



pariplay

Pariplay Limited. Product Brochure 2016



WHO WE ARE

Pariplay is a multi-channel gaming business, operating in global regulated markets, where best-of-breed gaming products are created and designed. We build highly engaging concepts across mobile, lottery, gaming, and social channels that entertain and engage all players, nurture loyalty, provide endless variation, and are unique and successful for each individual client. Our online games and systems are designed to add substantial and measurable value to any operator.

Pariplay's people commit their total focus and energy to projects designed to bring entertainment, thrills and delight to players. We have the innovation, experience and industry knowledge to create unique and thrilling gaming products that can be customized to suit the needs of any client, no matter how diverse. Our aim is to consistently exceed our clients' expectations, and to make Pariplay an employer of first choice for those individuals whose skills we seek in a competitive market place.

Our platform includes advanced CRM, CMS, Reporting, Business Intelligence and Business Administration systems, and our solutions are modular in configuration, thus enabling our clients to select modules that are customised to suit their own needs. Through our close working relationships and commitment to partnering, our product offering is continually updated, adapted and improved. We pride ourselves on achieving outcomes that give our clients what they require in a committed and reliable partnership.

*“Pariplay is the multi-channel game creator
for the digital age, where great minds are at work ...
and at play!”*

Through our easy integration architecture, clients have access to hundreds of the leading industry products and games. Our platform connects to almost any system through a simple, clean API and gives our clients a technologically advanced front-end and world-class back-end – a complete and dependable platform. Our tools and widgets allow clients to get an efficient start that enables them to rapidly achieve a leading position in the online gaming sector.

Our innovative, creative and challenging products across all media and our partnerships with the world's top online gaming providers, enable our clients to create new markets and access fresh revenue streams.

Pariplay is a gaming business for the 21st century. We bring imagination to the table, creating extraordinary games that players love.



GAMBLING
COMMISSION



OUR VISION

WE LIVE AND BREATHE GAMING TECHNOLOGY

We think big and focus on the next generation of gaming operators for a demanding market of international users. Our clients benefit from Pariplay's meticulous execution and enjoy a barrier-free operating system that has been designed for quick understanding and ease of use.

Our talented team of developers understand the key elements of creating gaming experiences that work. This ensures that Pariplay can both provide gamers with high quality entertainment, and ensure that operators enjoy the benefits of our well designed back-end system.

Partnership

Technology

Scalability

Compliance

Partnership

Our clients are our partners, and our personal commitment to each one is well known in the industry. This means that Pariplay will not take on any project unless the resources are available to dedicate a full professional team that can conceptualize, plan and build the best possible solution for that specific partner's gaming business. This fosters a strong relationship that builds long term success for our partners within today's competitive gaming industry.

This commitment stays with our partners for the long run, and Pariplay supports the gaming businesses of our clients through their life-cycle, always ensuring that our services and back-up is focused on ensuring their long term growth and profitability.

Technology

Because we operate primarily as a platform provider, we are able to dedicate all of our resources into identifying, researching and developing the most advanced gaming technology in the market. Our clients receive the most sophisticated and leading edge tools to enable them to have a solid foundation for their gaming operations.

Our highly acclaimed SMTM back office is packed with marketing and operational features. This is scalable across mobile, lottery, on-premise, gaming, and social channels. We constantly utilize new technologies and modern methods to ensure that each new game delivers a full house of excitement and thrills.

Scalability

Our technology solutions are built to be ultra-flexible - allowing the most comprehensive integration possible with third-party systems, games and platforms. This helps to maximize our partners' scale and business.

Our technology was created to allow for our full set of APIs to be seamlessly integrated with third party systems and games. This then effortlessly connects to our SMTM back-end system. The above eliminates any operational limitations that are often a standard disadvantage with more rigid systems.

Compliance

Governments and jurisdictions around the world are in the process of regulating new online gaming legislation. It is therefore critical for systems and games to stay current with these emerging standards.

