

Gaming Innovation Group Inc.

Capital Markets Day

Stockholm, 4 December 2018

gig.com

Today's presenters



Robin Reed
CEO



Richard Brown
COO



Ben Clemes
CCO



Tim Parker
CMO



Justin Psaila
CFO



Mathias Larsson
Director of Games

Anna-Lena Åström

Head of IR & Corporate Communications

Charlotte Stjerngren

Moderator

Outline

13:30 Head of IR & Corp Comm's

13:32 CEO

14:00 COO

14:15 CFO

14:30

14:50 Director GiG Games

15:05 CMO

15:20 CCO

15:45 CEO

16:00 Management

16:45

18:00

Welcome

Vision & strategy

Operations

Financials

Coffee break

GiG Games

Gaming operators

Platform Services & Hard Rock case study

Summary & conclusion

Q&A

Networking

End

Vision & Strategy

Robin Reed

CEO

**“GiG is the full service
provider for every
company serious about
iGaming”**



A cultural phenomenon

The classical connotation of the gambling industry

RIZK

Kimmo

LEVEL 1

200,35 €

Deposit

User settings

Withdraw

Our story

Rizk Insider

Notifications

Log out

X

PROMO ALERTS

Click on
the Screens!!

20
FREE SPINS
ON HOT AS HADES

GET IT NOW!





Our compliance goal

To improve the regulatory standing and social impact of the industry

GiG overview

Vision

“Opening up iGaming to make it fair & fun for all”

Mission

“Have a stake in every fair online bet”



2012

GiG founded



2015

Listed on the Oslo Stock exchange



Present

Moving to Nasdaq Stockholm



~750

No of **Employees**



Offices in Malta, Denmark, Gibraltar, Norway, Spain, USA



Licences in Malta, UK, New Jersey, Germany S-H, (Denmark, Spain, Sweden)

Managed Services

Sports & Games Content

Media

Omni-Channel



GiG: iGaming solutions based on innovative technology

Providing products & services throughout the entire iGaming value chain





Our story



[Endre profilbilde](#)

[Flere bilder av Robs](#)

[Moderate this user](#)

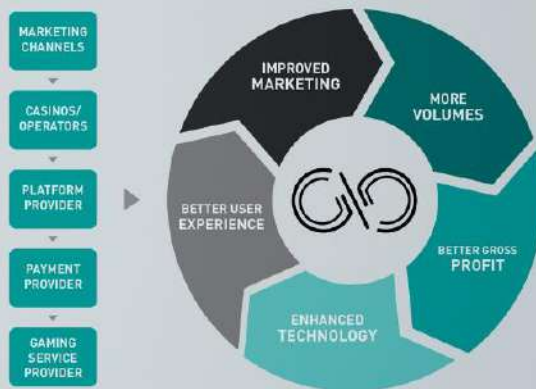
Robs' venner (189) [Se alt](#)

Djay Jonny8... monste... gass

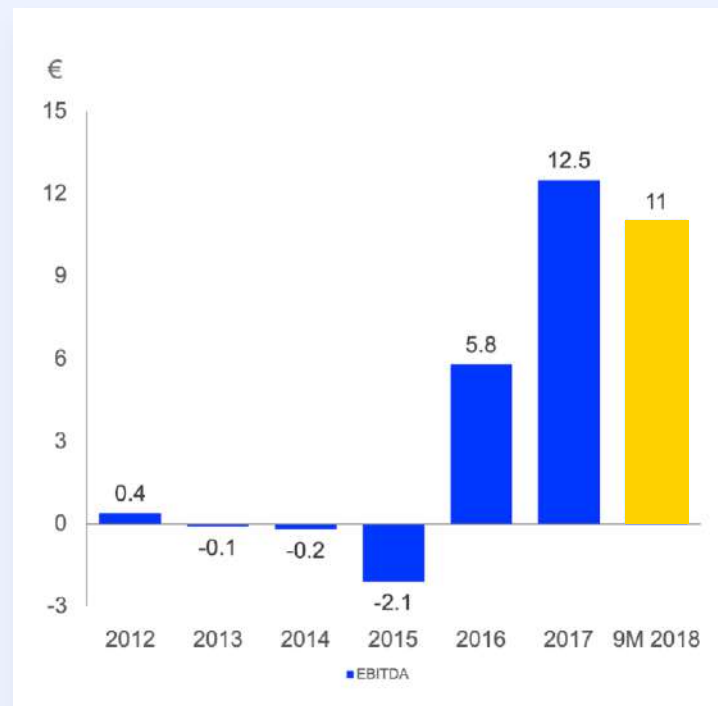
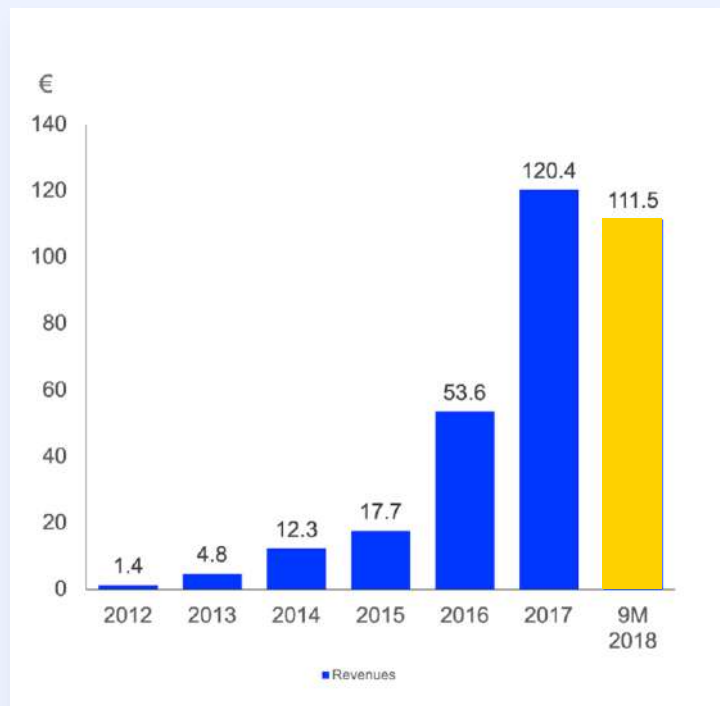
Fropsy svwerd... goat ICMlr00...

Strategy

- Innovation lies at the intersection of each gaming activity
- By owning the value chain we improve margins and decrease price points
- By selling B2B we scale



GiG has been built in 6 years



The Global Partner for strong brands in **iGaming**

Phase 1 2012 - 2015/16

Establish & create critical scale

- Initial footprint in iGaming
- Scalable and future proof tech stack
- Funding for growth

Phase 2 2016 - 2017/18

Develop full service B2B - offering

- Volume on platform to increase sale
- Competitive B2B offering
- First set of target customers

Phase 3 2018/19...

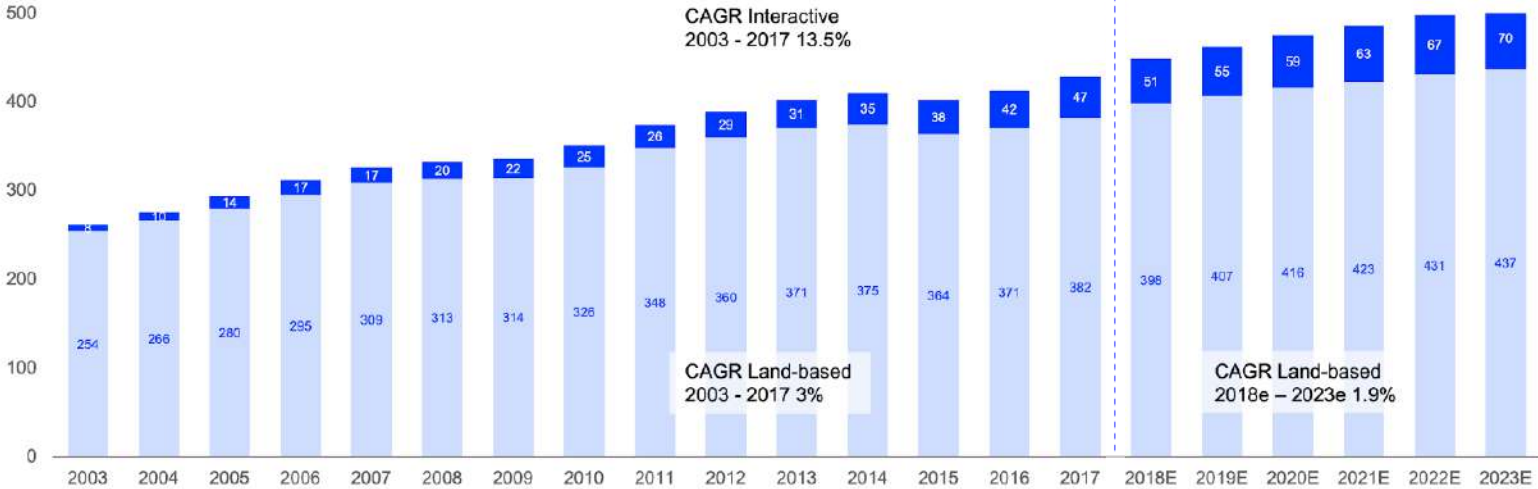
Build leading iGaming partner

- Robust revenue portfolio
- Increased speed of growth
- Optimisation and synergies

Underlying market growth & offline to online growth

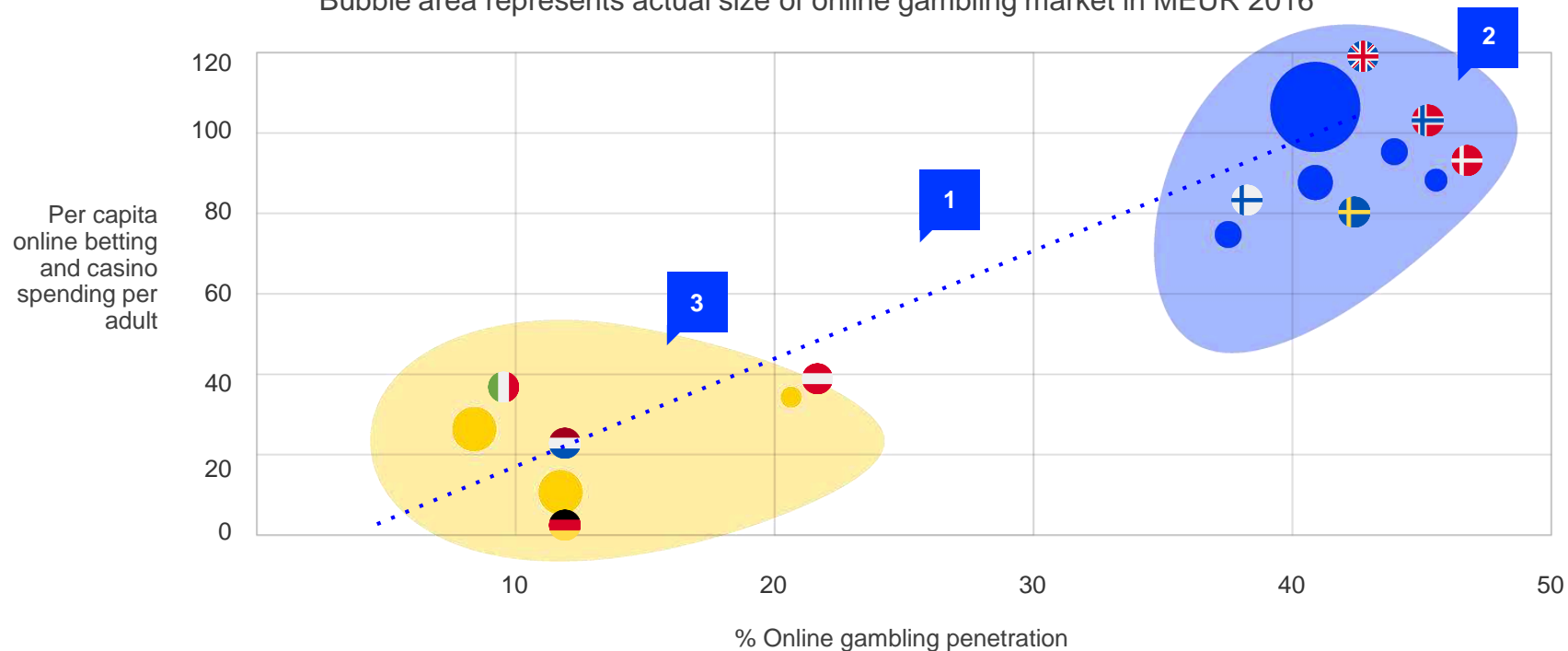
Global Gambling Market Gross Win (USDbn)

Source: H2GC



Offline to online transformation drives per capita spending

Bubble area represents actual size of online gambling market in MEUR 2016



Four industry clusters

1

Big brands new entrant

- Large entertainment brands
- Media houses
- Holders of media rights

2

Locals

- High level of regulated revenues
- Large home market and trusted brands
- Local incumbents and state monopolies

3

Challengers

- Mid-sized or smaller
- Mix of regulated and unregulated revenues
- Many European online operators

4

Emerging superstars

- Large brands with geographical presence
- Higher M&A activity
- Bigger global online brands

Changes in regulatory landscape affects the clusters differently

1

Big brands new entrant

- Opens up opportunities to embark on iGaming
- Capitalisation on media rights

2

Locals

- Re-regulation creates opportunities for state monopolies
- Land-based operators going online
- Regulation main global driver

3

Challengers

- Re-regulation squeezes profits
- Drives consolidation
- Creates marketing opportunities

4

Emerging superstars

- Less dependent on local regulations
- Opens up opportunities, especially in the USA

The development defines GiG's prioritised segments

1

Big brands new entrant

- Core segment

2

Locals

- Secondary segment

3

Challengers

- Third segment

4

Emerging superstars

Significant addressable market in core segments

GiG Service Segments	Operator spend of GGR	Low Range	Mid Range	High Range
		BNUSD	BNUSD	BNUSD
Platform	4 - 7%	2.2	3.0	3.9
Content (Casino & Sports)	7 - 15%	3.9	6.1	8.3
Media (Affiliates & Paid)	15 - 25%	8.3	11.0	13.8
Total addressable market		14.3	20.1	25.9

- Assuming 20% migration land-based to online
- Total migration volume = **\$80bn GGR (Gross Gaming Revenue)**

The potential addressable market is significant and is in excess of the existing online market.

