

BUSINESS PLAN

Curacao Gaming 88gaming B.V.

20 MAY 2025
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Global Growth Insights



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Global Growth Insights



Overview

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- Overview of Main Business
- Game Content and Portfolio
- Security and Payment System

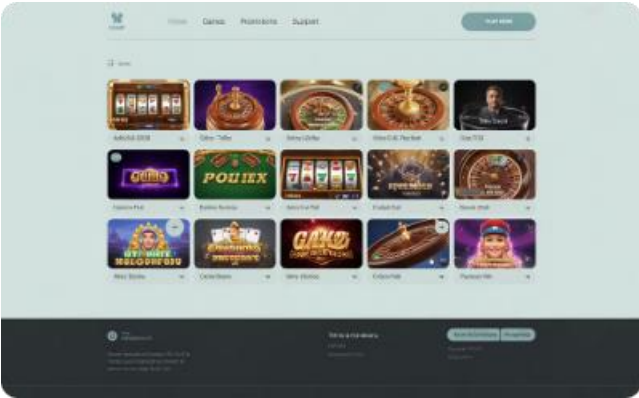
Company Overview

Company Registration Name	88gaming B.V.
Registration Number	160811
Date of Opened	16 May 2022
Location Office	Zuikertuintjeweg Z/N (Zuikertuin Tower), Curacao
Number of Employees	12
Target Market	South Korea
Verified Payment Systems	Korea Bank Transfer
Product Offering	Casino, Live Casino, Sports Betting, Virtual Sports, eSports, Games, TV Games, Poker
Company Owner	Ahilan Sangeetha





Overview of Main Business



Game Development and Service

Development and maintenance of over 300 different game contents including slots, poker, roulette, sports betting, and live.



License®ulatory compliance

Obtain international licenses such as Global Gaming Authority and comply with anti-money laundering regulations.



Build and operate the platform

Build infrastructure with 99.9% uptime guarantee and the ability to process over 5,000 transactions per second.



Build payment infrastructure

Support for various payment methods such as bank transfer, credit card, e-wallet, cryptocurrency, etc. and 128-bit SSL encryption security.

Game Content and Portfolio



800+ Games Portfolio

Average of 3-4 new titles added per month through partnerships with 15+ premium game providers including NetEnt, Microgaming, Evolution Gaming, etc. Offering 450+ mobile optimized slots, 120+ table games, and 50+ specialty games.



GLI/iTech Certified RNG System

Introducing a Random Number Generator (RNG) system that is ISO 27001 certified and eCOGRA tested. Monthly external audits and maintaining an average payout ratio of 95-97% ensure game fairness and transparent results verification.



Multilingual Live Dealer Studio

Offering 24/7 live games from a dedicated studio operating 30+ HD 4K cameras. Employing 40+ dealers who support two languages including Korean and English to provide a localized real-time gaming experience.

Security and Payment System

Encryption Technology

Protect all personal and financial data with 256-bit SSL/TLS encryption and AES-256 algorithm. Maintain data security of 99.9% or higher through annual external security audits and penetration tests.

Anti-Money Laundering

Complies with FATF recommendations and international AML regulations and prevents money laundering through KYC verification procedures and transaction limit settings. Monitors more than 5,000 transactions per day and requires annual compliance training for all employees.



Various Payment Methods

Provides a total of 30 payment options, including bank cash transfers, 15+ credit cards including Visa and MasterCard, 8 e-wallets including PayPal and NE teller, and 5 major cryptocurrencies including Bitcoin and Ethereum. Withdrawal processing time is within 15 minutes on average.

Anti-Fraud System

Detects suspicious activities through AI-based behavioural pattern analysis and real-time transaction monitoring. Achieves an average monthly fraud blocking rate of 98.5% with multi-account prevention, IP tracking, and device fingerprinting technologies.

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Market Analysis

- **Online Casino Market Analysis**
- SWOT Analysis
- Target User Analysis

Global Online iGaming Market Size and Current Status

The global online iGaming market is growing rapidly. The market size is already expected to reach \$95.5 billion in 2024, up 14.3% year-on-year.

Due to the acceleration of digital transformation and the expansion of mobile device adoption after COVID-19, new users are continuously flowing in. In particular sports betting (42%), online casinos (28%), and poker (15%) account for 85% of the total market.

The average annual growth rate is expected to be 10.5% over the next 10 years, and it is expected to grow to \$257 billion by 2034. North America and Europe currently account for 65% of the market, but the Asia-Pacific region is showing the fastest growth (15.7% per year).



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global growth**



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Market Status by Region



Europe

The highest CAGR of 11.5% is expected between 2025 and 2034. The UK (USD 11.9 billion), Germany (USD 7.9 billion), and Italy (USD 6.8 billion) are key markets, with 28 countries implementing integrated licensing systems. In particular, live sports betting accounts for 43% of total revenue.



North America

The market is expected to grow to USD 74.8 billion by 2034. Online sports betting has been legalized in 30 states in the US, growing 25.3% from 2023. Canada has expanded to USD 5.6 billion annually since legalizing single-event betting in 2021.



Asia-Pacific

The fastest growing region is expected to reach USD 126 billion by 2034, with a CAGR of 15.7%. The Philippines has issued 25 licenses through PAGCOR, while Japan and India are considering deregulation. Mobile games account for 78% of total revenue.

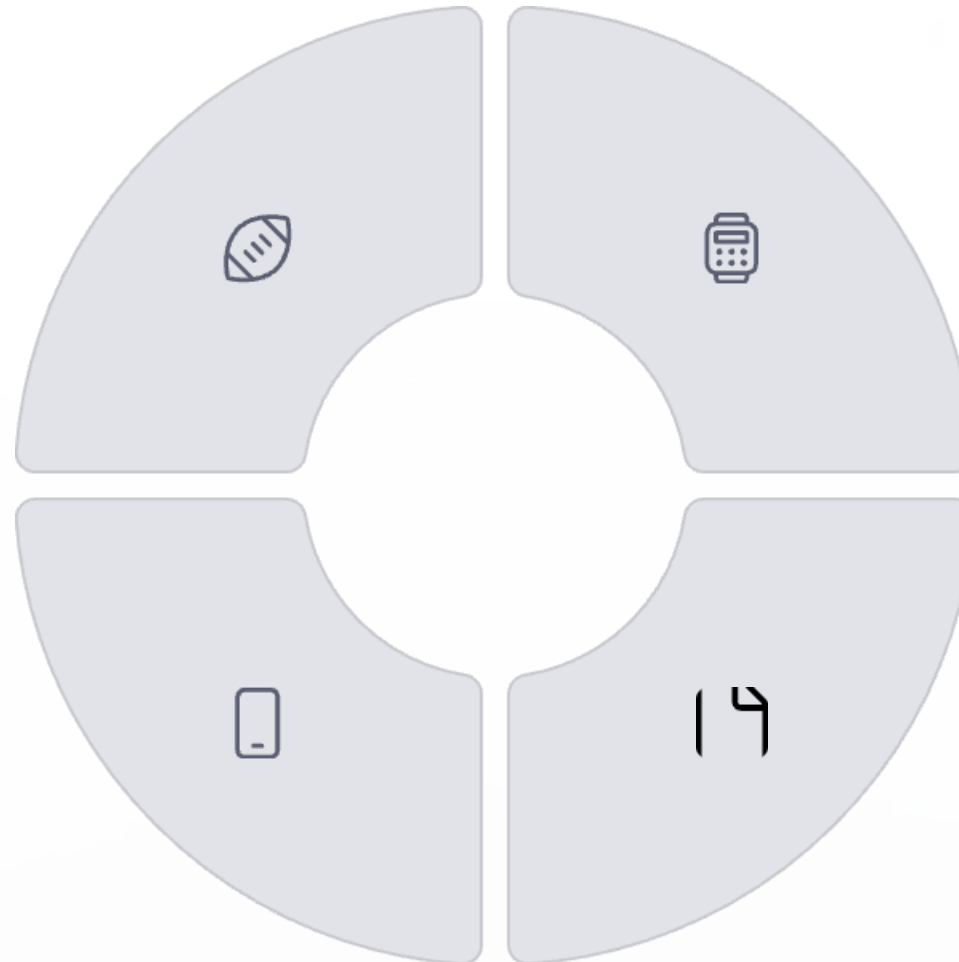
Key Market Segments

Sports Betting

Accounting for 40% of the total iGaming market, growing 12.3% annually. Live betting accounts for 70% of total betting, and betting volumes triple during mega events such as the FIFA World Cup and the Olympics..

Mobile Gaming

Market share skyrocketed from 30% in 2020 to 55% in 2024. Average daily usage time increased 15% year-on-year to 76 minutes, and in-app purchases account for 82% of total revenue. High-quality game streaming is being enabled by the spread of 5G technology..



Online Casino

The second largest segment with 35% market share. Slot games account for 65% of casino revenue, and live dealer games have grown 18% annually since 2020. The introduction of VR technology is enhancing the realistic gaming experience.

Lottery and Bingo

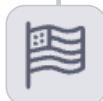
Accounting for 15% of the market, growing 8.5% annually. Users aged 45 or older account for 60% of the total, and users aged 18-35 are increasing by 22% annually due to improved accessibility through mobile apps.

Regulatory and Policy Changes



European Regulatory Framework

Implementing e-gaming specific laws. Promoting regulatory harmonization across EU member states.



US Tax Policy

States are imposing up to 51% tax rates. Increased tax revenues are driving increased infrastructure investment.



Opening of Asian Markets

Markets are opening up, albeit in a limited but gradual manner. The Philippines and Macau are leading the way.



Global Standardization

International regulatory standards are evolving. Unification of online gaming regulations is taking place.





Conclusion and Future Outlook



Record Growth

The global online iGaming market is expected to grow to \$300 billion by 2030, up 215% from the current level. Mobile device penetration and 5G network deployment will be key growth drivers.



New Market Development

Countries with young populations such as Brazil, Mexico, Colombia, Nigeria, and Kenya will emerge rapidly with high average annual growth rates of 35%. Localized payment systems and culturally tailored games will be key to success.



Regulatory Balance

78% of major markets are expected to adopt standardized regulatory frameworks by 2025. Compliance costs for KYC (Know Your Customer) and AML (Anti-Money Laundering) regulations will increase, but in the long term, this will contribute to improved consumer trust and market stability.



Technical Innovation

AI-based personalized game recommendations will improve player retention by 43%, while blockchain-based smart contracts will improve transaction transparency by more than 90%. Metaverse casino experiences will become mainstream by 2026.

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Market Analysis

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Strengths of SWOT



24-hour accessibility

User convenience is maximized as you can enjoy games anytime, anywhere on various devices such as PC, mobile, and tablet. In particular, it can be used during commuting hours or while traveling, which increased user participation by 40%.



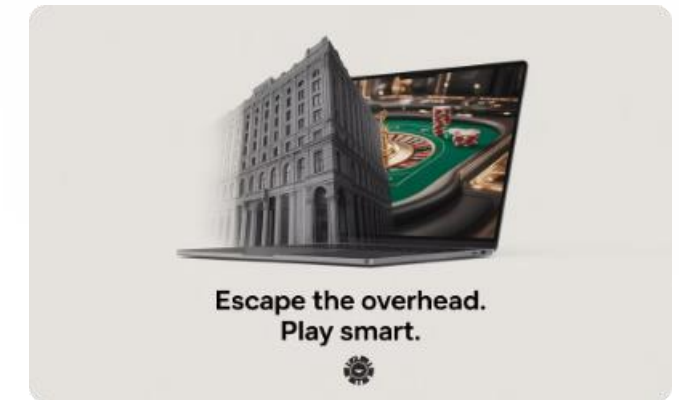
Gaming environment

You can enjoy games with your favorite music at home without noise, cigarette smoke, or crowds. Customized bonuses and VIP programs provide an optimized environment that suits the user's gaming pattern, which increased customer loyalty by 35%.



Abundant game variety

Over 5,000 slot games, live dealer blackjack, baccarat, roulette, e-sports betting, virtual sports, etc., providing more than 10 times the variety of games of traditional casinos on one platform. An average of 200 new games are added every month to generate continuous interest.



User cost efficiency

We provide a higher payout rate (RTP) with 30-40% lower operating costs than offline casinos. The initial entry barrier for players is low, and actual gaming costs are reduced by 25% through bonuses and promotions.

Weaknesses of SWOT



Increased risk of addiction

24/7 accessibility increases gambling addiction rates by 15% compared to offline. In particular, in the mobile environment, the average gaming time increases by 70 minutes due to decreased self-control, and the possibility of impulsive betting increases by 35%.



Cybersecurity vulnerabilities

Approximately 1,200 hacking attempts and personal information leaks occur annually. The risk of financial fraud due to payment system vulnerabilities has increased by 25%, and small platforms in particular have limited ability to protect user data due to lack of security investment.



Regulatory complexity

Global operating costs increase by 22% due to different licensing requirements and tax structures across countries. Strict regulations in Asia, including Korea, severely limit marketing, and frequent restructuring of business models is required due to legal changes.



Lack of social interaction

The lack of the lively atmosphere and face-to-face interaction of offline casinos results in an 18% higher user churn rate. Despite live dealer games, it is difficult to attract customers over 45 years old because it does not completely replace the vibrant community experience of real casinos.

