

Playtech - Solution of Choice

July 2013



Agenda

- **Playtech's Turnkey Solution**
 - Multi Product
 - Open Platform
 - Multi Channel
- **IMS**
 - Full Player Lifecycle
 - PTTTS
- **Case Study**

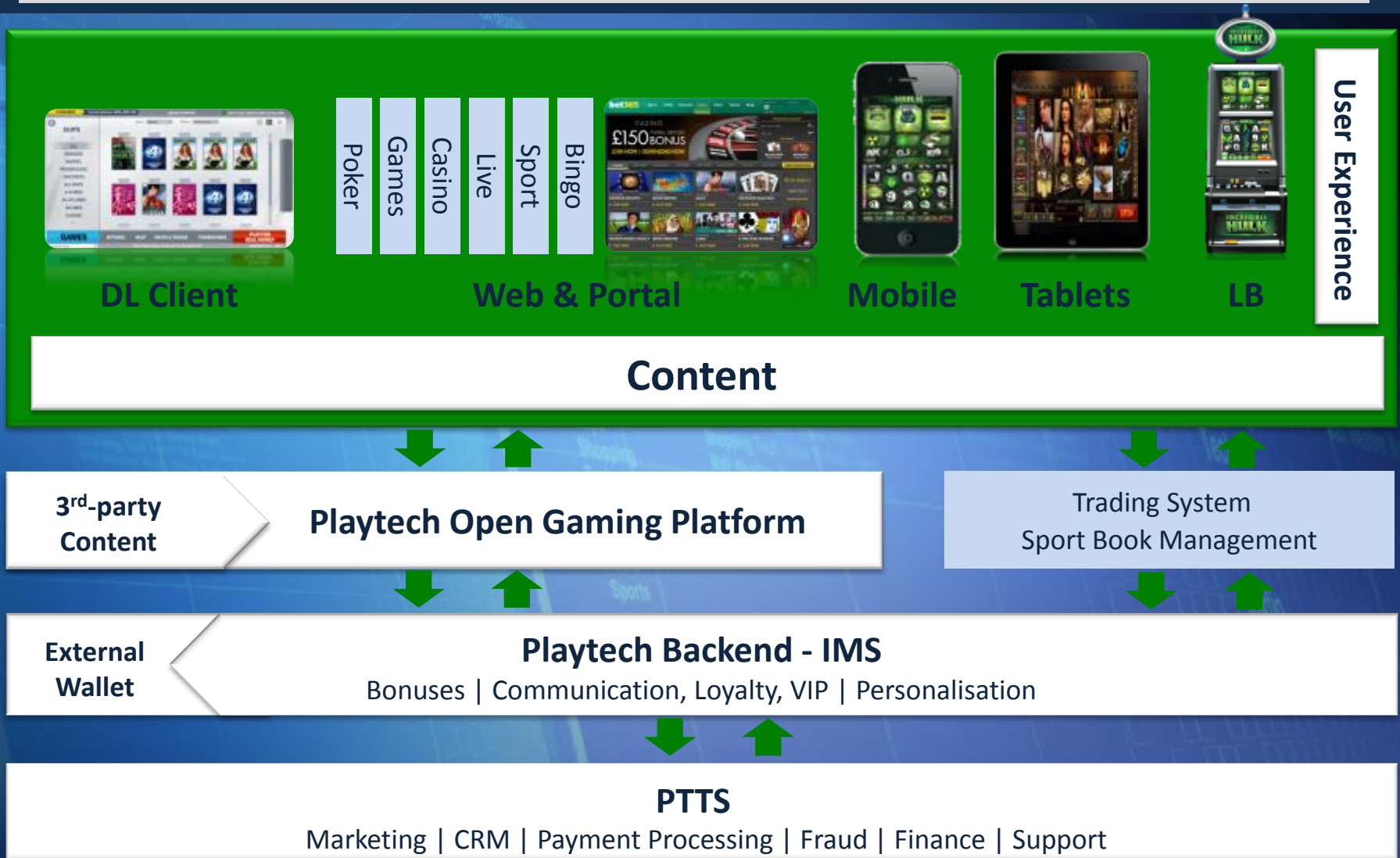
Playtech's Turnkey Solution

A pioneering full turnkey solution for the digital betting & gaming offering:

- Full suite of products, including web & mobile portal **(MULTI PRODUCT)**.
- The best content in the market place **(OPEN PLATFORM)**.
- Cross channel capabilities **(MULTI CHANNEL)**, with single player view.
- Extensive marketing and communication tools available in **IMS**, including affiliate system.
- Full CRM services to maximise **PLAYER LIFECYCLE** and value.



Playtech's Turnkey Solution



Casino

- 500+ games.
- Games integrated into any product.
- 30+ games on mobile and tablet.
- Exclusive branded content featuring popular titles.



