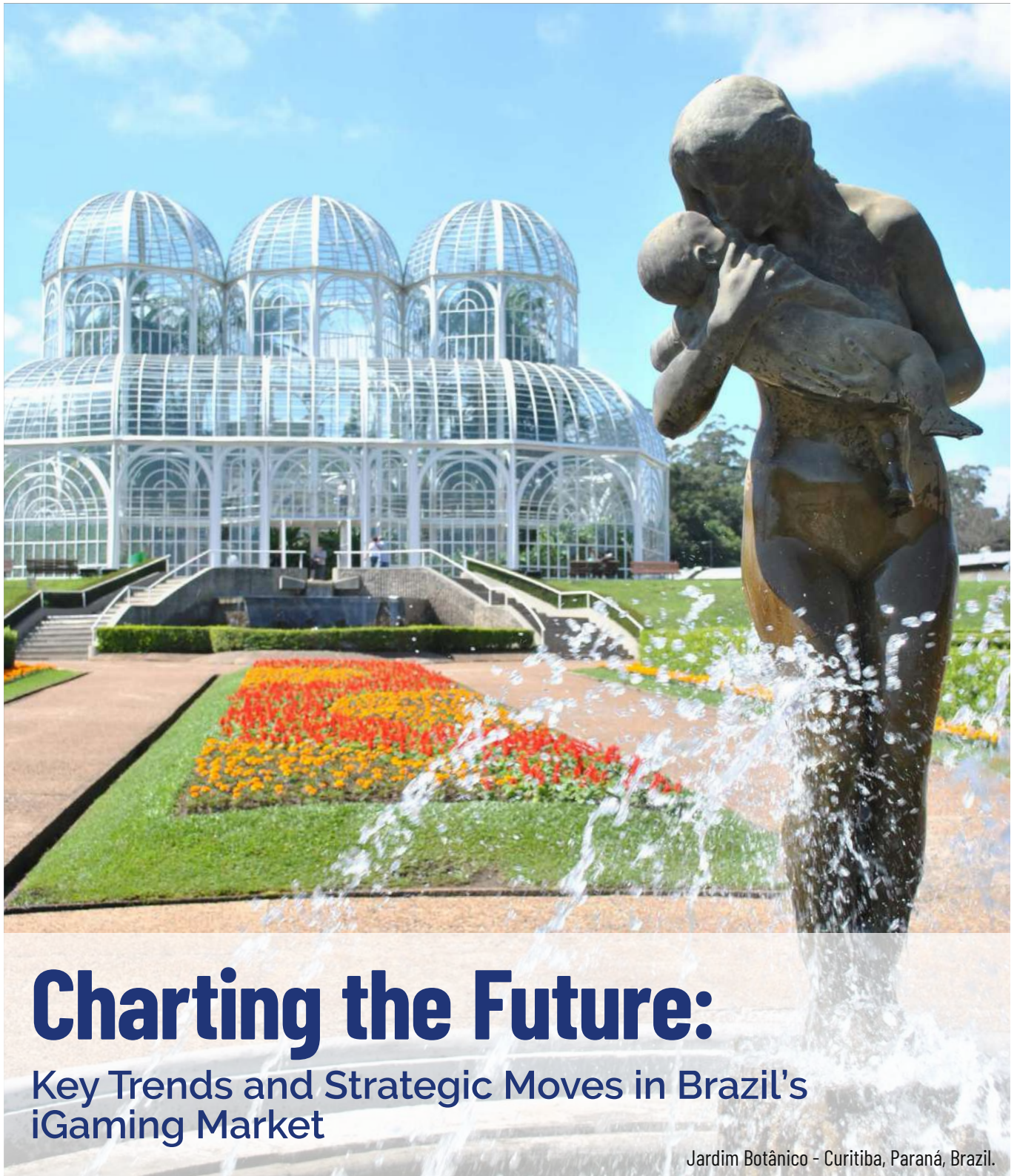




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JULY 2024/ VOL. 007
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Charting the Future:

Key Trends and Strategic Moves in Brazil's
iGaming Market

Jardim Botânico - Curitiba, Paraná, Brazil.



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WELCOME FROM THE EDITOR

In this issue, we explore the dynamic changes in Brazil's iGaming sector, driven by evolving regulations and new opportunities in this exciting new phase. Highlighting our cover story, we feature the Hall of Fame with Luiz Gustavo Zonca, a leading industry executive who is at the forefront of market leadership.

We delve into emerging trends, strategic marketing, payments, and crypto, as well as the critical importance of compliance in a regulated market. This edition also showcases the most important companies working to elevate our market to the global stage.

Thank you for your continued support as we deliver engaging content that reflects Brazil's vibrant iGaming scene.

Flávio Figueiredo
flavio@igamingbrazil.com

Hall of Fame with Luiz Gustavo Zonca



The Hall of Fame makes room to honor people who in some way contributed (and continue to contribute) to the growth of the iGaming market globally. They are illustrious people who share their life stories, challenges and achievements in a rapidly developing sector in Brazil. In this edition, Luiz Gustavo Zonca was invited to recall his experience in the gambling industry, spanning almost three decades.

"I STARTED A LONG TIME AGO, AT THE TIME OF PRACTICALLY DIAL-UP INTERNET, CORRECTING ODDS FROM SOME EUROPEAN BOOKMAKERS THAT ALREADY OPENED ODDS ON BRAZILIAN GAMES. BUT THEY HAD NO IDEA WHAT A CLASSIC WAS, THE TEAMS THAT ENTERED WITH RESERVES OR NOT THERE CAME A TIME WHEN I SENT AN EMAIL TO A CERTAIN HOUSE AND THE HEAD OF TRADING REPLIED: 'STOP COMPLAINING ABOUT OUR ODDS AND COME WORK FOR US EVERY WEEK FROM SOUTH AMERICA'.

"AFTER TWO MONTHS, I WAS WORKING FOR MORE THAN 20 OPERATORS IN EUROPE. IN THOSE EARLY DAYS, I DID WHAT COMPANIES LIKE SPORTRADAR AND BETCONSTRUCT DO TODAY, FOR EXAMPLE. NOT TO COMPARE, BUT I WAS THE 'ODDS PROVIDER' FOR ALL THE LEAGUES IN SOUTH AMERICA FOR THESE EUROPEAN AND SOME ASIAN BOOKMAKERS."

CYCLES

Little by little, the industry grew and Zonca realized that it would lose its customers because companies were already emerging that carried out the same process, however, with more financial and technological resources. "I continued doing this for a while, but I ended up moving to the operations side when I met my partners, in one of the first betting companies we had in Brazil. We stayed there from 2005 to 2011, there was a sale along the way to the company that is now Entain", he says.

He later received an invitation from the CEO and owner of Sportradar, Carsten Koerl, to

head the entire Latin America part of the company. "Carsten would like it to be done in Uruguay at first. I moved there and we set up Sportradar's first base of operations", he points out.

He worked for almost 12 years at the company, following the increase in activities. "We started in the Uruguay office just doing the odds. Then, we started doing live odds, pre-game, we put in place an integrity team for South America, a development team, sales teams and others. Today, the company's office in Uruguay has more than 400 people", he states.

This period ended in 2023, when Zonca understood that he would need time to recover his energy. "I asked to leave and it was a much calmer process. I was helping some companies in our market to close sponsorships. I intermediated the sponsorship of São Paulo with Superbet, helped other companies to close signs, etc", he explains.

However, Zonca was invited by the majority shareholders of Rei do Pitaco to take on the role of VP. "I accepted and have been at Rei do Pitaco since the beginning of 2024. This is my process in the industry, which has lasted almost three decades", he highlights.

LUIZ GUSTAVO ZONCA CHEERS FOR THE SÃO PAULO FUTEBOL CLUBE!!

In addition to his professional career, Luiz Gustavo Zonca makes a point of highlighting that he is a fanatical supporter of São Paulo Futebol Clube. "I am passionate about football, São Paulo purple. What I miss most living in Uruguay is watching São Paulo games and seeing my team on the field. But I still don't miss a match, whether I'm far away or traveling," he says.

Asked about the best experiences linked to his favorite sport, Zonca states that he has been

to watch in situ "UEFA Champions League finals, three World Cups, I really try to watch these most important matches, the coolest games", he adds.

Football aside, he confesses that he tries to follow as many sports as possible. "I love all sports, I usually watch tennis, NFL and I will stop to watch the Olympic Games", but nothing beats the love for Tricolor Paulista.

"NOTHING IS BIGGER THAN SÃO PAULO. BETWEEN SUPPORTING THE NATIONAL TEAM AND THE TEAM, I'M OBVIOUSLY GOING TO SUPPORT SÃO PAULO. IF I COULD CHOOSE BETWEEN BRAZIL WINNING A WORLD CUP OR SÃO PAULO WINNING THE BRASILEIRÃO, I WOULD ALWAYS CHOOSE SÃO PAULO AS CHAMPION", HE REINFORCES.

FAMILY AS A PRIORITY, WINES AS THE SECONDARY PASSION

According to the executive, the biggest priority in his life is his family: his wife and son. Furthermore, time with loved ones at home also allows you to enjoy another great passion: wine. "I have a wine cellar that people joke is my second child here at home. The wine cellar project took time, but it is a fully air-conditioned structure for almost 650 bottles of wine."

Over time, he confesses that he learned to observe which grapes he likes and developed a palate for enjoying wine. "Even if I drink it blindly, I'll probably hit the grape. I won't know the year or the label, but the grape, the country and the region, I will most likely get it right", he declares.

PAYMENTS

Brazil regulates betting payments:

NEW ORDINANCE GUARANTEES MORE TRANSPARENT AND SECURE TRANSACTIONS. WHAT TO EXPECT WITH THE MEASURE?

After months of anticipation, **Normative Ordinance SPA/MF No. 615/2024**, which provides clear guidelines for financial transactions in the sports betting market in Brazil, finally came into force. The new legislation, received with enthusiasm by companies in the sector and payment providers, seeks to bring greater security, reliability, and transparency to operations.

For betting companies that have always prioritized security and transparency, the Ordinance represents an opportunity to stand out in the market and minimize risks of fraud, money laundering, etc.

The entry into force of the Ordinance is also a warning for betting payment companies that

acted differently from that provided in the Ordinance, using loopholes in the legislation. From now on, only institutions authorized by the Central Bank of Brazil will be able to operate in this market. Those that do not comply with the measure will be at risk of being sanctioned or even prevented from operating in the Brazilian market.

I, as CEO and co-founder of Pay4Fun, have been closely following this need for market regulation. We were the first payment institution authorized, regulated and supervised by the Central Bank, which operates in the sector, providing the financial security that the market needed.

WHAT CHANGES?

Among the main changes are:

ASPECT	HOW IT WAS BEFORE	HOW IT WILL LOOK LIKE NOW
Payment methods	Various, including cash and crypto assets	Restricted to PIX, TED, debit cards or prepaid cards
Payment time	Not defined or variable	Prizes must be paid within 120 minutes after the end of the event
Financial security	Variable and not defined	Mandatory financial reserves to guarantee payment
Bank accounts	Not specified	Bookmakers must have transactional accounts with authorized institutions
Transparency in transactions	Not detailed	Emphasis on transparency and risk management in operations
Resource segregation (Operator and bettor)	Not specified	Management of bookmakers' own resources and bettors' resources, in separate accounts
Ownership of the bettor in financial transactions	Not specified	Contributions and withdrawals of financial resources, as well as prize payments, must be made exclusively into an account in the name of the bettor

- Only Pix, TED, debit cards or prepaid cards will be accepted as payment methods, and you also need an account registered with the company that places the bets.
- Payments using cash, credit cards, payment slips, virtual assets, or other types of cryptoassets will not be permitted.
- Bets and prizes can only be paid by electronic transfer between previously registered bank or payment accounts.
- Bookmakers must have transactional accounts with authorized financial institutions.
- Prizes must be paid to winning bettors within 120 minutes of the end of the event.
- If the bookmaker does not have enough money to pay the prizes, they must use money from their proprietary account.
- Bookmakers must have policies to manage their liquidity risks and processes implemented to guarantee this management.
- They must maintain financial reserves to guarantee the payment of premiums and other obligations.
- Bookmakers must keep their own resources in an account segregated from the account in which the bettors' resources are deposited.



