



*Welcome to the New Standard in  
Sportsbook & Gaming*





## ***COMPANY & PLATFORM INTRODUCTION***

BETICA is a leading provider of sportsbook and gaming technology solutions. Their team of international specialists has been delivering betting and gaming solutions for over 20 years, assisting companies of all sizes and team compositions in Africa, Asia, and Europe to launch new operations or enhance existing ones.

BETICA has launched the next iteration of their Platform 8 (P8) suite of products, which represents a significant evolution from their previous offerings.

Platform 8 provides a comprehensive ecosystem of applications and websites for operators to manage their end-to-end sports and gaming operations. It offers a transactional engine and bet administration solution, including full sports data feed integrations, price derivation logic, and a REST API for easy "plug and play" integration of third-party products.

The Platform 8 solution is offered as a turnkey solution for clients who prefer to delegate IT and trading, or as a self-managed solution for clients who wish to have full control over their IT and/or trading



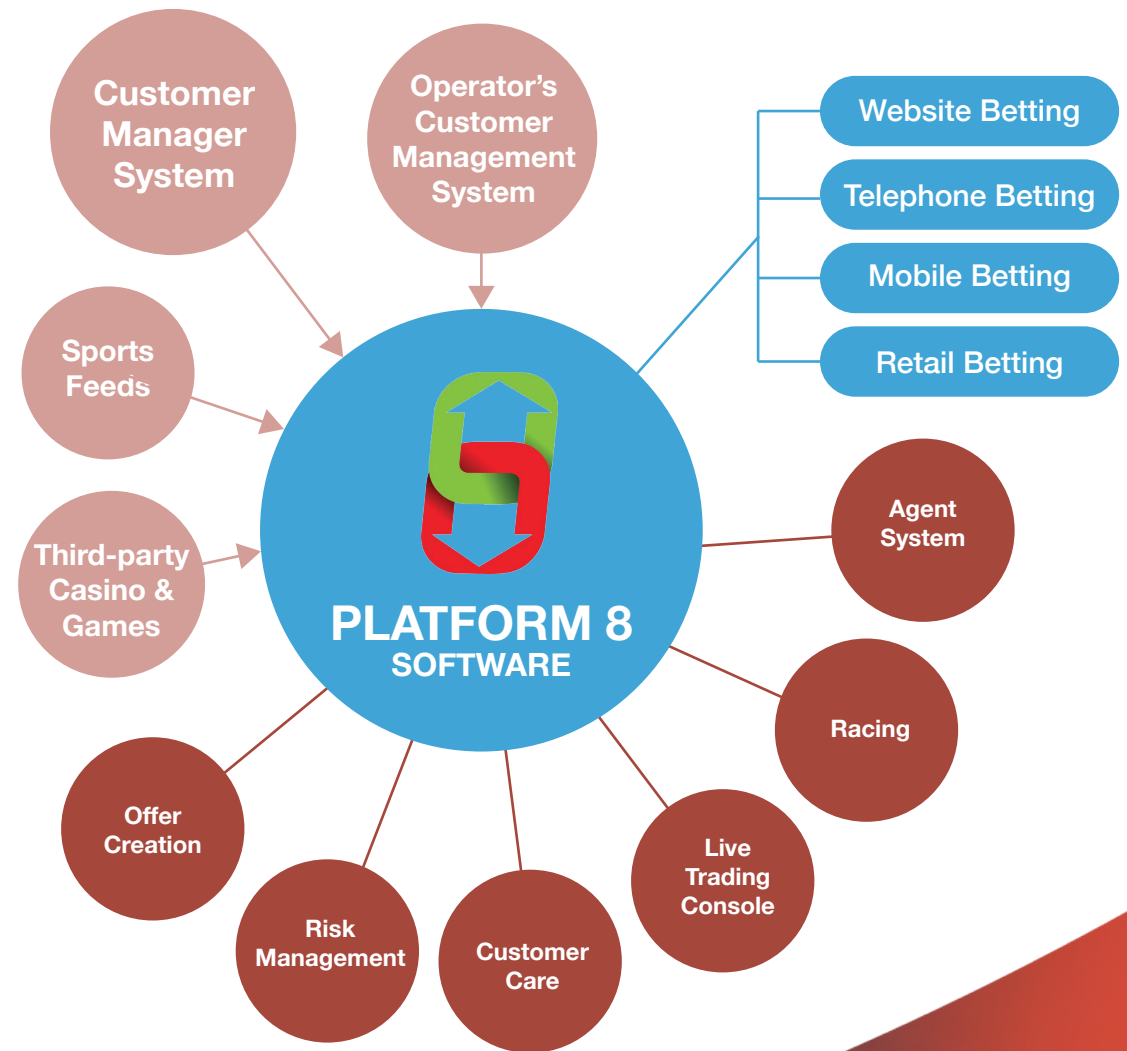
## PRODUCT OVERVIEW

In today's fast-moving world, sports betting operators require a flexible, scalable, and reliable sportsbook solution that allows them to offer a comprehensive range of sports, events, and markets.