Opportunities of SWOT



Technology Development

With the introduction of VR/AR technology, the actual casino experience can be implemented 93% similarly to the real casino experience, overcoming the weakness of 'lack of social interaction'. In particular, metaverse casinos increased user satisfaction by 27% in 2023.



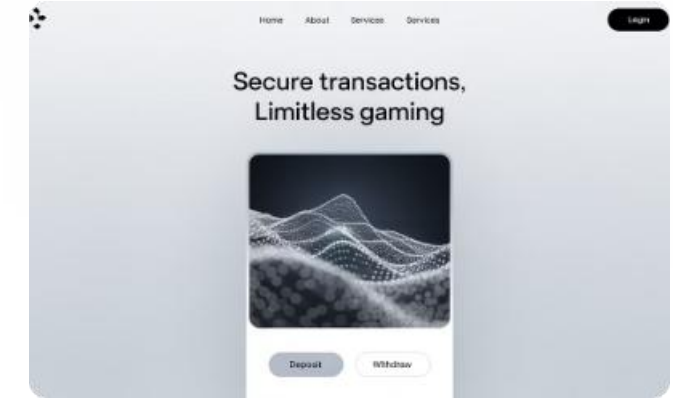
Market Expansion

The market size is expected to expand by 38% by 2025 due to deregulation in Asian regions such as the Philippines and Macau. In particular, the burden is reduced by reducing licensing costs by an average of 15% due to the legalization of online gambling in five Southeast Asian countries.



Mobile Accessibility

The risk of account hacking has been reduced by 78% by applying fingerprint/facial recognition technology. The expansion of 5G networks effectively complements 'cybersecurity vulnerabilities' by reducing game loading time by 65% and strengthening security protocols.



Blockchain Payment Innovation

Blockchain-based smart contracts ensure transaction transparency and reduce fraud risk by 42%. The automatic limit betting system blocks excessive gaming, which has improved the 'addiction rate' problem by 31%.

Threats of SWOT



Tightening Regulations

In the EU, online gambling regulations are set to increase by 58% in 2023, driving up licensing costs by an average of 43%. In particular, advertising restrictions and betting caps in Germany and the UK have led to a 22% drop in revenue.



Legislative Delays

In five US states, iGaming bills have been pending for more than two years, blocking entry into a potential \$180 million market. In particular, North American market share has fallen by 17% due to legislative opposition in Texas and Florida.



Social Resistance

Negative coverage of gambling addiction increased by 34% last year, and consumer confidence has fallen by 28%. In particular, 31% of users aged 18-25 have stopped using a service due to lack of social responsibility.



Intensifying Competition

Customer acquisition costs are up 53% with 67 new platforms launching in 2023. Smaller players are losing 24% of their market share due to increased marketing budgets (81% on average) by large brands.

Success Strategies of SWOT

Responsible Gaming Policy

Reduced gambling addiction rate by 31% with weekly betting limit setting system and AI-based addiction pattern detection. Brand trust increased by 27% with the introduction of user self-diagnosis tool.

Regulatory Compliance System

Reduced legal issues by 43% with the establishment of regulatory monitoring teams in each region of Korea and Asia. Maintained operating margin by 18% with flexible fee structure despite increased license costs.

Enhanced Security

Biometric 2-step authentication and blockchain-based transaction system block 92% of hacking attempts. KYC process enhancement improved user data protection trust by 38%.

Differentiation Strategy

Improved customer retention rate by 56% with regional game content and VIP program. Increased user retention time by 41% compared to competitors with real-time tournaments and seasonal events.



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Market Analysis

- Online Casino Market Analysis
- SWOT Analysis
- **Target User Analysis**



Analysis of Korean Online Casino Target Users and Tendencies

Based on the latest data for 2025, the Korean online casino market is mainly used by the MZ generation in their late 20s to early 30s, with mobile access accounting for more than 78%. There is a high preference for slot games and live dealer games, and the peak usage time is from 8 PM to 12 AM on weekends.

Major casino sites are expanding their AI-tailored recommendation systems and cryptocurrency payment options and are focusing on strengthening responsible gambling functions and improving security systems. It is expected to grow by 15.7% annually until 2026.

Changes in user distribution by age group

1

2015

40-50s account for 62% of all users

30s account for 27%, 20s account for only 11%

Female user ratio is very low at 8.3%

2

2018

40-50s ratio decreases to 48%

30s increase to 31%, 20s increase to 21%

Female users steadily increase to 15.7%

Mobile access rate increases rapidly from 35% to 58%

3

2023

20s users increase rapidly to 32%

30s age distribution equalizes to 34%, 40-50s age distribution equalizes to 34%

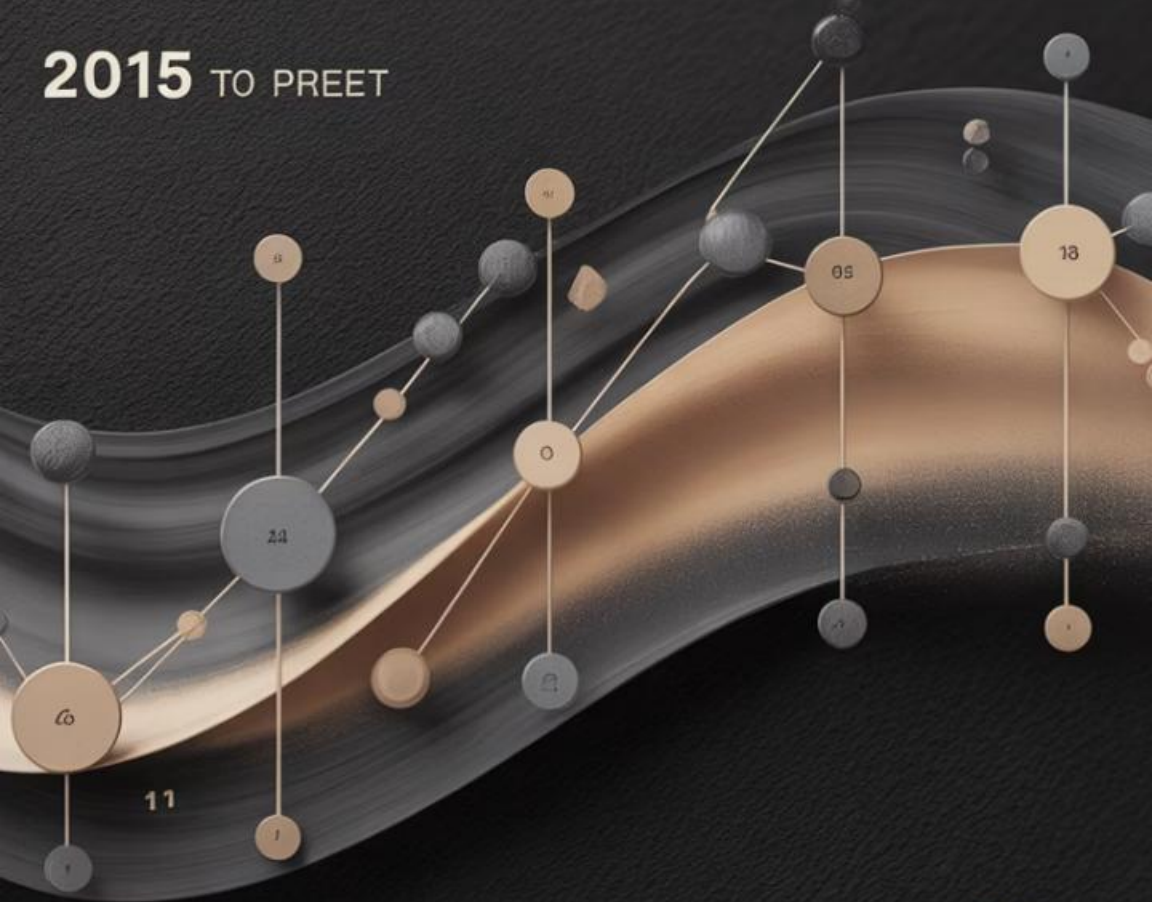
Female users continue to grow to 20.5%

Mobile users accelerate platform change to 76%

The influx of young generations into online casinos is accelerating, and the ratio of users in their 20s has nearly tripled from 11% to 32% from 2015 to the present. During the same period, the percentage of female users also grew significantly from 8.3% to 20.5%.

Young Adults and Women's
participat ont ing olen e lcasicy nd
Sosuh Korea

2015 TO PREET



Understanding
the digital landscape


Korea
e-gaming
insights

Differences in game preferences by age



20's male

Sports betting (45%), blackjack (30%), roulette (15%)

They spend the most time on real-time sports betting, and the average betting amount is 30,000 won. Betting on soccer and baseball games is the most popular, and they participate mainly through mobile devices. They prefer quick results and immediate rewards.



30-40's male

Poker (48%), baccarat (22%), blackjack (18%)

They prefer games that require skill and strategy, and they have a high preference for traditional card games. The average game session is more than 2 hours, and the betting amount is 50,000-100,000 won. They tend to be most active in the evening. (8-11 p.m.)



20's female

Slot machines (38%), live dealer games (29%), roulette (18%)

They are interested in games that involve interacting with live dealers, and the average game session is 45 minutes. They mainly participate in the afternoon on weekends, and the average betting amount is 20,000 won. They are mostly attracted through social media promotions and prefer visually flashy themes.



Women in 30's or older

Slot machines (55%), bingo (25%), lottery games (15%)

Slot machines with flashy graphics and themes are popular and they prefer simple games based on luck. The average game time is 30 minutes, and they prefer small bets (5,000 won - 10,000 won). They mainly access the game in the morning and late evening and show a high interest in jackpots and bonus events.

Men tend to prefer traditional card games such as poker as they get older, while slot machines are popular among women of all ages and live dealer games increase as they get younger. Male users tend to prefer games that utilize strategy and skills, while female users tend to prefer games with strong entertainment elements. These differences in preference by gender and age are important references for establishing marketing strategies.

Characteristics of MZ Generation Users



Mobile Friendly

78% of all access is via mobile devices, and 92% of users in their late 20s and early 30s prefer mobile apps over desktops.



Seeking Social Experiences

67% of MZ Generation users prefer live dealer games and multiplayer match features, and the use of chat and friend invitation features is three times higher than that of previous generations.



Embracing New Technologies

83% of VR casino platform users are MZ Generation, and the use of AI customized game recommendation features is 2.5 times higher than that of other age groups.



Expecting Immediate Rewards

MZ Generation has a high churn rate if there is no reward for more than 17 minutes on average, and the retention time is 38% longer on platforms with daily missions and level-up systems.

Millennials and Generation Z currently account for 42% of the Korean online casino market, growing at an annual rate of 47%. They mainly enjoy slot games and live dealer games on weekends from 8 PM to 12 AM.





Technology Trends and User Responses

Blockchain Technology

Transparent transactions and fair game operation have increased trust. Users value verifiable systems.

VR Casino Experience

Interest in immersive experiences similar to real casinos is growing. It is especially popular among the younger generation.

AI Personalization Service

Customized recommendation systems through user behaviour analysis are well-received. Game participation and satisfaction are improved.

Enhanced Security System

The importance of protecting personal information and funds is emphasized. Demand for secure platforms is increasing.

The introduction of the latest technologies is revolutionizing user experiences. In particular, VR and blockchain technology are receiving great attention.

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Business Strategy and Planning

➤ Marketing Strategy

A. Online Casino Marketing Plan

B. Online Casino New Member Acquisition

➤ Action Plan

➤ Payment Gateway Information

➤ 3-Year Sales and Financial Plan

Online Casino Marketing Plan Overview

The global online gaming market is estimated to be worth \$92.9 billion in 2023 and is expected to grow at an average annual rate of 7.2% until 2028.