Leonardo Baptista*, CEO of Pay4Fun

HOW PAY4FUN POSITIONS ITSELF IN THIS COMPETITIVE SCENARIO

Pay4Fun stands out in the betting market for being the first payment institution in Brazil to operate in full compliance with the guidelines established by the new Normative Ordinance of the Ministry of Finance. Anticipating regulatory requirements, the institution already followed these guidelines even before their publication.

With professionals with more than two decades of experience in the iGaming and financial sector, Pay4Fun deeply understands the specific demands of the sector, facilitating operations for operators and users.

To prevent any signs of money laundering, fraud and combat the financing of terrorism, the institution carries out the user's entire KYC (Know your customer) process, ensuring that operations are in compliance with national regulations.

Furthermore, the institution is prepared to operate with ITP (Payment Transaction Initiator), which indicates an advanced capacity to facilitate transactions, in addition to enabling operation in state lotteries and Video Lotteries (VLT), which have their own regulations and needs, standing out from institutions that do not have this specialization.

Offering 24x7 support, the institution prioritizes excellence in customer service. Additionally, Pay4Fun has an excellent rating on the Reclame Aqui website, an important portal for evaluating companies by consumers, in which it is also competing for the award.

Added to this, Pay4Fun offers simplified integration with companies' own systems, a differentiator compared to traditional financial institutions and banks.

WHAT TO EXPECT NOW?

The betting market in Brazil has been growing at an accelerated pace in recent years. According to estimates, the sector moves billions of reais per year, but it still lacked specific guidelines for financial transactions.

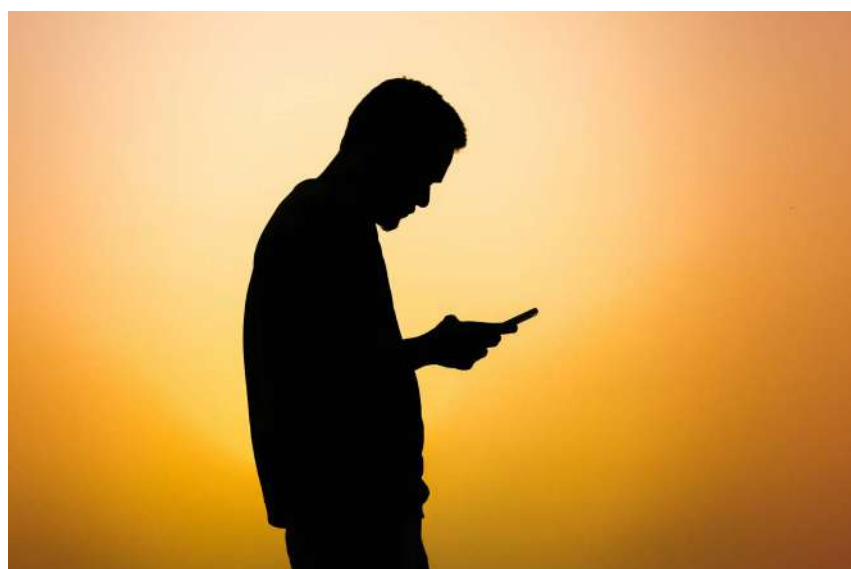
With the entry into force of the Ordinance, it is expected that the sector in Brazil will become even more professional and safe. Operating agents will have to adapt to the new rules and invest in robust and reliable payment solutions.

For bettors, the Ordinance means more diligence in the security of payments and transparency in information. This should contribute to a

more positive and responsible gaming experience.

For operators, the measure brings greater reliability to operations, which can strengthen confidence and attract new betting houses wanting to operate in Brazil, including international ones, as the country is already among one of the main betting markets in the world.

We believe that the new law is a historic milestone for the development of the betting market in Brazil. The measure will bring more financial security to bettors, promote fair competition between betting companies and contribute to the professionalization of the sector.



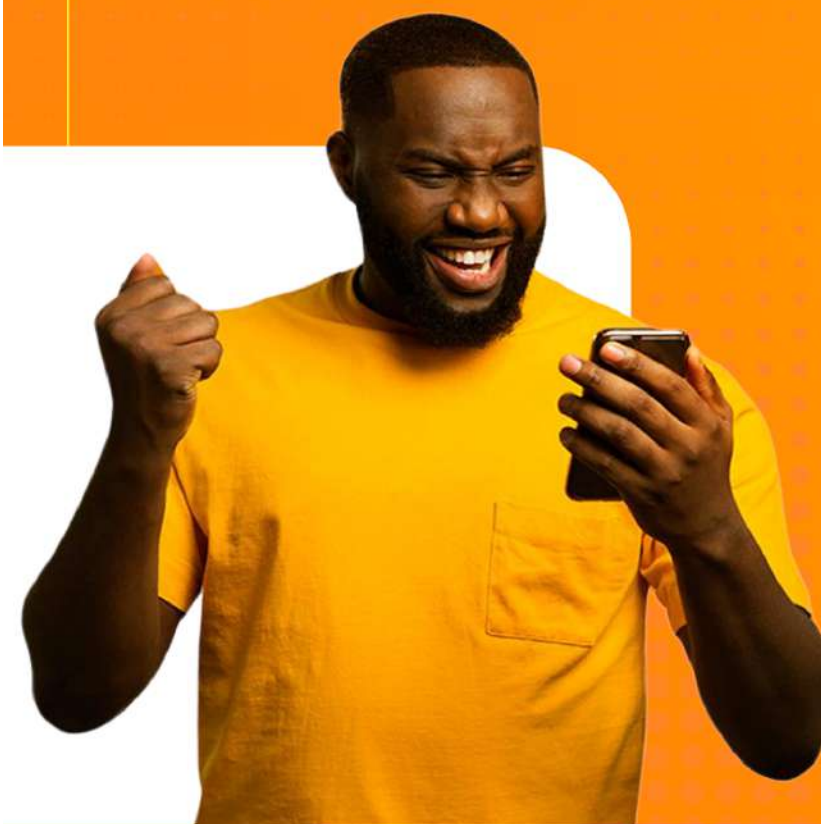
* Leonardo Baptista is CEO & co-founder of Pay4Fun, a payment institution that offers financial solutions for the entertainment sector. The entrepreneur has more than 15 years of experience in the gaming and information technology industry. In 2022, Leonardo joined the list of the ten most inspiring CEOs by CIO Business Review, which selects the most influential executives in the business world.

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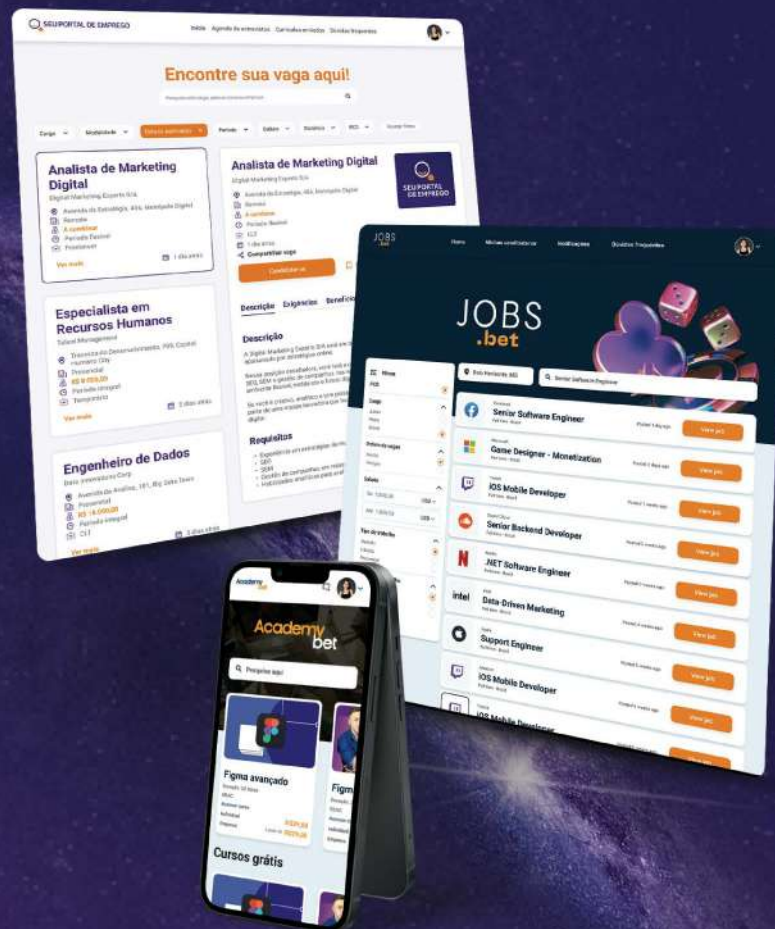


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REGULATION

Betting Websites: Are cryptocurrencies villains?

Sports betting websites are increasingly common in Brazil, following the regulation of the sector, while the popularity and number of new users continues to grow. In fact, for some, making a splash in betting has been more attractive than investing in the Brazilian stock market.

This behavior caught the attention of regulators, who, concerned about the exposure to an event of great variability, determined some restrictions on the payment method and balance addition by players. Among them are cryptocurrencies.

The argument is that the use of cryptoactives makes it difficult to identify the origin of the values. However, there are some important technical points to be discussed that will not necessarily convince you otherwise, but that can bring at least a different perspective on the use of cryptocurrencies on betting sites.



TALKING ABOUT RESTRICTIONS

According to the federal government's ordinance, "betters may transfer resources to place bets through PIX, TED, debit cards or prepaid cards, as long as the resources come from their account registered with Bet".

In this context, one of the arguments is the concern with the way in which the player can get involved in this market. Therefore, credit cards and other postpaid models are also subject to the restriction, "as a prudential measure to discourage Brazilian families from getting into debt."

Security is also another valid point for regulators. They indicate that "financial contributions will not be accepted through cash, payment slips, cryptoactives or any other alternative form of deposit that may make it difficult to identify the origin of the resources".

In fact, this is a very important point, as it guarantees not only the existence of the funds, their legitimate origin and, of course, it also identifies who is responsible for withdrawing the possible winnings from the bets.

All of these surveys have very structured fundamentals. For example, financial education is part of only 21% of the Brazilian population.



In many cases, knowing how to manage your own money is something learned only in adulthood.

And this, of course, does not only have an impact on the issue of betting, but on several other sectors, such as people's debt. But, obviously, lack of knowledge is not the only reason for this type of behavior. Several factors contribute to financial management.

REFUGE IN BETS

Recent surveys show that Brazilians have joined betting sites. According to a survey carried out by Anbima (Brazilian Association of Market Entities), 14% of the population – 22 million people – placed some online bet in 2023. This number is considerably higher, compared to the 2% who invest in the Brazilian stock exchange.

The data also highlights that the majority of participants are young, with investments focused on savings (21%), digital currencies (12%) and private bonds (7%).

In the document, there are several possible inferences about this data. A possible knock-on analysis is that there is much greater knowledge and access to information about sports than stocks or bonds.

After all, the terminologies are much simpler and better understood, which could end up making betting a more democratic environment in the country. But because it is also a volatile environment, the way people interact on these platforms can, in fact, cause significant financial losses.

ARE CRYPTOCURRENCIES A PROBLEM?

It is clear that one of the government's biggest concerns is related to tracking the origin of values to prevent money laundering, for example. And the reading in this case seems to be that cryptocurrencies, because they are registered on a blockchain, can prevent this verification.

Indeed, regulators have an important point! Blockchain offers anonymity capability that no traditional platform can achieve. However, the technology is not that obscure.

The blockchain works as a record of transactions between wallets. All this data is not only public, but also immutable. And although the users' names do not appear, the addresses of each wallet and their entire history are also visible to anyone who wants to see them.