The solution must integrate seamlessly with their existing infrastructure and legacy systems, quickly adapt to changes in legal requirements and new markets, and handle growth in betting traffic.

The Platform 8 from BETICA meets all of these criteria and more. It represents over 15 years of continuous development and is used by major operators in various configurations tailored to their unique business needs.

The Platform 8 complies with the highest standards set by government-regulated gaming operators.



## OFFER CREATION & RESULTING

Whether using an industry standard data feed, or using the host of tools provided within the product, event creation and resulting have never been easier.

- Support of all major industry standard data feeds. Event Creation, Pricing, and Resulting can be easily achieved with no manual operator activity.
- Powerful templates allow the advance configuration of markets per sport, league, etc. Simply create the event and the template will then generate all the markets for you.
- Price Deriving allows embedding of Microsoft Excel Spreadsheets from which the formulas are imported. This is a “once only” activity for multiple re-use every time the same markets require pricing from the “seed” market or other event data (e.g. expected number of goals).
- Allows for multiple price lines across markets (e.g. different websites can have different prices, or different customer groups can have different prices).
- Module available for processing Asian style “Agent” hierarchical commissions and positions.





## RISK MANAGEMENT

A powerful set of tools make managing risk a breeze within the Platform 8.

A range of different interfaces allow traders different views of market groups, and multi-tier liability limits and infinitely variable customer wager limits prevent risky positions occurring in the first place.

Key features of the comprehensive Risk Management suite include:

- Real-time view of risk from all betting channels (i.e. internet, mobile, retail, and telephone).
- Warning and critical event outcome liability limits with a range of actions to be undertaken when a condition is met.
- Variable customer wager limits which can be unique for each defined customer grouping and can be applied differently by sport, league, or even down to event and market levels when required.

- Ability to refer bets direct to specific traders at the point of capture. This can be used to ensure VIP customer bets are not automatically rejected without human intervention.
- Comprehensive risk displays including profit/loss, payout, exposure, run up exposure and many other risks from singles, accumulators and other complex bet types.
- At a glance views of global popular accumulators, risky accumulators and also summary views of accumulators impacting any chosen outcome.



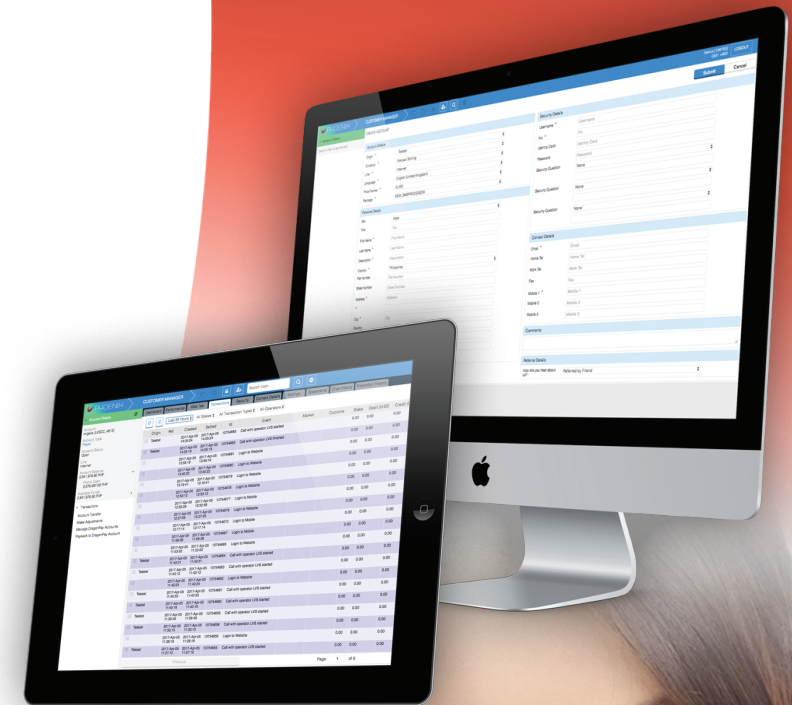


## CUSTOMER CARE

Our Customer Care application is designed to meet the needs of small and large operators, with full support for telephone betting and account management.