Pariplay prides itself on being ahead of the curve. Our systems and products are engineered and customized to meet regulatory standards around the world. They undergo a thorough review process by the Isle of Man Gambling Supervision Commission and we continually stay abreast of new rulings. Our games, systems, and technology can also be adjusted to support integration with localised government regulations and systems, and can easily meet any regulatory protocol.

MULTI-CHANNEL TECHNOLOGY

Operators can count on Pariplay to provide a full suite of the technological, infrastructure and the marketing support required to run a successful gaming operation.

We provide a cross platform solution that can be integrated across multiple channels, enabling operators to simplify the management and control of their business. Our platform is modular and is designed for easy and fast integration and maintenance.

Pariplay pays careful attention to building platforms that are independent of legacy systems and technologies.

We develop our games using Flash, HTML 5, Unity and Active-x technologies. We constantly discover new ways for our clients to reach a growing gaming audience, whether they are playing offline or online, mobile or desktop, free to play or real money gaming. Pariplay is a true one-stop technology provider.



iGaming

While players are gradually moving towards mobile devices, desktop computers still dominate the player experience. Pariplay taps this huge desktop market, with over 150 games available through the desktop web browser. Pariplay currently boasts exciting premium branded games.



Mobile

“Versatility and flexibility” is Pariplay’s motto for its technology, products and services in the mobile space. We’ve created over 43 HTML5 games, designed specifically for any smart mobile device, each one capable of delivering a unique and astounding gaming experience. Pariplay’s games deliver a heightened real-time experience, even on a tablet device. Our high-quality graphics are without equal in the industry.



Retail

Our system supports both online and offline retail configurations and accommodates all types of communication network infrastructures.

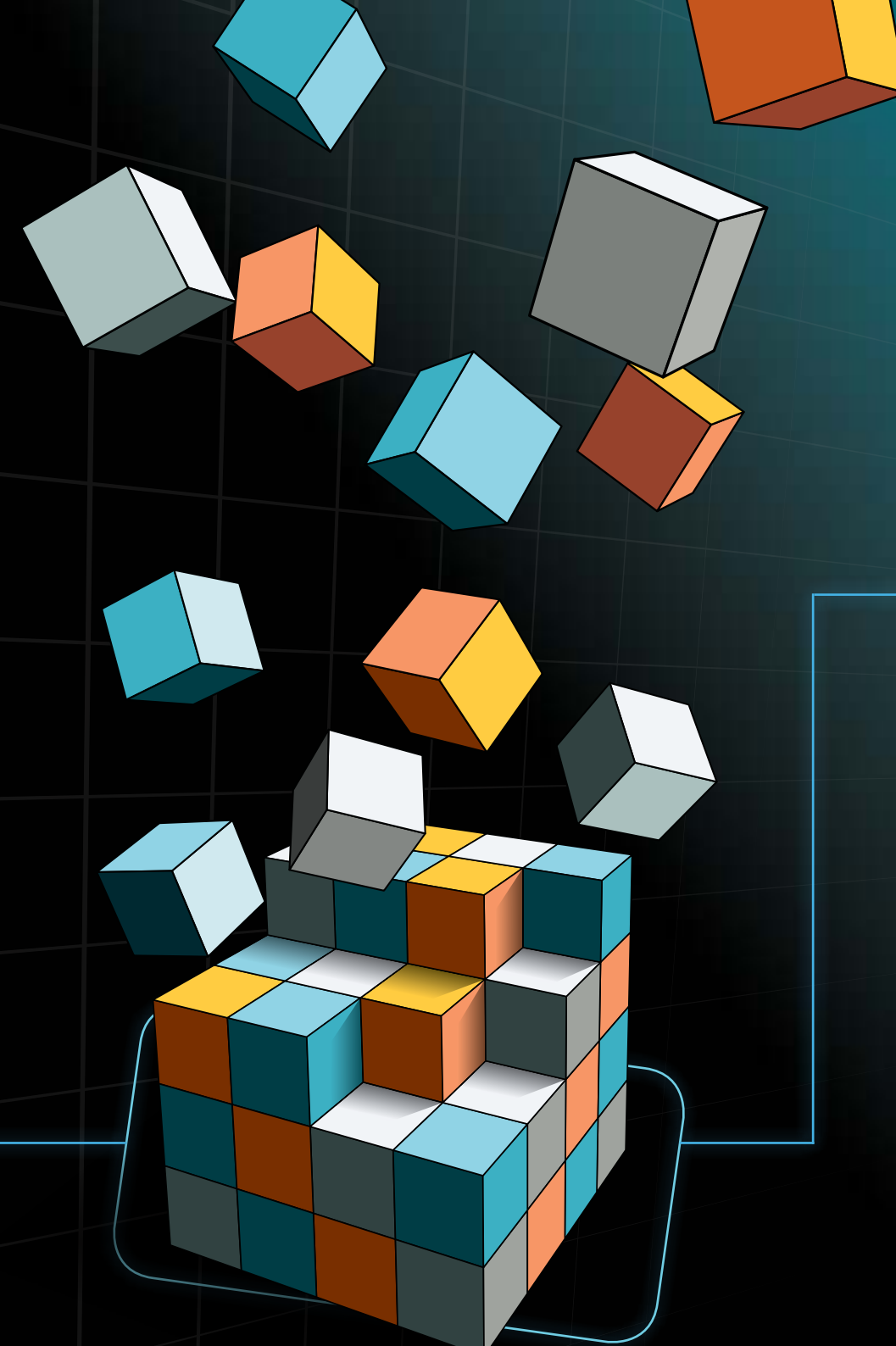
Traditional casino operators now have the ability to supplement their gaming with play-for-free games or play-for-real-money using our RGS (Remote Gaming Server). Our partners also have the ability of integrating with our huge variety of engaging content.