Today, with the help of companies specialized in on-chain analysis, it is possible – and already done – to track the entire path of a cryptocurrency. This makes it "easy" to identify potentially dangerous portfolios or those that present dubious actions.

By pulling this long cryptographic thread, at some point it will be possible to find the end user and thus apply the necessary sanctions for in-

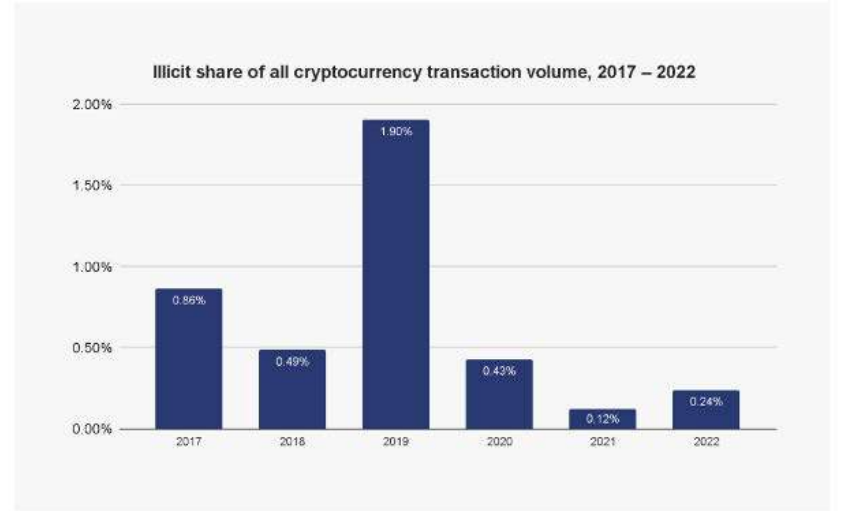
appropriate and illegal behavior. After all, some transaction will need to go through an exchange to be settled in fiat currency or, alternatively, through some direct payment method.

CRYPTOCURRENCIES X FIAT

Blockchain security is not just talk. Numbers support this narrative firmly.

In a recent report from Chainalysis, only 0.24% of cryptocurrency transactions were destined for illicit activities in 2022. The peak would have happened in 2013, following the famous Silk Road case, in which approximately 20% of Bitcoins (BTC) moved were intended for fraudulent actions.

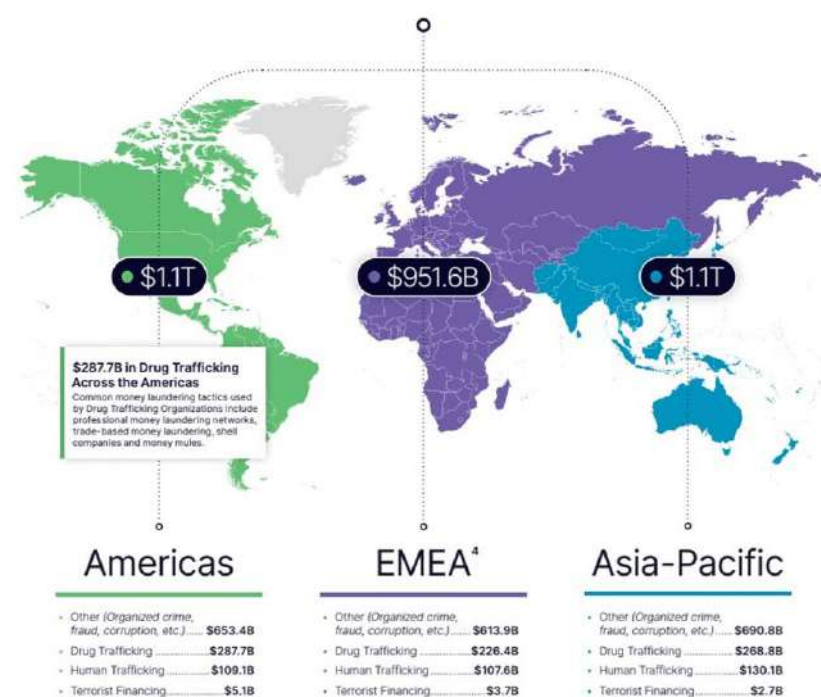
Since then, the most "troubled" moment was in 2019, when only 1.9% of operations were used for crimes.



Compared to fiat currencies, such as real, dollar and euro, there is no exact count on the amount allocated to criminal activities. Especially because, unlike cryptocurrencies and blockchain, tracking banknotes is practically impossible, while the use of oranges is a very common practice when it is necessary to go through traditional digital means.

Not surprisingly, the Senate changes its rules on the limit on the use of cash.

In the United States, a Nasdaq survey showed that around US\$3.1 trillion in illicit funds were transacted in the global financial system. All of this as a way of laundering money from criminal actions.



In this report, in fact, Bitcoin or other cryptocurrencies are not mentioned, which reinforces the perspective that the value transacted for illicit activities with this class of assets is very small.

REGULATION MAY REVISE THE GUIDELINES

Given these arguments, the federal government's concern about restricting payment methods on betting sites has long been felt. Debatable or not, this is an important way to support and protect Brazilians from possible abuse or even fraud.

What can support a change in perspective on the use of

cryptocurrencies in this industry is regulation, which continues to advance in the country.

After the regulatory framework, in 2022/2023, new updates were applied this year, as a way of providing more security to players in this market, whether they are exchanges, investment funds or even investors and end customers.

With this and the launch of Drex for 2025 or 2026, Brazil gains more robustness in the way it classifies and, perhaps, monitors blockchain transactions to identify possible suspicious actions. In the final stretch, we may see cryptocurrencies back on betting sites!



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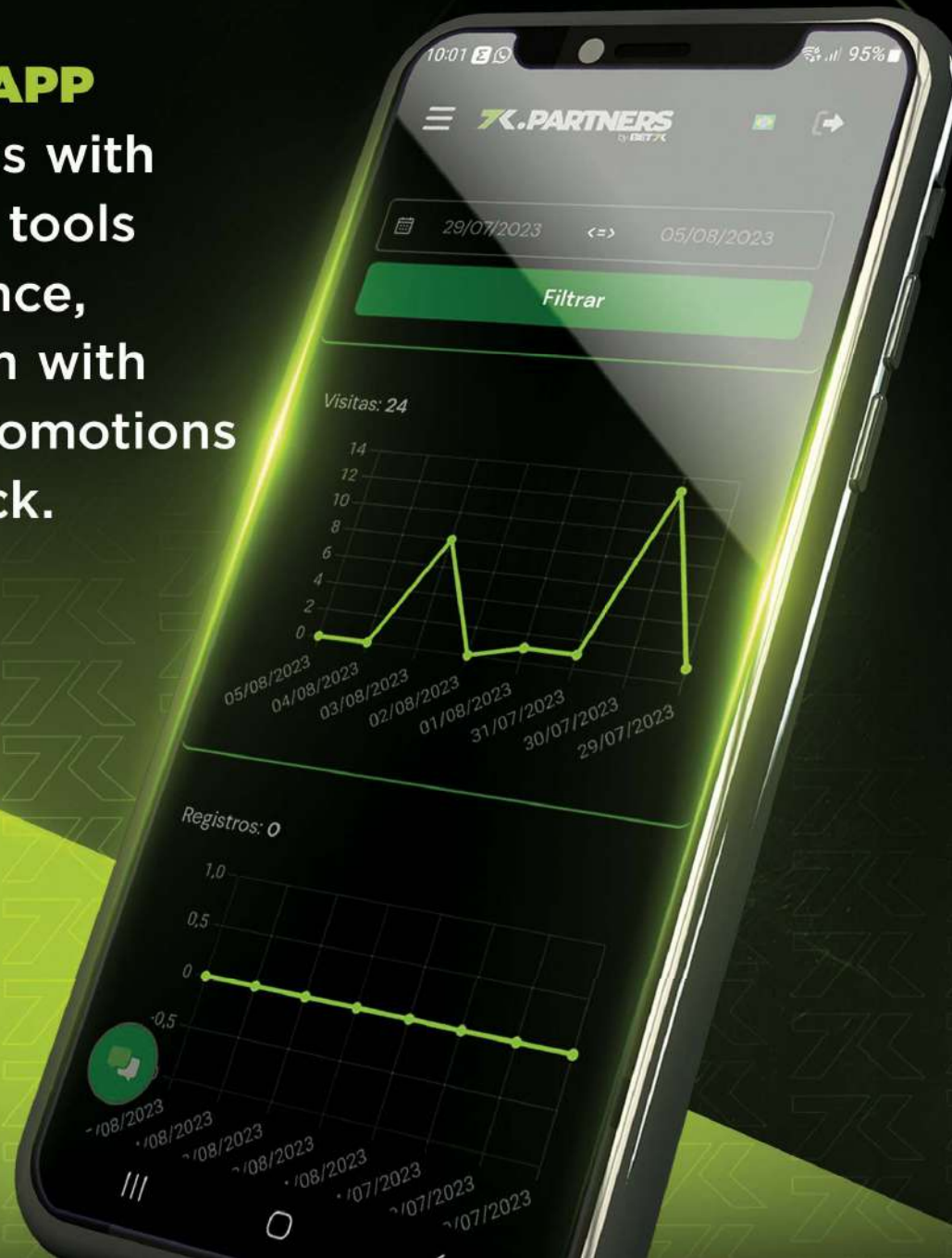
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REGULATION

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EstrelaBet's performance was recognized with important awards in the Brazilian industry. In an exclusive interview, the company's CEO, João André Gerçossimo, talks about this recognition by the market, the relationship and specialized service to consumers and the expectations for the beginning of a new era in Brazil from January 1, 2025.

JA: EstrelaBet is a company that looks, above all, at the customer. The person who wants to have fun, laugh, play needs to find a light environment in their experience and in case of any doubt, they deserve to be treated with the best quality. Therefore, we take great care and have a team prepared to ensure that every customer is well served. The recognition of Reclame Aqui in this nomination for the "RA Award" is a source of pride. We are very happy with the opportunity to have this trophy on our shelf.

FOR ESTRELABET, DOES THIS NOMINATION FOR THE RECLAME AQUI AWARD ALSO BRING A MESSAGE IN ITS RELATIONSHIP WITH THE CONSUMER/CLIENT?

JA: Yes. This indication is extremely significant, as it highlights us as a company that puts the customer at the center of our actions. The recognition further strengthens our reputation, demonstrating that, in addition to our customers feeling valued and well served, our commitment to service excellence is also recognized. Furthermore, being nominated for the Reclame Aqui Award puts us at a high level within the sector, showing that we are a reference in quality of service and user satisfaction. This motivates us to continue innovating and improving our services, always with the aim of strengthening our customers' trust and loyalty.

AS THIS IS A POPULAR VOTE, DOES THE COMPANY INTEND TO ENCOURAGE ITS CONSUMERS TO PARTICIPATE?

JA: The most important thing will be to show our client that we are participating in this award. We believe that in itself it will be attractive, considering that we have received good feedback from them. We are confident.

AND IF AN ESTRELABET CUSTOMER NEEDS SUPPORT, WHAT ARE THE CONTACT METHODS CURRENTLY AVAILABLE FOR CUSTOMER SERVICE?

JA: Today the path is as simple as possible, within the platform, through the specialized service channel that appears on the website. When necessary, depending on the case, we contact the client in another necessary way, always aiming to enhance the relationship. Soon we will have even more news.

HOW IS ESTRELABET ANALYZING THE IMPLEMENTATION OF REGULATIONS IN THE BRAZILIAN MARKET, GIVEN THAT, FROM JANUARY 1ST, ONLY DULY LICENSED HOUSES WILL BE ABLE TO OPERATE IN THE NATIONAL TERRITORY?

JA: The Regulation is dreamed of, expected and will come to put rules on the market, necessary for the proper functioning of the sector, always respecting the customer, responsible gaming, integrity and focusing on fun and entertainment. We hope that dialogue between regulators, industry and the market is always present, because eventually we will experience what works and what doesn't. Only practice, from 2025 onwards, will show us. However, the most important thing is already being done and we are focused on demonstrating compliance with the requirements and starting this new era in the national industry.