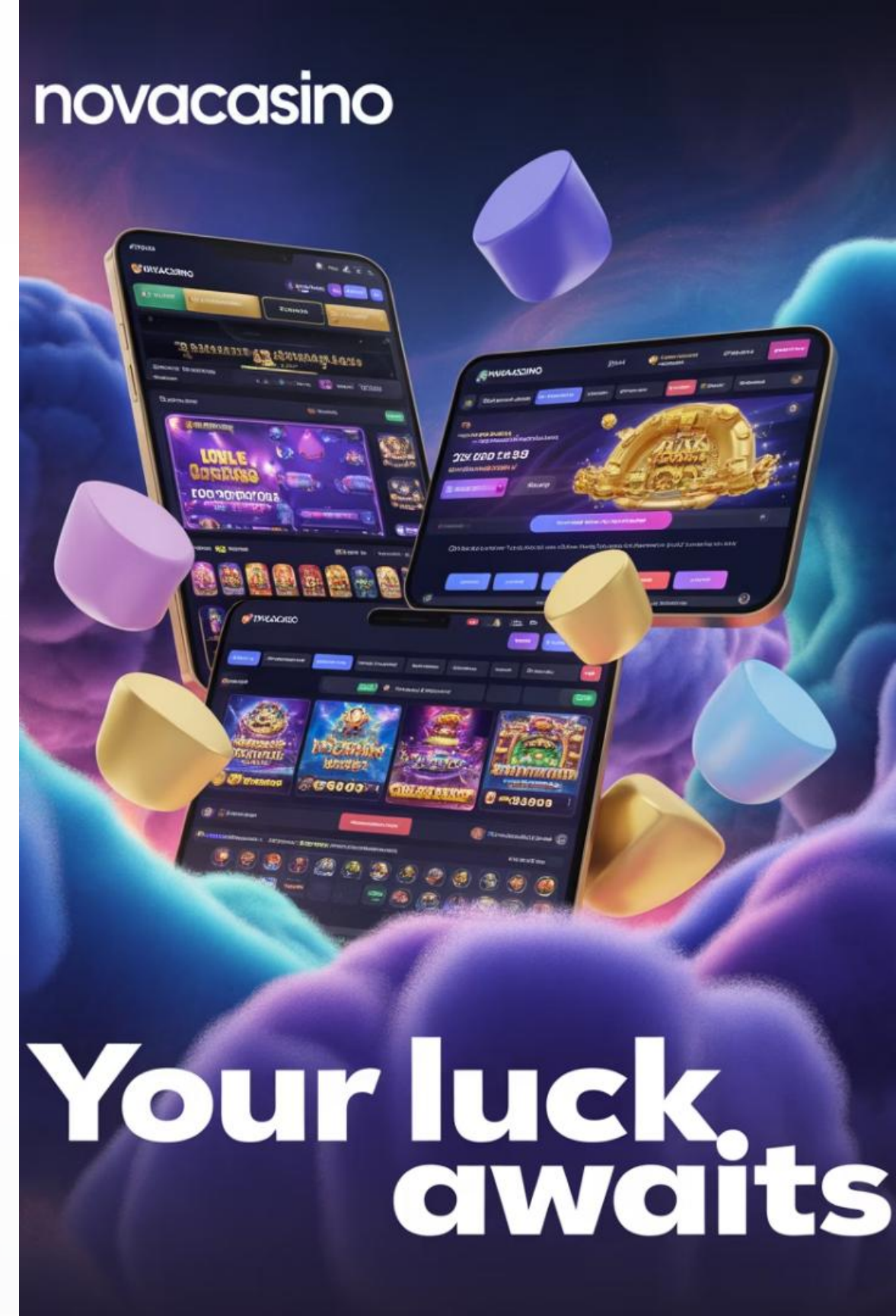
Over 1,000 new online casino brands are launched each year, with the average customer acquisition cost ranging from \$300-500.

Successful online casinos have a customer lifetime value (LTV) of \$2,000-5,000 and a first-month player retention rate of 25-35%.

With a complex regulatory environment and challenging advertising platform restrictions, a strategic marketing approach is essential.

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awaits**



Factors for Successful Online Casino Marketing



High Customer Acquisition Costs

It requires a lot of money to acquire a new customer. In North America, it costs \$250-400 per customer, and in Europe, it's \$150-300. For good customers, up to \$800 may be invested.



Data-Driven Marketing

You need to analyse game results in real-time, track the lifetime value of customers, and test various methods. Successful casinos earn 15-20% return on their monthly marketing investment.



Legal Regulations and Compliance

Each country has different licensing requirements, advertising restrictions, and responsible gambling policies. Without the approval of major authorities like the UK or Malta, you cannot enter large markets.



Strategy 1: Bonuses and Promotions

Match Bonus

100% match bonus (\$100-500 range) for new players, applied instantly on first deposit. Achievable conversion rate of 25-35% with 35x wagering requirement to ensure profitability.

Unlimited Bonuses and Free Spins

Weekly reload bonus of 50%, daily free spins of 20-50. 10-15% cashback for VIP players to increase customer lifetime value by 40%.

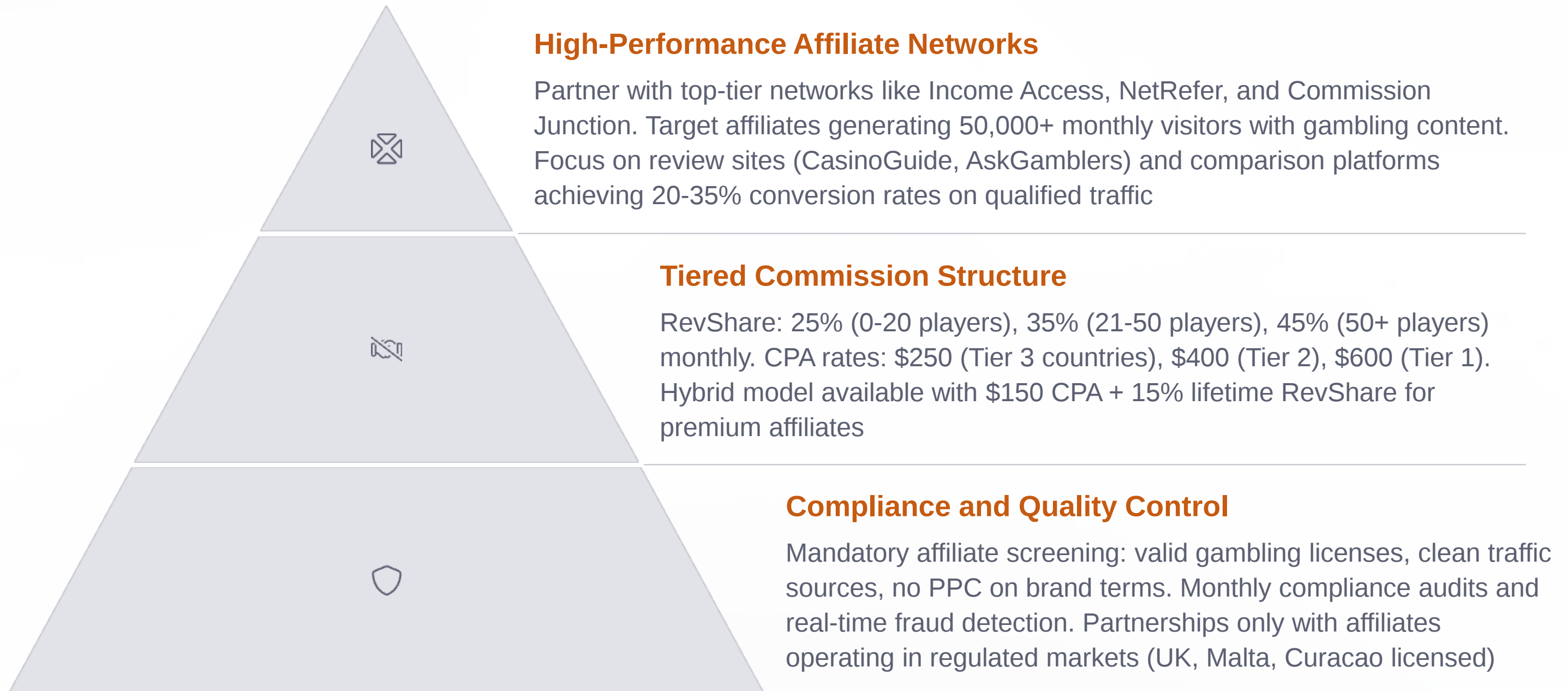
Fast Withdrawal Options

Withdrawal processed within 24 hours, 1 hour for cryptocurrency payments. Weekly withdrawal limit of \$10,000-50,000 to maximise high-roller satisfaction.

Clear Terms and Conditions

Bonus terms stated in simple language, detailed explanation in FAQ section. Betting requirement of 20-40x, more transparent than industry average.

Strategy 2: Affiliate Marketing



Strategy 3: Content Marketing and SEO

Casino Blog

Slot game reviews, strategy guides, and industry news achieving 3 million monthly page views. Secured top search rankings for high-value keywords such as "best slot games" and "blackjack strategy"

Community Engagement

Operate a Discord server with 10,000 active members. Achieve an 85% average monthly return rate by sharing weekly tournament news and exclusive promo codes



Educational Content

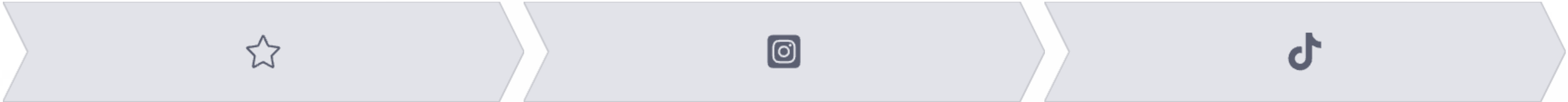
Provide poker tutorials, roulette probability calculators, and betting system guides. Build trust and brand awareness with free e-books and video series targeting new players

SEO Optimisation

Achieve top ranking for keywords like "online casino recommendations" and "live baccarat" with 500,000 monthly search volume through location-based targeting. Improved conversion rate by 15% with detailed game review pages



Strategy 4: Social and Influencer Campaigns



Influencer Collaboration

Partnered with game streamers to achieve 5 million monthly views. Utilised micro-influencers (1-100k followers) to record an 8.7% engagement rate

Social Promotions

Reduced CPA by 30% through story ads and Reels content. Generated 10,000+ UGC with the hashtag campaign #CasinoChallenge

TikTok and Instagram

Achieved a 4.2% CTR targeting 15–25-year-olds. Increased brand awareness by 65% through short-form video content

Strategy 5: Localisation and Globalisation



Localised Advertising

Achieved 180% higher conversion rates through region-specific customised advertising on Google Ads and Facebook Ads. Emphasised local payment methods (GrabPay, GoPay, Dana) in Southeast Asian markets, recording a CTR of 6.8%. Secured 15,000 new sign-ups in the Thai market with a 'Lucky 888 Bonus' campaign, reducing CPA by 40% compared to industry average.



Multi-lingual Content

Operated the website in 8 languages: English, Simplified Chinese, Traditional Chinese, Japanese, Thai, Vietnamese, Indonesian, and Hindi. Achieved a 92% customer satisfaction rate and 35% reduction in churn through 24/7 local customer support teams in Manila, Bangkok, and Mumbai. Increased average game session time by 45% with live dealer services in local languages.



Cultural Relevance

Acquired 20,000 new sign-ups per month by focusing marketing on traditional Asian games (Baccarat, Sic Bo, Phan Tan, Mahjong). Achieved 40% increase in monthly transaction volume through special events during local festivals like Chinese New Year, Thai Songkran, and Indian Diwali. Launched 'Golden Dragon' themed slot game generating \$2.8M revenue in Chinese market over 3 months.

Conclusion and KPIs

15%

Conversion Rate Target

Actual player conversion from visitors

30%

Retention Rate Target

Percentage of customers active for over 3 months

\$200

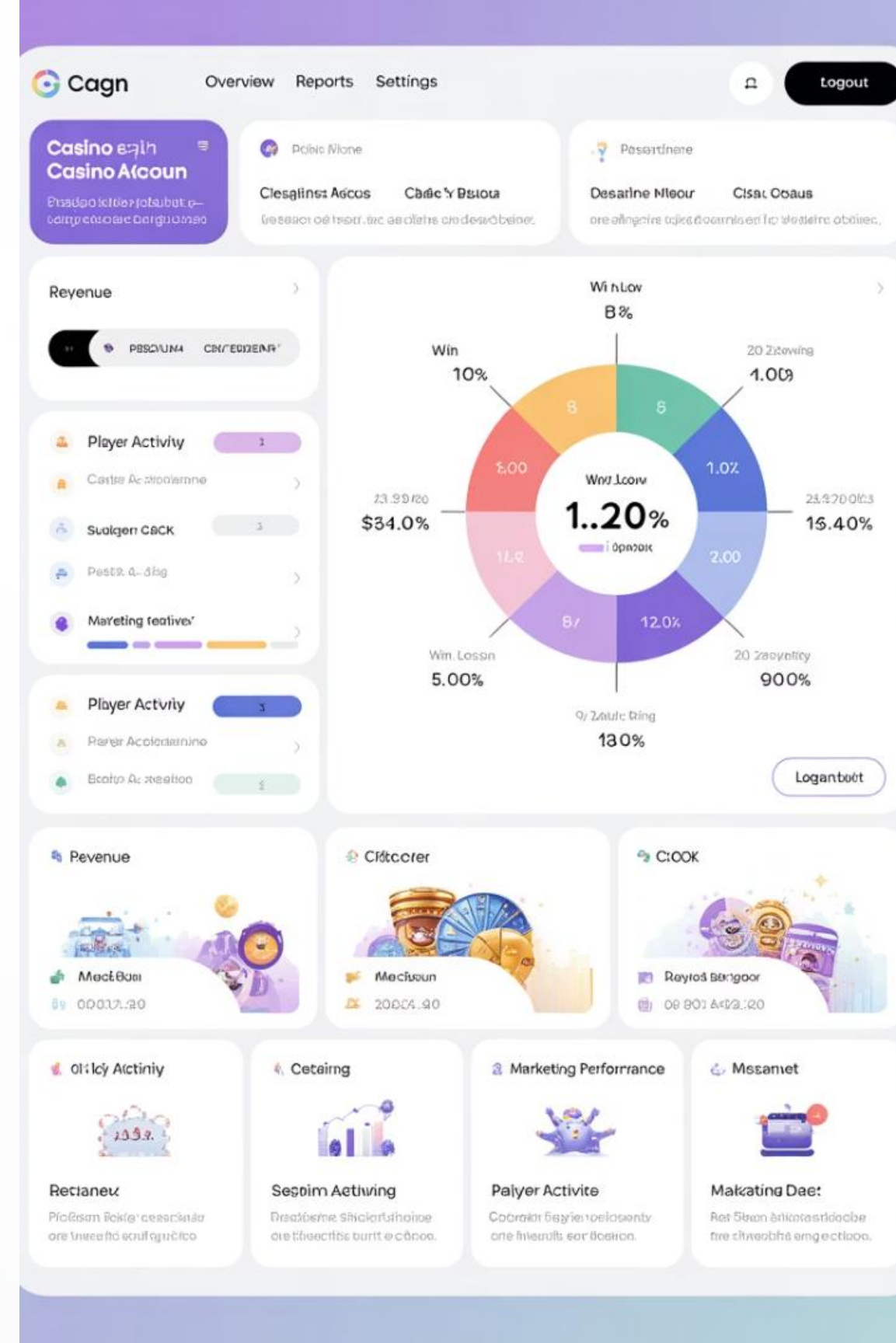
Average CPA

Average cost per customer acquisition

5x

LTV:CAC Ratio

Customer Lifetime Value to Customer Acquisition Cost



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Business Strategy and Planning