On-Premise

Pariplay provides content for any kind of digital ITVM (Instant Ticket Vending Machine) machine and supplies all the necessary back-end systems and engines to power this platform. Digital ITVMs are elaborate, highly interactive experiences for players and Pariplay is proud of its expertise in this area.

SYSTEMS



With Pariplay as a partner, our clients have access to the widest spectrum of skills, products and innovative research, to enable them to drive their gaming operations forward into the next generation of iGaming. Our promise is to ensure that you have the most sophisticated, efficient, and intuitive systems powering your operation.

Our powerful, modular technology was created to address every operator's needs or expectations, even in an industry evolving as rapidly as online gaming. Over several years our dedicated R&D has built the ultimate power platform with an integrated set of innovative tools to successfully run and manage your business. Flexibility lies at the heart of Pariplay's system, thus ensuring easy adaptation and integration for our clients.



SMTM

THE ENGINE FOR SMART GAME MANAGEMENT

Games need two essential ingredients for success – they must have the right “look and feel”, and they must play properly. Without a truly advanced back-end management system, this is impossible to achieve. At Pariplay we have invested substantial resources in building an effective back-end system, and “SMTM” is the result - a system that does everything... and does it very well. SMTM manages your entire operation like clockwork, no matter how many games, users, sites and sub-brands you have.

Through SMTM, Pariplay ensures that your business runs smoothly and profitably at all