João André Gerçossimo



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||| MARKETING

From football to music festivals: diversifying sponsorships in Brazil.

Entering the Brazilian market has been both an ambitious and challenging endeavor for Superbet Brasil. In an exclusive interview with Alexandre Fonseca, CEO of Superbet Brasil, he shares insights into the company's strategic planning, the hurdles they have encountered, and their triumphant overcoming of regulatory obstacles. From securing sponsorships with historic football clubs to expanding their presence in the entertainment sector, Superbet Brasil aims to make a significant impact on both the sports and betting industries in Brazil. This conversation delves into the company's mission, their contributions to social causes,

and their anticipation for a fully regulated market in the near future.

HOW WAS THE PLANNING TO ENTER THE BRAZILIAN MARKET AND WHAT HAVE BEEN THE MAIN CHALLENGES FACED AT THE BEGINNING OF OPERATIONS?

AF: The challenges of operating in the market have been overcome. What helped the market overcome some obstacles was a 2018 Provisional Measure that distributed some rules for the fixed quota format. For companies in this market, it was an important sign that the sector could evolve in Brazil, in parallel with other changes that have been made to standards in the last six years.

When publishing the measure, companies at the time began to inform bettors about what they could win in their guesses, as they circulated what we call a fixed odds, avoiding irrational behavior. In recent years, with the evolution of legislation and the consolidation of the market, Superbet, which operates with the highest levels of integrity, saw Brazil as a potential sports betting market. When the platform arrived in Brazil, at the end of last year, it was because it was certain that the challenges were being overcome. Currently, the main point of attention for bettors and regulatory bodiesgulação, é de que todas as bets estejam dispostas a atuar dentro das quatro linhas.

SUPERBET WORKED QUICKLY AND GAINED REPERCUSSIONS BY ANNOUNCING SPONSORSHIPS WITH TRADITIONAL CLUBS SUCH AS SÃO PAULO AND FLUMINENSE. HOW WERE THESE PARTNER CLUBS CHOSEN?

AF: Not just the two tricolors. We recently announced support from Superbet Brasil for America do Rio, a very

traditional Brazilian football team, with more than 100 years of history and one of those responsible for popularizing the sport in the country at the beginning of the last century. Our biggest wish as supporters is to see the team owned by the player Romário's father, club director and hero of the Brazilian team's fourth championship, and to see "Mecão" back in the first division of football in Rio to join other giants like Flamengo,

Botafogo, Vasco and Fluminense itself. We chose these three clubs because of their history in Brazilian football and also because we feel confident in the investment that I believe should be made exclusively for the development of the sport. São Paulo and Fluminense are clubs that have a huge tradition in Brazilian football. They are heavy shirts. The first won a Brazilian Cup last year and then a Brazilian Super Cup, two titles that were missing from the fans' shelves. Fluminense achieved the first dream of Libertadores that stopped Rio de Janeiro and now will have the return of a great idol and former captain of the Brazilian team Thiago Silva.

WHAT OBJECTIVES DOES THE COMPANY INTEND TO ACHIEVE WITH THESE SPONSORSHIP AGREEMENTS? IS THERE INTEREST IN EXPANDING THIS INVESTMENT TO OTHER TEAMS AND COMPETITIONS OR BEYOND FOOTBALL?

AF: Directly: placing sponsorships in clubs that we are sure will develop the sport and make Brazilian football increasingly competitive on the continent and in the world. One of Superbet's purposes in Brazil is also to rescue what we call "root football" here, helping traditional clubs from lower divisions to return to the major competitions on the national and South American calendar. The agreements signed also encourage teams

to reinforce and form the squad, retain players and invest in modernization projects at training centers. We want our brand to forcefully enter the world of entertainment, sports games and shows so that experiences like these stir the same emotion that people have when winning a certain bet or watching their favorite sport.

HOW IS SUPERBET POSITIONING ITSELF IN THE ENTERTAINMENT SEGMENT?

AF: Superbet plans to reach new territories, such as entertainment, and go beyond football. We have already started the year 2024 with a very important action in the world of entertainment and major music festivals. We were the first online sports betting company to sponsor Lollapalooza 2024, one of the major events held in Brazil with national and international artists. And there is much more to come, as we are also the first bet to sponsor Rock in Rio, the biggest music and entertainment festival in the world. We were extremely happy to put our mark on the festival that immortalized Fred Mercury in 1985 singing "Love of My Life" in chorus, in the first edition held at the historic Maracanã. All this to tell you the following: where there is quality entertainment with a reputation in the Brazilian market and in the eyes of the world, Superbet Brasil wants to be present in some way.

REGARDING SOCIAL ISSUES, HAS SUPERBET ALREADY TAKEN ACTIONS IN THIS REGARD OR PROMOTED AWARENESS AMONGST ITS PLAYERS?

AF: Social issues are a very important pillar for the brand and we are always attentive to what is happening in the country to help. In May, when the state of Rio Grande Sul was hit by rain, we carried out a joint action between São Paulo and Fluminense. During a match between the two clubs, we made QR Codes available on the teams' uniforms so that fans who watched the match from home could make pix for NGOs that work in the region. MorumBIS advertising boards indicated organizations that needed some type of help to face one of the biggest climate tragedies in the country's recent history. The company also donated R\$100,000 to the NGO Ação da Cidadania to help families in Rio Grande do Sul. In June, with the low availability of blood in blood centers in the state of São Paulo, we made available one of the boxes we also have at the stadium of São Paulo tricolor for the Pró-Sangue Foundation to receive donors.

HOW IS THE COMPANY RECEIVING THE ORDINANCES AND WHAT IS THE EXPECTATION FOR OPERATING FROM NEXT YEAR IN A FULLY REGULATED MARKET?

AF: Superbet Brasil, as an institution, entered the market in the middle to the end of the regulatory process, and understands that all ordinances published so far, as far as the law is concerned, are well within international good practices and serve both the sector in a commercial and regulation, as well as protecting bettors from possible harmful practices, both for the health of the users themselves and the market in general. We are a company that only operates in regulated markets. Therefore, we have already successfully gone through some stages of the integration process with the regulator and are prepared to apply for a federal license in Brazil. We will continue working to ensure that this process of obtaining the license and integration with the regulator's control systems occurs smoothly and efficiently so that we can operate in the regulated Brazilian market. Over the last few years, the scenario has been transforming and betting has brought a new way of supporting and showing passion for football, regardless of the team, whether national or foreign, the sport is in the DNA of Brazilians and Superbet will be in the coming years accompanying this movement and providing entertainment.

Alexandre Fonseca



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MUNDO**

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SEJA SUPER

ABRA SUA CONTA

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||| AFFILIATE

Effective Strategies for Affiliate Marketing Support and Success

In the dynamic and competitive Brazilian online betting market, affiliate marketing emerges as an indispensable tool to maximize results. Super Afiliados, the largest betting affiliation company in Brazil, combines advanced B2B marketing strategies with a deep understanding of its partners' needs, ensuring that all affiliates have the best conditions to thrive.

UNDERSTANDING THE VOCATION AND THE MOMENT

The success of an affiliate marketing strategy starts with effective affiliate targeting. Our operations range from small affiliates with growth potential to large market players. We adopt a personalized approach, aiming to effectively consolidate relationships for each type of affiliate, based on trust and performance.

One of Super Afiliados' main advantages are the agreements in foreign currencies with the main operators operating in Brazil. These agreements oblige us to offer conditions that maximize bettors' deposits. Partner houses are recognized for the seriousness and efficiency of their CRMs, which enhances rev share agreements and increases customers' LTV (Lifetime Value), directly benefiting our affiliates.

INNOVATION IN COMMUNICATION WITH AFFILIATES

Quick and effective communication with our affiliates is one of the pillars of our success. We developed an innovative application that keeps our partners always informed about the advantages, promotions and news of partner houses. This tool allows our affiliates to stay ahead of the competition, optimizing their performance and maximizing results.

WORKING WITH DIFFERENT TYPES OF AFFILIATES

Influencers: Historically, they seek fixed agreements. Our mission is to make them understand that performance contracts serve to enhance results with variable agreements. Developing convincing storytelling and creating effective copy are essential to achieving high levels of engagement and conversion.

Digital Marketing Affiliates: Speed of support and response is crucial. We implement rapid communication channels to promptly resolve any queries or problems, ensuring continuous and uninterrupted operations.

Traditional Affiliates: Building solid relationships is essential. Established trust allows you to explore new opportunities with innovative, higher-risk bookmakers, resulting in substantial gains.

Affiliates from other segments: We offer ongoing support to help adapt your mindset to the betting market. Changing your mindset is crucial to using your full potential effectively.

SUPPORT, RELATIONSHIP AND EVENTS

Our affiliation managers stand out in the market due to their high level of training and vast experience. They are always ready to advise and direct our affiliates in finding the best homes, establishing sustainable agreements and applying the best marketing techniques. This personalized support strengthens trust and partnership with our affiliates.

We invest in relationship actions, such as exclusive boxes at Allianz Parque and award systems, to strengthen ties with our affiliates. Participating in industry events is also es-

sential to demonstrate our experience and commitment to the market, reinforcing our position as a trusted and innovative leader in affiliate marketing.

COMPLIANCE E REGULATION

With the advancement of regulation in the betting market, it is essential to maintain strict control over our affiliate networks. This ensures compliance with legal requirements and strengthens our position in the face of legal challenges, ensuring safe and transparent operations.

CONCLUSION

Affiliate marketing in the online betting industry requires a multifaceted and adaptable approach. At Super Afiliados, we are committed to understanding and meeting the needs of our partners, offering ongoing support, building trust and maximizing results. If you would like to know more about how we can help your company thrive in the online betting market, please contact us. We are ready to build a successful future together.



André Cruz
Head of Marketing at Super Afiliados

Unlock opportunities and connect with industry leaders

The Gaming Market in Brazil is experiencing significant growth, presenting a valuable opportunity for companies looking to expand their operations.

Since 2007, Super Afiliados has been the best choice for betting companies in the Brazilian market, as we possess a thorough understanding of the market.

Our results in 2023



+2,5K affiliates
Connected to our Network



+500K
SignUps



+300K
FTDs



+€5mi
Commissions



• Performance Marketing
• Strategic Planning

visit our
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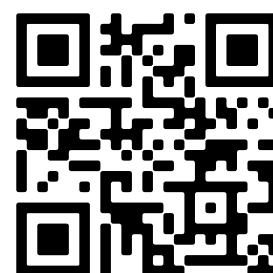


Our local expert Rebecca will help you start easily and get the first results!

Rebecca Cirino

Business Development Manager in Brazil
r.cirino@propellerads.net

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Transformations in the iGaming Market: an innovative approach

The iGaming job market in Brazil is expanding and offers a series of opportunities, but it also presents challenges. The growing popularity of online gambling, including sports betting, online casinos and poker, reflects the country's enthusiasm for football and other sports. This has driven the growth of sports betting, and the imminent regulation promises to attract international investment, formalizing the sector and generating more jobs.

At Jobs.bet, we see significant demand for professionals in areas such as Technology and Development, Information Security, Marketing and Sales, Operations and Risk Management, Content Creation, Finance and Accounting, and Customer Service. Professionals with experience and knowledge in these areas will be well positioned to take advantage of opportunities in this dynamic and growing sector.

We are closely following the movement in the casino sec-

tor. Although there is still no demand in Brazil due to legislative issues, it is a market that can transform quickly. The opening of casinos creates a range of employment opportunities, from croupiers and casino managers to related roles such as security, marketing, and more. It is a sector that requires a wide range of professionals, and we are ready to welcome both candidates and companies that need this workforce.

In addition to Jobs.bet, Academy.bet is already opera-



tional. We launched Academy. bet to meet the need for specialization of candidates for specific vacancies in the iGaming sector. For example, a computer technician who wants to join a betting house can register on the website to obtain the necessary training. We offer video courses and a certificate at the end, allowing candidates to qualify for the jobs they want.