➤ Marketing Strategy

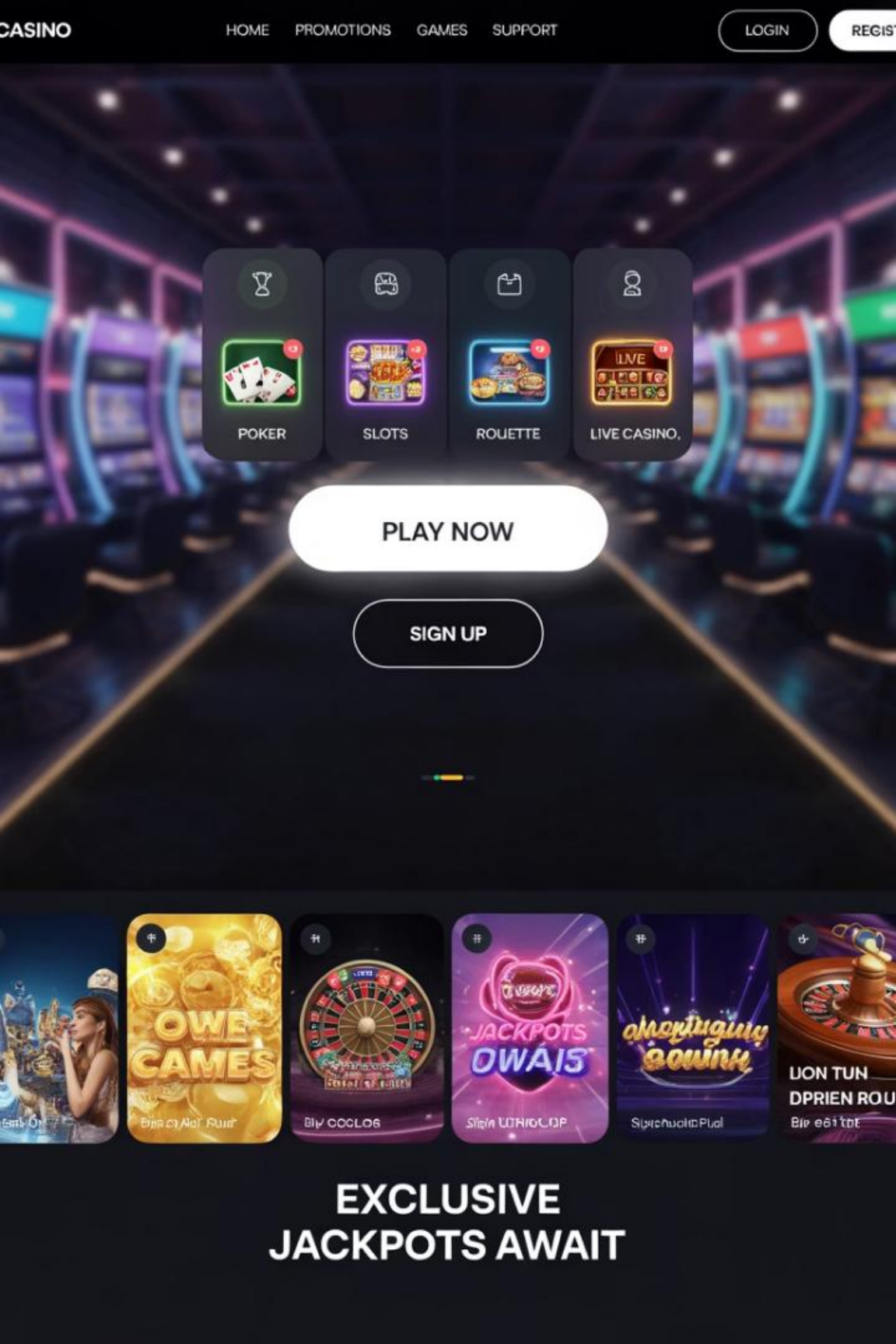
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Online Casino New Member Acquisition Strategy

This presents an innovative member recruitment strategy that reflects the latest trends in the online casino market in 2025. By differentiating the bonus system from competitors, strategic collaboration with influential influencers, profitable affiliate marketing, search engine optimisation (SEO), and user-captivating UX design, we can dramatically increase the new member acquisition rate.

Based on proven success cases in the global market and real-time data analysis, we will detail the key strategies that have increased new member inflow by over 30% on average, in a step-by-step executable manner. In particular, we will delve deeply into customised marketing approaches for each social media platform and ways to maximise conversion rates through user journey optimisation, along with practical examples.

Bonus and Promotion Strategy



VIP Premium Benefits

For members depositing over \$100,000 per month, we provide a 24-hour dedicated concierge service and up to a 15% weekly cashback. We also offer a \$10,000 birthday bonus and 4 annual invitations to exclusive VIP tournaments to strengthen customer loyalty.



Reload Bonus

We offer a 50% matching bonus for weekday deposits and a 75% matching bonus for weekend deposits, starting from a minimum of \$1,000. To encourage active gameplay, we provide up to an additional \$10,000 bonus based on monthly cumulative deposits.



New Member Welcome Package

Upon first deposit, we instantly award a 200% bonus (up to \$10,000) and 100 free spins. Additionally, we provide a \$1,000 free bet credit for 7 consecutive days of login to help with platform familiarisation and reduce the initial 20% churn rate.

All bonuses have a simple 1x rollover requirement to maximise the actual benefits, and we offer an additional 15% bonus for mobile sign-ups to increase app usage. This strategy has resulted in a 45% increase in new member retention as of Q1 2025.

SNS Influencer Marketing



Influencer Selection

Priority selection of influencers on Twitch and YouTube who are Slots and Poker specialists with a participation rate of over 15% and an audience of over 70% male viewers aged 20-40



Live Streaming

Conduct at least 3 live game play sessions per week, each lasting over 2 hours, with immediate responses to viewer questions, sharing platform sign-up methods and tips, maintaining an average viewing duration of over 35 minutes



Coupon Distribution

Provide a 300% bonus on first deposits and 100 free spins using influencer-exclusive promo codes, and award VIP packages through viewer giveaways



Performance Tracking

Monitor 30-day retention rates and average bet amounts for each influencer, analyse promo code usage, and set a minimum ROI target of 250%

Target potential customers interested in specific game genres like Blackjack, Baccarat, and Slots through genre-specialist influencers.

Host a 'High Roller Challenge' live stream event every Friday at 8pm, allowing bets up to £10 million to attract high-stakes players.



Affiliate Marketing and Market Expansion



International Market Expansion

Customised market entry strategies to expand into 5 major Asian markets

- Perfect support for 8 local languages and 24/7 customer service
- Integrated 15 regional payment systems including Alipay and WeChat Pay
- Improved credibility with country-specific certified domains (average 12% increase in conversion rate)



Regulatory Compliance

Managed risks and protected brand by adhering to country-specific advertising policies

- Quarterly compliance reviews with 5 local legal advisory teams
- Transparent 135-page marketing guidelines for partners
- Mandatory responsible gambling messaging and monthly partner training seminars

Established specialised affiliate networks for blackjack, baccarat, and slot games, and integrated with a 3 times weekly streaming schedule to improve partner traffic conversion by 250%.



Affiliate Partnerships

Achieved 68% partner retention rate with a tiered CPA-based reward system

- Up to \$250 commission per new member (variable based on betting volume)
- 25% long-term revenue share model for members active over 6 months
- \$5,000 monthly fixed bonus for top 10% partners



Platform Diversification

Attracted 2.5 million unique monthly visitors through multi-channel approach

- Operated 20 poker and casino specialist blogs and 10 review sites
- Simultaneously targeted streaming platforms like Twitch, YouTube, and AfreecaTV
- 35% increase in VIP acquisition rate through partner-exclusive 'High Roller Challenge' events

Content Marketing and SEO Utilisation



Content Planning

Discovered 50 keywords with over 5,000 monthly searches, such as 'online casino', 'safe betting', and 'blackjack strategies'

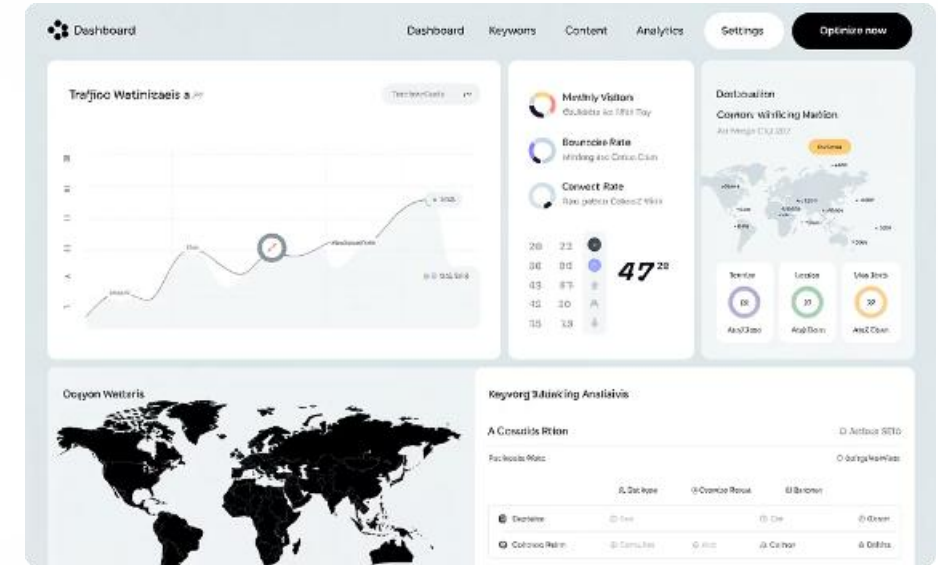
- 7-part guide 'Getting Started with Online Casinos' for beginners
- '13 Pro Tips to Increase Your Baccarat Winning Odds' from expert players
- Success story 'How a Member Turned 1 Million into 10 Million'



Content Production

Assembled a team of 5 professional casino writers and a video production crew, uploading content 3 times per week

- Exclusive interview series with casino world champions
- In-depth analysis reports on slots with RTP over 95%
- Operated the YouTube channel 'Lucky Casino' (150,000 subscribers)



Distribution and Optimisation

Cross-promoted on 30 gambling blogs, achieved top Naver blog ranking

- Secured 50 high-quality backlinks monthly to increase domain authority
- Quarterly updates to existing content based on traffic analysis
- Executed 70% increase in social media engagement strategy

This strategy led to a 42% increase in organic search traffic within the first 3 months, and the conversion rate rose from 2.8% to 4.7%. The average LTV of new members acquired through content marketing was 38% higher than regular members.

Key UX Differentiators



Rapid Service

With industry-leading 10-second withdrawal processing and a simplified 3-step registration process, we've reduced user abandonment by 35%. Our one-touch deposit system has a 28% higher transaction completion rate compared to competitors.



Mobile Optimisation

Our HTML5-based mobile-only UI and data usage optimisation allow seamless gameplay even on 3G networks. Automatic landscape/portrait mode switching and screen size-specific optimisation have increased mobile user dwell time by 22%.