With our advanced technology and flexible approach, our system can serve as either the main wallet and account balance, or integrate with an existing system (such as a lottery system) to pass across bets, credits, debits, account verifications, and any other required actions.

- The key features of our module include:
- Full bet capture with an optimized interface for telephone bet placement in less than one minute from call pick-up.
- Transactional, dashboard, and summary customer views, with instant data display even with millions of customers in the database.
- Support for bonus funds, credit and temporary credit betting.
- Full reporting of customer performance with easy linkage to bespoke marketing or data warehouse applications, which includes two-way updates (e.g., SAS Data Warehousing and Data Mining System).
- Full lockdown of VIPs and controlled access to customer information via system privilege level hierarchies.





## LIVE BETTING

A comprehensive trading interface allows for fast and efficient market creation and easy trading of practically any sporting event.

The interface has been developed in conjunction with several live traders from our client base ensuring it is the best, most ergonomic and easiest to use of any live trading interface currently in the marketplace. In conjunction with this backend interface, BETICA have developed various website displays in order to maximise end customer involvement and provide a superior gambling experience.

The system has many ground breaking features:

- Fully integrated automated trading system (e.g. Bettradar MTS) to provide a total “hands off” trading solution when appropriate.
- Bespoke interface for each different sport which ensure that the scoring, time periods and rules of the sport are fully catered for. Examples would include full support of football penalty shootouts, differing number of sets in tennis, differing tie break rules in tennis, and support of configurable event totals such as yellow cards, penalties, corners, fouls etc.

- Ability to quickly create and clone markets, ensuring that trading a large number of concurrent markets is easily achieved.
- Instant settlement of market outcomes ensuring customer re-investment of winnings occurs as quickly as possible.
- Risk per market, risk summary displays and also a filtered bet ticker ensure that the trader can see at a glance a complete view of the current live risk in absolute real-time.
- Automated price derivation allows automatic pricing of minor markets from the main “seed” markets.
- Interface allows the trading multiple events from the same session.





## ADVANCED TECHNOLOGY

BETICA have always been at the forefront of technology and pride ourselves on having the best technology stack in the industry.

This allows the Platform 8 to be fully scalable from the smallest operators right up to the largest Sportsbook operators in the world.

Key technology and security features include:

- State-of-the-art cache systems stores all current betting information in memory and therefore allows a huge throughput of betting and other activity. This technology allows the Platform 8 to be capable of capturing and settling over 10,000 bets per minute.
- Fully scalable load balanced system. An array of monitoring tools are provided so that it is clear to the operator that extra hardware may be required long before any potential bottlenecks occur.

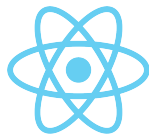
- Back office system written entirely using Java code and open source Java plug-ins. This ensures BETICA have all the source code for the product, and that everything shares exactly the same technology, leading to an extremely robust environment.

- Database independent system. The application has been engineered so that different databases could be used from the same code base. In practice, most customers have chosen Oracle and Postgres due to its industry proven popularity, reliability and ease of administration.

- Front office system (website and mobile applications) written entirely using HTML5/CSS/JS (ReactJS and React Native). Our technology choice ensures compatibility with all desktop, mobile and tablet browsers.

- Full audit trail of all customer and operator activities.

- Sealed transactions of all betting activities verified to various industry standard legal requirements.





## WEBSITE AND MOBILE OFFERINGS

BETICA understands that a Sportsbook operator's website and mobile site are crucial points of contact for customers. Our websites are designed with a focus on allowing customers to create unique and personalized experiences that highlight their strengths and unique selling points. We offer a comprehensive range of reusable components that enable each of our customers to design and build a completely unique website at a much lower development cost than building from scratch. Our websites offer a flexible solution that allows you to have your cake and eat it too!

Other key features of our website platform include:

- A range of pre-developed and interchangeable components that can be integrated together in a "lego" like fashion to build a unique website.
- A full content management system that allows for easy updating and modification of website content without requiring system modifications.
- Multi-language, multi-currency, and multi-cultural support throughout the entire website.
- The ability to drive multiple websites and mobile offerings from the same backend system and content management system.

- White label website options with the ability to restrict offerings available to "partner" websites.
- A secure back-office system that stores all business logic, allowing for rapid development of new website features.
- Separate components available specifically designed for mobile websites and their smaller displays.
- Bespoke applications developed for iPhone, Android, and other smart phone platforms.





## ***THIRD PARTY CONTENT***

- Platform 8 provides pre-integrated access to all major casino, live casino, and games integration
- Easily plug-in additional third party casinos and games through the Platform 8 integration interfaces
- Manage all your operations activity from a single back-office: sports and casino/games



## RETAIL SOLUTIONS

Our Ticket Management System is a robust bet capture solution designed for bookmakers who require minimal hardware (just a PC and printer). The system links directly to the BETICA back-office trading system to pick up the latest prices and offer information, and pass each bet back individually for verification and risk accumulation.