For companies to create their vacancies on Jobs.bet, they simply need to register with us. We have candidates ready to take on these positions. The demand for profession-

als interested in entering the iGaming sector is impressive, and we are here to connect these talents with the right opportunities.

Our main differentiator is our humanized approach. Although there are many excellent companies on the market, what we want to offer is personalized support for both companies and candidates. We use cutting-edge technology to ensure that the connection between talent and large companies is more intelligent and effective, applying rigorous filters and specific criteria to identify

the profiles most suited to the needs of each vacancy. This complete support, combined with privileged access to the industry's top executives, makes all the difference and is what distinguishes us in the iGaming market.

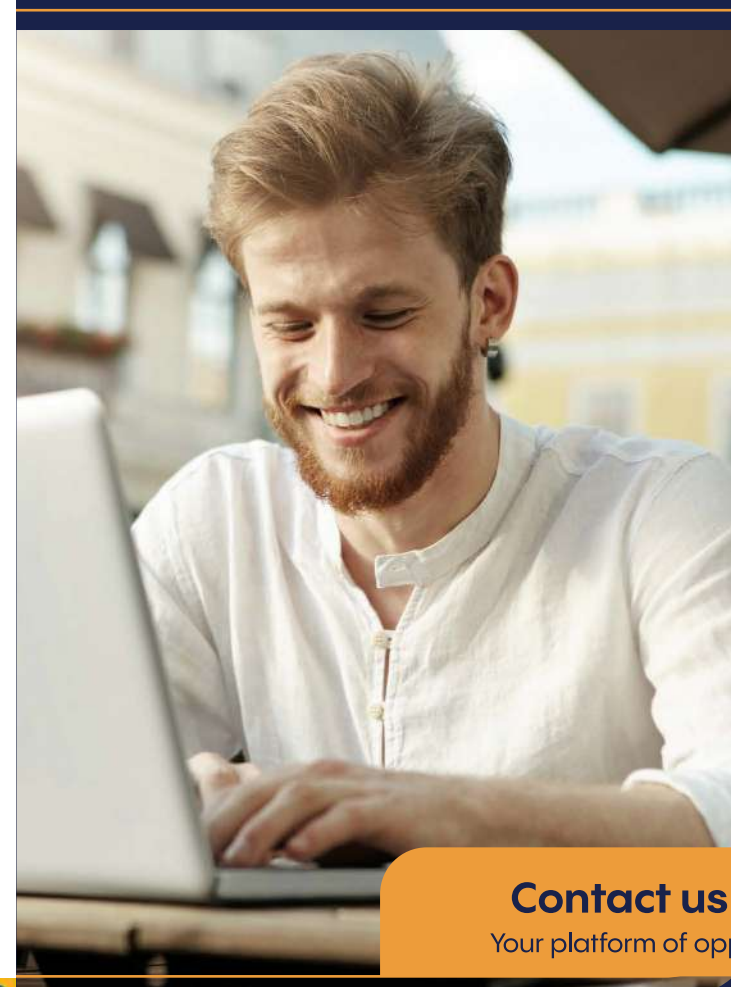
Connecting talents to the future of Brazilian iGaming

JOBS .bet

Our mission is to simplify the recruitment process, making the connection between talent and large companies smarter and more effective.

Be prepared for the Betting Market regulation

It is essential that companies are compliant and prepared to operate within the new standards. We help your company structure high-performance teams with the best professionals on the market, ensuring that you are always ahead.



Benefits for your company

-  Faster hiring process
-  Objective Hiring
-  Versatile model for large and small companies
-  Compliance with Regulation
-  Reduction of Operating Costs
-  Financial Dashboard
-  Ongoing Support

Contact us today: jobs.bet

Your platform of opportunities in the iGaming world

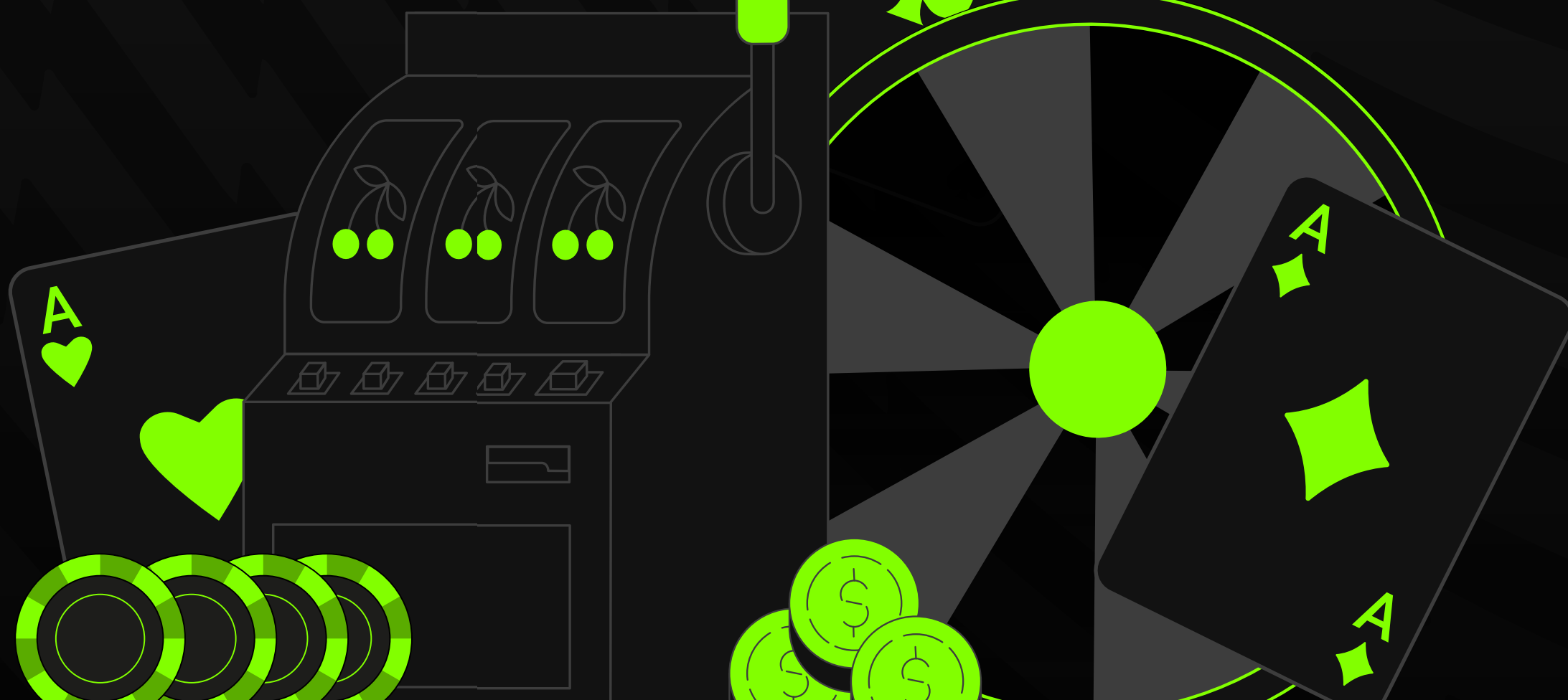


iGAMING
360



A 360° PORTFOLIO FOR YOUR BRAZILIAN OPERATION

**MARKETING,
TECHNOLOGY,
COMPLIANCE
AND MORE,
ALL IN ONE PLACE**



Foxbit Business: Crypto Pioneer at Febraban Tech 2024

The need to modernize the global financial system has never been more evident. The integration of innovative technologies that adapt to the current model is crucial to transforming the way we interact with money, banks and even different financial products. This was the proposal for Febraban Tech 2024, an event that brought together several companies in the sector to present their technologies. And, for the first time, Foxbit Business was present to showcase its solutions based on cryptocurrencies and blockchain.

CHALLENGES FOR FEBRABAN TECH

Anyone who has ever tried to participate in a fair of this size knows how difficult it is to claim "land". For Foxbit Business the challenge was even greater, because, until then, there were certain restrictions on the participation of crypto-active companies.

This time, two factors contributed greatly to the

industry being represented. The first of these was the advancement of the regulatory framework for cryptocurrencies in the last year, which created more specific rules for players in this market and, of course, relaxed the rigidity of regulators and events.

Another important detail was that some of the organizers did not know that the Foxbit Group went far beyond the buying and selling of cryptocurrencies on the exchange. With Foxbit Business, they had the opportunity to learn a little more about the work and the entire 360° ecosystem of corporate solutions based on crypto assets.

These two topics opened the doors of Febraban Tech to Foxbit Business!

FOXBIT BUSINESS SOLUTIONS

For the Foxbit Group, being present at Febraban Tech was a major milestone in our history. Participation is a recognition of all the

work done nine years ago, with Foxbit Exchange, and since 2021, with Foxbit Business.

For the Foxbit Group, being present at Febraban Tech was a major milestone in our history. Participation is a recognition of all the work done nine years ago, with Foxbit Exchange, and since 2021, with Foxbit Business.

But, of course, they were not restricted to just these two solutions, after all, we work with a very broad ecosystem of products, such as:

Asset tokenization: Foxbit Tokens' technical capacity allows it to tokenize the most different real-world assets (RWA), in addition to collectibles, experiences, tickets, loyalty programs and even a company's native cryptocurrency. All this to increase security, efficiency and bring unique interactivity to the relationship between client and institution.

Cryptocurrency charges: with Foxbit Pay, individuals and companies can make payments with cryptocurrencies and decide how they want to receive payments. This means that retailers, self-employed professionals or any other entrepreneur can offer this payment method, without worrying about technical issues or volatility in the crypto market.

In some cases, the transaction is faster than a Pix, which is a great attraction of the solution!

Crypto-as-a-Service: A complete solution for companies in the financial sector to offer a cryptocurrency exchange or OTC to their customers. All from a safe, customizable and, of course, efficient white-label solution. A very interesting product for those who do not have specialized labor or technical and legal knowledge to implement their own brokerage. This is how our partnership with ggPay works, in which users can purchase their digital currencies within the app, but with all of Foxbit Business' technical infrastructure.

Cryptocurrency on-ramp: The Foxbit Gateway is the way to transform Pix into cryptocurrencies. After paying in reais, the user simply selects which cryptocurrency they want to buy and the destination wallet. All of this to achieve almost instantaneous movement and without the need for extensive technical or market knowledge.

KEEPING AN EYE ON THE NEW ECONOMY

All the solutions presented by Foxbit Business at Febraban Tech have the potential to transform the Brazilian and

even global financial system. That's because all this technology is no longer a simple trend, but a fact.

Asset tokenization, for example, generated more than R\$650 billion in 2023 and is projected to reach US\$2 trillion by 2030. Furthermore, payments with cryptocurrencies are expected to reach US\$100 billion by the end of this year, highlighting the accelerated growth of the sector and also of the demand for this type of solution.

Furthermore, Foxbit Business was recognized as the first cryptographic company to enter the Drex pilot, in which our team assists in the development and challenges of implementing the tokenization of the Brazilian economy.

A PATH TO DIGITALIZATION

Febraban Tech 2024 very well showed the growing demand for solutions based on cryptocurrencies and blockchain. With the approach of Drex and advances in regulation, Brazil is at the forefront of developing a new financial system that has the potential to influence the global market.

And Foxbit Business, with all these solutions, is ready to lead this transformation!



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- Plataforma totalmente personalizável
- 70+ provedores, 6800+ jogos
- Soluções turnkey
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A fun and captivating atmosphere in a classic casino game

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- Custom Theme Available

PAYMENTS

Pagsmile: A Journey of Innovation in the Digital Payments Market



Pagsmile began its journey with the goal of simplifying and optimizing digital payment processes in global markets. Founded with the vision of making financial transactions more accessible and efficient, the company focused from the start on creating a robust and secure infrastructure for international payments. Headquartered in China and Brazil, Pagsmile quickly stood out in the financial scene, attracting a diverse customer base by offering customized payment solutions for companies in various sectors.

