

iGAMINGPLATFORM (PAM)

Accelerate your growth, increase conversion rates, retention rates and player value with one of the leading iGaming Platforms for **Casino**, **Sportsbook** and **Lottery**.



A BRAGG GAMING
GROUP COMPANY



A TURNKEY SOLUTION TO LEVEL UP YOUR VENTURE

From player's first contact, to becoming a loyal customer, Oryx iGaming platform is a **One Stop Shop solution**, covering all key interaction points that create an exceptional experience of your brand.

UNDERSTAND YOUR PLAYERS



TARGET THEM WITH TAILORED PROMOTIONS



CREATE EXCELLENT PLAYER EXPERIENCES



GAIN LONGTERM LOYALTY



ENGAGEMENT ON EVERY STEP OF THE WAY

Your players' journey begins before they even visit your site. With Oryx iGaming Platform tools, you can apply a wide spectrum of tools that transform visitors into players, and players into fans.

Acquisition

Drive players to your site with Oryx iGaming Platform's Affiliate Management System and Campaign Management Tools.

Conversion

Turn visitors into players! Once players arrive to your casino page, specially devised marketing tools, bonuses, free rounds and other activities incentivize them to sign-up and make the first deposit.

Retention & Reactivation

Keep your players returning! During the players' time on the web-site, a full toolset of innovative marketing and player engagement tools such as tournaments, quests, jackpots and more, is available to keep the player engaged and coming back again and again.

Connection

Create meaningful relationships with your players! The real-time multi-channel Campaign Management System ensures a targeted and highly personalized communication with players at every contact point with your brand.

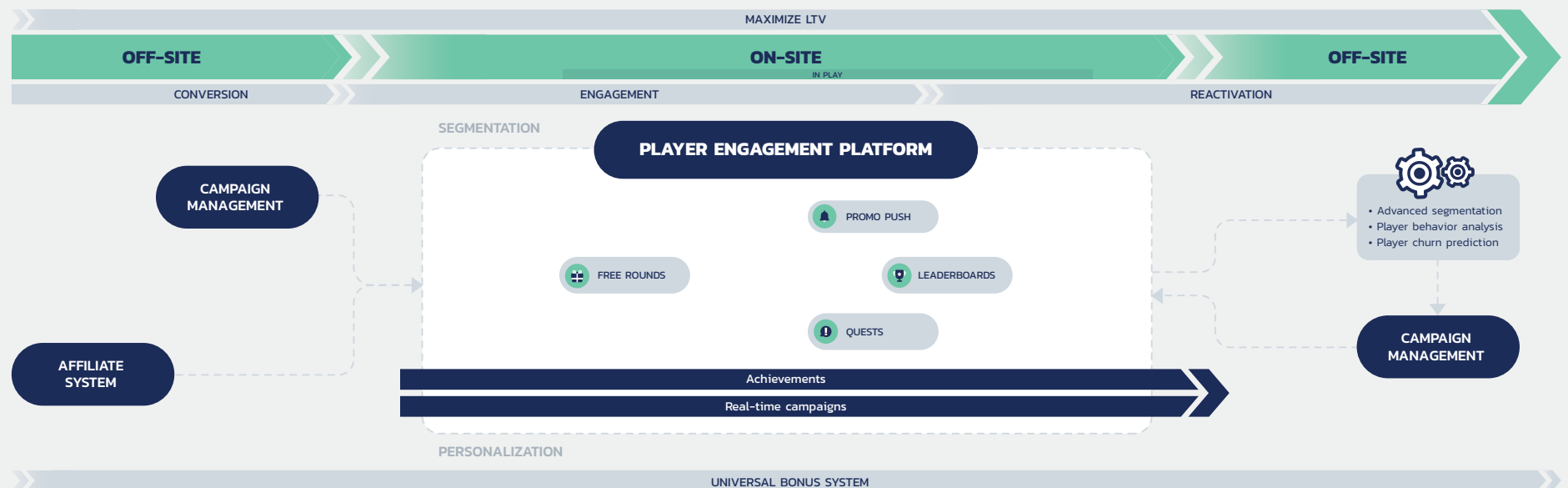
Player Protection

Create a safe playing environment! Oryx platform has built-in algorithms and features that cover all aspects of responsible gaming requirements.