In addition, volumes will be added by new entrants like media houses and holders of media rights.

Digital development path

GiG is well positioned to support customers through the entire migration from land-based to iGaming



Land-based Venues



Digital interest



Digital intent



Digital launch



Digital perfection



GiG Sweetspot

GiG's unique **advantages** to support an iGaming green fielder

Full service solutions

- Platform solutions
- Product verticals
- Managed Services
- Media Services
- Experience
- Integrated offline to online solutions

Access to scale advantages

- Cost sharing
- UX development
- Innovation & development
- Bargaining power with 3rd party suppliers

Knowledge & Experience

- Experience from operator business & online brand building
- Experience from managed services
- Regulatory competence



Summary

- The global partner for strong brands in iGaming
- Digital transformation driving \$20bn market opportunity
- Regulation as the major change mechanic
- Big brands and local incumbents entering iGaming
- GiG positioned as the full service provider with media, omnichannel platform, sports and casino content, and operational expertise

Business Verticals B2B

Richard Brown

COO

4 basic functions in iGaming

4 basic functions in iGaming

Platform



4 basic functions in iGaming

Platform

**Content &
Ancillary
Services**

4 basic functions in iGaming

Platform

**Content &
Ancillary
Services**

Marketing

4 basic functions in iGaming

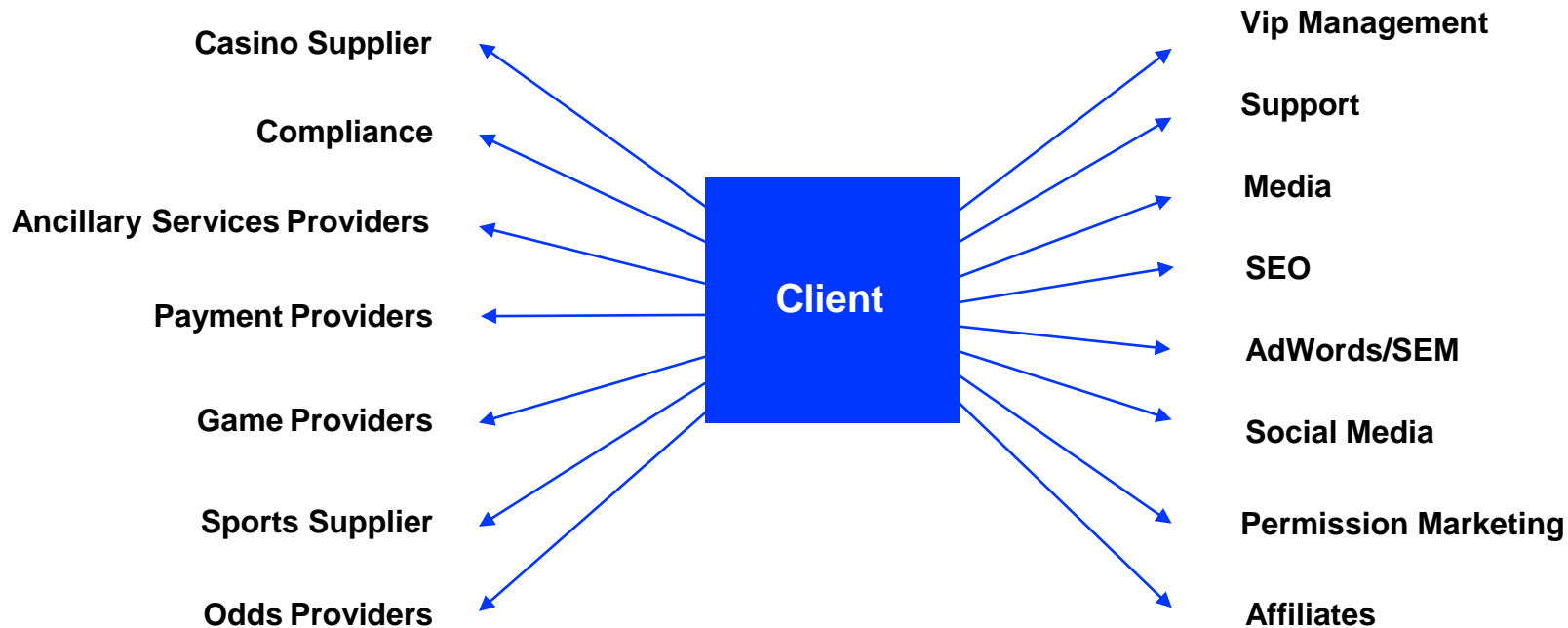
Platform

**Content &
Ancillary
Services**

Marketing

Operator

Reality is far more complex



Regulation & compliance development multiplies the complexity

- Industry paradigm shift places a heavier burden on the operator
- Technical integrations, AML, source of wealth and marketing compliance
- Multiple regulatory frameworks
- Will continue to increased entry barriers as the shift develops

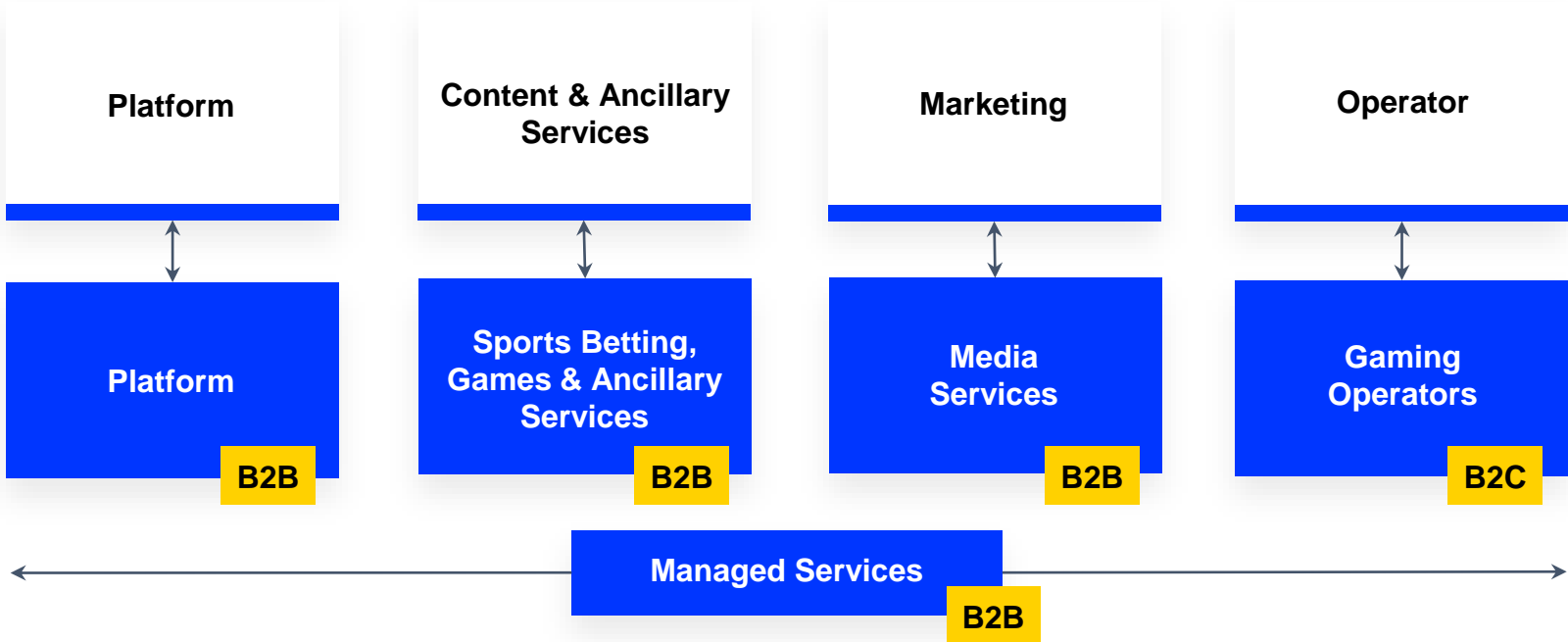


GiG's **service portfolio absorbs
the iGaming complexity**

Our offering

A fully integrated service portfolio also sold in pieces, with or without managed services

iGaming Fundamentals



GiG Service Portfolio

Managed service package as add on features



**Front End
Development**



Compliance



Payments



Risk, Fraud & KYC



**CRM & Campaign
Management**



1st Line Support

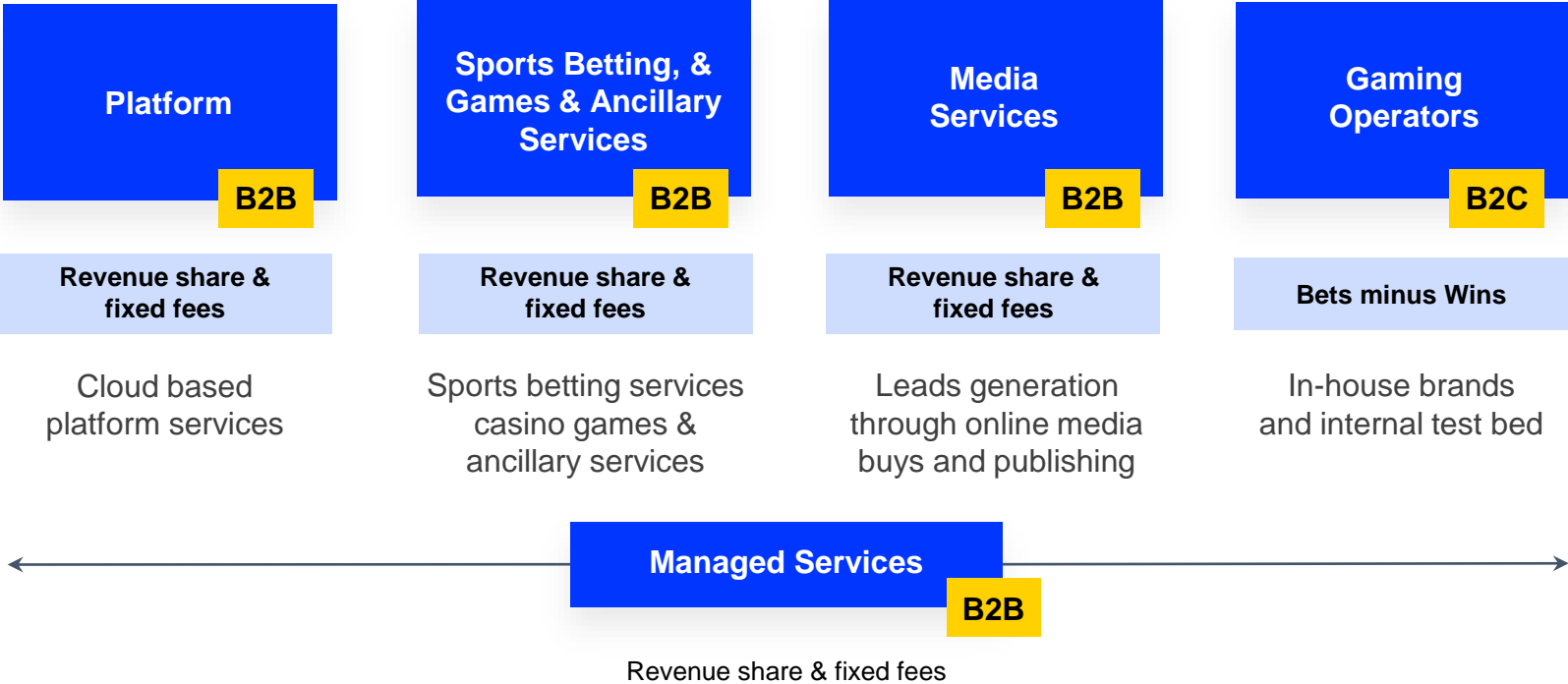


**VIP
Management**



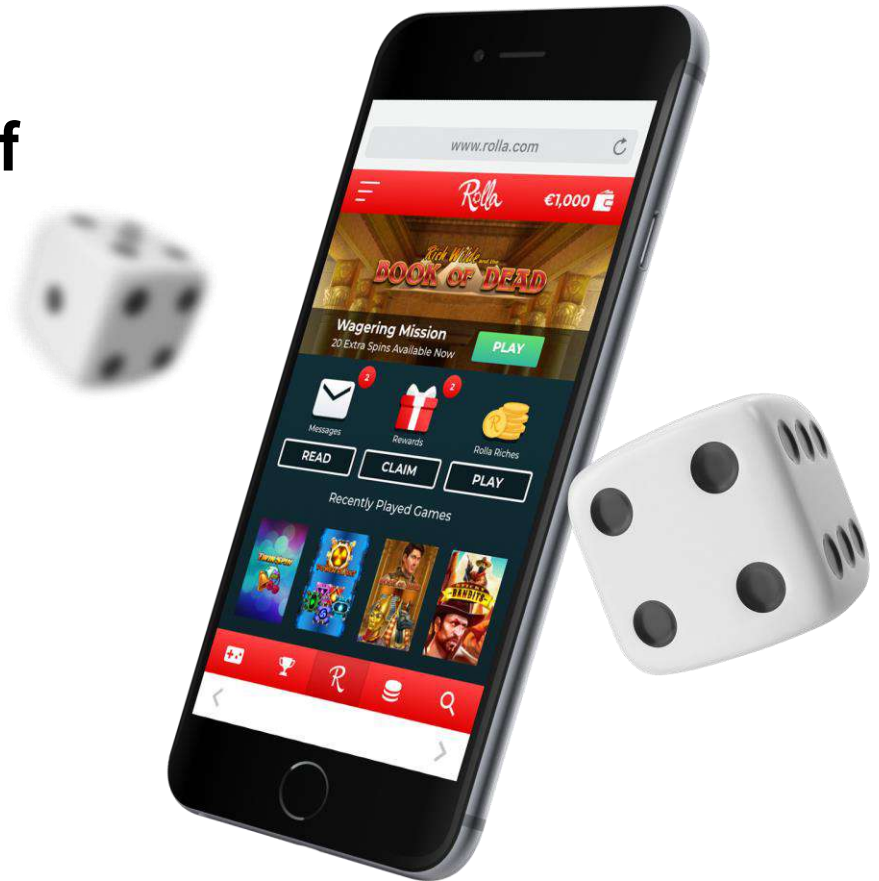
**Product
Management**

B2B Business model based on revenue share & fixed fee



We aim to take a share of every fair bet online

- Number of bets facilitated by our platform increased by 72% YoY
- Active customers on the platform in Q3 +27% vs 2017
- GiG Media: 128,314 First time depositors LTM