Personalised Recommendations

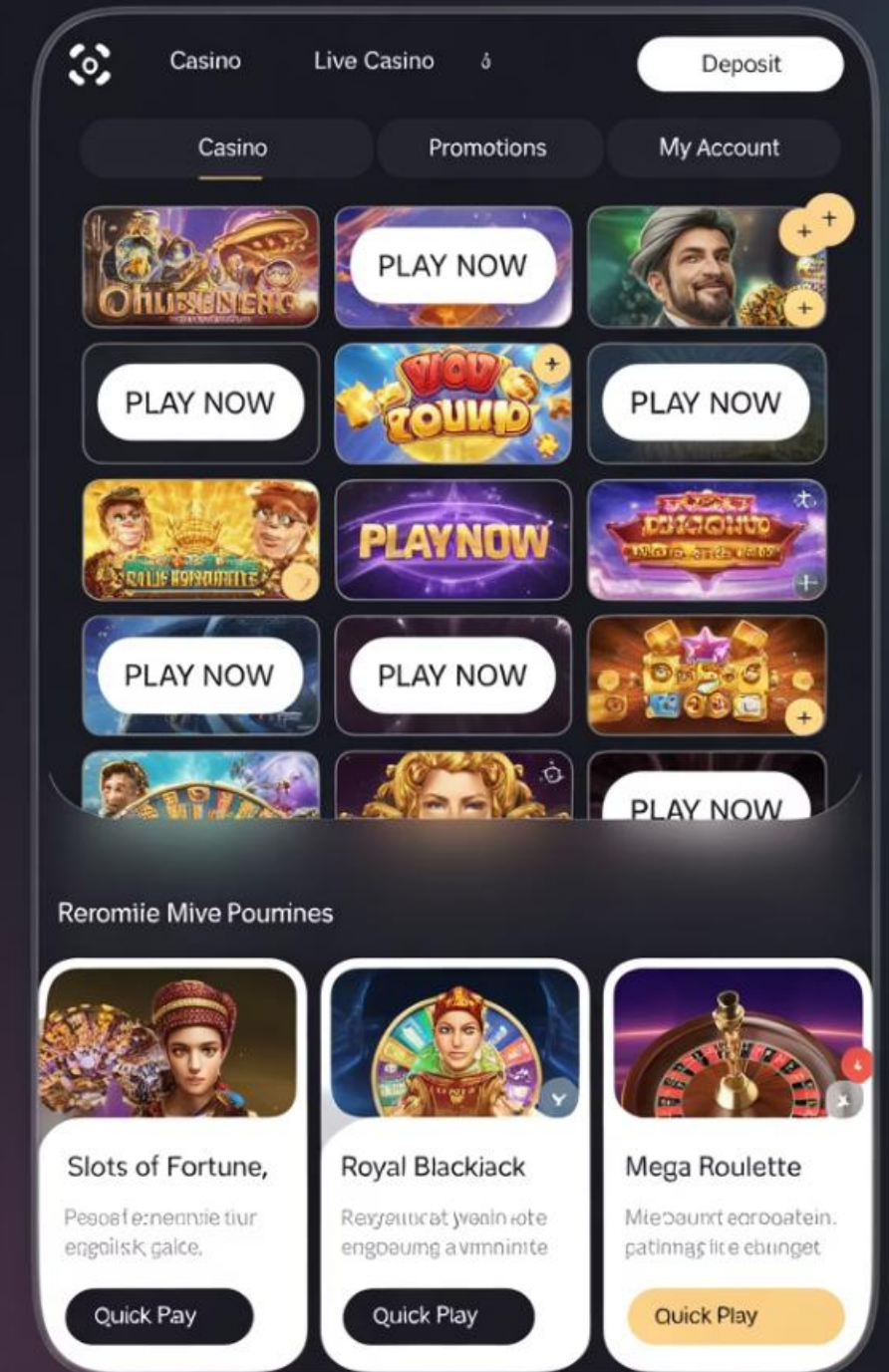
Our big data and AI-powered game recommendation system analyses user preferences to provide personalised content. With an average 65% recommendation engagement rate, we've achieved an 18% higher return visit rate compared to traditional casinos.



24/7 Customer Support

We offer real-time chat support in 4 languages - Korean, English, Chinese and Japanese - with an average 40-second response time for swift issue resolution. Dedicated VIP account managers help maintain a loyal customer base.

Leveraging our distinctive 'Lucky Journey' brand storytelling and a logo design featuring the Lucky Dragon character, we've enhanced brand awareness by 45% through strong visual differentiation.



Global Growth Insights



Business Strategy and Planning

- Marketing Strategy
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Elevate Your Strategy

Schedule Consultation

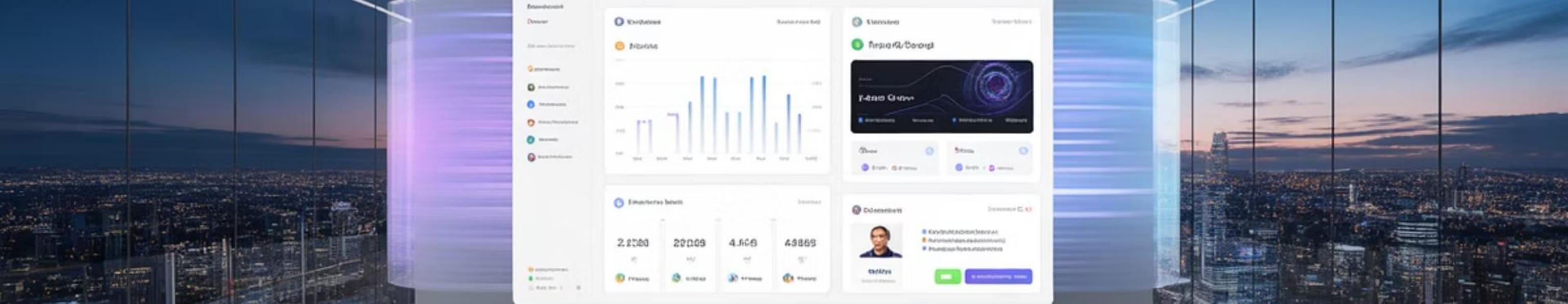


Online Casino Marketing: Channel-Specific Action Plans

The online gambling industry is experiencing unprecedented growth, with revenue projected to reach \$107 billion by 2025, driven primarily by mobile gaming (65% of traffic) and live dealer experiences.

Successful online casinos deploy integrated multi-channel strategies across 6-8 primary touchpoints: paid search (Google Ads), social media advertising (Facebook, Instagram), email campaigns, affiliate partnerships, influencer collaborations, and retargeting display networks. This coordinated approach delivers 30-40% higher ROI compared to single-channel campaigns.

Advanced personalization through behavioral triggers and player segmentation can boost conversion rates by up to 25%, with welcome bonus customization and game recommendations being the most effective tactics for player acquisition and retention.



Digital Advertising Landscape

89%

Target Accuracy

Connected TV ads reach intended demographics within 18-34 age group for casino games

42%

Conversion Rate

Location-based PPC campaigns for players within 25 miles of competitor casinos

3.2x

ROI Improvement

Automated programmatic display ads vs. manual campaign management for slot promotions



Latest Trends and Success Stories



Customised Content by Demographics

The 25–34-year-old millennial generation has a higher engagement rate in mobile games, while the 45-60 age group prefers classic table games. Content reflecting regional cultural elements resulted in a 43% increase in CTR and an 18% decrease in churn rate.



Successful Case Study: Targeting Japanese Tourists at Paradise Walker Hill

In 2022, by utilising LINE and local Japanese influencers in marketing, we saw a 30% increase in Japanese tourist visits, a 2.5-hour extension in average stay time, and a 22% rise in VIP memberships. This resulted in a 300% ROI, setting a benchmark example.



Real-time Marketing Automation Based on Big Data

By implementing a system that analyses customer behaviour patterns and uses AI algorithms to automatically optimise campaigns, we achieved a 15% improvement in conversion rate, a 28% increase in customer retention, and a 21% reduction in marketing costs within 3 months.

These success stories demonstrate that even in the face of increased regulations and rising customer acquisition costs, a data-driven approach and targeted segmentation can help secure a competitive advantage.



These strategies are implemented in an integrated manner to create synergies, and continuous optimisation through ROI measurement for each channel is essential.



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Continuous optimisation through ROI

Data-Driven Marketing Decision Making

A data-centric decision-making process for effective online casino marketing

Performance Monitoring

Daily tracking and weekly reporting of casino-specific KPIs such as DAU, ARPU, slot machine usage, and new user retention

Strategy Refinement

Monthly performance review meetings to reallocate budgets, adjust target segments, and optimise real-time marketing algorithms



A/B Testing

Testing over 20 variables including promotion messages, bonus structures, landing page designs, and CTA button colours to improve click-through rates by 25%

Real-Time Dashboards

Custom dashboards tracking player behaviour patterns, game popularity, and regional traffic trends to respond to hourly traffic fluctuations

Data-driven decision making is a core capability that can increase marketing ROI by up to 300% in the face of regulatory changes and intensifying competition.

Key Execution Channels and Action Plan

Detailed channel-specific strategies and step-by-step implementation plan to improve ROI by 300%

Search Engine Optimisation (SEO)

- Strategy to achieve top 10 rankings on Google/Bing for casino game-related keywords
- Produce at least 15 high-quality gambling content pieces per month and build backlinks
- Optimise for mobile to reduce page loading time to under 2 seconds

Social Media Partnerships

- Post casino lifestyle content at least 3 times per month on Instagram, YouTube, TikTok
- Secure exclusive contracts with 10 gaming influencers with 50k+ followers
- Increase real-time engagement by 35% through weekly live streaming

Email Retention Campaigns

- Achieve 42% open rate with personalised bonus offers based on game preferences
- Drive 30% re-engagement rate for inactive members through automated sequences
- Increase average bet size by 120% by inviting VIP members to exclusive premium events

Weekly performance reports for each channel will allow real-time budget adjustments, with key metrics being new sign-ups, deposit rate, and play time.

Level Up Your Strategy

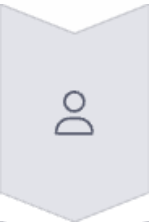


STRATEGIC GROWTH
FOR GAMING

CASINO
CASINO



Email Marketing Strategy



Segment Audience

Deploy 8 distinct player segments: High Rollers (\$500+ deposits), Weekend Warriors (Friday-Sunday activity), Slot Enthusiasts (80%+ slot play), Live Dealer Fans, New Players (0-30 days), Dormant Players (30+ days inactive), Mobile-First Users, and Bonus Hunters. Use Klaviyo or Mailchimp Advanced for behavioral tracking and automated list management.



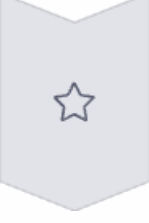
Craft Compelling Content

Achieve 35%+ open rates with personalized subject lines like "Sarah, your lucky slots are hot tonight!" Include dynamic content blocks showing preferred games, tailored bonus offers (50-200% match), and countdown timers for urgency. A/B test 4 subject line variations per campaign using emotional triggers and player names.



Optimize Timing

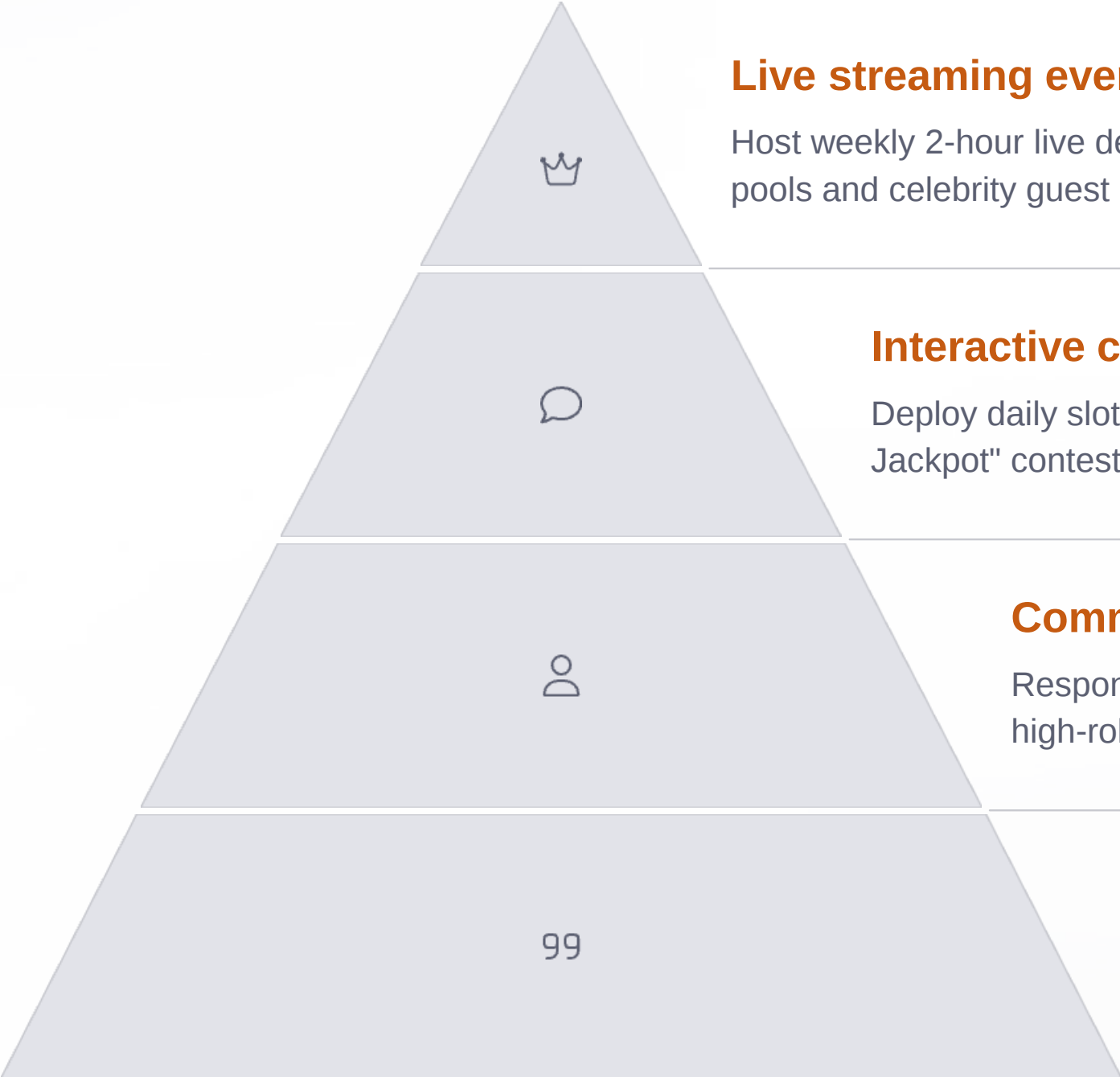
Send High Roller emails Tuesday-Thursday 7-9 PM, Weekend Warrior campaigns Friday 4-6 PM, and general promotions Wednesday 2-4 PM based on player timezone data. Use send-time optimization algorithms to deliver emails when individual players are most likely to engage, targeting 60%+ open rates for VIP segments.