Powered by real-time data

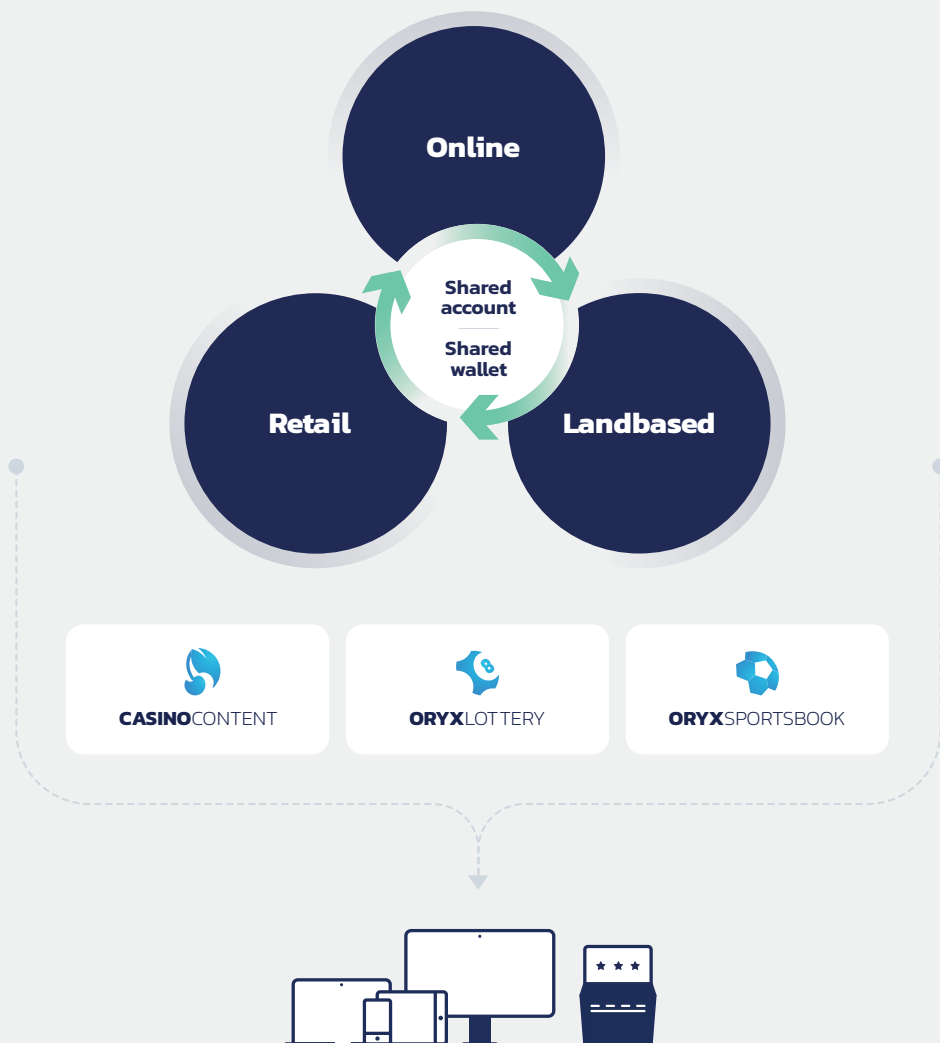
Promotions, campaigns, and customer support are powered by the Oryx Player Analytics Platform, a structured database of all player transactions and gameplay. The platform processes data from internal as well as any connected platform, to **build a complete player overview**.

Player Lifecycle



PRODUCT INDEPENDENT PLAYER ACCOUNT MANAGEMENT

Oryx iGaming Platform is an omni-channel and cross-product platform, meaning you can easily manage your entire product suite using a **single shared account and single shared wallet** for casino, lottery and sportsbook operations.



FOCUS ON STRATEGY, AND LET AUTOMATION DO THE REST

Automate time-consuming processes and eliminate repetitive tasks – no additional 3rd party providers needed.