Casino

Branded content serves as a major acquisition tool.



Live Dealer

- One of a kind European & Asian offering.
- iPhone, Android & Tablets.
- Top quality games offering and broadcast equipment.
- Personal interaction between player & dealer in real time.



Poker

- World's largest online poker network, with over 70 licensees worldwide.
- 100,000 unique daily users.
- Liquidity ensures huge tournaments.

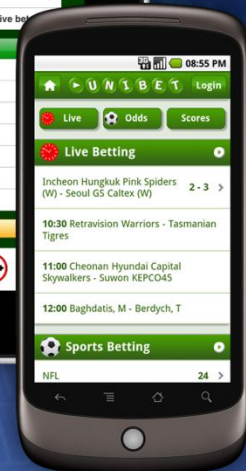
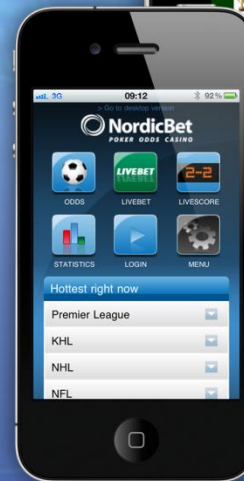
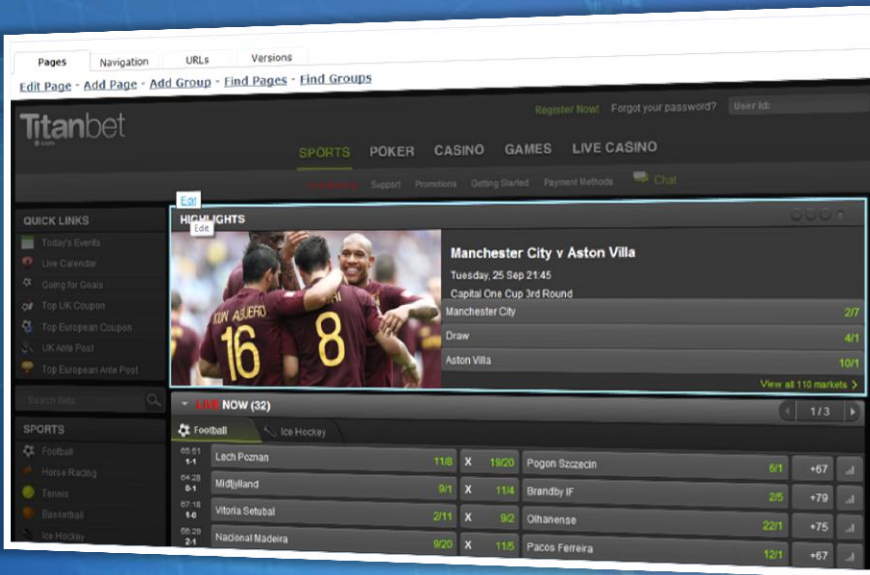


Bingo



- Largest network in the industry .
- More Bingo variants than any other supplier (14 variants).
- The best embedded mini-games (50+ games).
- Bespoke branded bingo games.

Sportsbetting



- Web, Mobile, SSBT and Telebet channels offered.
- Shared wallet/user account with Playtech products.
- Market leading mobile enabler for betting and gaming.
- Integrated to Playtech other mobile offering – casino/poker/bingo.

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Open Platform

Through the Playtech GTS platform it is possible to deliver **3rd party gaming content** (non Playtech).

All 3rd party games can benefit from the same IMS functionality, fully leveraging the leading betting and gaming player management system.

For example: the licensee can offer the same bonus across Playtech, IGT, Barcrest, Blue Print and Endemol Games.

GTS will deliver 50+ new games in 2013.



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One Game: All Platforms



Land-based



Mobile



Online



Multi Channel Solution



Sport Platform

Live & Casino

iPoker Network

Bingo Network

External Marketing

Playtech Backend - IMS

Bonuses | Communication, Loyalty, VIP | Personalisation

Playtech Turnkey Solution - Summary

Playtech provides a seamless full betting and gaming solution across all product verticals and channels.

- Ability to play games from Playtech, but also games from the top content houses in the industry.
- **ALL** products and games can be played seamlessly *and* benefit from the bonus and marketing functionality in the IMS.
- Same account on all channels, meaning **ALL** player activity is recorded in the IMS.

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IMS

- Playtech's IMS (Information Management Solution) is a modular, backend system that provides operators with centralized end-to-end management of their business.
- IMS serves as a multi-balance wallet, offering operators the ability to configure the offering as they please.
- The power behind the entire Playtech product portfolio (including 3rd party) encompassing all products, channels and player activities.
- Provides a rich set of tools to maximise the longevity and revenues of a player.