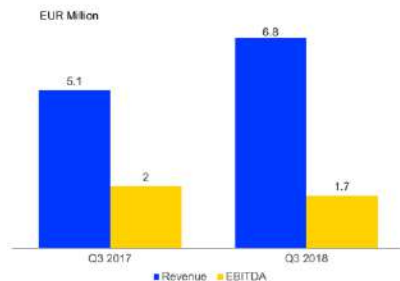


Compliance and responsible gaming is at the heart of the business

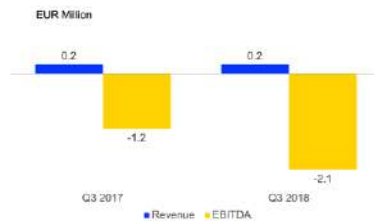
- Increased investments in this area to continue
- GiG Comply to safeguard marketing messages
- Player safety above and beyond regulatory requirements
- Platform flexibility and automated rules engine enables customers to create rules to manage responsible gaming

Performance in GiG's business verticals

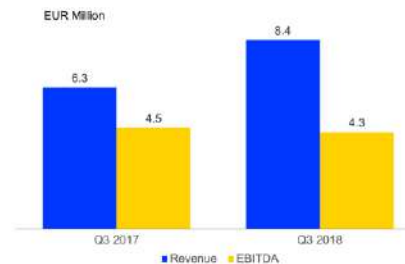
Platform Services

B2B

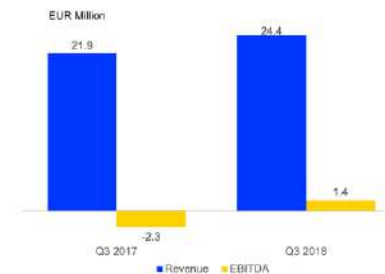
Sports Betting Services

B2B

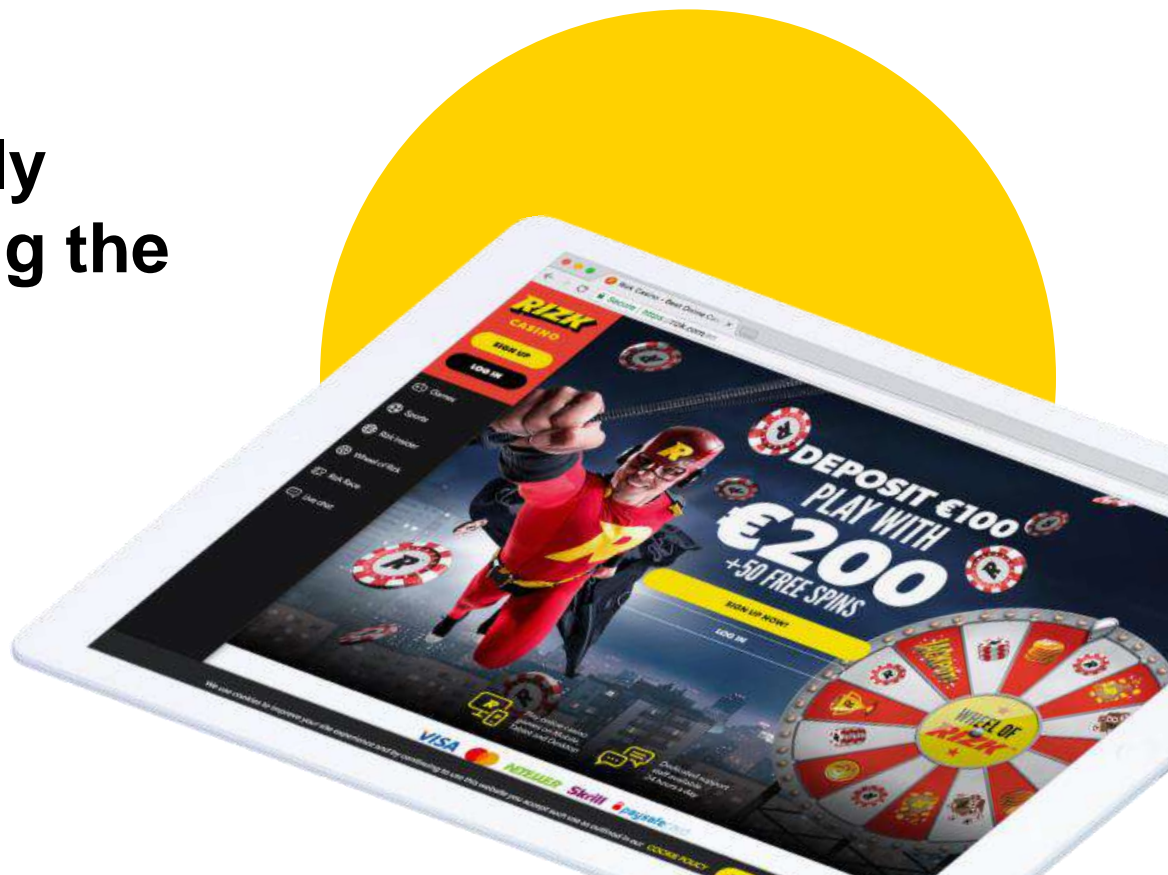
Media Services

B2B

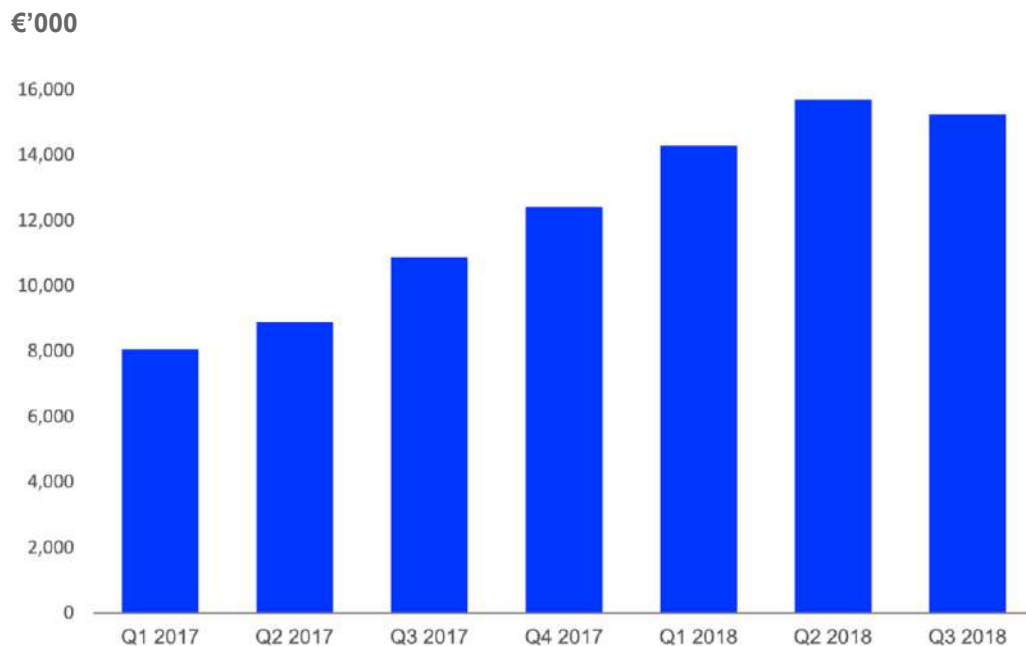
Gaming Operators

B2C

We are continually
evolving & making the
company more
efficient

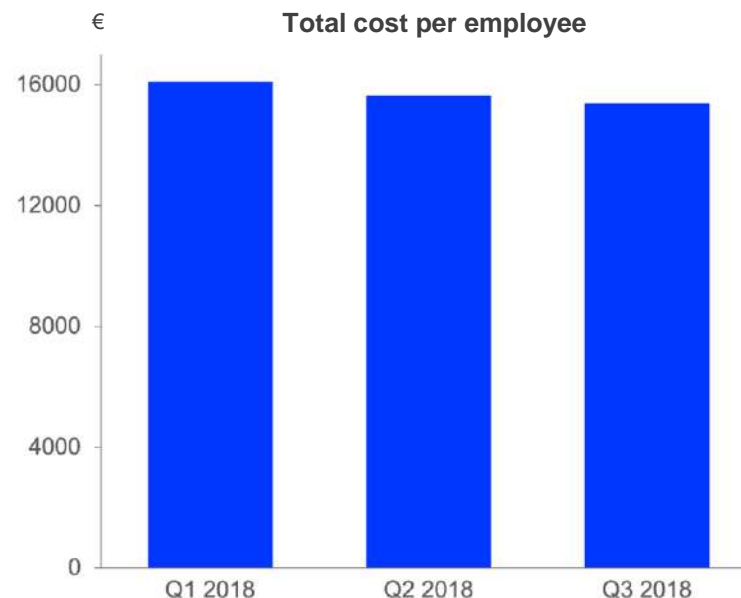


OPEX development



Potential & improvement areas

- Average people cost decreased by 5% Q1 to Q3
- People cost as a percentage of revenue 26%
- Improvement potential within the tech area to increase efficiency and effectiveness
- Faster regulatory adaptation and implementation
- Faster product implementation by using proprietary operators as test bed



A strategic partnership with Microsoft

- Cost savings of > €1.5m per year
- Key areas identified for improved delivery and cost efficiency
- Allows us to work with Microsoft's experts to ensure we develop infrastructure even better in the future

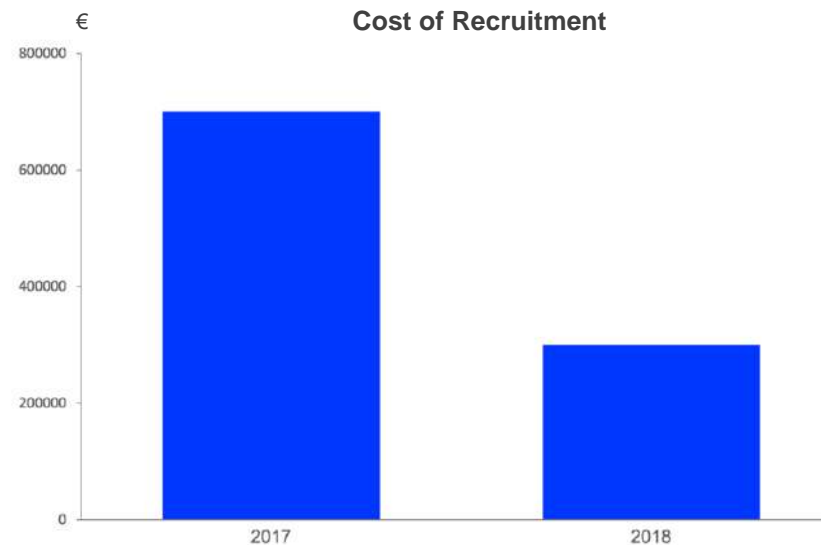
 Microsoft Azure

+



Competitive edge in the war for talent

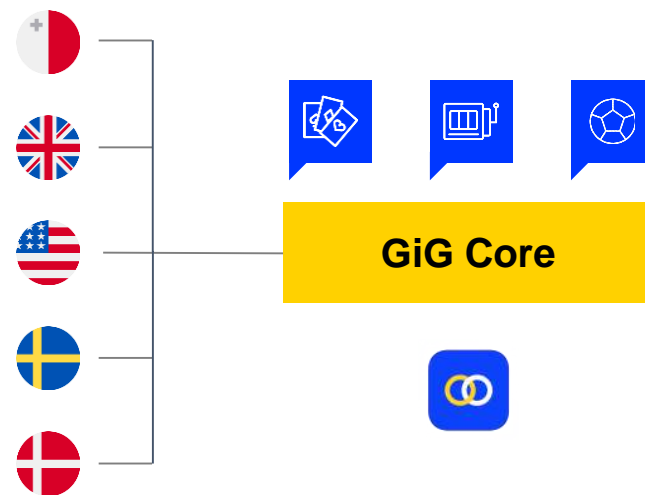
- Attracting and driving the **best talent in the industry**
- We educate and train our people to thrive
- Collaborative and dynamic working environment
- Cost of recruitment is down 55%
- Reduced use of recruitment agencies from **60% to 17%**



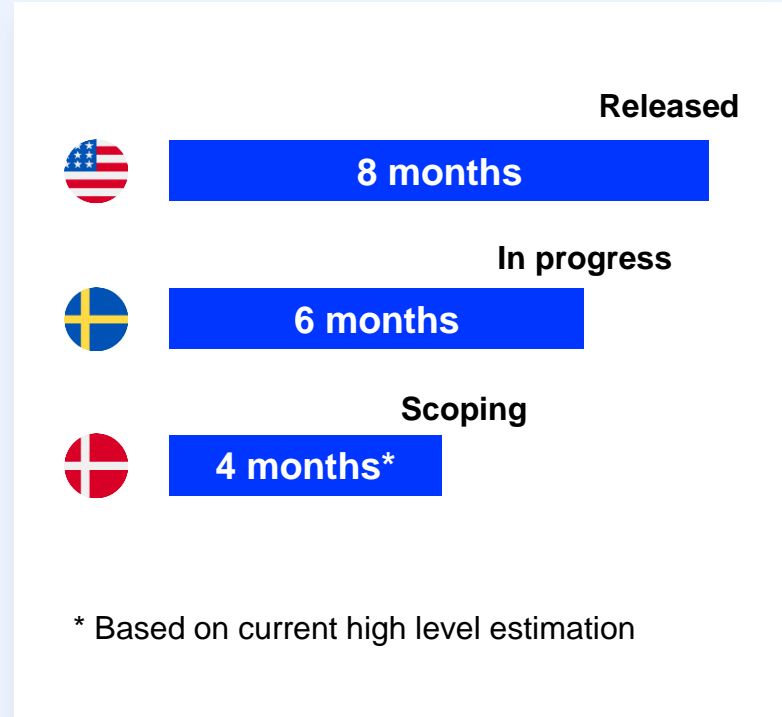
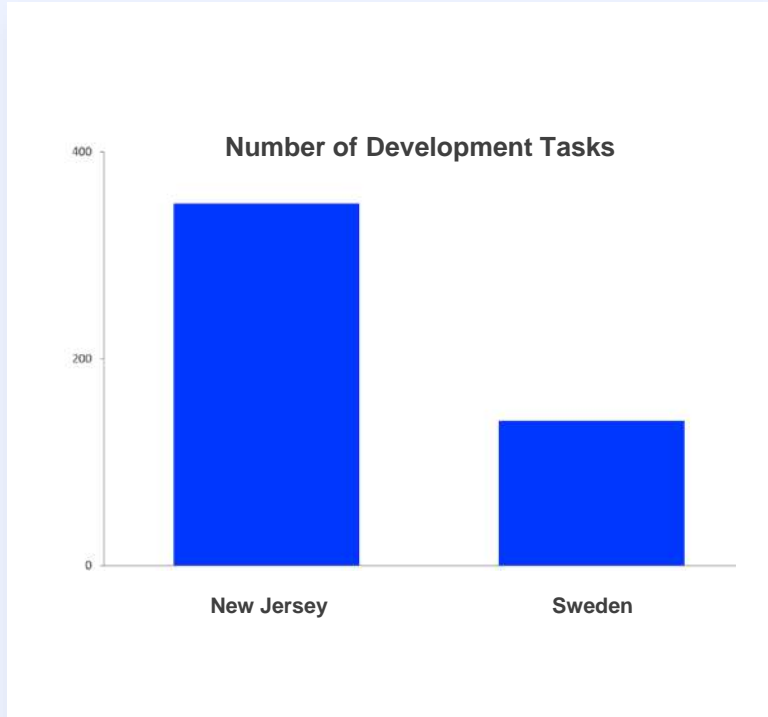
Experience from regulated markets and new verticals, built into platform to speed up market entry