Automated processes

Strategically automated and scheduled processes enable a richer, more frequent, and customized interaction with players.

This helps build your brand, improve the player journey, increase player engagement, and nurtures player loyalty.

Automated Payments

Paying out winnings and confirming deposits can be completed automatically with minimal manual effort.

- Full payment solution is available via Oryx iGP
- 33+ integrated payment service providers
- 100+ available payment methods

Automated KYC

Get fully automated KYC processes with critically placed multi-level KYC checks (e.g.: player registration, deposit/withdrawal amount thresholds, etc).

Without operator interactions, a massive volume of data can be processed smoothly.

Automated problem gambling detection

Strategically placed triggers, custom-designed to identify a range of problematic behaviors, alert you to players' actions, and ensure a quick response time.

Automated fraud and risk management

Includes player risk profile level and advanced rule engine for customization.

Automated campaign management

Motivate your players by automating the contact points of their journey in advance. You can set up marketing campaigns, conversion chains, retention campaigns, bonuses and more.

360 DEGREE IN-DEPTH PLAYER OVERVIEW

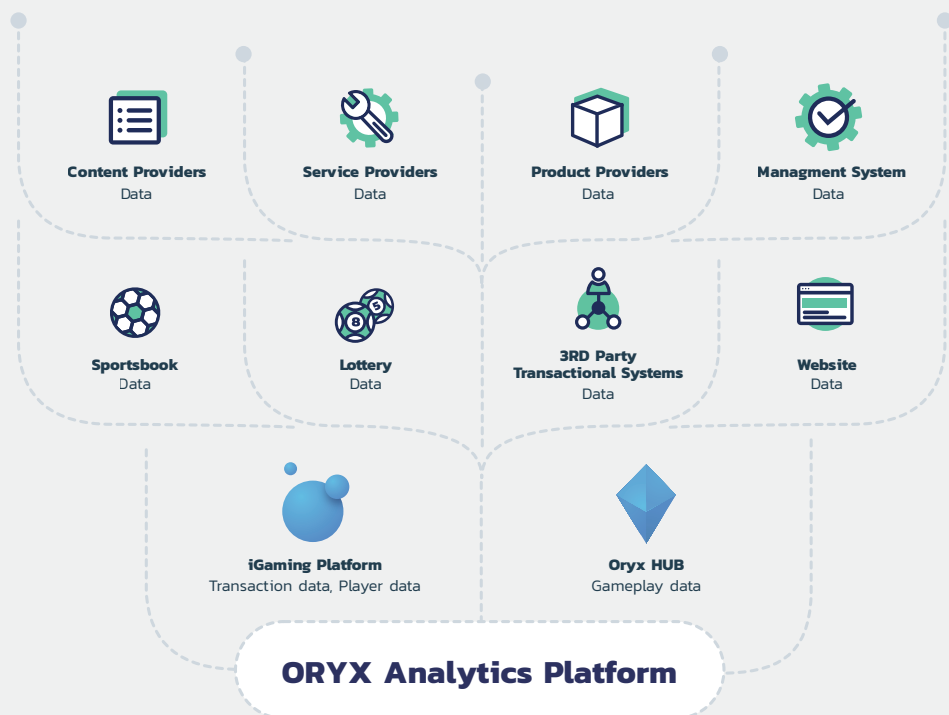
Understand your players better and give them a personalised experience.

A **360° player overview** in one place, with a single, end-to-end picture of the players' journey and experience with your operation.

Having this kind of enhanced player intelligence, helps operators provide personalized and outstanding player experiences and ultimately build long term relationships with your players.

Oryx Analytics platform creates a 360 degree player overview by aggregating and structuring data from all touchpoints where your player meets your brand:

- ✓ **Transactional data:** payment methods, deposit amounts, frequency, claimed bonuses etc.
- ✓ **Gameplay data:** most played games, game profitability, play frequency, preferred game type, provider etc.
- ✓ **Player data:** age, gender, location, sign-up date, last login, etc.
- ✓ **On-site behavior**



Target the right users with the right content:

Using this data your customer support and marketing teams can easily implement advanced player segmentation, player profiling, loyalty schemes, customized promotions and offers, and targeted campaigns to boost player engagement, prolong player sessions and build loyalty.