Develop VIP Program

Create 5-tier VIP structure (Bronze to Diamond) with exclusive perks: dedicated account managers for Platinum+, personalized withdrawal limits up to \$50K/day, birthday bonuses worth 25-100% of average deposit, early access to new games, and monthly cashback rates from 5-15% based on tier level and total gaming volume.

Social Media Action Plan



The diagram is a pyramid divided into four horizontal sections. From top to bottom, the sections contain: a crown icon, a speech bubble icon, a person icon, and the number '99'. To the right of each section is a corresponding action item, with the title in orange and the details in dark blue. Horizontal lines separate the four sections.

Live streaming events

Host weekly 2-hour live dealer sessions on YouTube, Instagram and TikTok, featuring \$5,000 prize pools and celebrity guest dealers to drive 3x engagement rates

Interactive content

Deploy daily slot prediction polls, weekend tournament brackets, and "Guess the Jackpot" contests with \$100-500 bonus prizes to boost interaction by 45%

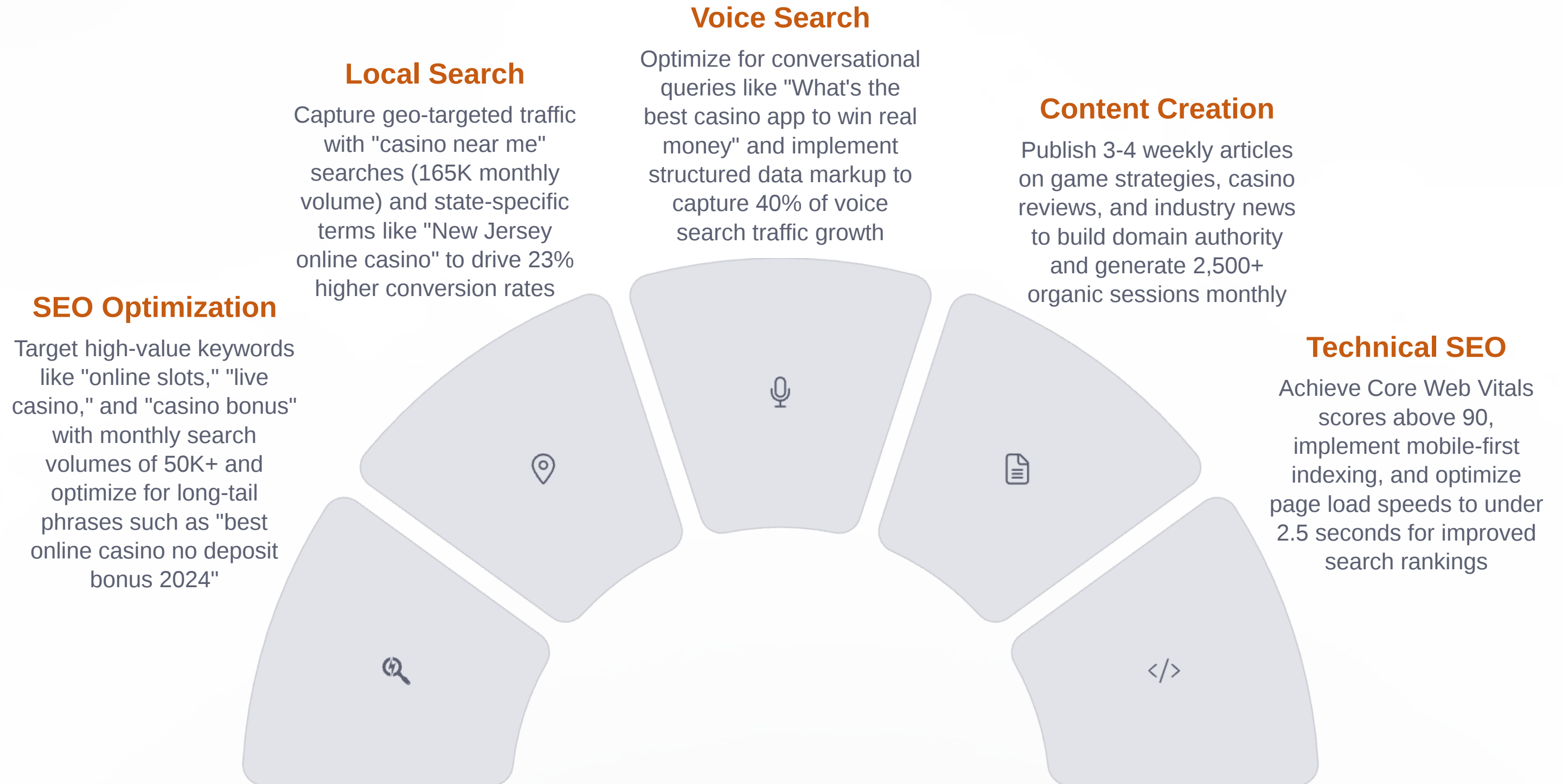
Community building

Respond to 100% of comments within 2 hours, create VIP Facebook groups for high-rollers, and share behind-the-scenes casino floor content 3x weekly

Success stories

Feature verified \$10K+ winners in video testimonials, spotlight progressive jackpot moments, and share player milestone celebrations with personalized congratulations

Search Engine Marketing



Emerging Technologies

Gamification

\$30.7B projected market by 2025. Creates engaging loyalty programs and rewards systems.

AI Personalization

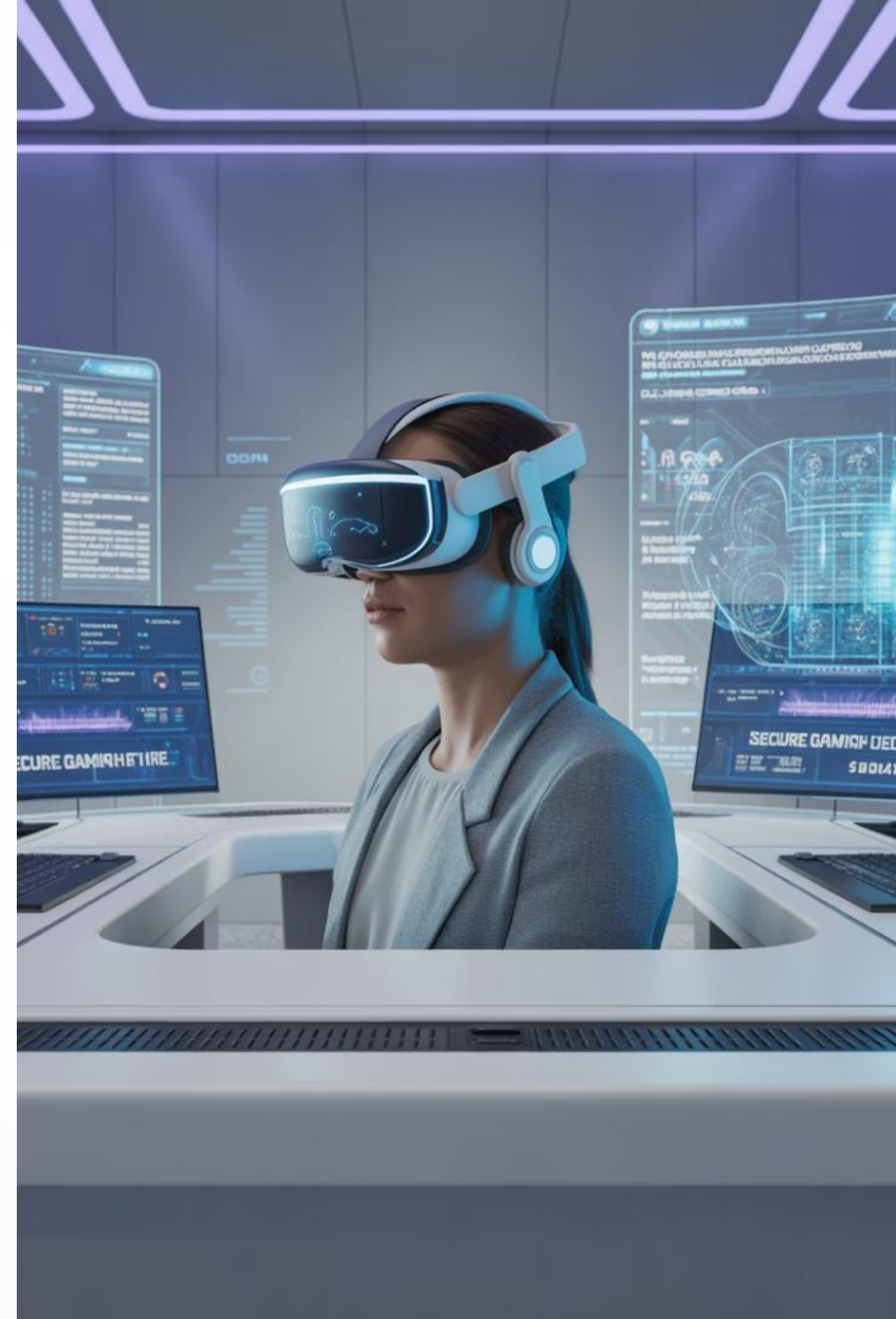
Powers recommendation engines. Delivers customized experiences based on player preferences.

VR/AR Experiences

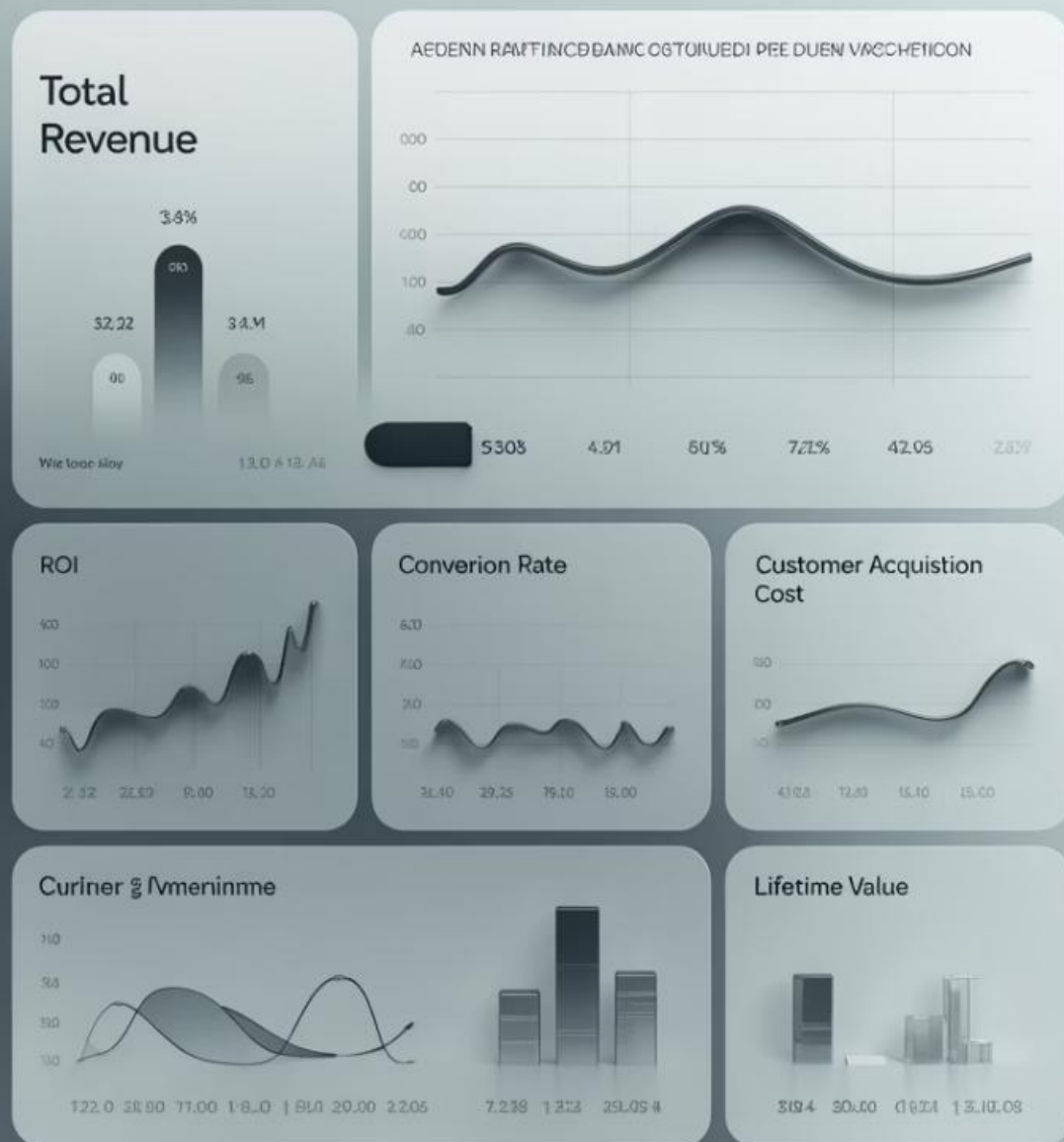
Immersive casino environments. Provides realistic gaming experiences from anywhere.