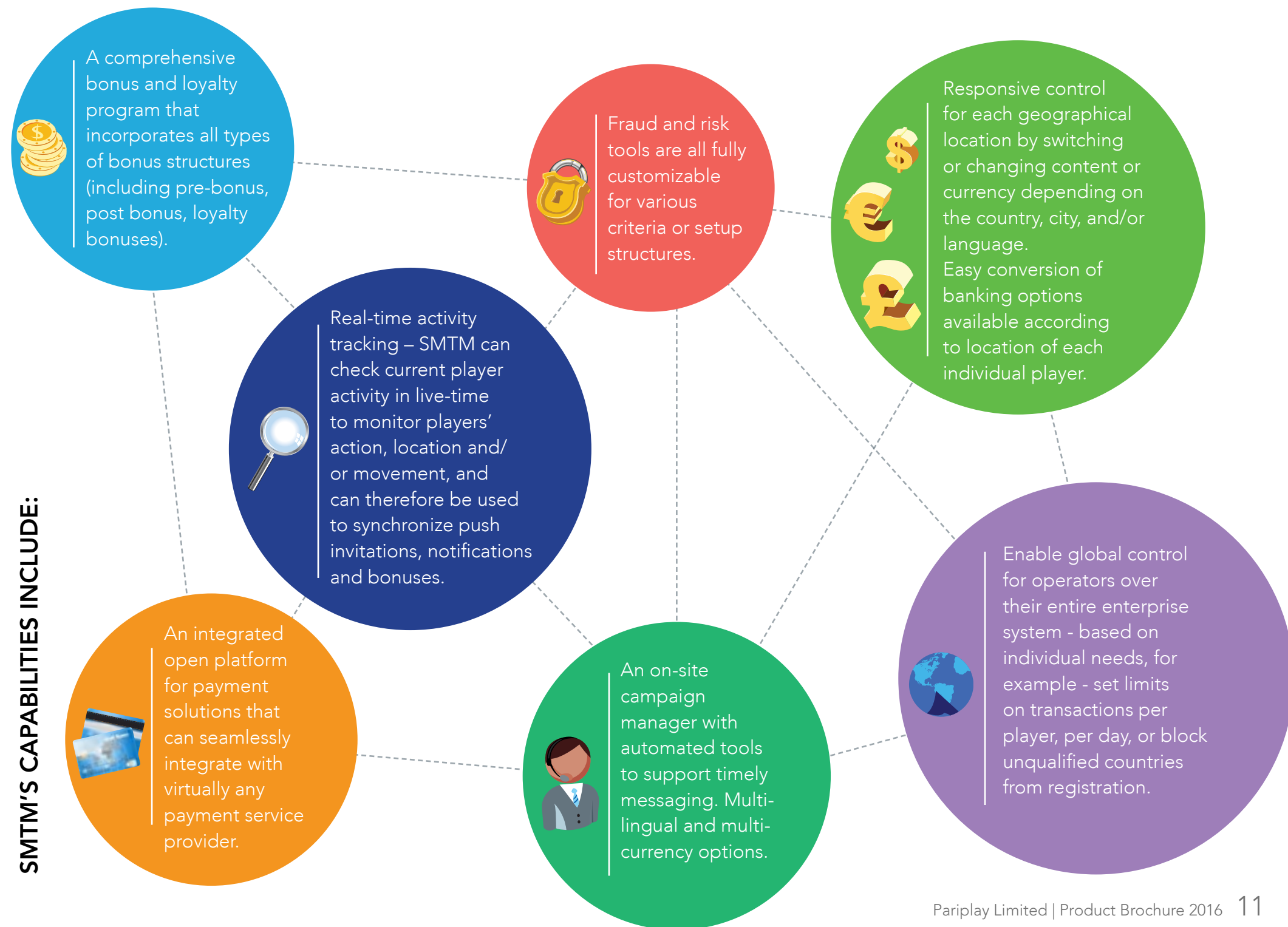
times, across every game in your portfolio. SMTM provides CRM, CMS, a complete system of financial management, including incoming and outgoing payments. We also provide an advanced bonus system that incorporates a full rewards and loyalty points management system.

One of SMTM's most valuable components is its powerful reporting capabilities. Our design offers elegant and user-friendly reports for every aspect of your operation, from measuring KPIs to tracking user activity. Using simple database query methods in a WYSIWYG format, SMTM can replace database analysis

throughout your entire operation. This means our clients can use it like a database to ask a question or series of questions, get concise reports and answers in an instant.