Regulation often follows the same rules parameters, however with different local restrictions

The regulatory adaptation engine



Increased speed of entry into regulatory markets



Product Delivery Speed



Released

* New sports vertical from scratch



Released

Future revenue generation

We are succeeding

We have sold every product and every strategic revenue generation project is in place

Platform



Sports



Content & Services



Media





Summary

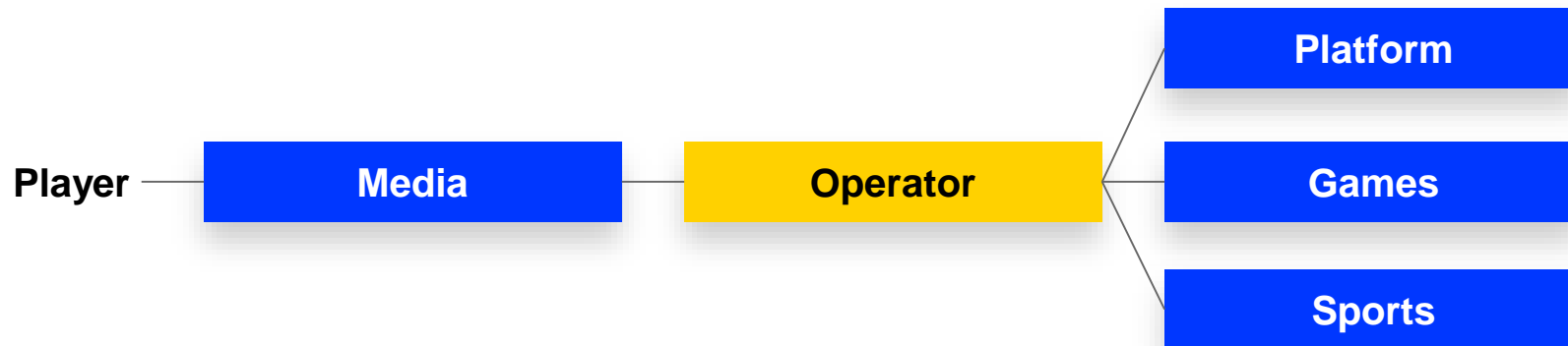
- At GiG our various business verticals provide a full range of solutions to take a potential igaming customer online
- A period of investment to capture the whole value chain before barrier to entry too high
- We are already succeeding and profitable
- We are working hard to continually improve our operational delivery
- Strong position to capitalise both operationally and strategically on the industry shift

Financials

Justin Psaila

CFO

GiG revenue engines



Example 1



best casino online|



[Remove](#)

[best casino online](#)

best casino online **in canada**

best casino online **malaysia**

best casino online **2018**

best casino online **usa**

best casino online **no deposit bonus**

best casino online **in india**

best casino online **with \$100 free chip**

best casino online **nz**

best casino online **game**

Google Search

I'm Feeling Lucky

[Report inappropriate predictions](#)

Media

Platform

Games

Sports

best online casino - Google Search

https://www.google.com/mt/search?q=best+online+casino&qs=chrome..69i57j69i61j2j0i3.4343j0j1&sourceid=chrome&ie=UTF-8

Google best online casino

All Images News Videos Maps More Settings Tools

About 286,000,000 results (0.46 seconds)

People also ask

- What is the best online casino to play?
- Which online slot machines pay the best?
- Can you really win money with online casinos?
- What's the best online casino UK?

Feedback

Top 10 Best Online Casinos 2018 | CasinoTopsOnline.com
<https://www.casinetops.com/top-10-online-casinos>
Best Casino Sites of 2018. Casumo Casino. Casumo Casino. EXC. 10LeoVegas Casino. LeoVegas Casino. EXC. 13Dunder Casino. Dunder Casino. EXC. 14Sloty Casino. Sloty Casino. EXC. 6Rizk Casino. Rizk Casino. HOT. 1Temple Nile Casino. Temple Nile Casino. 8Dream Vegas. Dream Vegas. 6SlotsMillion Casino. SlotsMillion Casino.
Top Canadian online casinos · EU online casinos · International Online Casinos
You visited this page on 19/11/2018.

List of The Best Online Casinos for 2018 – Top 10 Casino Websites
<https://casino.guru/top-online-casinos-2018>
Check out our list of top rated online casinos based on real player reviews and find the best online casino for you. Trusted gambling sites approved by experts.
[How to choose a casino](#) · [Criteria used in our ratings](#) · [How we sort casinos](#)

Best Online Casino Reviews - UK's Top 10 Online Casinos
<https://www.casinoreviews.co.uk/>
Slots. Roulette. Blackjack. Video Poker. Keno. Baccarat. Scratch Cards. Craps. Bingo. Sports Betting.
Sic Bo. Lottery. Casino Poker. Online Poker.
[Live Casinos](#) · [Casino.com](#) · [Mansion Casino](#) · [Online Slots](#)

Media

Platform

Games

Sports

best online casino - Google Search

https://www.google.com/mt/search?q=best+online+casino&aq=chrome..69157j691612j013.4343j0j1&sourceid=chrome&ie=UTF-8

Google

best online casino

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- Which online slot machines pay the best?

Top 10 Best Online Casinos 2018 | CasinoTopsOnline.com

<https://www.casinotopsonline.com/top-10-online-casinos>

Best Casino Sites of 2018. **Casumo Casino**. **Casumo Casino**. EXC. 10LeoVegas Casino. LeoVegas Casino. EXC. 13Dunder Casino. Dunder Casino. EXC. 14Sloty Casino. Sloty Casino. EXC. 6Rizk Casino. Rizk Casino. HOT. 1Temple Nile Casino. Temple Nile Casino. 8Dream Vegas. Dream Vegas. 6SlotsMillion Casino. SlotsMillion Casino.

[Top Canadian online casinos](#) · [EU online casinos](#) · [International Online Casinos](#)

You visited this page on 19/11/2018.

Check out our list of top rated online casinos based on real player reviews and find the best online casino for you. Trusted gambling sites approved by experts.

[How to choose a casino](#) · [Criteria used in our ratings](#) · [How we sort casinos](#)

Best Online Casino Reviews - UK's Top 10 Online Casinos

<https://www.casinoreviews.co.uk/>

Slots. Roulette. Blackjack. Video Poker. Keno. Baccarat. Scratch Cards. Craps. Bingo. Sports Betting.

Sic Bo. Lottery. Casino Poker. Online Poker.

[Live Casinos](#) · [Casino.com](#) · [Mansion Casino](#) · [Online Slots](#)

Media

Platform

Games

Sports


Top 10 Best Online Casinos 2024

https://www.casinetoponline.com/top-10-online-casinos

TOPS CASINO ONLINE

TOP LISTS | SLOTS | CASINOS | BONUSES | GAMES | MORE


LOGIN | JOIN

1  **Unibet Casino**

200% First Deposit Bonus up to £200 + 10 Free Spins

MORE INFO


PLAY NOW

2  **LeoVegas Casino**

225% up to \$/€ 700 on first 4 deposits

MORE INFO


PLAY NOW

3  **Dunder Casino**

\$/€ 600 + 200 FREE Spins Bonus

MORE INFO


PLAY NOW

4  **Sloty Casino**

100% up to €300 + 300 Free Spins

MORE INFO

PLAY NOW

5  **Rizk Casino**

MORE INFO

PLAY NOW

ONLINE CASINOS

- > All Online Casino Reviews
- > Best Online Casinos
- > Newest Online Casinos
- > Largest Online Casinos
- > Fastest Withdrawals
- > Big Win Casinos
- > High Roller Casinos
- > Slots Casinos
- > Table Games Casinos
- > Mobile Casinos
- > Live Dealer
- > Exclusive

COUNTRIES

- > United Kingdom
- > Ireland
- > Australia
- > New Zealand
- > United States
- > Canada
- > Europe
- > Germany

Media

Platform


Games

Sports

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MORE INFO

PLAY NOW

2




LeoVegas Casino

225% up to \$/€ 700 on first 4 deposits

MORE INFO

PLAY NOW

3




Dunder Casino

\$/€ 600 + 200 FREE Spins Bonus

MORE INFO

PLAY NOW

4



Sloty Casino

100% up to €300 + 300 Free Spins

MORE INFO

PLAY NOW

5

Rizk Casino

Reviews

- > Fastest Withdrawals
- > Big Win Casinos
- > High Roller Casinos
- > Slots Casinos
- > Table Games Casinos
- > Mobile Casinos
- > Live Dealer
- > Exclusive

COUNTRIES

- > United Kingdom
- > Ireland
- > Australia
- > New Zealand
- > United States
- > Canada
- > Europe
- > Germany

Share of GGR

Media 30 - 40%

Platform

Games

Sports

Source: These % benchmarks are based on GiG Research

Example 2

Hard Rock Online Casino - Sign Up | X +

https://www.hardrockcasino.com

Hard Rock CASINO

LOGIN

SIGN UP

News

Games

Promotions

Free Contests

Rewards / Shop

Slots, Blackjack & More!

Unique Rewards

24/7 Support

Secure Payments

Live Chat 13:55

https://www.hardrockcasino.com

Open an account today and benefit from

100% DEPOSIT MATCH UP TO \$1K + 50 FREE SPINS!

SIGN UP

Already have an account? [Login here](#)

ROCKIN' GAMES

PROGRESSIVE JACKPOT WIN OVER \$500K Hot

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PROGRESSIVE JACKPOT WIN OVER \$500K

Live Chat 13:55

https://www.hardrockcasino.com

Share of GGR

Media

Platform 4 - 7%

Games

Sports

Source: These % benchmarks are based on GiG Research

Example 3

Top 10 Best Online Casinos 2024

https://www.casinetopsonline.com/top-10-online-casinos

TOPS CASINO ONLINE

TOP LISTS SLOTS CASINOS BONUSES GAMES MORE

LOGIN JOIN

- 1 LeoVegas Casino
EXC HOT
225% up to \$/€ 700 on first 4 deposits
- 2 Dunder Casino
EXC REC
\$/€ 600 + 200 FREE Spins Bonus
- 3 Sloty Casino
EXC REC
100% up to €300 + 300 Free Spins
- 4 Rizk Casino
HOT REC
100% up to \$/€ 100 + 50 Free Spins
- 5 Temple Nile Casino

MORE INFO PLAY NOW

- > Fastest Withdrawals
- > Big Win Casinos
- > High Roller Casinos
- > Slots Casinos
- > Table Games Casinos
- > Mobile Casinos
- > Live Dealer
- > Exclusive

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- > Europe
- > Germany
- > Netherlands
- > Sweden
- > Norway
- > Finland
- > International

SOFTWARE

- > Microgaming

Media

Platform

Games

Sports

Share of GGR

Media 30 - 40%

Platform

Games

Sports

The screenshot shows a web browser displaying a list of online casinos. The page title is "Top 10 Best Online Casinos 20...". The URL is "https://www.casinetoponline.com/top-10-online-casinos". The navigation bar includes "TOPS CASINO ONLINE", "TOP LISTS", "SLOTS", "CASINOS", "BONUSES", "GAMES", "MORE", "LOGIN", and "JOIN".

The list of casinos includes:

- LeoVegas Casino**: 225% up to \$/€ 700 on first 4 deposits. Rating: 5 stars.
- Dunder Casino**: \$/€ 600 + 200 FREE Spins Bonus. Rating: 5 stars.
- Sloty Casino**: 100% up to €300 + 300 Free Spins. Rating: 5 stars.
- Rizk Casino**: 100% up to \$/€ 100 + 50 Free Spins. Rating: 5 stars.

Each casino entry includes a logo, a "MORE INFO" button, and a "PLAY NOW" button. The Rizk Casino entry is highlighted with a white background.

Source: These % benchmarks are based on GiG Research

RIZK

**DEPOSIT €100
PLAY WITH
€200
+50 FREE SPINS**

SIGN UP NOW!
IT ONLY TAKES 2 MINUTES

LOG IN

Games
Sports
Live Casino
Rizk Insider
Wheel of Rizk
Rizk Race
Live chat

WHEEL OF RIZK™

JACKPOT!