Blockchain Integration

Transparent transactions. Builds trust with security-conscious players.



Casino Marketing Perpuing



Performance Tracking Framework

Channel Attribution

Identify which channels drive conversions. Map customer journeys across touchpoints.

Lifetime Value Analysis

Calculate long-term player worth. Optimize acquisition costs against projected returns.

ROI Measurement

Track performance by channel. Allocate budget based on revenue generation.

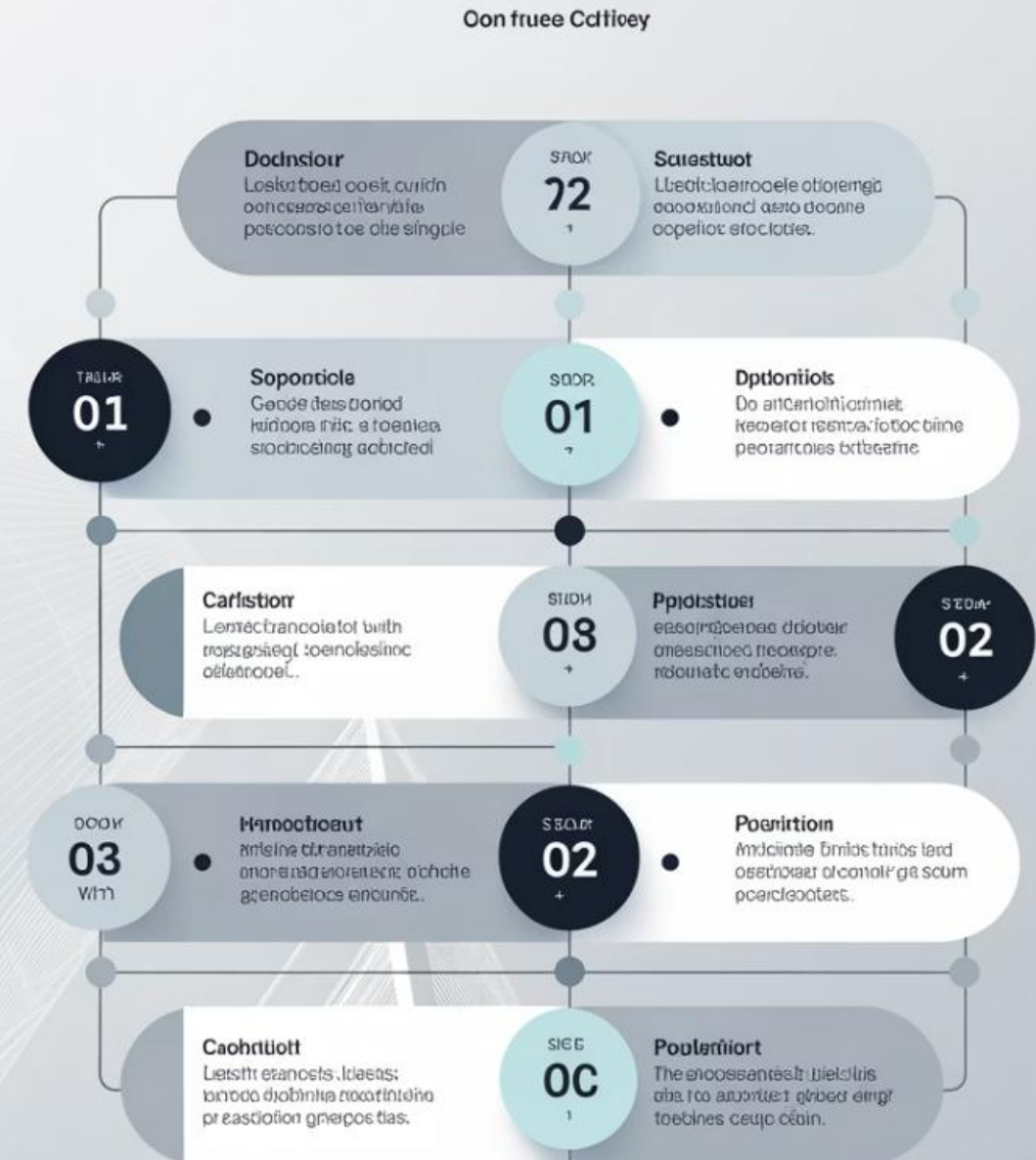
Continuous Testing

Implement A/B testing framework. Improve campaigns through data-driven decisions.

Implementation Timeline



Marketing Implementation Timeline



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The Role and Necessity of a Payment Gateway



Integration of Various Payment Methods

It manages over 20 payment methods, including credit cards (Visa, MasterCard, AMEX), debit cards, bank transfers, Kakao Pay, Naver Pay, and PayPal, through a single API. Customers can freely choose their preferred payment method.



Compliance with PCI DSS Security Standard

It complies with the international payment card security standard (PCI DSS Level 1) and protects card information with AES 256-bit encryption. SSL/TLS security protocol and tokenisation technology completely prevent personal information leakage.



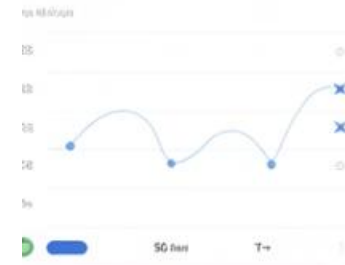
Business Growth Infrastructure

It minimises revenue loss by achieving a 99.5% real-time payment approval rate. It improves cash flow with a D+1 to D+3 settlement cycle and enables global market entry by supporting overseas payments.

Secure Payment Infrastructure with a Central Gateway

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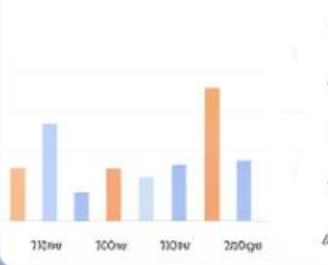
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Types of Payment Gateway Systems

Hosted Payment Gateway

Customers are redirected to the payment provider's secure page (like PayPal or Stripe Checkout). Requires minimal technical setup and PCI compliance burden. Best for small businesses with limited development resources.

Self-Hosted Payment Gateway

Payment forms are embedded directly on your website while processing happens externally. Maintains brand consistency and user experience. Requires SSL certificate and higher PCI compliance standards.

API-Integrated Gateway

Complete integration using RESTful APIs with full control over payment flow and UI. Enables custom checkout experiences and advanced features like tokenization. Requires significant development expertise and full PCI DSS compliance.

Bank-Integrated Gateway

Direct connection to specific bank payment systems and local banking networks. Offers lower transaction fees and faster settlement times. Ideal for businesses with high transaction volumes in specific geographic markets.

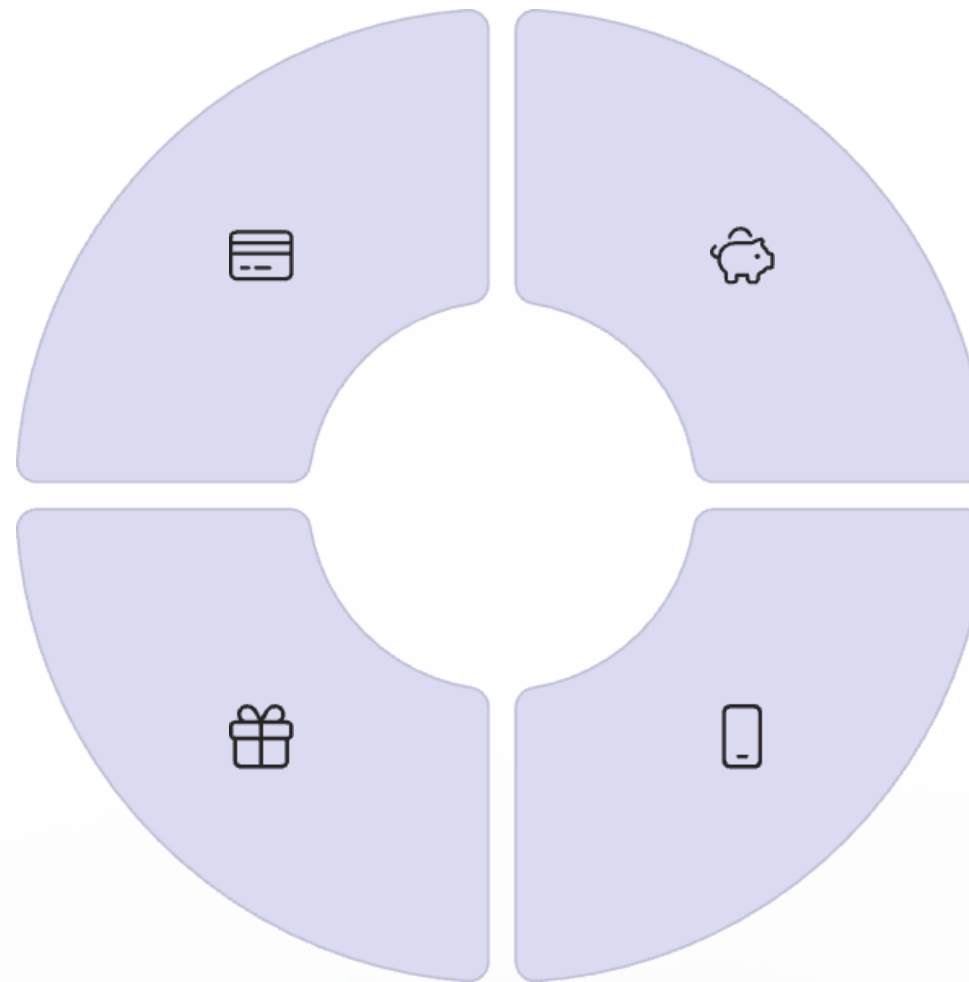
Major Payment Methods and Supported Services

Card Payment

We support all domestic and international credit/debit cards. We provide 3D security authentication and one-click payment options, as well as instalment and partial payment services.

Other Payment

We support various other payment methods including mobile micropayments, cultural gift certificates, book gift certificates, game gift certificates, Bitcoin, Ethereum, and more. We also integrate PayPal, Alipay, and WeChat Pay for international customers.



Account Payment

We offer real-time Bank account transfers, virtual account issuance, and escrow services. We are integrated with all major and regional banks and operate a 24-hour deposit confirmation system.

Easy Payment

We support a variety of easy payment options such as KakaoPay, NaverPay, Toss, PayCo, Samsung Pay, Apple Pay, and Google Pay. We have enhanced security with biometric authentication and improved convenience with one-touch payment.

Leading payment gateway services



Stripe

Developer-friendly API with 135+ currencies support. Offers recurring billing, marketplace solutions, and real-time fraud detection. Transaction fees: 2.9% + 30¢ per successful charge. Supports Apple Pay, Google Pay, and international wallets.