SMTM creates a more intimate connection between our clients and their customer base, enabling them to market, cross sell and incentivize dynamic activity data. In addition to providing a complete customer management service, SMTM is an easy-to-use tool for managing and growing any gaming business. Whether small or very large, SMTM's modular structure can match each unique requirement, and moreover, it can expand as our clients' businesses grow.

SMTM'S CAPABILITIES INCLUDE:



ON-PREMISE MOBILE GAMING

INCREASE PLAYER SPINS AND VISITS,
ON AND OFF THE CASINO FLOOR

Pariplay lives and breathes gaming technology. Our on-premise solution is an innovative leader in enterprise-ready, casino solutions and games.

Our bespoke on-premise gaming solution, for the mobile enabled player, is the ideal solution for any land based casino that wants to expand its offering to iPads, VLT's (Video Lottery Terminals), mobile and/or handheld devices. Our software is always in full compliance with regulations and can be easily adapted to conform to new territory legislation.

Our solution has been developed to provide a safe and secure platform that can be integrated with pay cards and credit cards. It also accommodates either player based or anonymous play, and encompasses a powerful system that assists in improving our client's player development and increases our partner's profitability.

This product puts powerful information - in a highly efficient way - into our back-end system. It is easily integrated through 3-way API's into our clients' current systems. It further enhances

an operator's ability to reward players while simultaneously identifying and tracking known and unknown players with lift potential – all in real time. The software is designed for both desktop and mobile devices and can view a player's activity, including their history and preferred games, as well as incorporating an in-depth reporting system. Our technologically advanced remote game server also enables operators to easily integrate with other game providers. All this is available at the push of a button.

*"We offer the best games
in the market today,
and will continue
to do so in the future!"*



iLOTTERY

“We take having fun very seriously!”

2016 is an exciting time for the online gaming industry and lottery is at the forefront of this online revolution.

Pariplay is passionate about lottery and its lucrative new opportunities. We have invested in our intelligent iLottery technology across all our systems and games.

Pariplay has focused on becoming the leading specialist in developing the most innovative and creative lottery systems in the industry. We strive to become our clients' premier Interactive Lottery partner and games provider.

In this field we provide the best and most entertaining digital form of lottery games. Pariplay delivers a new age of digital lottery content, with a focus on game experience and entertainment.



ELECTRONIC INSTANT GAMES

FIXED-ODDS ECOSYSTEM TECHNOLOGY

Our powerful fixed-odds technology is ahead of the curve in the online gaming industry. Not only was our system fundamentally built to be customizable for any gaming environment, but also to ensure that it is both dynamic and intuitive.

We are well positioned to lead the industry with our innovative approach to fixed-odds, fixed-prize and predetermined outcomes technology. At Pariplay, we plan ahead for the future of digital Lottery.

Our sophisticated pre-determined algorithm elegantly fits into our creative, highly engaging

games, all this encapsulated within a lottery game engine. We pride ourselves on being able to offer traditional lotteries an innovative and sophisticated digital alternative. This allows our operators to grow their offerings with peace of mind.

Our partners are given plenty of leverage to customize their offering as well as user experience, with our in-house designed games and flexible fixed-odds mechanisms.

Our system randomly “picks” a ticket (or group of tickets) from a pre-defined series. The system then calculates all ticket multipliers.



For example:
 $[(x1) + (x40) + (x2) + (x30) = (x73)]$
 We take the above example and then display the game outcome according to the multiplier in a very thrilling and engaging fashion. Every ticket has a pre-defined multiplier and cost.

In recognizing the need for flexible settings and outcomes, Pariplay has developed the perfect solution for adjusting the bet amount in a few easy steps.

iLOTTERY ECOSYSTEM

EASILY REVIEW, SELECT,
CONFIGURE, AND DEPLOY

Pariplay's advanced tools enables clients to generate and customize instances to match the demographic, location, and behaviour of their players, and thereby assists in maximizing the player's gaming experience, and, of course, the operator's profits.