Share of GGR

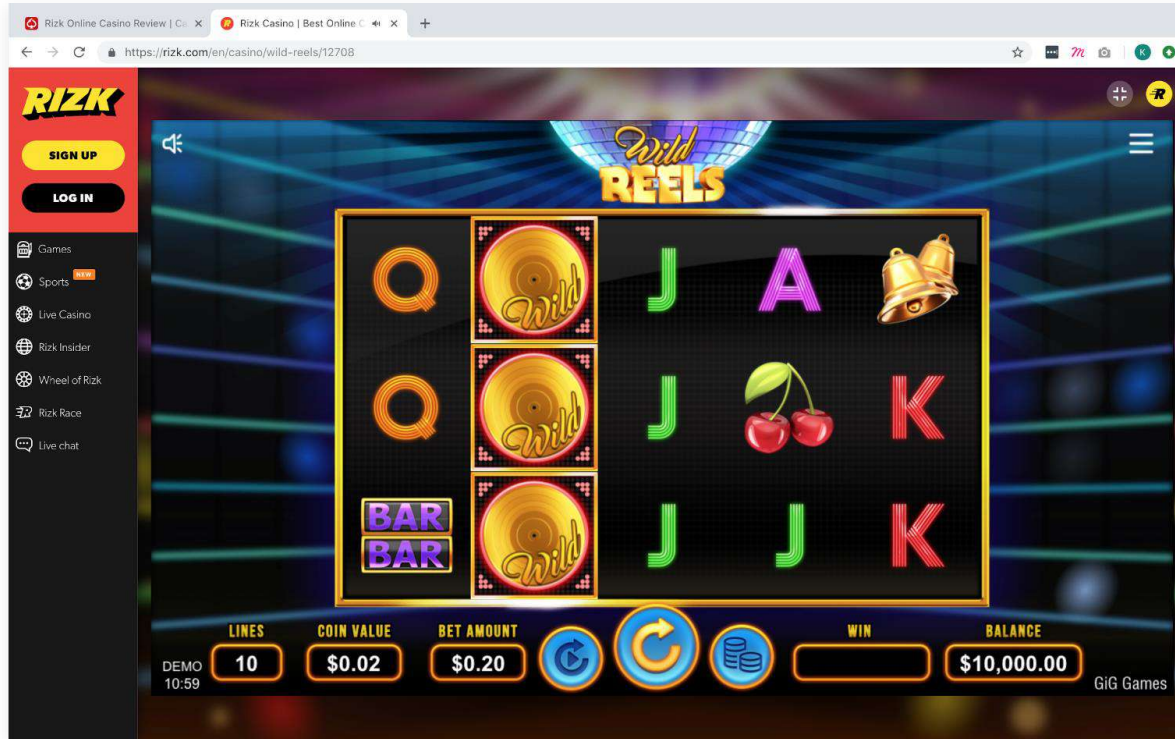
Media 30 - 40%

Platform 4 - 7%

Games

Sports

Source: These % benchmarks are based on GiG Research



Share of GGR

Media 30 - 40%

Platform 4 - 7%

Games 7 - 15%

Sports

Source: These % benchmarks are based on GiG Research

Rizk Sportsbook - Online Spor x +
 https://rizk.com/en/sportsbook/football-s1/international-clubs-c1015/champions-league-t5285/

RIZK
 SIGN UP
 LOG IN

Overview Starting Soon **Champions League** Europa League Premier League Championship LaLiga

MOST POPULAR OUTRIGHTS

DECEMBER 2018

<p>Champions League 11/12/2018</p> <p>Galatasaray FC Porto</p> <p>Galatasa... 2.15 Draw 3.30 FC Porto 3.40</p>	<p>Champions League 11/12/2018</p> <p>FC Schalke 04 FC Lokomotiv Moscow</p> <p>FC Schal... 1.96 Draw 3.50 FC Leko... 3.80</p>	<p>Champions League 11/12/2018</p> <p>FC Barcelona Tottenham Hotspur</p> <p>FC Barce... 2.10 Draw 3.90 Tottenh... 3.05</p>
<p>Champions League 11/12/2018</p> <p>Inter Milan PSV</p> <p>Inter Milan 1.34 Draw 5.50 PSV 7.50</p>	<p>Champions League 11/12/2018</p> <p>Liverpool FC Napoli</p> <p>Liverpo... 1.65 Draw 4.20 Napoli 4.60</p>	<p>Champions League 11/12/2018</p> <p>Red Star Belgrade PSG</p> <p>Red St... 15.00 Draw 7.50 PSG 1.16</p>
<p>Champions League 11/12/2018</p> <p>Club Brugge Atletico Madrid</p> <p>Club Br... 5.20 Draw 3.90 Atletico ... 1.64</p>	<p>Champions League 11/12/2018</p> <p>AS Monaco Borussia Dortmund</p> <p>AS Mon... 4.33 Draw 4.00 Borussia... 1.72</p>	<p>Champions League 12/12/2018</p> <p>FC Viktoria Pizen Roma</p> <p>FC Vikto... 2.70 Draw 3.40 Roma 2.55</p>
<p>Champions League 12/12/2018</p> <p>Real Madrid CSKA Moscow</p>	<p>Champions League 12/12/2018</p> <p>FC Shakhtar Donetsk Olympique Lyon</p>	<p>Champions League 12/12/2018</p> <p>Ajax Bayern Munich</p>

Games
 Sports
 Live Casino
 Risk Insider
 Wheel of Rizk
 Rizk Race
 Live chat

Share of GGR

Media 30 - 40%

Platform 4 - 7%

Games

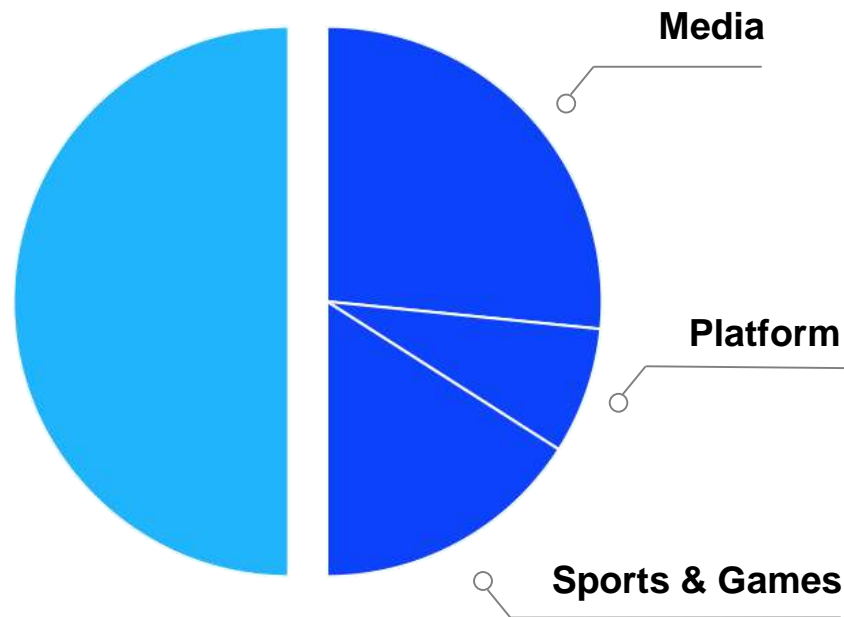
Sports 7 - 15%

Source: These % benchmarks are based on GiG Research

Substantial addressable market

Online B2C market (Gross Gaming Revenue) estimate **\$51 billion**

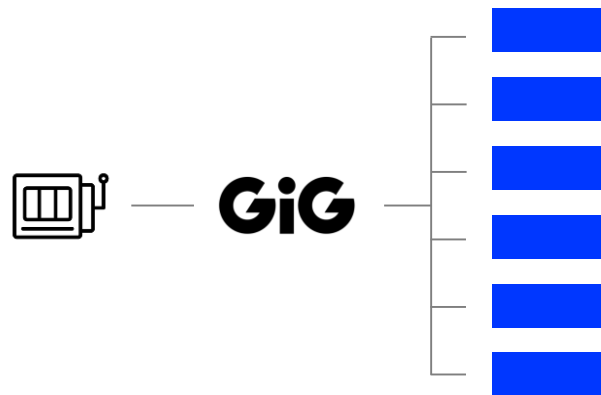
Total addressable market for GiG B2B is **26% - 47%** of the online market, i.e. **\$13 - \$24 billion**



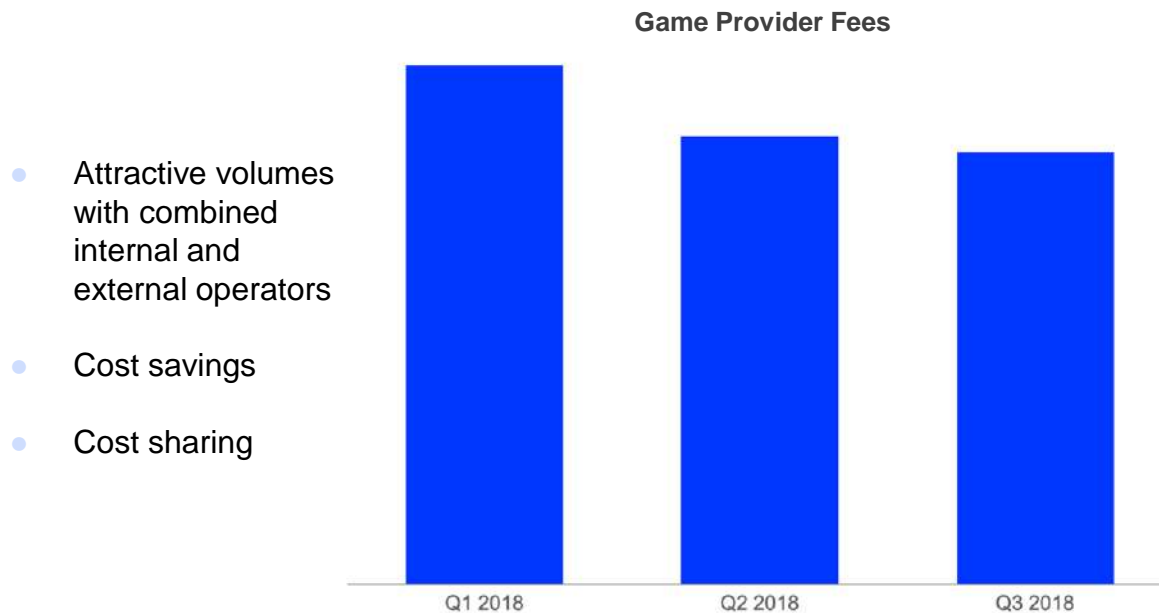
Economies of scale

Access to 35+ clients with GiG:

- One integration
- One commercial rate
- One agreement



Economies of scale



Synergies

GiG Games



**Accelerated
setup**



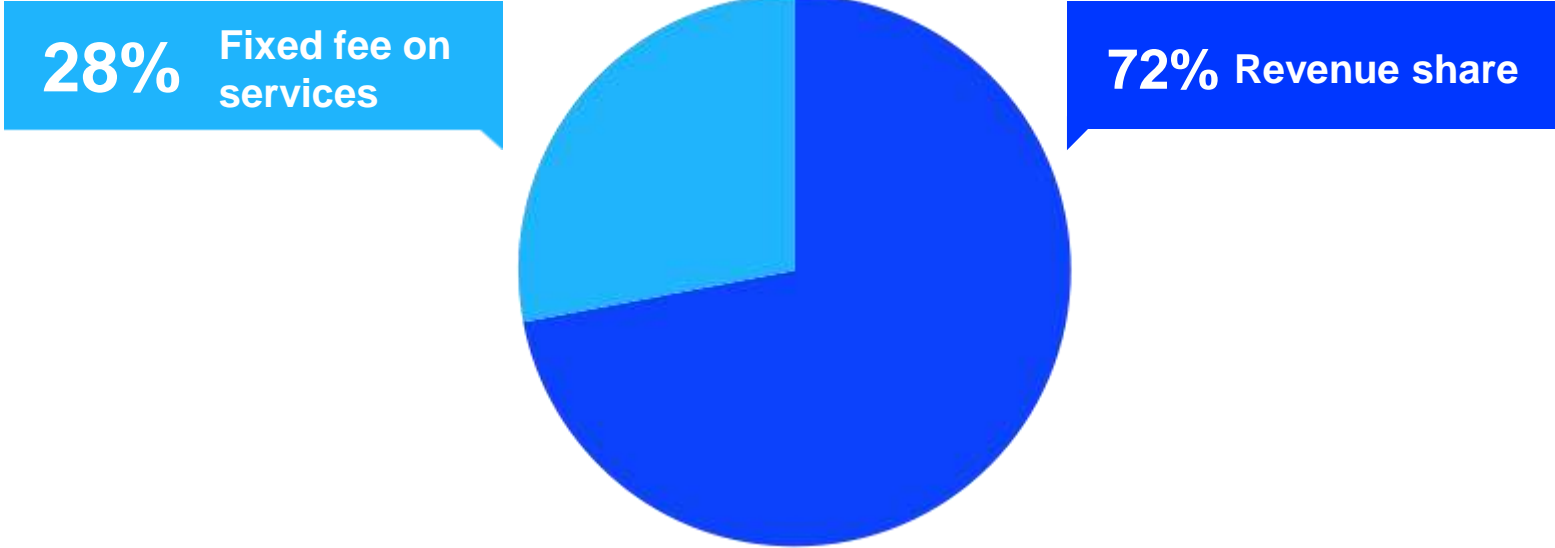
**In-house
knowledge**



Easier to sell

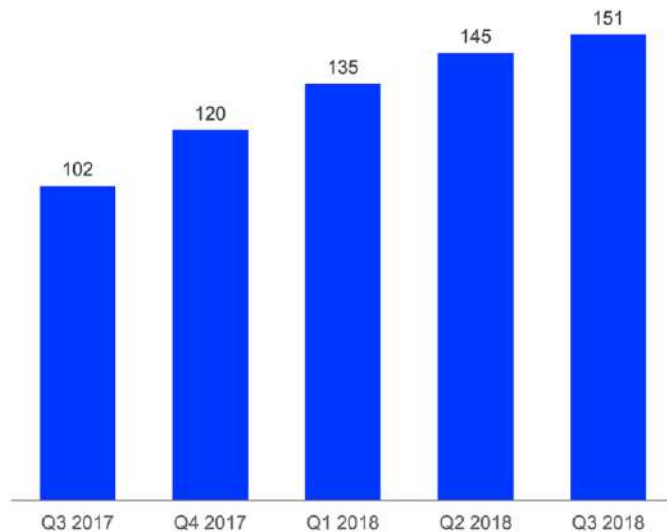
Long term story

GiG B2B

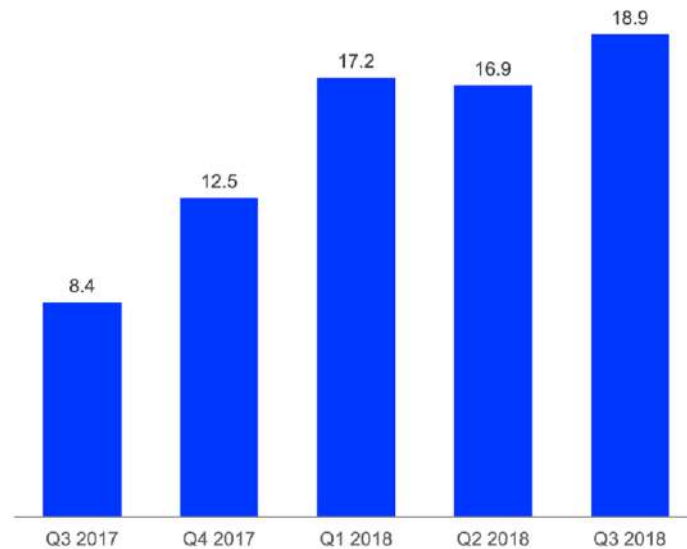


Stable and positive development

Revenues LTM MEUR



EBITDA LTM MEUR

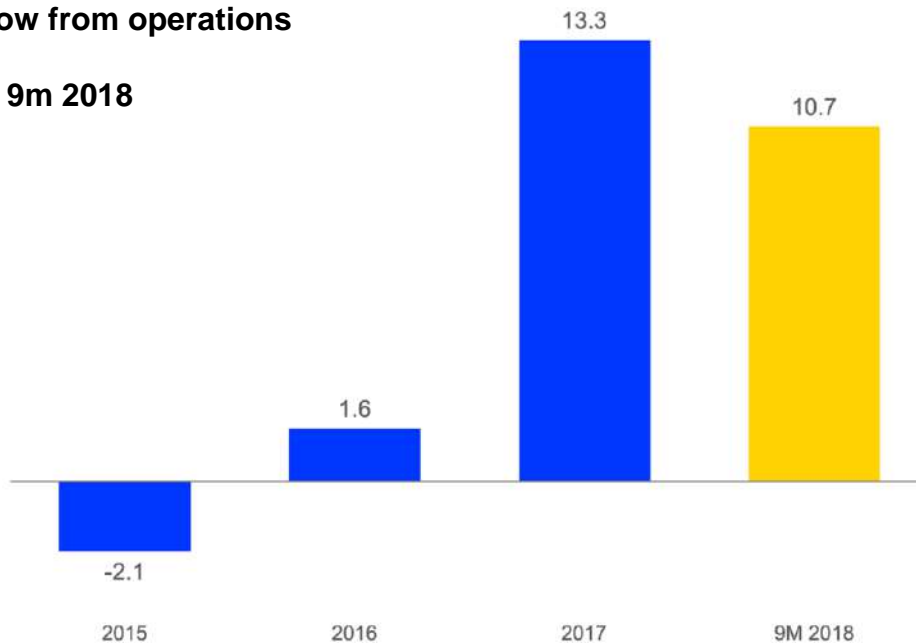


Healthy cash flow

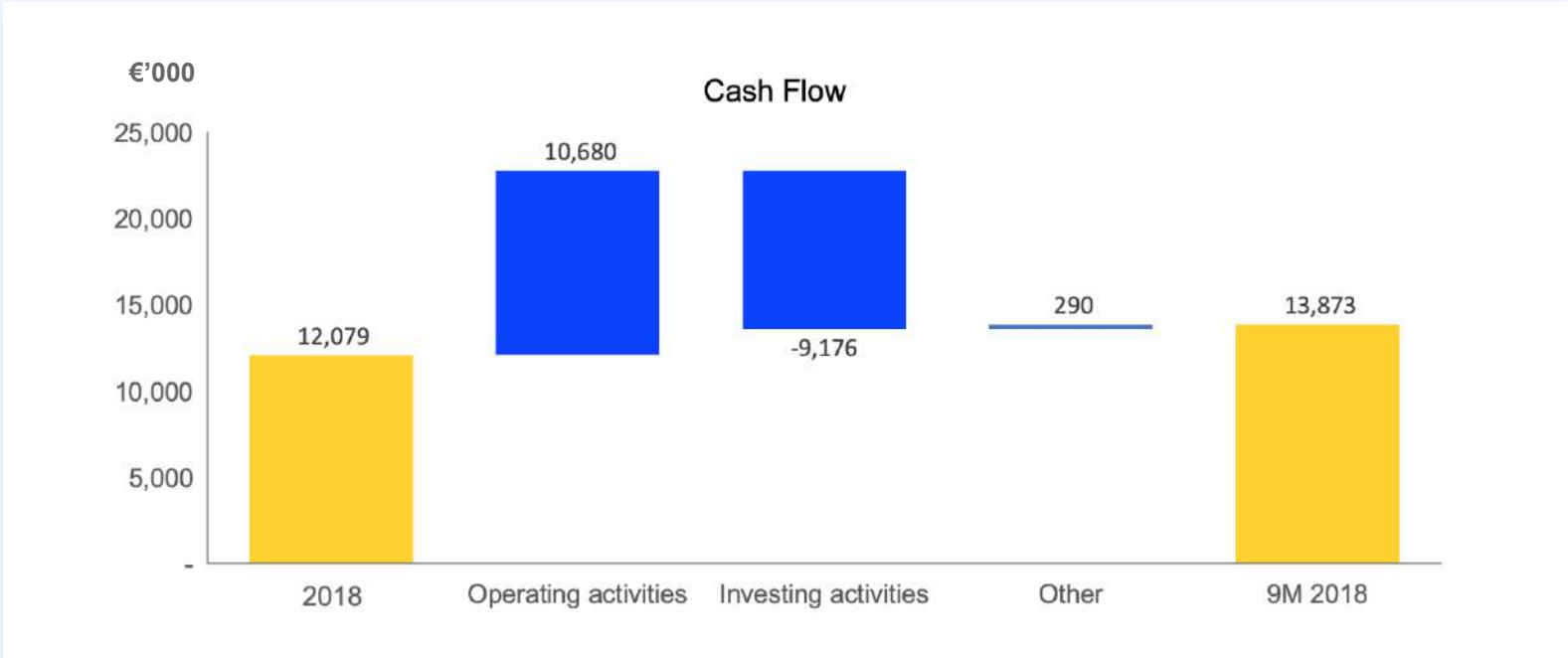
Cash flow from operations

2015 to 9m 2018

€24m



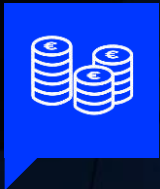
Healthy cash position



Bond terms

- Borrower: Gaming Innovation Group Ltd (guarantee for parent GiG Inc.)
- Issued: SEK 650m (EUR 62m) – borrowing limit: SEK 1,250m (EUR 120m)
- Interest 7% fixed per annum
- Term: 6 March 2020
- As of Q3 2018:
 - Net Interest Bearing Debt (NIBD) **EUR 50m**
 - LTM (Last Twelve Months) EBITDA **EUR 21m**
 - Enterprise Value (EV) **EUR 300m**

Main covenants	Bond terms	As at Q3 2018	Critical value
NIBD to EBITDA	$\leq 5.0x$	2.3	12m EBITDA < EUR 10.8m
NIBD to EV	< 50%	21%	Share price < NOK 0.70



Summary

- Several sources of revenues
- Significant existing addressable online market and emerging new market
- Ability to extract economies of scale
- Long term story
- Sound profitability, healthy cash generation and solid cash position

Coffee break

20 minutes



Games

Mathias Larsson

Director of Games

Why does GiG develop in-house games?

- Games are being created based on information of player preference from B2C **data**
- **Easy upsell** of GiG Games to existing clients
- Increased **share of wallet**

Regulated markets



**Regulation opens up for
opportunities**



**GiG Games is certifying
its games in many
jurisdictions worldwide...**

Sweden, New Jersey (US), Malta, UK,
Croatia, Czech Republic, Denmark,
Estonia, Hungary, Italy, Latvia,
Lithuania, Spain and Colombia



**..on par with established
game providers**

The logo for 'Wild Reels' features the word 'Wild' in a golden, cursive script font, positioned above the word 'REELS' which is in a bold, golden, blocky font. The text is set against a background of a colorful, multi-faceted disco ball that is emitting bright, radiating light beams in various colors like purple, blue, and green. The overall aesthetic is vibrant and neon-themed.

Wild REELS

Wild Reels™ is a video slot with a neon, disco theme. The game features wild substitutions and free spins. Core game mechanic: at least one reel (and sometimes two or three reels) consist solely of wild symbols. Any reel or reels which will be the 'all wild' are displayed to the player before the remaining reels complete their spins.

Release: 9th October 2018

BOOK OF SOULS



Book of Souls™ is a videoslot which pits the courageous adventurer, Lara Jones, against her arch-nemesis in to a quest to locate the ancient Mayan Book Of Souls and other valuable artefacts.

The game features substituting wilds, free spins and a *Snake Spins* based game feature where random symbols are replaced with a *Snake Wild*.

Release: 29th November 2018

Upcoming games



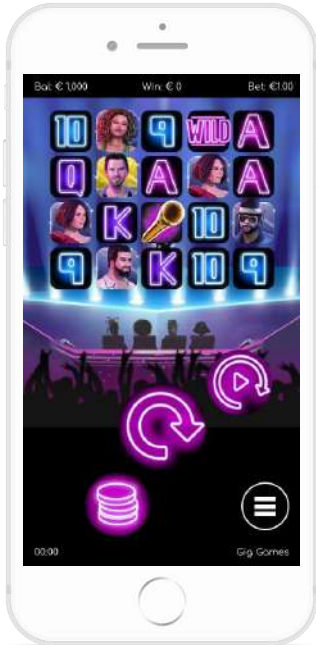
Fruit Slots™



Meganova™



Joker™



Popstar™

Upcoming games



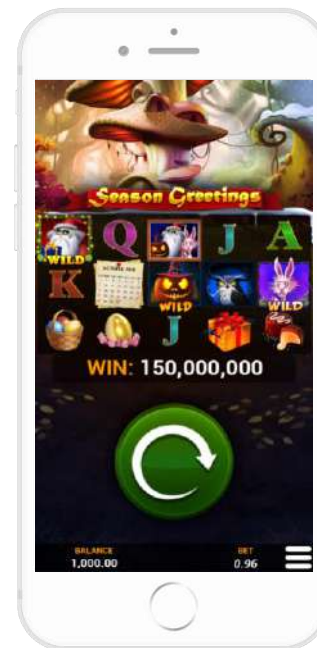
BlackJack Classic



GiG Games Roulette

External casino studios

- First game with external casino studio Jade Rabbit H1 2019
- **4 games** expected to be launched during **2019**, contract of 6 games in total
- In discussions with several other external casino studios to build games onto GiG's platform
- Partnerships enable quick releases of high quality games and are based on a **revenue share model**



What do we expect from 2019?

With our external casino studios we will release approximately **16 games**.
We are **confident** in the **success** of our games and have a **healthy sales pipeline**.

Gaming Operators B2C

Tim Parker

CMO

RIZK

Kimmo

200,35 €

Deposit

User settings

Withdraw

Our story

Rizk Insider

Notifications

Log out

×



PROMO ALERTS

Click on
the Screens!!



20
FREE SPINS
ON HOT AS HADES

GET IT NOW!



GiG operators

Philosophy

Fair & Fun gaming for all

Non intrusive gamification

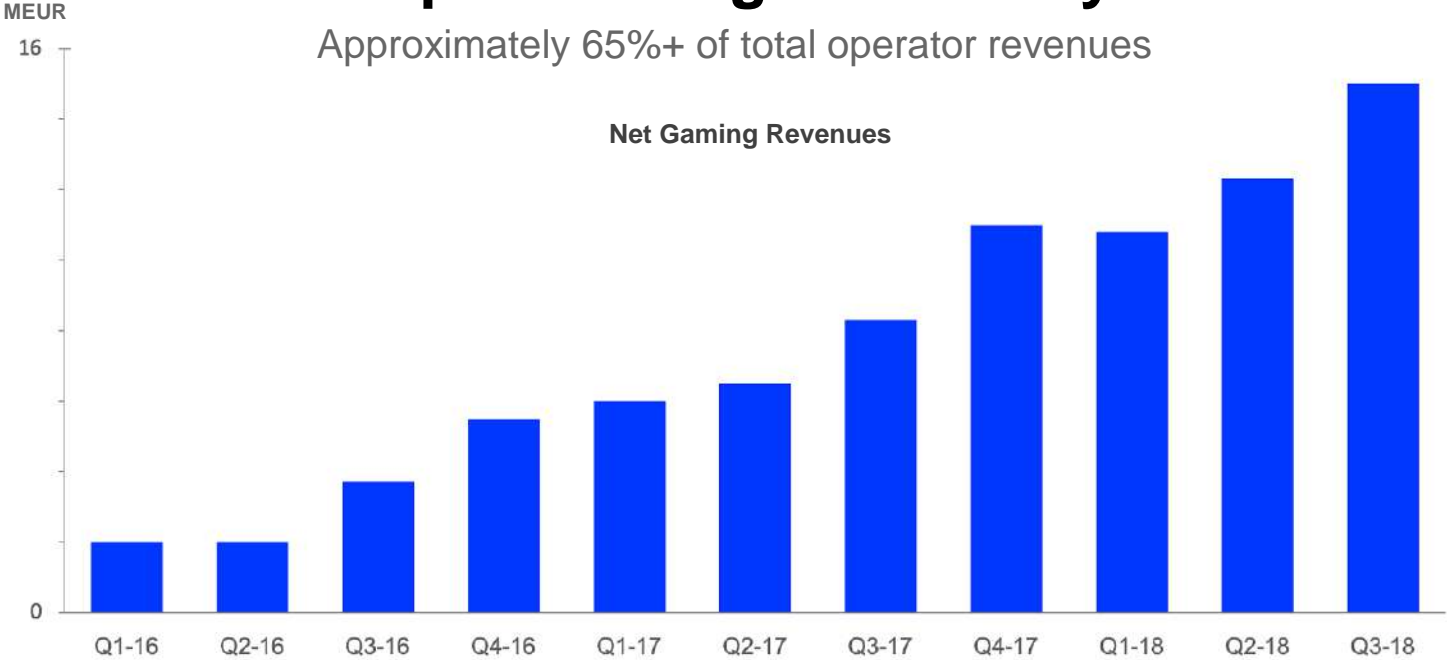
End to end automation

Instant bonusing - Wheel of Rizk!