PagSmile distinguishes itself through its comprehensive tools and solutions that facilitate both pay-ins and payouts. Among the main tools available are:

01 Pay-Ins: PagSmile's pay-ins solution allows companies to receive payments from customers in different currencies without the need for a local entity. This is especially advantageous for businesses operating globally, offering a simplified and secure payment experience.

02 Pay-Outs: With the payouts tool, PagSmile facilitates the mass sending of payments to partners and suppliers. The platform supports multiple payment methods, ensuring speed and efficiency in international financial transactions.

03 Specialties: PagSmile stands out for its specialties in system integration. With a unified API, the company allows businesses to easily integrate their e-commerce platforms, marketplaces, and other digital solutions, optimizing payment flows and financial management.

04 Integrations: PagSmile offers simplified integrations with various platforms, enabling companies to quickly implement payment solutions. Detailed documentation and specialized technical support ensure a smooth and effective implementation.

05 Payment Methods: The variety of payment methods is one of PagSmile's greatest strengths. The company supports credit cards, bank slips, digital wallets, and even cash payment solutions. This allows businesses to cater to a wide range of customer payment preferences.

06 Dashboard: PagSmile's dashboard provides accurate and real-time information on payment operations. With an intuitive interface, companies can monitor transactions, generate reports, and gain valuable insights to optimize their financial strategies.

Recently, PagSmile made a strategic acquisition of part of Delbank, an innovative digital financial institution in the Brazilian market. With over 400 million dollars processed per month and more than 150 million PIX transactions monthly, PagSmile demonstrates its robustness and efficiency in the digital payments market. Additionally, the company offers coverage for all of Latin America in more than 7 different currencies, solidifying its global presence. Also in 2024 PagSmile was nominated by Reclame Aqui under the category Payment Online Provider one of the best customer support.

"WE ARE NOT JUST A PAYMENT PROVIDER; WE AIM TO ENHANCE OUR CUSTOMERS' EXPERIENCE BY TRULY UNDERSTANDING THEIR NEEDS AND CHALLENGES. OUR GOAL IS TO EMPOWER OUR CLIENTS TO CONCENTRATE ON THEIR CORE BUSINESS ACTIVITIES WHILE PAGSMILE HANDLES THE INTRICACIES OF PAYMENT PROCESSING. WE DELIVER SECURE PAYMENT SOLUTIONS, COMPREHENSIVE MULTI-CURRENCY MANAGEMENT AND RECONCILIATION, CUTTING-EDGE TECHNOLOGY, STREAMLINED PROCESSES, SEAMLESS INTEGRATION, AND EXCEPTIONAL CONVERSION RATES. OUR VISION IS TO BECOME THE PREMIER PAYMENT SOLUTION FOR GLOBAL ENTERPRISES EXPANDING INTO THE LATIN AMERICAN MARKET."



Marlon Tseng
Co-Founder PagSmile

THE PAGSMILE GROUP HAS PAYMENT LICENSES IN:

BRAZIL - PAYMENT INSTITUTION LICENSE ISSUED BY CENTRAL BANK.

HONG KONG - MONEY SERVICE OPERATORS (MSO).

ARGENTINA - PAYFAC LICENSE.

COSTA RICA - PAYFAC LICENSE.

LUXEMBOURG - EMI IN PROCESS OF APPROVAL.

UAE - PAYFAC LICENSE IN PROCESS OF APPROVAL

PagSmile also expands its offerings with banking services, direct PIX, remittance, and exchange, providing a complete and integrated solution for payment intermediation. The combination of PagSmile's expertise in digital payments with Delbank's banking capabilities points to a promising future in the market for digital banks for companies. Together, the companies are well-positioned to lead innovation and provide cutting-edge financial solutions, making transactions faster, safer, and more accessible for businesses worldwide.

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CRM: BUILD STRONG CUSTOMER RELATIONSHIPS WITH A STRATEGIC FUNNEL FOR CONVERSION, RETENTION, AND ACTIVATION.



CONVERSION SOLUTIONS: TURN CLICKS INTO COMMITTED CUSTOMERS.



SPONSORSHIPS: INCREASE YOUR BRAND'S REACH AND REPUTATION.



EVENTS & ACTIVATIONS: CREATE MEMORABLE EXPERIENCES THAT ENGAGE YOUR AUDIENCE

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OPERATORS

What Now?

CHALLENGES, PATH AND VIRTUES OF THE UPCOMING REGULATED MARKET OF iGAMING IN BRAZIL

Sports betting and online fixed-odds games are already a reality in the lives of Brazilians and that's not going to change any time soon.

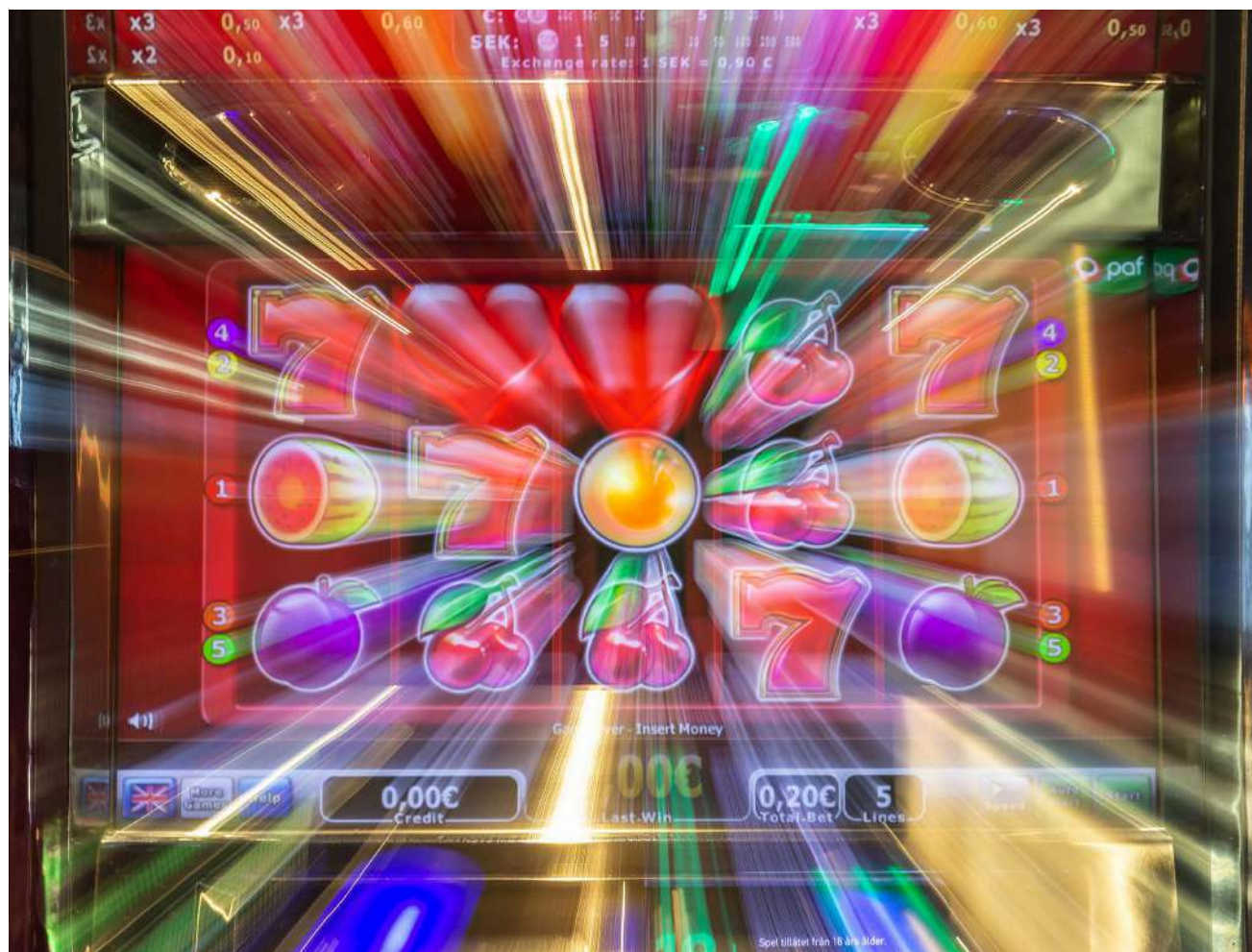
It's important to start talking about the subject with the premise of perpetuity, albeit with the caution required in any discussion about sectors under regulation, because it's indisputable that since sports betting and online fixed-odds games entered the daily lives of Brazilians, it's become clear that their arrival has a definitive bias.

From there, as in any maturing market, it is necessary to follow the path of separating the wheat from the chaff, creating an environment in which serious companies and entrepreneurs can successfully establish themselves in the regulated market.

Now, so close to finally experiencing this new scenario, Brazilian need to pay attention to signs that are very common in other sectors and that also serve to judge the offers they may receive related to sports betting and on-line fixed-odds games.

First of all, the regulation that is now reaching its final stages include many control and adjustment rules that range from guaranteeing the financial continuity of operations to the fine technical adjustments that will be indispensable for granting authorizations to operate.

It is estimated that today there are around 4,000 sports betting and online gaming sites offering products to Brazilian consumers. With regulation, considering international paradigms, we can expect this number to be reduced by more than 95% by next year, causing two virtuous movements.



One, with fewer sites, it will be easier to identify those that deliver better experiences to its end users, which will be portrayed in more intuitive navigability, more fun and interactive games, and also better and more extensive tools to protect customers and achieve responsible gaming.

The other virtuous movement we hope for is that, with 20 times fewer sites operating in Brazil, we shall have the ability to better supervise and guarantee that only authorized operators will be allowed to operate in the market, preventing offshore operations from continuing without control or security.

Thus, as of January 2025, users will be able to easily identify which venues have met the regulatory requirements, by simple accessing

only the sites that have the “bet.br” domain, which will set out by the Government for authorized operators only, and bound to brands preapproved to be exploited.

It is very important for the user to be aware of this issue and avoid accessing any site that does not have the regulatory domain, as in this case there will be no guarantee of fairness or compliance with Brazilian consumer protection rules.

Likewise, the sector marketing and advertising already have guidelines created by CONAR on the minimum parameters for publicizing activities related to operations in Brazil. Therefore, it is to avoid accessing any content that promises winnings, that confuses betting with a form of investment, that doesn't make it clear that it

“

WITH FEWER SITES, IT WILL BE EASIER TO IDENTIFY THOSE THAT DELIVER BETTER EXPERIENCES TO ITS END USERS, WHICH WILL BE PORTRAYED IN MORE INTUITIVE NAVIGABILITY, MORE FUN AND INTERACTIVE GAMES, AND ALSO BETTER AND MORE EXTENSIVE TOOLS TO PROTECT CUSTOMERS AND ACHIEVE RESPONSIBLE GAMING.

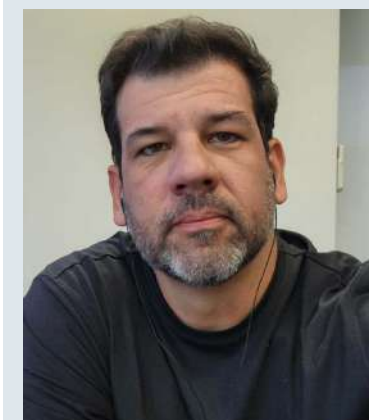
is aimed exclusively at people of 18 years old, among other practices that are unfortunately still repeated in other sectors, but whose verification should be part of the player's analysis kit.

Speaking of communication, we can't forget this topic when it comes to responsible gambling, so both the Operator and its “ambassadors” should, as a good practice, encourage the idea in their communication channels that sports betting and online fixed-odds games are a form of entertainment only and that they should be practiced in moderation, observing the individual financial capacity in order to avoid any losses having unsustainable impact on the bettor's lives.