Pariplay's Advanced Instance Generator gives our clients the ability to pre-set any game with a customized instance to ensure the greatest output. Our Lottery games consist of instant bingo, general scratch cards (with different matrix sets), spin games, and arcade games.



Partners connected to our systems are updated periodically with pre-sets and game classes. This allows our clients to stay ahead of the game and up-to-date with any market innovations. Our system is similar to a plug-and-play system, by creating unique ticket algorithms to quickly position operators for success.

Our customers can customize, adjust and set their desired games' RTP (return to player), odds of winning, guaranteed house profits, unlimited instances and unlimited prize pools amounts. In addition, operators utilizing our fixed-odds technology and mechanisms can

organically create dynamic pay tables that are fully customizable for any jurisdiction's unique regulatory requirements. Furthermore, operators can leverage our offerings to promote second chance draws. This can be done in a mini-game or other customizable sequence to increase player stickiness, retention and engagement.

Our advanced Lottery Instance Generator can be programmed to power one game with multiple instances or multiple games with one instance. The settings for the Lottery Instance Generator can be changed for the stake amount, odds of winning, the volatility, hit frequency, jackpot sizes, and by demographics or geographic location.

Pariplay's proprietary Lottery Instance Generator is the first of its kind in the industry, and it is only available from Pariplay.

RETAIL iLOTTERY

Guaranteed revenues

Unlike traditional casino games where the outcome result is determined randomly (in an in-play mode) by a traditional RNG, Pariplay's Fixed Odds System is built so that the outcome of each game is pre-determined, even before the game play begins.

The overall hit frequency and overall pay-out figures are thus always predictable. This is done when the series of tickets is set up, and means that the operator always knows the exact profitability once all the tickets are sold.

Ticketing technology

Pariplay has developed an algorithm that changes the way game results are calculated, by simply pre-defining the outcome. A game outcome is the result of randomly pulling a ticket from a series, retrieving its multiplier, and graphically presenting its outcome to the player. Each series of tickets is pre-defined and pre-configured.

Pariplay has successfully developed themed content, including multi-line video slots, arcade style games, video poker and much more. All are powered by Pariplay's innovative ticketing technology and are suitable for online lottery requirements.



“Ultramodern video and electronic lottery solutions for National and Private Lotteries, backed by our State-of-the-Art algorithms.”

Regulatory framework

Pariplay's lottery systems are built with lottery regulatory compliance in mind. Our framework can be easily adapted to meet any national lottery requirements. It is the most flexible and modular system around.

Pariplay provides the ecosystem to operators and regulators for them to manage and audit, a next generation lottery operation all in real time. Our revolutionary suite of tools is able to answer regulatory demands and ensures a seamless digital operation for any lottery provider.



FUSION

CONTENT FUSION NETWORK

The demand on operators to deliver more games and variety has never been greater. Pariplay realized that operators don't want to be bogged down with multiple integrations and the complexity of managing diverse and disparate platforms. This is why we created our proprietary Content Fusion Network (CFN).

CFN enables operators, through a single, quick and simple integration, to expand their offering exponentially and to gain access to multiple providers including: Microgaming, Netent, iSoftBet, Evolution and many more. CFN is built with a RESTful API ensuring maximum compatibility, lightning fast loads times and efficient bandwidth utilization. With the push, of a button CFN gives operators a more competitive and diverse game portfolio while saving time, money and enhancing manageability.



CASINO

"We bring ideas to life, by adding the little sprinkles and sparkles of skill, imagination and innovation."

Pariplay's casino offering combines the ultimate power-platform in the market - SMTM - together with unbeatable games from the world's top content providers on a true open platform. Our extensive and innovative tools help our partners to answer the demands of players, for a thrilling casino experience whether online, mobile or land-based.