A profitable growth story

Approximately 65%+ of total operator revenues



GiG Machine Learning & Artificial Intelligence

Project started April 2017
(Rizk PoC March 2018)

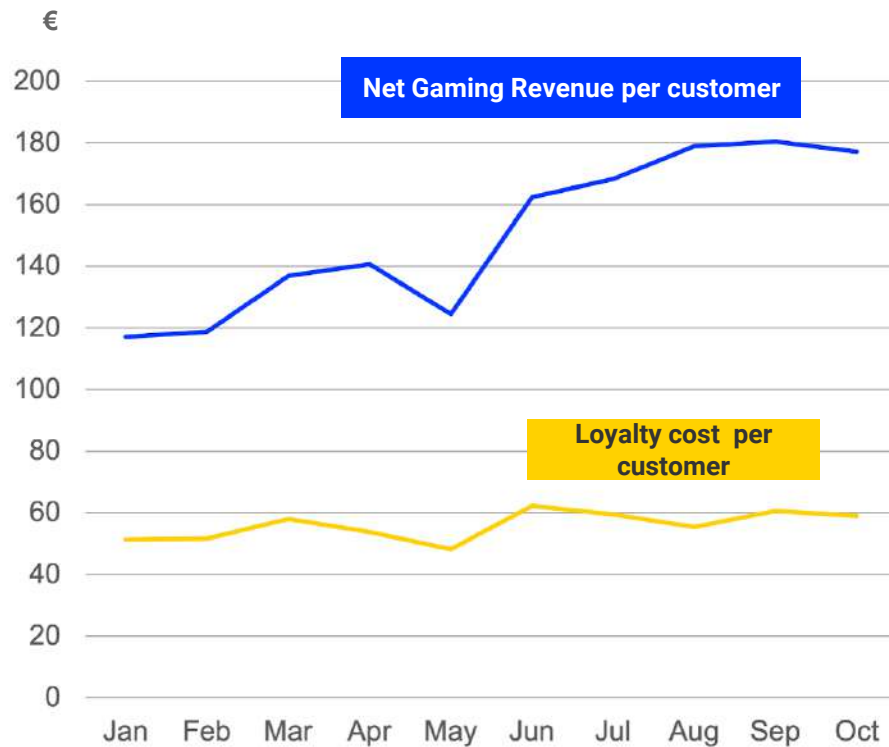
Player value prediction at point of registration

Automated & personalised UX

Targeted retention - understand **individual** end user DNA



Player value increase



Gaming operators strategy

1	Compliance led to be Fair & Fun gaming for all	4	Trailblazer for Partner Brands
2	Digital Marketing Excellence	5	Geographical expansion into regulated & soon to be regulated markets
3	Capitalise on proprietary ML & AI	6	Brand Conversions

Gaming operators strategy

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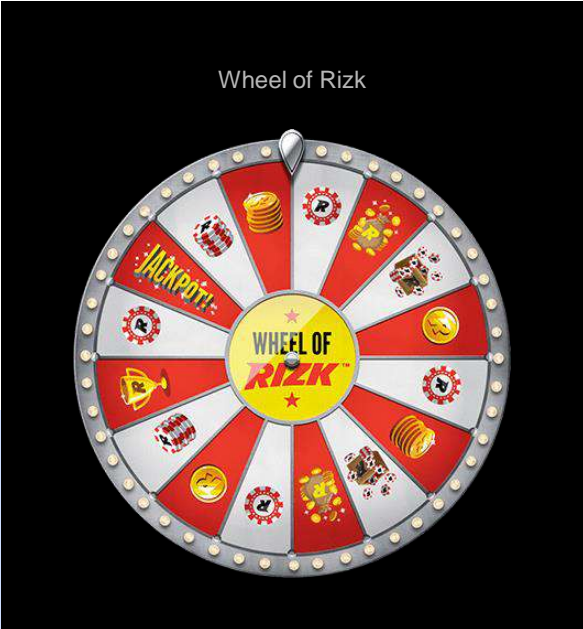
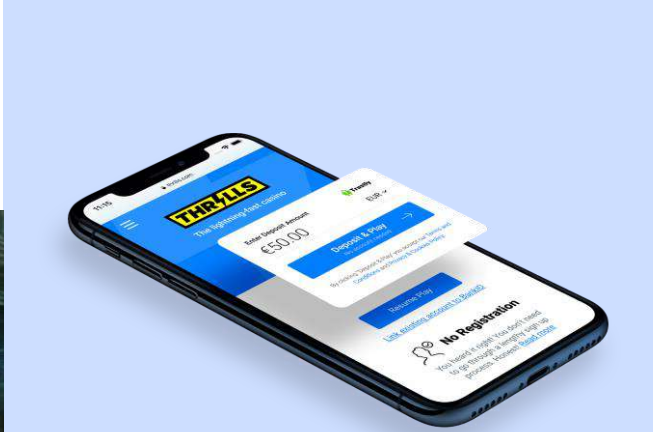
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Benefits to GiG in a wider context

We are at the **forefront** of iGaming operations



Platform Services B2B

Ben Clemes

CCO

Offline to online digital transformation



Digital intent



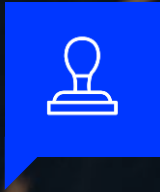
Research &
Development



Digital launch



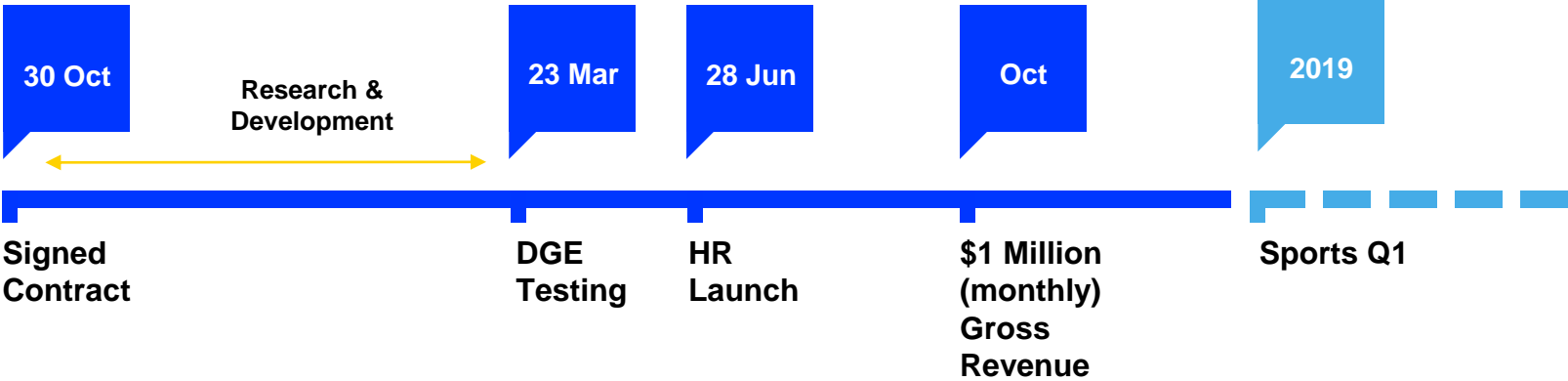
Digital perfection



Hard Rock International

Case study

Hard Rock offline to online process



Online Gaming Transformation



Online Gaming Transformation



Online Gaming Transformation





USA TODAY

What it means: Supreme Court strikes down PASPA law that limited sports betting

A.J. Perez | USA TODAY Sports
Published 3:23 PM EDT May 14, 2018

COMPLIANCE UPDATES

Italy publishes gambling ad ban decree on Official Gazette



Published 4 months ago on August 15, 2018

By **Niji Ng**

COMPLIANCE UPDATES

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Advertising regulator unveils tough new standards for gambling ads

The rules will restrict adverts that convey an 'inappropriate sense of urgency'

COMPLIANCE UPDATES

Italy publishes gambling ad ban decree on Official Gazette



Published 4 months ago on August 15, 2018

By Niji Ng

Advertising regulator unveils tough new standards for gambling ads

The rules will re

Labour calls for ban on gambling ads during live events

🕒 20 September 2018 📄



🔗 Share

COMPLIANCE UPDATES

Italy publishes gambling ad ban decree on

A Clean Slate After Bonus Bonanza

The Swedish Gambling Authority has announced that with the new license system, everyone will count as a new player in their eyes and it doesn't matter if you played at the casino while it was licensed in Malta or not. In practice this means double welcome bonuses, since players can re-register at familiar casinos.

The new legislation also states that operators are only allowed to offer a one time welcome bonus to customers, ending an era of daily specials and collecting loyalty points for cash bonuses and free spins. With this in mind, finding and joining new casinos at regular intervals will be more important than ever.

during live events

🕒 20 September 2018 📄



🔗 Share

Success
in the future of
online gaming



A strong brand



Top-of-mind awareness

Winners will be lowest delta
on marketing to share-of-voice

Success
in the future of
online gaming



A strong brand



Top-of-mind awareness

Winners will be lowest delta
on marketing to share-of-voice



\$550m acquisition channel



Opening night

On the day that both the offline and online casino opened



Automatically
receive an
online
account

Hard Rock Online Casino - Sign Up

https://www.hardrockcasino.com

Hard Rock CASINO

LOGIN

SIGN UP

News

Games

Promotions

Free Contests

Rewards / Shop

Open an account today and benefit from

100% DEPOSIT MATCH UP TO \$1K + 50 FREE SPINS

SIGN UP

Already have an account? [Login here](#)

Slots, Blackjack & More!