Predict your players' behaviour:

- ✓ A 360-degree customer view will not only help you see your players' past behaviour, but it will also help you figure out where they might be going next.
- ✓ Be better positioned to foresee and act on opportunities for recommendations, promotions and prevent churn.

Create completely customized VIP and loyalty programs

Any player that fits a specific profile can receive a VIP treatment, completely tailored to them. Your loyalty schemes and profiles are scalable and can be set according to transaction limits, bonuses, predefined deposit amounts, game limits, and levels of service.



ENGAGE YOUR PLAYERS LONG-TERM

Build lasting relationships with your players by launching custom offers and exciting campaigns for player **conversion**, **retention**, and **reactivation**. We provide **all the necessary tools in one place**.

Rise above the rest with strategic engagement:

- ✓ Maximized player lifetime value
- ✓ More players, more signups, more deposits
- ✓ Quality player acquisition
- ✓ Higher player retention & reactivation
- ✓ Longer sessions, and more bets

308%

increase in **bets**

336%

increase in **game rounds**

438%

increase in **number of players**

UP TO 3X

higher **traffic at game launch**

Smoothly Manage Bonuses and Wages

A powerful bonus system offers a set of flexible options for bonus types, unlocking requirements, eligibility, and other criteria.

Oryx Gaming iGP supports a variety of bonus types:

- Automatic
- Manually credited
- Claimable
- Deposit / no deposit
- Registration
- Vip / loyalty bonuses
- Cashback
- Pre-wager & after-wager
- Voucher codes (based on randomly generated 16-digit codes)
- Recurring scheduled bonuses & Event bonuses
- Reactivation (based on player login/signup, last deposit date, etc.)
- Up-sell (deposit amount required based on players last/average/highest deposit with multiplier options)
- Different reward types (credits/cash, free spins, free bets, etc.)

Customize your criteria to fit your operation's goals:

Wagering requirements customized according to game type, bet type, product vertical, etc.

Bonus criteria customized for various player segments, based on predefined segmentation criteria, such as VIP level, gender, birthday, player type, location, game preferences etc. and many more. An extensive number of segmentation possibilities are enabled by a 360 degree player overview.

Incentivize with Loyalty Points

Reward your players with points that they can collect by placing bets on pre-defined games. The bet amount required for each point is configurable, making it a must-have tool for promotional campaigns and loyalty programs.



Light Up the Player Experience with FUZE™

A sophisticated suite of player engagement tools by Oryx Gaming.

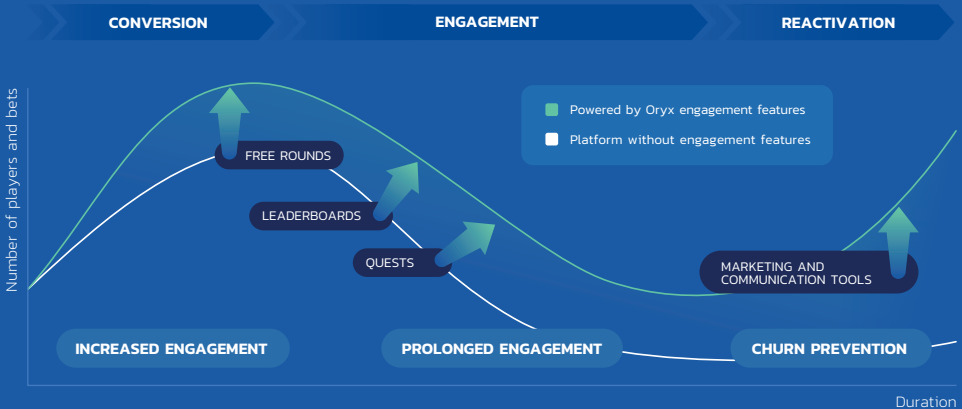
FUZE™ is a state-of-the-art set of gamification and engagement tools, designed to enhance the player experience, boost online casino operator KPIs, and increase player lifetime value (LTV), all from a single platform.