Our content can be customized to each partner to ensure maximum flexibility and excellent delivery. Pariplay keeps its casino system offering at the forefront of innovation to ensure that our clients always have best-of-breed tools that provide their players with a thrilling experience.

Our expertise and understanding of the industry make integration with the Pariplay casino system seamless and easy. Moreover, we have developed sophisticated migration tools for easy switching from old to new systems.

Pariplay delivers a unique and engaging entertainment through its licensing agreements with well-known video games, TV shows and movies brands. Our branded content brings a whole new experience and excitement to both our operators and their players.





Back-office

SMTM, our most professional system yet, is undoubtedly the most sophisticated and effective player management system available anywhere in the industry. Every piece of information, from simple transactions to hidden player behavior, is available to our partners. SMTM is so advanced that it supports any gaming activity, whether desktop, mobile, retail and more. Clients can utilize SMTM to manage their entire offering with one extraordinary system. SMTM is the heart and soul of our platform and has been designed to provide the most effective and sophisticated tools to help our clients achieve enhanced penetration and profitability. It is available for either API integration or a physical deployment, in our partner's location or our own, anywhere in the world. SMTM provides smart CRM, "build your own reports" system, automatic smart retention tools, support and marketing and much more. In a market where fast decisions and reactions are essential for success, SMTM is simply the one and only solution to all your operational management requirements.

Pariplay's games are always created to deliver excellence, enjoyment and inspiration. Our games combine a thrilling experience with a storyline, thereby guaranteeing a satisfying

gaming experience for even our clients' most demanding customer.

We are delighted to have over 1500 of the most advanced and exciting games available in the market, sourced from several of the world's leading content providers. Our vision for 2016 includes monthly new releases of premium games that are full of exhilarating graphics and superior sounds. With this constantly renewed content, Pariplay can take its clients to the leading edge of fixed odds and RNG slots, scratch cards and table games. Pariplay's Remote Gaming Server (RGS) gives operators the freedom to integrate any desired content into their offering. Pariplay integrates top tier content providers, while maintaining the exclusivity of its products. This can be designed to meet the individual needs of any client or operator. Our RGS features 3 way API for seamless and simple integration.