Communications

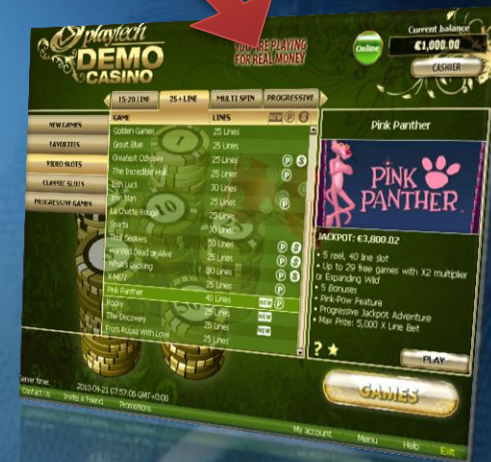


VALID
THRU

Segmentation

Player Profiling
Segmenting for
personalized offering

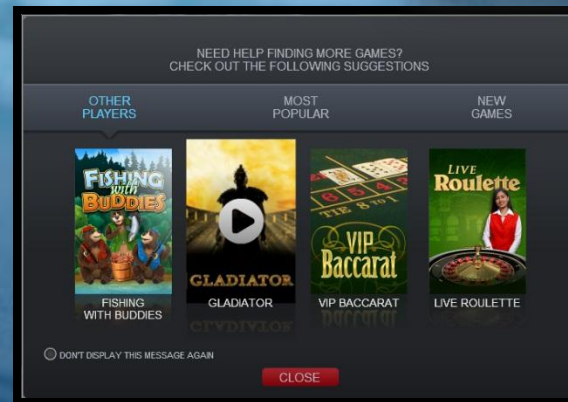
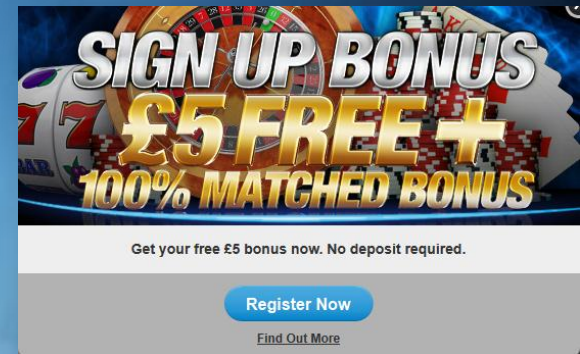
Maximize potential/revenue
More appealing to players
Feel more connected -> Loyal players
Player's experience reassuring, satisfying & personally relevant



Personalisation

Playtech offers a number of back office tools that enable the operator to tailor the front end user experience on a player by player basis.

- Lobby Templates
- Login/Logout Messages
- Game Advisor
- URL Banners
- Game Promo Banners
- Promo Gadget



Bonus System & Loyalty

Up to **£150 Bonus**
For all new players
* Requires a £35 minimum deposit, [terms and conditions apply.](#)

[JOIN NOW](#) [NEW DOWNLOAD](#)

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GLADIATOR
JACKPOT EXPLOSION
WIN OVER £1,750,000

[Play Now](#)

- Integrated Bonus Engine.
- Wide ranging bonus and loyalty options.
- Gaming specific bonusing for any game on any channel.
- Segmented, trigger based bonuses.

CASINO LIVE CASINO PROMOTIONS MOBILE

BONUS BUNDLE
£3,000
CLAIM A BATCH OF BONUSES
MORE

Agenda

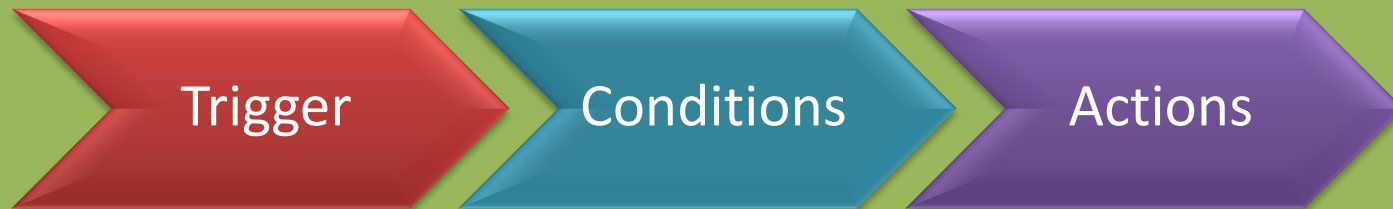
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Full Player Lifecycle



Campaign Manager

Playtech is working to enhance the IMS, creating a full CRM solution for its operators. Campaign Manager is fundamental in providing an automated trigger based solution, offering greater value and loyalty.



An event that prompts the system to evaluate the Conditions e.g. deposit

Conditions that must be met to qualify for an Action e.g. Player country equals Germany. Optional.

The actions that should be performed if conditions are met e.g. Issue IMS bonus

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PTTS

Playtech Turnkey Services offers all the operations, marketing and ecommerce expertise needed to run your gaming business.