Create impactful promotions hassle free:

- ✓ Quick, easy to understand, and highly adaptable toolset you can master in no time.
- ✓ "Plug & play" – runs instantly and automatically across platforms.
- ✓ Set up promotions that run in multiple games, with multiple game providers, and in multiple casinos simultaneously.
- ✓ Powerful behavioural analytics help you monitor and adapt your promotion on the go.

Impact of player engagement tools on casino operations:

Using Oryx's player engagement tools on strategic points during the player journey significantly increases number of players and bets.



Your players will enjoy:

- ✓ Top-notch user experience with non-intrusive widgets and badges.
- ✓ Easy-to-follow promotions that don't disrupt their gameplay.
- ✓ Real-time action – each player will see their results immediately.

Outstanding player engagement tools:



TOURNAMENTS WITH REAL-TIME LEADERBOARDS

Enhance your players' experience with exciting tournaments, where they can collect points and win extra prizes.

Real-time leaderboards are a brilliant supporting tool, as the players can easily track their progress LIVE within the tournament.



OPT-IN TOURNAMENTS

Transparent and consent-minded approach to promotional competitions.



PROMO PUSH NOTIFICATIONS

Keep players informed and engaged within the game or on the website.



QUESTS

Tailor-made player journeys keep players entertained while completing challenges and hunting for prizes.



MYSTERY JACKPOTS

This innovative approach to progressive jackpots adds excitement and provides additional winning possibilities.



ACHIEVEMENTS

Personalize players' engagement through gamification.



RECOMMENDATION ENGINE

Customized suggestions based on the player's interest patterns.



FREE ROUNDS

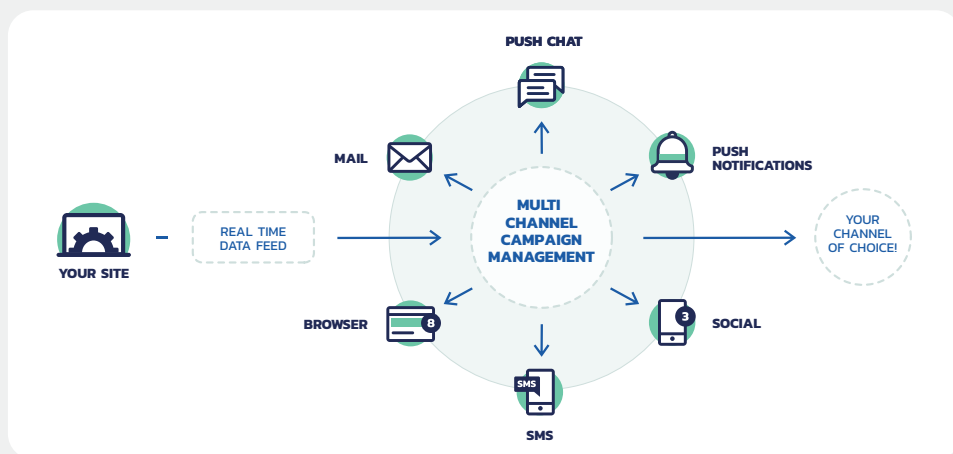
Promote or revive games by letting the players get acquainted with them through an already accomplished promotion tool.



SAY GOODBYE TO OLD-SCHOOL WAYS OF COMMUNICATING

Instead of spreading out your message and hoping something sticks, use Oryx's elegant campaign builder to deliver specific messages to your target audience via channels that work best.

Create **targeted automated or bespoke multi-channel campaigns**. From a simple follow-up e-mail, to a complex experience, each step offers you ways to personalize content and delight the user.



DIRECT COMMUNICATION WITH PLAYERS

Built to support long-term player loyalty.

Being integrated within the platform, the chat enables customer support and marketing teams to know all they need to know about the person on the other side.



This way they can provide excellent service and even proactively prompt a conversation - to simply ask how they are, or even better - send them promotions created especially for them.

GROW TOGETHER WITH EFFECTIVE AFFILIATE MANAGEMENT

Build a highly productive relationship with your affiliates.

Service includes **redirect or download links**, direct marketing CDs, coupon codes, **multiple affiliation tools** as well as real-time earning and payments reporting.

