soft2bet

PLATFORM SOLUTIONS



soft2bet.com

LEADERSHIP TEAM

The leadership team drives the company's success, directs the strategy, and leads the people.



Uri Poliavich
CEO



Max Portelli
CFO



Oksana Tsyhankova
CMO



Julia Poliavich
HOF



Martin Collins
CBDO



Yoel Zuckerberg
CPO



David Yatom Hay
GC

STORY OF SUCCESS

2016

- 10 like-minded people founded the new company.
- The 1st casino and sportsbook brand Malina Casino.

2017

- Platform solutions development.

2018

- Growth X2.
- Offices in Cyprus and Malta.
- The 2nd version of the platform.

2019

- MGA and SGA licenses.
- ISO certification.

2020

- PCI DSS certification.
- The 1st award — from SBC.
- First brands in Sweden launched.

2021

- The first app in Sweden.

2022

- Danish, and Irish licenses.
- The 3rd version of the platform.
- The 1st gamified brand in Sweden — Betinia.
- The new gamification tech released.

2023

- Swedish B2B license.
- Greek license for B2B and B2C.
- Romanian license.
- Italian license.

2024

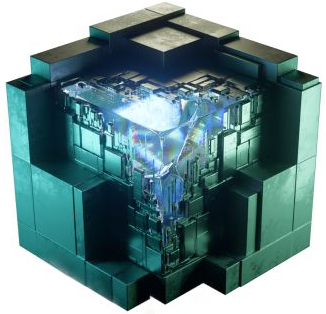
- Ontario license.
- Mexico license.

Coming soon:

- Portugal
- US, New Jersey

2024 HIGHLIGHTS

MEGA
LAUNCH



NEW MALTA
OFFICE OPENING



AWARDS
RECEIVED

EGR NORDICS AWARDS 2024

EGR B2B

GRANTED

- ONTARIO LICENSE
- MEXICO LICENSE



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SOFT2BET IN NUMBERS

9,000,000
REGISTERED PLAYERS



CASINO

12,500+
GAMES LIVE

100+
CASINO PROVIDERS

12
LICENSES

SPORTSBOOK

10,000,000+
VIRTUAL EVENTS EACH YEAR

800,000+
PRE-MATCH EVENTS EACH YEAR

1,000,000+
LIVE EVENTS EACH YEAR

SOFT2BET IN NUMBERS

2,000,000

PAYMENT TRANSACTIONS MONTHLY

220
PAYMENT OPTIONS

30
CURRENCIES

20+
SUPPORTED LANGUAGES





LOCAL REGULATIONS

Obtained

- Sweden
- Denmark
- Ireland
- Romania
- Malta
- Greece
- Italy
- Canada, Ontario
- Mexico

Pending

- Portugal
- US, New Jersey



LICENSES AND CERTIFICATIONS

LICENSES

Spel inspektione

MGA

HELLENIC GAMING COMMISSION
INDEPENDENT AUTHORITY

ONJN ROMANIA

Spillemyndigheden

Revenue
Cáin agus Custaim na hÉireann
Irish Tax and Customs

ADM
CUSTOMS AND MONOPOLIES AGENCY

AGCO
Ontario

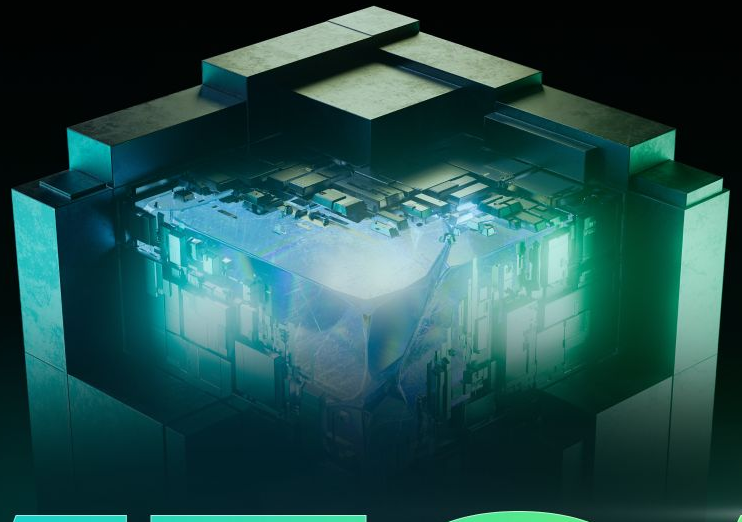
SEGOB | SECRETARÍA DE GOBERNACIÓN
IN THE LICENSES GROUP

CERTIFICATIONS

bmm testlabs

ISO/IEC 27001:2013 MANAGEMENT SYSTEM
PECB MS CERTIFIED

ADVANTIO
PCI DSS APPROVED



MEGA

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MEGA

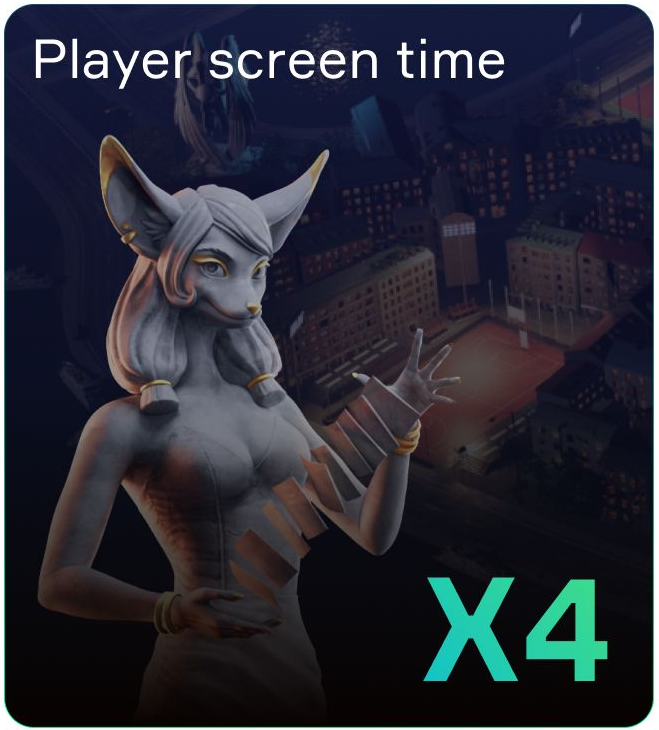
Motivational Engineering Gaming Application is an outstanding gamification solution designed to unleash your business growth potential.

Engines list

- Avatars
- Collectibles
- Shop
- Colossus
- Weekly Challenges
- One-Time Challenges
- Weekly Leagues
- Tournaments
- City Builder
- Stadium Builder
- Bonus Crab
- Bonus Shooting Range
- Lucky Winner
- Spin Rally
- CasinoWars
- Bonus Dice



WHAT'S FOR BUSINESS?



Deposit amount
50%

Frequency of deposits
30%

Increase in NGR
+65%

Increase in ARPU
+45%

FULLY MANAGED SERVICES

Soft2Bet offers a comprehensive services range for effective and secure business management

- Customer Support
- Responsible Gaming
- KYC
- Fraud Prevention and Risk Management
- Tailor-Made CRM Strategies
- Affiliate Management
- Marketing & Acquisition Services



THANK YOU!