Unfortunately, while we are still living in the grey area of pre-regulation, we are seeing reports of problems related to losses in certain fixed-odds online games, such as the famous “Jogo do Tigrinho”, which ends up, through mere confusion, diverting attention away from the real problem, which is the lack of regulation, control and inspection of the way in which communications are made, the systems of the platforms that are offered and the actions of a few unscrupulous people or groups, in order to generically stigmatize the sector and/or a particular product.

It is necessary to educate everyone in the sector, from the Operators who will have to adapt to the regulatory determinations, to the control bodies who will have access to real-time data on the sector, to the various communication channels linked to the constantly evolving self-regulation, and finally to the players who need not only to understand the rules of each game or bet, but also to identify and use the mechanisms that will be available to protect them.

In short, the regulatory process is moving forward, following its own stipulated agenda, and it needs to guarantee serious companies in the sports betting and online gaming market so that, from January 2025 on, we will build a sustainable, responsible and healthy sector.



Alexandre Araujo
Diretor Jurídico -
Grupo Ocean Brasil

\$

+U\$ 476.851,

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75%

Conversion
Rate



U\$ 1.986.861,66

FTD Value

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Transactions

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BRUNO ADS
COMPANY

REGULATION

What to expect and how to prepare for the start of the regulated market in Brazil from January 1st

Legalized in December 2018, the fixed odds betting market grew across the country without specific rules. This situation will change from January 1, 2025.

Therefore, lawyers Luiz Felipe Maia and Flavio Picchi answer crucial questions below about documentation and deadlines for application, as well as other particularities that operators must observe to apply for the necessary licenses to operate legally in Brazil. They also clarify whether it is possible to request authorization after this period, in addition to projecting the impact of regulation on Brazilian industry.

WHAT ARE THE DATES AND DEADLINES FOR THE APPLICATION OF NEW REGULATIONS IN THE IGAMING MARKET IN BRAZIL?

Fixed odds bets will be operated in a competitive environment with prior authorization from the Ministry of Finance. The authorization will be discretionary and very personal, non-negotiable and non-transferable, with a possible duration of up to 5 years.

SPA/MF Ordinance No. 827/24 came into force on the date of its publication, May 22, 2024, with the final and transitional provisions apply-

ing until December 31, 2024. Companies have until this date to adapt to the new regulations. SPA has committed to analyzing the application by the end of the year, granting authorization to anyone who enters in these first 90 days. There will be no application 'window' for authorization, however anyone who makes the request after 90 days will have to wait the regulatory 150 days for the request to be analyzed by the Prizes and Betting Secretariat. On 01/01/2025, only companies regularly established in Brazil and authorized by SPA/MF may operate.

WHAT SPECIFIC DOCUMENTS ARE NEEDED TO START THE PROCESS OF APPLYING FOR A LICENSE TO OPERATE IN THE IGAMING SECTOR IN BRAZIL?

There are several mandatory documents to be presented for the authorization request with the SPA/MF, all duly described in Ordinance SPA/MF 827 and its annexes, as well as other specific Ordinances.

The procedures would involve compliance with established regulatory requirements, including the presentation of documentation necessary to demonstrate legal qualification, tax and labor regularity, suitability, economic-financial qualification, and technical qualification. In addition, the legal entity would need to pay an authorization fee (R\$30

million) and meet other specific requirements to maintain operation in accordance with industry standards.

We will have everything from the regular constitution of the company in Brazil and all the details of this constitution, to guidelines and certificates from administrators, mandatory positions and their requirements, payment and technology service providers, etc.

WHAT ARE THE MAIN CHARACTERISTICS THAT A COMPANY MUST HAVE TO ADAPT TO NEW REGULATIONS IN THE IGAMING MARKET?

Be in full compliance with the mandatory requirements of the Ordinance indicated

above, such as: being established in Brazil, having a minimum share capital of 30 million reais, having the appointment of professionals in mandatory positions, and 4 of these positions must be filled by a person residing in the Brazil and all positions must be occupied by professionals with proven experience or a diploma in the area of activity. There are also operational and system requirements.

WHAT ARE THE MAIN LEGAL ASPECTS THAT COMPANIES MUST CONSIDER IN THE CORPORATE STRUCTURE TO OPERATE IN THE REGULATED IGAMING MARKET?

There is an obligation for 20% of the company's capital to be made up of a Brazilian partner, which may be a duly constituted legal entity. There is also a prohibition on the direct or indirect participation of public agents or people with influence on the results of the games.

The authorization is non-transferable and linked to the corporate structure that received the approval. Significant changes to the structure, such as mergers or acquisitions, require a review of the authorization.

Luiz Felipe Maia



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How to Promote Responsible Gambling in Brazil in a New Regulated Environment?

As the Brazilian betting market is about to enter a new regulated phase, operators face the crucial challenge of promoting responsible gambling to meet not only legal requirements but also to mitigate negative impacts with the support of regulatory bodies and public policies. To delve deeper into these issues, Ricardo Magri, Director of the Empresa Brasileira de Apoio à Compulsividade (EBAC), provides valuable insights on how companies can effectively contribute in this context.

HOW CAN COMPANIES IN THE BETTING SECTOR EFFECTIVELY CONTRIBUTE TO PROMOTING RESPONSIBLE GAMBLING IN BRAZIL, ESPECIALLY IN A PERIOD OF INCREASING REGULATION?

RM: Considering that Responsible Gaming is a risk management process, where every stakeholder involved must implement and perform control activities to attain control objectives that will mitigate inherent risks, it is important to observe that a great deal of these control activities is supposed to be implemented in the "gaming operator" level. First, by drafting internal Policies and Procedures to ef-

fectively guide the culture towards fomenting Responsible Gaming, then educating and training its Human Capital base in order to understand the approach and assign the participation of each sector of the company in the control activities to be implemented. Important to note the tone of communication of the marketing and sales division, where many of the risks are originated if not properly managed.

Then a series of more technical control activities should be implemented, either by the company itself or its third-part providers, such as: Listing and classifying each type of game offered into a criticality frame-

work (sports, casino, slots, etc.), evaluating the profile of each user to understand the safe pattern of deposits and betting volume of each one (they are different among each other), implementing limits and self-exclusion capabilities to empower the very user and its family members to be able to take action, and, coming straight to the most critical point, welcoming the user that is identified as prone to compulsive behavior to an initial contact to treatment.

WHAT ARE THE BIGGEST CHALLENGES FACED BY THE BETTING SECTOR IN RELATION TO THE PREVENTION AND TREATMENT OF GAMBLING ADDICTION IN THE COUNTRY??

RM: In my opinion the immediate challenge we will face is to recognize that the gaming addiction problem is indeed a psychological behavioral condition and should be properly addressed by the public health system as such. Gaming Regulation for a government should work both ways: in one hand new revenues are going to be collected in the form of taxes and license fees, but in the other hand we must see the very same government creating specific agencies and empowering its health system to deal with this proactively, including subsidizing many of these necessary control activities on behalf of the operators.

WHAT IS THE IMPORTANCE OF EARLY DETECTION OF RISK BEHAVIORS RELATED TO COMPULSIVE GAMBLING? HOW CAN BETTING PLATFORMS PLAY A ROLE IN THIS PROCESS?

It is fundamental to identify a change of behavioral pattern in any given user in an early stage. This is, in practical terms, the most important control activity, because it avoids the future burden of a most critical case should this user continues to dive into the behavioral compulsion. At this stage, it is still possible to simply alert the user about the possible consequences of his/her change of pattern and suggest a soft limit, so the user is still entertained yet controlled. These control activities are normally implemented in the platform (software) for each user account. It is very supplemented by technology, then complemented by human analysis.

BESIDES THERAPEUTIC INITIATIVES, WHAT OTHER MEASURES OR PROGRAMS ARE ESSENTIAL TO SUPPORT COMPULSIVE GAMBLERS AND THEIR FAMILIES DURING THE RECOVERY PROCESS?

RM: In addition to therapeutic initiatives, a comprehensive approach to supporting compulsive players and their

families is crucial for effective recovery. Some essential measures and programs beyond therapy are Educational Programs, raising awareness about the risks of addiction, helping the users and family members to recognize the early signs of it and understand the importance of seeking help; Support Groups that provide a safe and understanding environment where individuals can share their experiences and challenges, offering emotional support and practical advice, fostering a sense of community and belonging; Financial Counseling, because compulsive gambling often leads to severe financial problems, so instructions about creating and managing budgets are crucial to avoid further financial distress; Family Therapy because the impact of gambling addiction extends beyond the individual, affecting family dynamics and relationships. Family therapy can help rebuild trust, improve communication, and address any co-dependency issues that may have arisen due to the addiction; Helplines and Online Resources: Accessible 24/7 helplines and online resources offer immediate support and information. These services can guide individuals to appropriate treatment options and provide ongoing assistance throughout their recovery journey; Legal Assistance: In some cases, compulsive gamblers may face legal issues related to



their addiction. Providing access to legal assistance can help them navigate these challenges and focus on their recovery without the added stress of legal problems.

Among many others, the implementation of these measures, combined with therapeutic initiatives, create a robust support system to adequately address the gaming addiction problem.

HOW CAN GAMING OPERATORS COLLABORATE MORE EFFECTIVELY WITH ORGANIZATIONS AND HEALTH EXPERTS TO PROMOTE RESPONSIBLE PRACTICES IN THE BETTING MARKET?

RM: Gaming operators can enhance their collaboration with organizations and health specialists through several key initiatives. First, establish-

ing partnerships with health professionals and organizations dedicated to addiction recovery is crucial. By working together, they can develop comprehensive protocols for customer interactions and interventions, making the support process seamless and effective.

Second, operators can fund and support research conducted by health specialists to better understand gambling

behaviors and the impact of various betting practices. This research can provide valuable insights into developing evidence-based policies and practices that promote responsible gaming. By sharing data and findings with the broader health community, operators can contribute to a more informed and proactive approach to preventing and addressing gambling addiction. I consider this point very important for the collective good of the whole industry.

Finally, public awareness campaigns developed in partnership with health organizations can play a significant role in promoting responsible gaming practices. These campaigns can educate players about the risks of gambling addiction and the resources available for help. By leveraging the reach and influence of gaming operators, these joint efforts can foster a culture of responsibility and care within the betting market.

WHAT IS THE ROLE OF COMMUNITIES AND PUBLIC POLICIES IN MITIGATING THE NEGATIVE IMPACTS OF COMPULSIVE GAMBLING? HOW CAN THESE GROUPS BE BETTER ENGAGED TO OFFER SUPPORT TO THOSE AFFECTED BY GAMBLING ADDICTION?

RM: Communities and public policies play a critical role in mitigating the negative impacts of compulsive gambling by fostering awareness, providing education, and ensuring access to resources. As explained in another answer above, public policies should establish regulations that require operators to implement responsible gaming measures and fund programs for prevention and treatment. Additionally, communities can create supportive environments through local initiatives, such as support groups and awareness campaigns, which can help individuals recognize the signs of addiction and seek help promptly.

To better engage these groups, collaboration and communication must be strengthened. Policymakers should work closely with community leaders, health professionals, and affected individuals to develop and implement effective strategies. Regular community forums and workshops can facilitate this dialogue, ensuring that policies are informed by real-world experiences and needs. Moreover, increasing funding for community-based programs and promoting public-private partnerships can enhance the reach and effectiveness of support services, making it easier for those affected by gambling addiction to access the help they need.

HOW ARE YOU ASSESSING WHAT HAS BEEN PROPOSED IN THE REGULATION SO FAR? ARE THERE ALREADY EFFECTIVE MEASURES IN PLACE, OR DO THE PROPOSALS STILL NEED IMPROVEMENTS TO PROTECT THE PUBLIC?