Key features of the system include:

- Real-time risk passed to the back-office system at the moment of bet capture.
- Support for both live and pre-match betting.
- Support for cash deposits for account customers (i.e., cash deposits made in-shop for use in the customer's online account).
- Payout of winning bets in any shop.
- Instant capture of shop activity for full auditing in the back-office trading system.
- Full support for all bet types available on the website.
- Cash management and end-of-shift reconciliation features.



# PLATFORM 8 KEY FEATURES SUMMARY

## Platform 8 Backoffice Trading System

Functional	General	Support of all major sports and betting opportunities (including UK and Irish Horse Racing).
		Full support of all major UK bet types, European bet types and American bet types.
		All major odds types supported (UK, European, US, Chinese, etc).
		Multi-Currency, Multi-Lingual.
		Modern GUI based on latest design standards.
		Full support of Internet, mobile, shop, and telephone betting channels.
		System can act as main wallet are as a "plug-in" sportsbook to an existing wallet system.
		Multiple player balances for deposited funds, winnings, promo cash and promo points.
		Fully configurable system behaviour, with single codebase used by all customers.
		Bet capture 24 hours per day with no downtime required.
	Offer Creation	Third party casino, live casino, bingo, games integrated and ready to use.
		Template based market creation and behaviour rules.
		Integration with all major sports feeds (Betradar, SIS, TXOdds, etc).
		Bet restrictions: Fully configurable control of market combinations down to event level.
		Fully flexible price deriving with powerful import of Excel spreadsheet formulae.
		Multi line pricing with configurable automated uplifts and adjustments.
		Dynamic spread and handicap markets.
		Buy points handicap functionality (ability for customer to select their own chosen handicap value).
		Option for manual trading or fully automated trading.
		Real Time Risk Management across all betting channels (phone, Internet, retail etc).
	Pricing	Dual tier event liability checks.
		Multiple liability views including liability, run up, payout and most popular accumulator views.
		Trader confirmation of exceeded bet limits (accept or reject of bet in pop-up).
		Easy to use colour coded market views and enhanced filtering logic.
		Customer categorisation and live activity tracking.
		Configurable risk views where each trader can define their own view.
		Fully bespoke matrices of customer wager limits down to sport, country, league or event level.
		Double calculation line for Pooled Games.
		Full support of live betting across all sports and markets.
		Bespoke live scoring within all major sports (system aware of specific sport rules).
	Risk Management	Partial settlement of markets before all outcomes resulted.
		Configurable bet checks (hurdles) across each channel and defined sub-channel.
		Full audit of all database transactions.
		Sealed transactions for customer activities.
		Full transaction list, summary views and complete audit view of all customer updates, player protection, limits, customer chat module.
		Advanced Bonus and promotion suite with full campaign management system (Campaign Studio).
	Live Betting	
	Bet Capture (both pre-match and live)	
	Security	
	Player Management	

## Platform 8 Sportsbook

Technical	Volumes and Throughput	Bet capture of thousands of bets per second, settlement of ten thousands+ bets per second.
	Architecture	Hardware architecture allowing multi redundancy without any single point of failure.
	Technology	Cutting edge technology stack using latest development languages.
	Connectivity	Industry standard proven Oracle or Postgres database.
	Log	REST API's available for all major update processes (allows for clients to build their own bespoke applications which can place bets in the system). Full tracking of all REST calls via "DRUID" monitoring system.

## Frontend Website for Desktop, Mobile and Tablets

Functional	General	Multi-website driven from single CMS.
		White labelling options from same CMS and backend system.
		Different price lines for different websites from same backend trading system.
		Built from library of interchangeable and components but still with 100% unique look and feel.
		Full support of desktop, mobile and tablets views – Application wrapping.
Technical	Hardware	Fully scalable architecture.
		Multiple redundancy without a single point of failure.
		All business logic contained in secure backend.
		Cutting edge development environment.
		Each website built from extensive component library to minimise development time.

## Retail Solutions

TMS	Hardware	Any low specification PC suitable. Connect a range of thermal and non-thermal printers, plus optional coupon reader and barcode scanners.
	Software	Whole range of pre-match and live betting opportunities supported. Cash in/out reporting, full shop reporting module, player price sheet printing, till transfers and end of shift cash up supported.

## Support & Maintenance

General	24x7 Support available
	Client lead system development
	Innovative "can do" attitude to any new client request
	Source Code purchase option



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