BUILD A CASINO YOU'VE ALWAYS WANTED

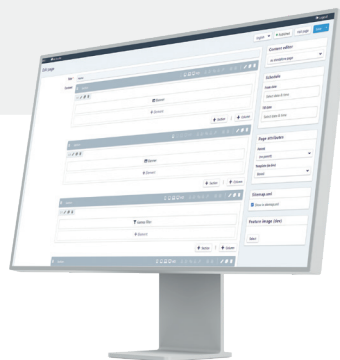
From its visual aspect to all it has to offer. Follow your vision and launch your operation in record time using our reliable CMS, already integrated with our platform.

Proprietary web CMS:

- ✓ Easy to use without HTML/CSS knowledge
- ✓ Gaming-oriented
- ✓ Enables segment-based personalised user experience
- ✓ Customizable templates

Tailor-made solution

All modules and features of the CMS can be tailor made to fit your needs.



TURN DATA INTO BUSINESS INTELLIGENCE WITH ORYX ANALYTICS PLATFORM

Get the right insights for the right decisions

Oryx Analytics Platform aggregates real-time structured data and transforms it into valuable insights and metrics you can use in business planning, targeted marketing, and automating processes.



Agile analytics for better strategy

- Detailed gameplay statistics
- User transactions
- Faster queries
- Advanced player segmentation
- Game launch performance
- Monitor and adjust campaigns (or other goals) on the go



Monitoring & reporting

Track your business with ease using automated tailored reports and seamless monitoring

- Advanced customizable dashboards and reports
- Complete operation status monitoring
- Game launch analysis
- Player behavior analysis
- Player life-time value analysis
- Business KPIs tracking
- Responsible gaming control





Data infrastructure

Scalable analytics with BigQuery make complex calculations in a very short runtime. Massive datasets are processed with super-fast SQL queries using the processing power of Google Cloud infrastructure.

- Real-time data collection
- Algorithmic data processing
- High quality data assurance
- Off-the-shelf functionalities
- Secure API connectivity / access



Powerful intelligence you can rely on

Save precious time and efforts with modular tools that support your vision.

- Data-driven campaign management
- Scalable cloud data warehouse is less expensive, and offers quicker response time to changing customer needs
- Reliability: robust platform harnessing vast amounts of data is built with the heaviest operational demands in mind
- Faster performance at a lower cost



Dedicated support

Our data analytics isn't just tech – it's people as well. We can provide you with experienced consultants who will closely work with your team to set up the platform, establish key KPIs, and accelerate your everyday business operations.

A DECADE OF EXPERIENCE



Exceptional launch times

Thanks to a decade of hands-on experience in jurisdiction laws, Oryx iGaming Platform is fully compliant in every major jurisdiction, and is easily adaptable for upcoming challenges.

1

EXPERTISE

Thorough understanding of legal requirements and interpretation of laws allow for a quicker response time.

2

ADAPTABILITY

By anticipating requirements, we can quickly adapt platform features to adhere to any jurisdiction and operation particularities.

3

CERTIFICATION

We handle all necessary certifications and collaborations with authorities and gaming labs.

4

SWIFTNESS

Fully compliant operations launched in new jurisdictions in outstanding time.

LEADERSHIP BEGINS WITH RESPONSIBILITY

At Oryx, we believe in achieving our vision with integrity and respect. That's why our platform and tools always include features for responsible gaming.



Data-based Algorithms

Fast identification and mitigation of problematic gameplay behaviour:

- Auto-detection of players at risk
- Monitoring excessive gambling and behaviour changes
- Automatic & on-demand intervention:

 - Warning the player (pop-up, push notification, chat)
 - Excluding player from bonus offers & campaigns
 - Limiting player sessions, betting, deposits
 - Suspending accounts



Broad Spectrum of Player protection tools

Keeping track of a specific aspect of players behavior and serving as a safety net:

- Player personal limits (deposit, session, betting, loss, max balance, high win and timeslot limits)
- Fraud & Risk rules engine
- Universal cross-provider reality check
- Self-exclusion & time-out
- Login session / game timers
- Payment fraud prevention
- Underage gambling prevention
- KYC tools
- GeoIP protection