The seasoned professionals will maximise the toolset provided by Playtech to ensure profits are amplified to the fullest extent.

- **Ecommerce**
 - **Payment Processing & Risk & Fraud.**
- **Operations**
 - **Customer Support, Chat, Hosting (CDN, Geo Location, Age Verification & DDOS Prevention).**
- **Marketing**
 - **Internal Marketing (CRM, Trading, Loyalty Management & Statistical Analysis).**
 - **External Marketing – Europartners, Media Buying, SEO & SEM.**

IMS - Summary

- **Playtech's IMS - back office player management tool exclusively fit for betting and gaming industry.**
- **Single back office tool for the operation, fully integrated with all products.**
- **Provides all the functionality for an e-commerce platform; notably banking, player verification and risk and fraud.**
- **Player communication and marketing features (CRM) ensure any operation maximises the player revenues.**

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Gala Coral Case Study

Primary Deliverables for Gala Coral project...

- Casino (Download, Web and Mobile)
- GTS Platform (access to 3rd party content)
- Bingo (Web and Mobile)
- Poker (Download, Web and Mobile)
- Live Games
- Sport on mobile (Mobenga)
- Portal & Mobile Hub
- IMS Player Management & Wallet
- Single Wallet & Single Sign On
- Single Player Management System (inc. Telebet management)

Gala Coral Portal

CORAL
RAISING THE GAME

Username: _____ Password: _____ LOGIN JOIN NOW
Remember me Forgotten Password?

Sports Bet In Play **Casino** Live Casino Games Poker Bingo Lotto Mobile

Home Download Casino Rewards Offers

REGISTER >>

Quick links
 Frankie Dettori's Magic Seven
 Desert Treasure
 European Roulette
 Black Jack
 Great Blue
 Jacks or Better

Banner Display Personalised

CORAL
SIGN UP TODAY FOR A **FREE £10 CASINO BONUS**
*CREDIT/DEBIT CARD REQUIRED ON SIGN UP REGISTER NOW

Top Games Roulette Blackjack Table Games Slots Jackpots Video Poker Other Games All Games

Find the game for you Sort by: None View

Game Menus Personalised

European Roulette Hot Gems Gladiator Frankie Dettori's Magic Seven Black Jack
 Ghost Rider Incredible Hulk Funky Fruits The Sopranos Plenty of Fortunes
 Live Roulette The Mummy Cops N' Bandits Highway Kings Pro Live Black Jack

GALA CASINO WELCOME BACK, ANTHONY YOUR BALANCE: £ 0.00 DEPOSIT
Last login 08/07/2019 13:24 Hide balance

Monday 15th July, 14:01 Casino Finder | Help | Chat Cashier | Sign Out

HOME CASINO SLOTS LIVE CASINO GAMES MOBILE POKER VIP PROMOTIONS FIND CASINO

CURRENT PROMOTIONS
At the moment You have no bonuses

CASINO PROMOTIONS POKER PROMOTIONS VIP PROMOTIONS

Personalised promotions, only visible if applicable

It's here!
The £1M Megajackpots Power Prize Draw
LEARN MORE

Go Mobile at Gala Casino
Make a good call - go Mobile! Play Gala Casino games on your mobile whenever and wherever you like!
LEARN MORE

VIP Loyalty
It's all about you! Visit the VIP page for full details of all the great benefits you could be in line for.

Integrated web chat

Chat - Mozilla Firefox
https://chatweb-galacasinogalacoral.com/chat_web/conf/gala

GALA CASINO

B T U A A A A SEND

Gala Coral Mobile Hub

CORAL £ 6.06 Sign out

Menu Close

Sports

- HOME Sports Home
- Live
- Football
- Racing
- A-Z All Sports

Gaming

- Gaming
- Roulette
- Blackjack
- Jackpot
- Instants

Account

- ACCOUNT
- £ Cashier
- HELP
- MY BETS
- MY PROMOTIONS

My sports Extras

CORAL £ 6.06 Sign out

Menu **BET SLIP**

My Promotions

Second Place Refund

If your selection finishes 2nd to ETHEL in the 8.00 Windsor, we will refund the win part of losing singles as a free bet up to £/€50!

Casino Welcome Offer

At Coral Casino, you're a winner the moment you join – so let's start with an instant win... **GET £50 BONUS FOR JUST £10**

Best Price Guaranteed

Never miss out on the best price again – When you bet with Coral.co.uk

CORAL £ 6.06 Sign out

Menu **BET SLIP**

Deposit

Back

Deposit method XXXX XXXX XXXX 4997

[Change payment method](#)

Amount £

5 10 20 50 100

CV2 Number

Deposit

Responsible Gambling Information

SOURCE OF SUCCESS

Thank You!