Unique Rewards

24/7 Support

ROCKIN' GAMES

PROGRESSIVE JACKPOT WIN OVER \$500K Hot

PROGRESSIVE JACKPOT WIN OVER \$500K Hot

PROGRESSIVE JACKPOT WIN OVER \$500K Hot

Live Chat 18:31

Omnichannel

Seamless multi-channel shopping experiences

Offline ↔ Online



One time registration



Automatically converting offline players online



Shared loyalty



Withdrawal online or offline



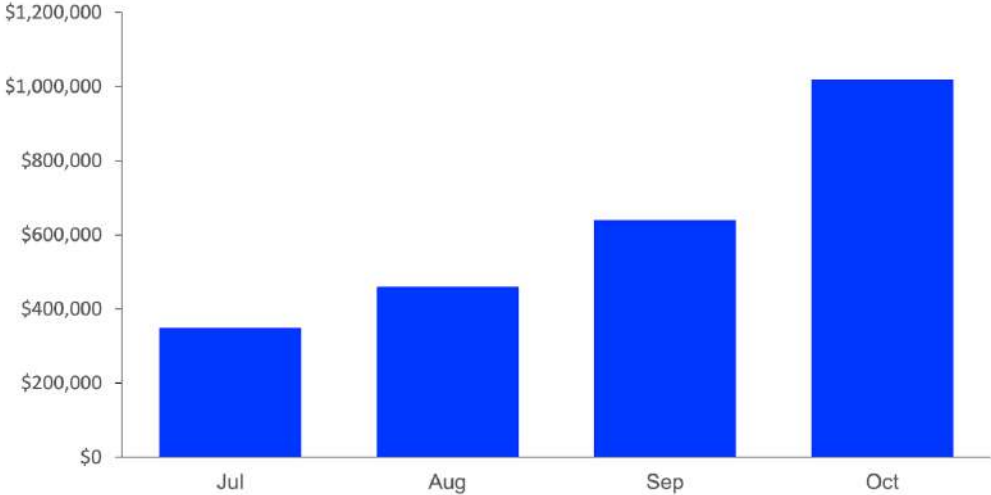
Shared wallet

**Here is the
process in **real life****

video/image

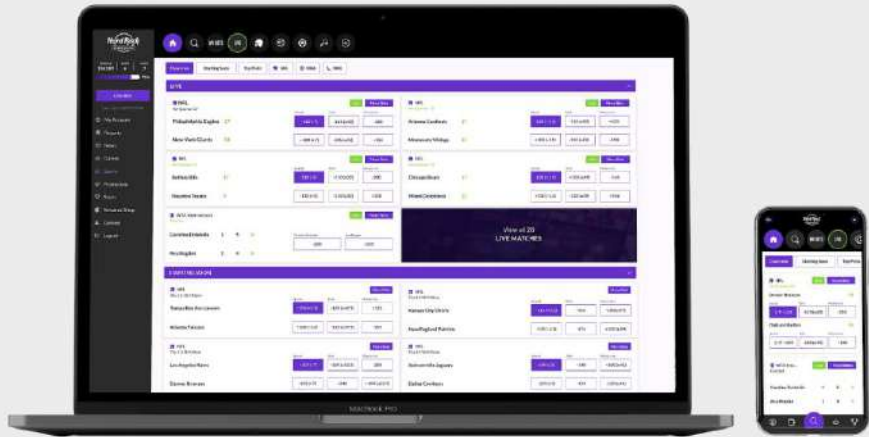
Achieving

Fastest growing online casino in New Jersey history

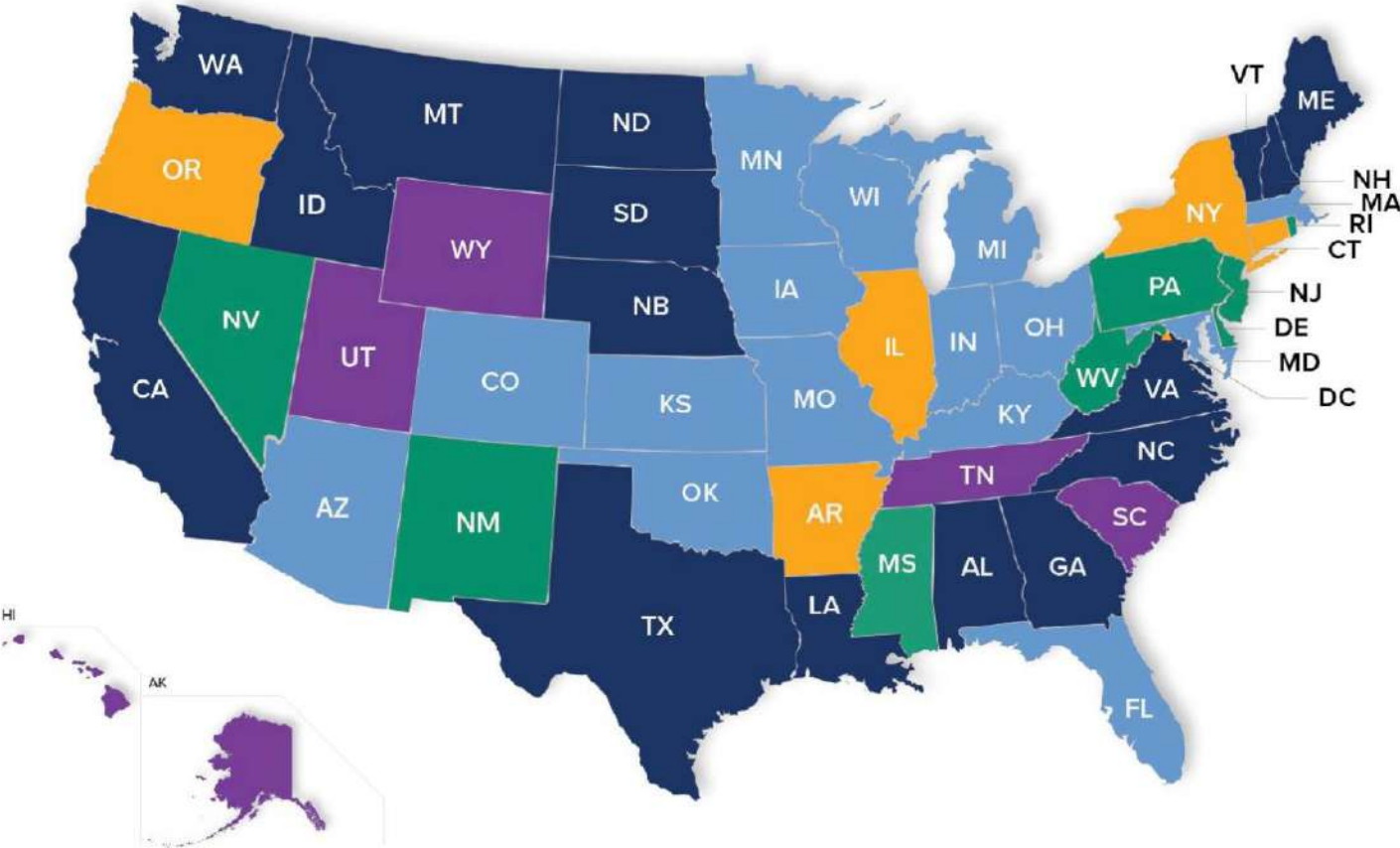


\$0 to \$1m of GGR
in 4 months of
operation

No marketing
spend



● Live In 2018 ● Live In 2019-2020 ● Live In 2020-2021 ● Live After 2022 ● Unlikely To Authorize

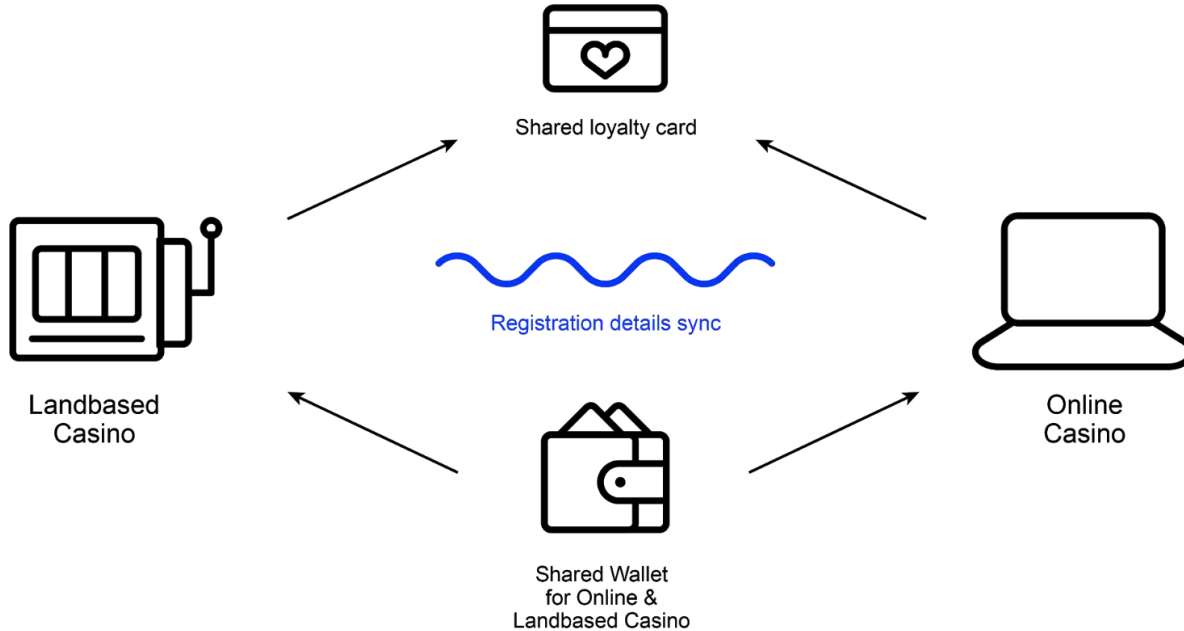




The global partner

for strong brands in iGaming

You only need **one conversation** to launch a full online gaming solution and this is with GiG



Hard Rock International

Kresimir Spajic

Senior Vice President, Online Gaming

Hard Rock[®]

Kresimir Spajic
Senior VP of Online Gaming



Of years in the industry : 13 years

Of years in the band : 3 years

Who do I rock: Stof & HRI Online Gaming

It all started in
1971



The founders

Isaac Tigrett
the Visionary



Peter Morton
the Restaurateur

The Original Hard Rock Cafe

June 14, 1971
Hyde Park, London



The Seminole tribe of Florida

2007: *The Seminole Tribe of Florida* purchased Hard Rock International



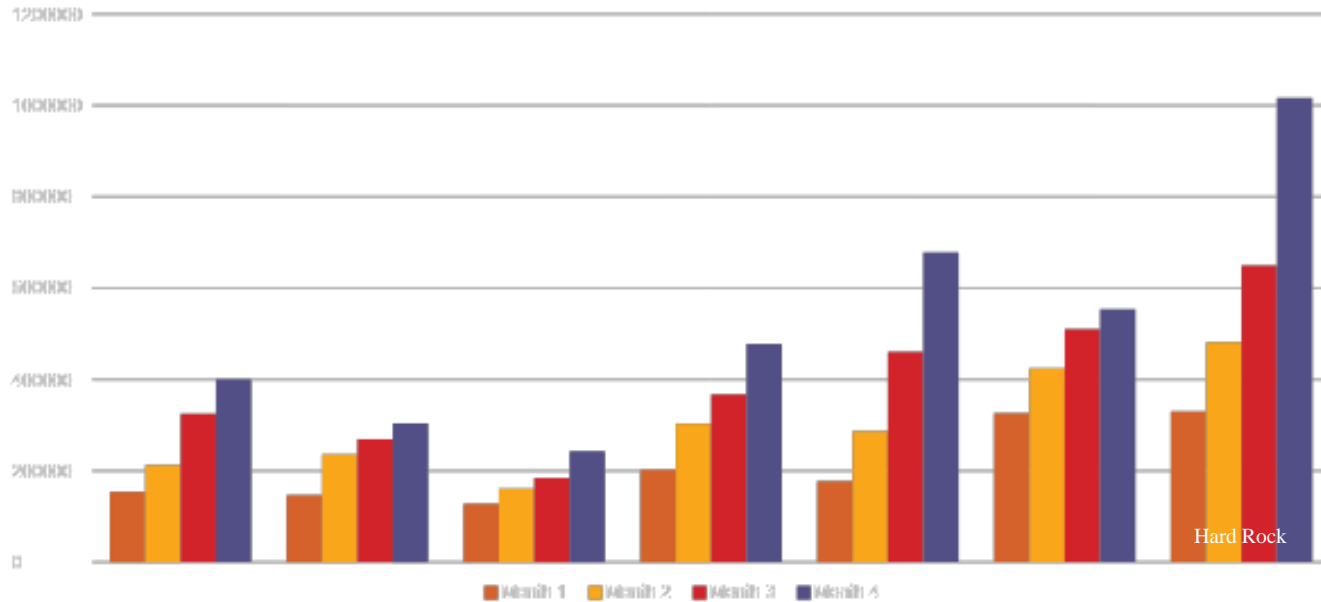


global reach

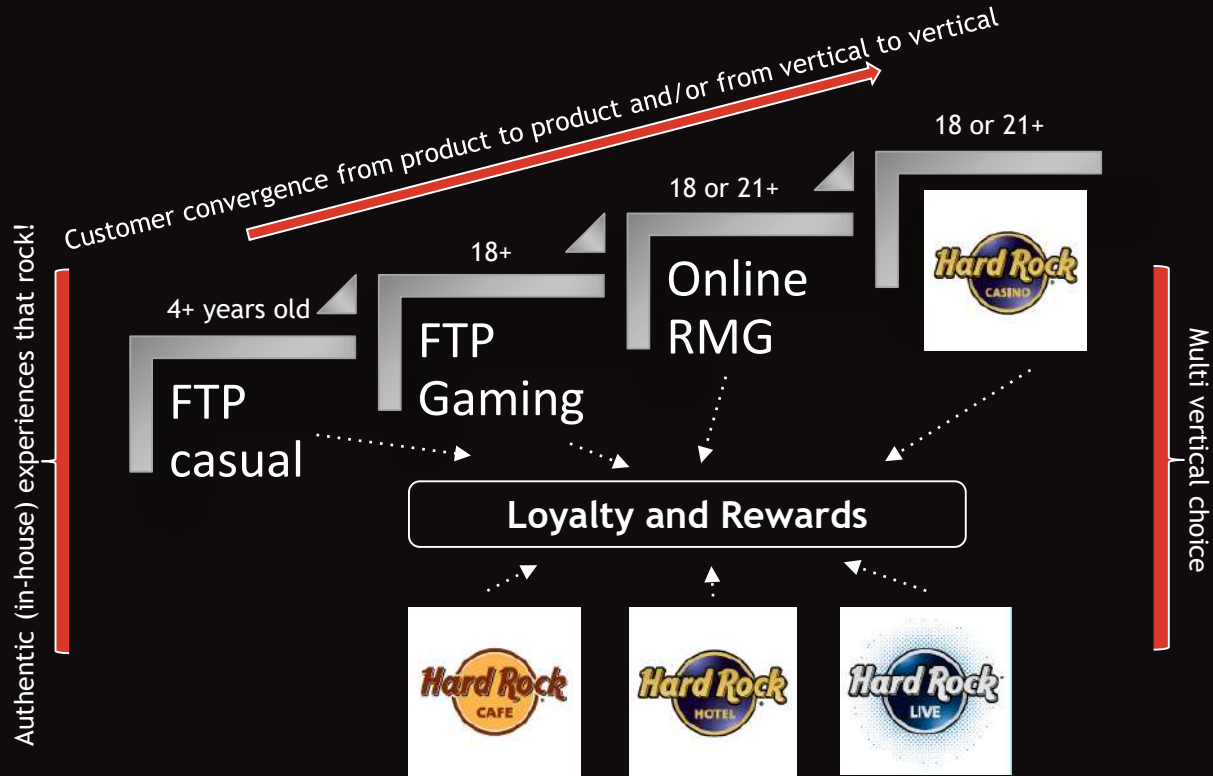
Hard Rock is not a “ME TOO” Operator

- We are a world-class entertainment and lifestyle brand, which offers authentic experiences that rock and unparalleled service.
- Hard Rock online gaming partner selection criteria:
 - Speed to market
 - Reliable and scalable tech
 - Full Suite of Products (PAM, Wallet, Casino, Sportsbook, Games)
 - Innovative and differentiating product
 - Dedicated and flexible product development
 - Engaged and determined team which believes in HR vision
- GiG won RFP process in competition with over 15 participants

Estimated MoM growth comparison with NJ post launch market entrants



Success Strategy - Blending Bricks & Clicks Worlds

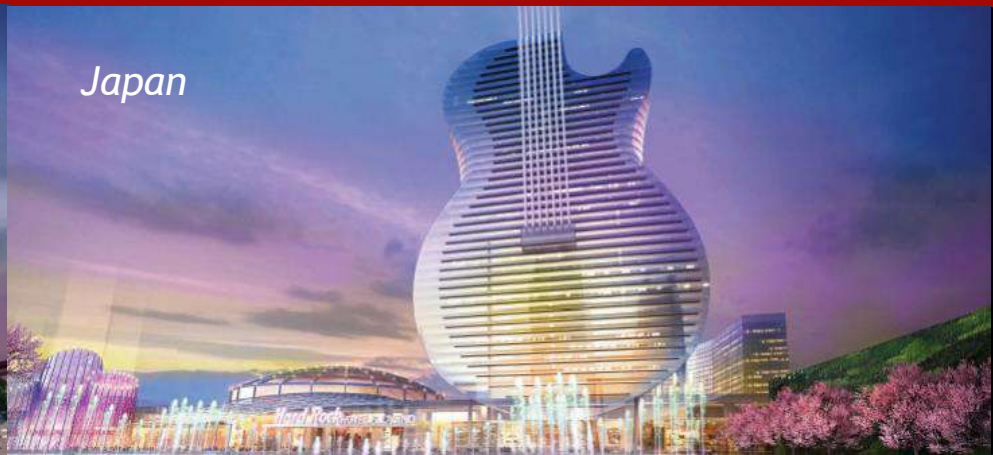


What's next?

Barcelona



Japan



Atlantic City



Sacramento



What's next?

New York



London



Berlin



Successful partnership

The logo for GiG, featuring the letters 'GiG' in a bold, black, sans-serif font. The 'i' is lowercase and has a dot, while the 'G's are uppercase and have a thick, rounded appearance.

GiG

The logo for Hard Rock, featuring the words 'Hard Rock' in a red, italicized, serif font. The text is partially enclosed by a red circular outline that is open at the top.

Hard Rock



Summary

Robin Reed CEO



Listing at **NASDAQ**
Stockholm (main list)
planned for Q1 2019 pending
market conditions



Q&A

Today's participants

Tore Formo

Group CFO

Cristina Niculae

CSO

Jens Nielsen

Director of Agency

Mathilde Schortmann Miller

IR Manager & Corp. Comms

Liesbeth Oost

Sustainability & IR Manager

Mikael Ångman

CPO

Claudio Caruana

Director of Legal & Compliance

Natasha Gowans

Head of Communications

Farah Fawzi

Communications Project Manager