Authorize.Net

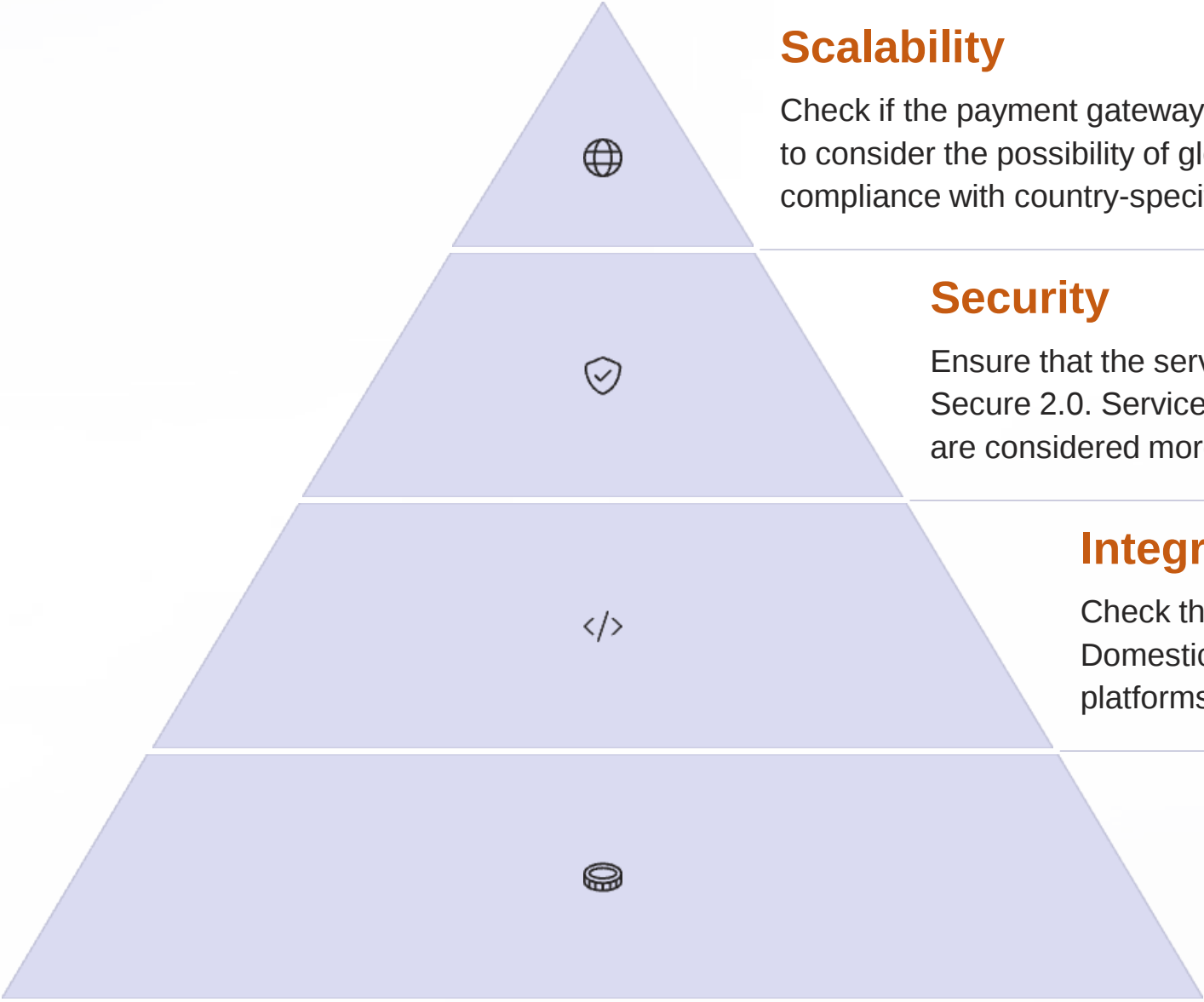
Enterprise-grade security with PCI DSS Level 1 compliance. Advanced fraud detection suite and chargeback prevention tools. Monthly gateway fee: \$25 plus 2.9% + 30¢ per transaction. Supports EMV, contactless payments, and e-check processing.



Domestic PG companies

Inicis (market leader with 40% share), KCP (specialized in mobile payments), and Toss Payments (rapid growth with 15M+ users). Optimized for Korean banking systems, support Kakao Pay, Naver Pay, and real-time account transfers with 0.8-2.5% transaction fees.

Considerations When Selecting a PG



Scalability

Check if the payment gateway supports international payment methods such as PayPal, Alipay, and WeChat Pay to consider the possibility of global market expansion. Multi-language and multi-currency support are essential, and compliance with country-specific regulations is also important.

Security

Ensure that the service is PCI DSS certified and supports the latest security technologies such as 3D Secure 2.0. Services with machine learning-based fraud detection systems, like Stripe or Authorize.Net, are considered more secure.

Integrability

Check the level of API documentation and the availability of developer support resources. Domestic solutions like Inicis, KCP, and Toss Payments are easy to integrate with e-commerce platforms and are optimised for the local payment environment.

Cost

Calculate the total cost of ownership (TCO) by considering not only the transaction fees (typically 2.0-3.5%) but also any hidden costs such as monthly fixed fees, minimum fees, refund fees, and foreign currency conversion fees.

The appropriate selection of a payment gateway can directly impact business growth and customer satisfaction. It is recommended to thoroughly review domestic and international service cases and test the actual usability with a test account.

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Revenue Structure Analysis

Analysis of revenue contribution and profitability by service through expansion into the Korean and Asia-Pacific (70%), Latin America (20%), and European (10%) markets.

Casino Games

Accounts for 45% of total revenue

- Slot machines: Largest share at 45% of total revenue, expected annual growth of 12%.
- Blackjack/Roulette: 17% of total revenue, high-yield games focused on VIP customers.
- Achieved an average profit margin of 34%, with continuous growth driven by improved mobile accessibility.

Bingo/Others

Holds a 10% market share

- Serves as a gateway for new customer acquisition through the use of social game elements.
- Achieved a 25% conversion rate for new registrations due to low entry barriers.
- Possesses the highest growth potential at 16% annual growth in the Asian market.



Sports Betting

Contributes 30% of total revenue

- Live betting: Core service accounting for 30% of total revenue, with 15% annual high growth.
- 22% improvement in new customer acquisition rate through event-based marketing.
- Highest contribution at 38% of total revenue in the North American region.

Poker Games

Accounts for 15% of total revenue

- Tournament revenue: 15% of total revenue, a key element in securing high-loyalty customers.
- Highest average game time at 45 minutes across all games.
- Planned to expand revenue contribution to 18% over the next 3 years.

Each revenue segment is optimised to operate within the regulatory environment of its respective region, and the company aims to achieve a 40% overall operating profit margin by 2028 through a strengthened mobile platform strategy.

Cost Structure and Operating Plan



Marketing Costs

\$1.25M in 2025 (25% of revenue)
→ \$3.0M in 2028 (20% of revenue)

\$100,000 monthly investment for entry into the Korean and Asian markets, with 60% on Google and social media advertising, 30% on regional partnerships, and 10% on affiliates and sports marketing.



Technology Development

15% of annual revenue invested in new content development and additional utilisation (\$2M annual investment in 2028)

\$300,000 annual investment in security infrastructure and React Native mobile app, \$1M in VR casino platform, and blockchain payment system development.



Licensing Costs

\$500,000 in 2025 → \$1.5M in 2028 (7% for Korean MGA license, Royalty, etc)

\$300,000 annual dedicated compliance team, \$20,000 monthly legal advisory, 2 regional lawyers, and government relations specialist, totalling 8 personnel.



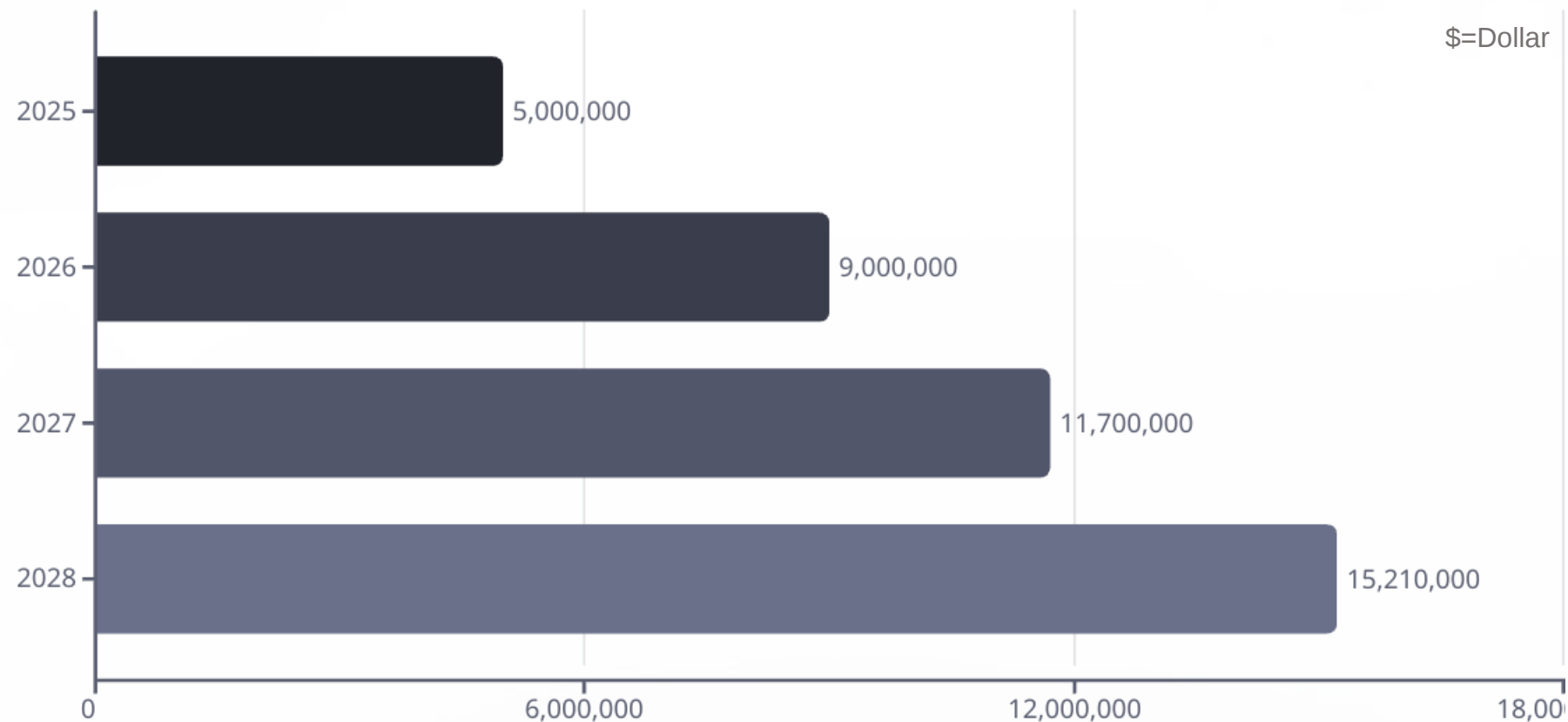
Personnel Costs

\$1M in 2025 (12 employees) → \$4M in 2028 (50 employees, 26% of revenue)

Composed of 40% content and casino platform development, 30% customer support, 20% game operations, and 10% management and support. Plan to expand Asian regional staff by 20% from 2026.

3-Year Revenue Growth Outlook

88gaming is expected to grow from \$5 million in 2025 to \$15.21 million in 2028, with a strong projected compound annual growth rate (CAGR) of around 30%. This growth will be driven by expanding market share in Korea and the Asia-Pacific region (22%), continued growth in Latin America (18%), and a 5% annual increase in mobile game usage due to the rapid proliferation of mobile platforms.



Looking at the growth stages, in 2026, the company plans to achieve 100% explosive growth through the launch of innovative new games and the expansion of immersive live casino services. In 2027, the company will continue to grow by 30% as it enters emerging markets such as Southeast Asia and Latin America. In 2028, the company will introduce next-generation technologies such as virtual reality (VR) and blockchain-based game platforms, realising accelerated growth of 40%. The key drivers of this growth are the relaxation of online gaming regulations in Korea and major Asian countries, the expansion of legal online betting in Latin America, and the entry into the European market and aggressive business strategies.

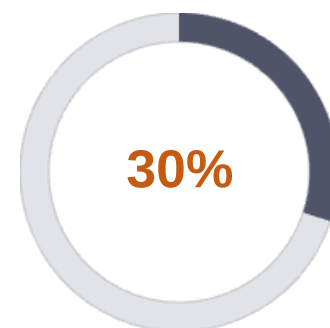
Financial Profit Growth

EBITDA Margins



Expected Profitability

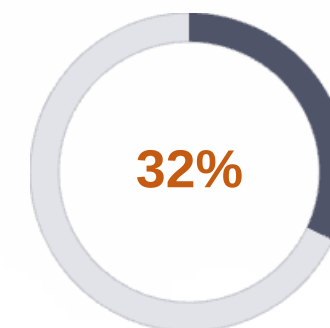
Continuous improvement in profitability is expected through cost optimisation and economies of scale.



Expected Profit in 2025

Regional breakdown: North America 32%,
Europe 28%, Asia 31%

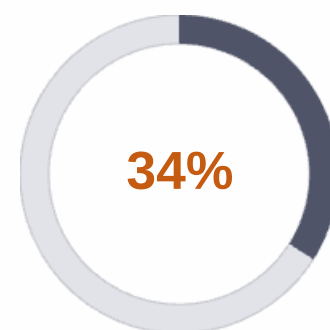
Expected net profit \$1.5M (30% of Sales)



Expected Profit in 2026

12% improvement in marketing efficiency and 5% reduction
in operating costs

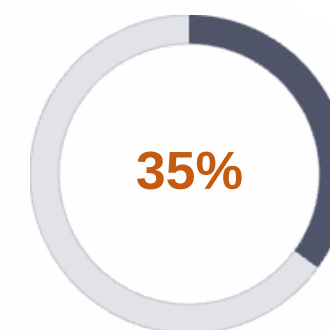
Expected net profit \$2.9M (32% of Sales)



Expected Profit in 2027

Additional 1.5 percentage point improvement through
licence cost optimisation

Expected net profit \$4.0M (34% of Sales)



Expected Profit in 2028

Achieving highest level of profitability through maximising
returns on technology investments

Expected net profit \$5.3M (35% of Sales)

Rapid growth in the Asian market (16%), improved marketing cost efficiency (25%→20%), and expansion of high-margin live game portfolio will be the key drivers of profitability improvement.