RM: We still do not know the final version of the ordinance that will address the Responsible Gaming topic. It is in fact supposed to be posted in the last phase of ordinances according to the

ministry of finance calendar. But judging by what was already published about marketing approach, we can expect a strong consideration about caring for the gaming addiction problem, and most (if not all) of the elements mentioned in this interview will be part of its content. As a final note, it is very common that government sets the basic framework and relies on the private sector to work consistently for the development and implementation of the control activities. We can already identify this in Brazil,

where private initiatives that offer a complete risk management program for Responsible Gaming such as EBAC – Empresa Brasileira de Apoio ao Compulsivo (something like Compulsive Behavior Assistance Company), that offers the full spectrum of solutions, from policies to control implementation and testing and further certification as “Compulsafe”, a term that was created by EBAC to label the implementation of adequate Responsible Gaming techniques.

Ricardo Magri



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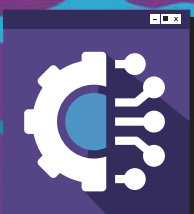
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Weebet is the pioneering platform in Brazil to offer casino games for local operators, providing access to **top providers** and a **wide variety of games**.

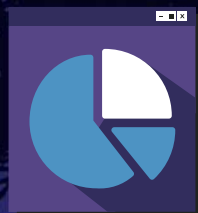
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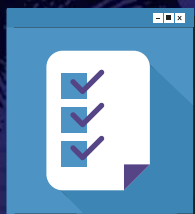
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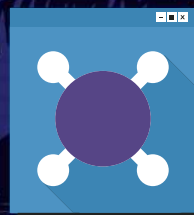
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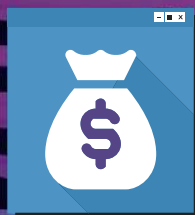
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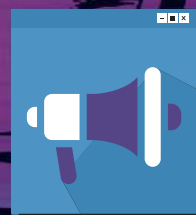
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Brazilian Lounge: The partner platform for iGaming Companies

With the Brazilian i Gaming market entering a new regulated phase, Brazil stands out as an emerging epicenter for the global online betting and gaming industry. The regulation, which is about to redefine the national scenario, is attracting a wave of international investments and positioning the country as one of the main destinations for large companies in the sector. Amid this transformation, the Brazilian Lounge has established itself as an essential point of reference for companies seeking to stand out and prosper in the global market.

A REVOLUTION IN THE IGAMING MARKET

Almost two years ago, Brazilian Lounge emerged with the mission of revolutionizing the iGaming market in Brazil, offering a comprehensive platform for national companies to position themselves on the global stage. The initiative has shown the strength and dynamism of Brazilian entrepreneurs, who have played a crucial role in the construction and growth of this promising market.

The Brazilian Lounge is not just a platform, but a catalyst for the success of iGaming companies in Brazil. With an innovative approach, the or-

ganization has worked tirelessly to connect national companies with strategic opportunities and provide the support necessary to thrive in a highly competitive and constantly evolving environment.

FUTURE PERSPECTIVES: MAGAZINE AND EVENTS

To continue its outstanding work and further expand its global presence, Brazilian Lounge is preparing for two major occasions: SiGMA Europe and ICE Barcelona. The Brazilian Lounge magazine edition for SiGMA Europe will be especially comprehensive, reflecting market developments and highlighting key

innovations and trends. This event will provide an unprecedented visibility platform for our partners and will be an opportunity to establish valuable connections with industry leaders and influencers.

In January 2025, Brazilian Lounge will make history with a special edition of the magazine for ICE Barcelona, marking the first edition for the regulated market. This event will represent a significant milestone for the sector and demonstrate the crucial role of the Brazilian Lounge in the evolution of global iGaming. With a great structure and a strategic approach, we will be fully prepared to offer visibility and support to our partners.

PODCAST EXPANSION AND INNOVATION

The Brazilian Lounge podcast is also going through a significant phase of evolution. With the aim of consolidating its position as a leading source of visibility and endorsement for our customers and partners, we are improving the format and expanding our reach. The podcast provides a platform for in-depth discussions and

valuable insights into the iGaming industry, featuring interviews with industry leaders and experts who share their perspectives and experiences.

CO-WORKING: CONNECTION AND BUSINESS WORKSPACE

The Brazilian Lounge coworking space, located in the Faria Lima region of São Paulo, is a vibrant and dynamic environment, designed to meet the needs of iGaming companies at a time of transformation. Situated in the heart of Latin America's financial hub, our space offers a wide range of networking and business opportunities, creating an ideal environment for prosperity and growth.

We are prepared to welcome iGaming companies and provide a space where connection and collaboration can flourish. With a modern infrastructure and a stimulating environment, the Brazilian Lounge coworking space is the ideal place for companies looking to connect with other interested parties, explore new opportunities and expand their presence in the market.

CONCLUSION

Brazilian Lounge is positioned as the leading partner for iGaming companies that want to stand out in a rapidly evolving market. With an innovative approach and a comprehensive range of services, including the magazine, podcast and coworking, we are ready to support and drive our partners' success on a global stage. As the Brazilian market prepares for a new era of regulation, the Brazilian Lounge continues to be a beacon of opportunity and a catalyst for growth and innovation in the iGaming sector.

For more information on how to get involved with Brazilian Lounge and take advantage of our offerings, contact us and find out how we can help your business thrive at this exciting time for the iGaming market.

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Founded in 2020, PayBrokers is a comprehensive financial ecosystem. It is the only financial institution active in the Brazilian iGaming industry and the only payment institution to process in the regulated Brazilian market through state lotteries. It also covers an electronic foreign exchange (eFX) entity, with experience on processing payments to offshore companies in the Brazilian iGaming industry. It is renowned for its exceptional processing capacity, stability, and conversion rates, coupled with rigorous anti-fraud policies, risk monitoring tools, and a range of other features. Together, these elements forge a comprehensive, one stop shop solution for all payment-related needs, driving significant growth for its clients.



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Foxbit OTC is the first and largest trading desk in Brazil exclusively dedicated to the negotiation of digital assets. It offers personalized cryptocurrency trading for investors seeking high-volume transactions with privacy and efficiency. Ideal for large investors and institutions, our OTC service guarantees competitive prices, exclusive service, and access to a wide range of assets. With Foxbit OTC, clients enjoy immediate liquidity, attractive prices, and the lowest fees in the market.



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[P4F.COM](https://p4f.com)

Founded in 2018, Pay4Fun is the first payment institution, operating in the sports betting sector, to receive authorization from the Central Bank of Brazil. Operating with more than 500 integrated websites in the entertainment segment, the company reached the mark of R2.6 billion in financial transactions in 2022. The company was considered the Best Payment Method for Latin America in the awards promoted by SAGSE 2022 and chosen as the Best Payment Method at the Brazilian iGaming Awards. In 2023, the company won the RA 1,000 seal, from Reclame Aqui, 3rd place as the best financial service company to work for in GPTW and 2nd place in the SBC Awards, in Barcelona, as payment innovation of the year. To find out more about the company, visit the website or connect on LinkedIn.



[STARPAGO.COM](https://starpago.com)

StarPago offers a premier payment solution for on-line games, focusing on cost-effectiveness and exceeding expectations. Known for its low transaction fees, advanced security measures, and instant settlement, StarPago ensures reliable performance with 24/7 support. Trusted by many for its efficiency and commitment to success, StarPago is your go-to for streamlined payment processing. Discover how StarPago can elevate your business today. Visit our website or connect with us on LinkedIn.



[PAGSMILE.COM](https://pagsmile.com)

Pagsmile, a Brazilian company, simplifies global digital payments with robust tools like payins and payouts, and supports multiple payment methods. It processes over \$400 million and 150 million PIX transactions monthly, covering Latin America in 7+ currencies. Recently, it acquired part of Delbank, enhancing its offerings with banking services, direct PIX, remittance, and exchange. This strategic move positions Pagsmile and Delbank as leaders in innovative financial solutions for businesses, ensuring secure, efficient, and accessible transactions globally.

FINAL WORDS

As we conclude our 7th edition, we take a moment to reflect on the transformative journey we've shared. This issue has highlighted the dynamic shifts within Brazil's iGaming sector, driven by evolving regulations and emerging opportunities. We extend our heartfelt gratitude to our readers for their unwavering support and enthusiasm, which continues to inspire our efforts.

Our thanks also go to our dedicated contributors and advertisers, whose valuable input and support have greatly enriched this magazine. This edition has provided an in-depth look at critical industry trends, strategic insights, and the pivotal role of compliance in a regulated market.

As we look towards the future, we are invigorated by the promising prospects that lie ahead. We appreciate your continued partnership in this exciting journey, and together, we shall continue to push boundaries, foster innovation, and make a significant impact on the global iGaming landscape.

Alessandro Valente
Brazilian Lounge
co-founder



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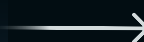
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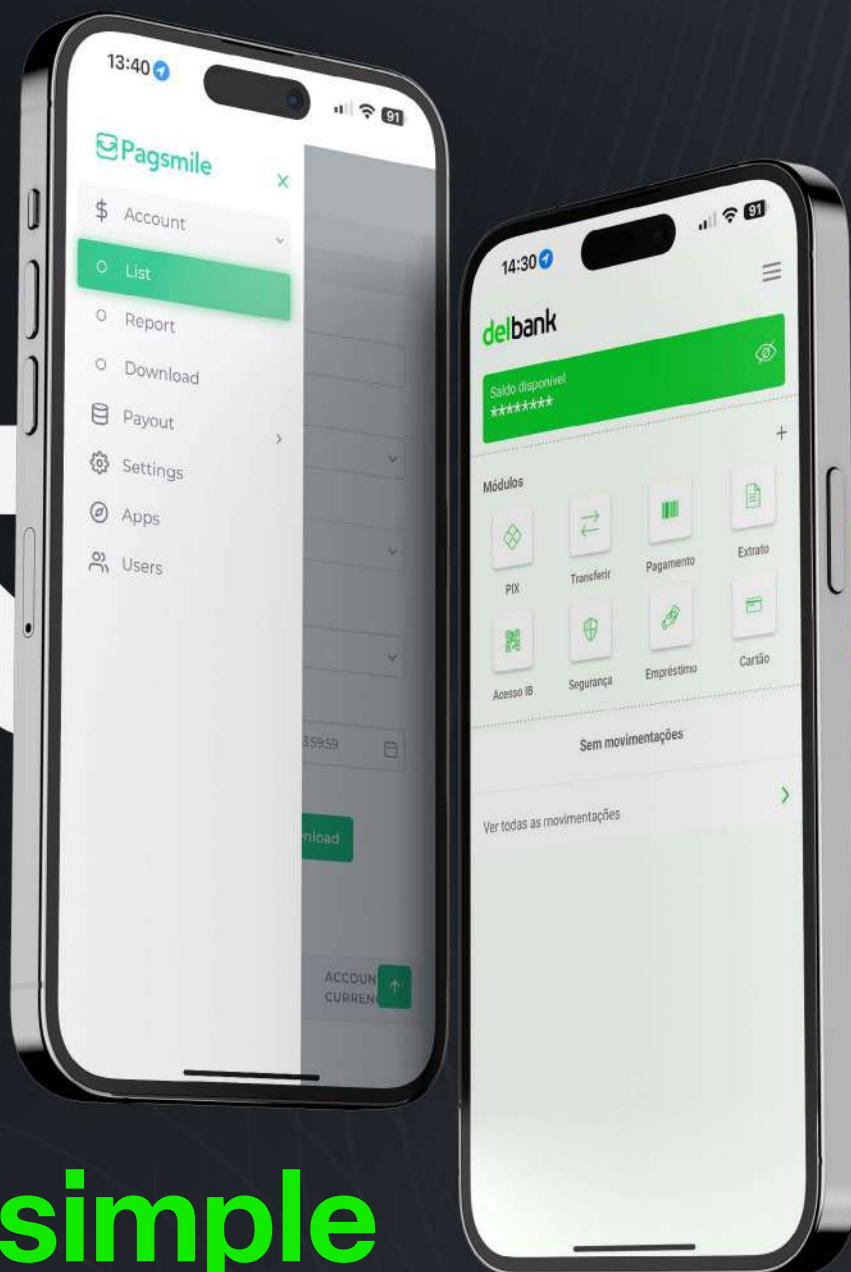
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