way to increase your visibility and credibility in the sector.



FINAL WORDS

As we conclude this fourth edition, our heartfelt appreciation goes out to everyone who has played a pivotal role in our continued success. A special thank you to our cherished readers, esteemed advertisers, valued partners, and our dedicated team who have made this journey possible.

We extend our sincere gratitude to our esteemed contributors, whose wealth of expertise and insightful perspectives have not only enriched the content but have also elevated the overall experience for our readers.

To the visionary companies who have placed their trust in our project and recognized the immense potential of the Brazilian market, your unwavering support fuels our passion.

Our mission, above all, is to continue showcasing the very best in the Brazilian iGaming industry, equipping companies with the knowledge and insights they need to thrive in this ever-evolving landscape and to connect with the industry's finest.

Thank you for your steadfast support and readership. Until we meet again on our quest to illuminate the best of the Brazilian iGaming market and empower businesses with the information they need to succeed.



Alessandro Valente

Brazilian Lounge
co-founder



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