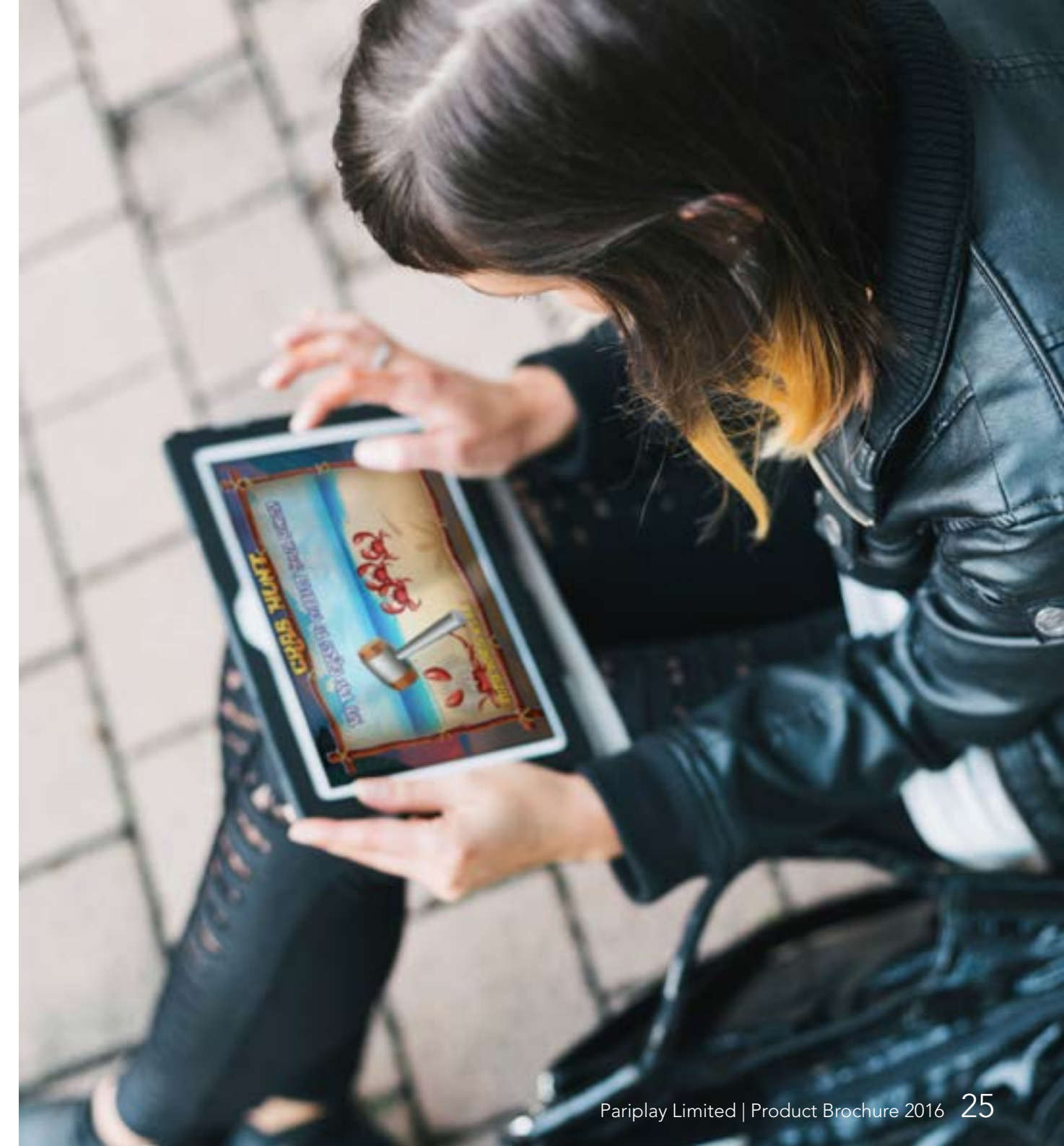
RGS

Pariplay's Remote Gaming Server (RGS) gives operators the freedom to integrate any desired content into their offering. Pariplay continuously integrates top tier content providers, while maintaining the exclusivity of its superior games. This can be designed to meet the unique needs of any operator.

Our RGS features multi-way API for smart and simple integration into our partners existing systems or with third party content providers. Pariplay's RGS seamlessly integrates with existing or new online and mobile sites to provide a wide portfolio of premium games, for a thrilling player experience. Our content offering and system is available in multiple languages and supports all popular currencies. The RGS further allows operators, whether on the casino floor, at home or on the move to seamlessly integrate all of Pariplay's and its third party content partners into their offering.

We've designed our RGS to meet compliance with all major online regulations and our API is simple and easy to use. Pariplay has all the responsible gaming tools to meet any regulatory requirements of the jurisdictions in which its licensees partners are active.

In addition to wager-based online gaming operations and Pariplay's platform, traditional casino operators without an online-gaming presence now have the ability to supplement their land-based gaming with free-to-play games or real-money-gaming using our RGS.



CONTENT

“Dynamic and entertaining games optimized through research”

Pariplay's professional game developers understand the psychology of the online player and know how to generate dynamic and entertaining experiences.

Pariplay builds premium yet fun arcade style games, with story driven themes that carry players through an experience. By developing stages, we take online gamers through a journey—all leading to higher purchase loads and greater profits for our partners.

A MOVIE-LIKE STORY, CREATED BY OUR PROFESSIONAL DESIGNERS AND DEVELOPERS, ACCOMPANIES EVERY GAME WE PRODUCE.

SCRATCHOFFS

SLOTS

INSTANTS

BINGO

KENO

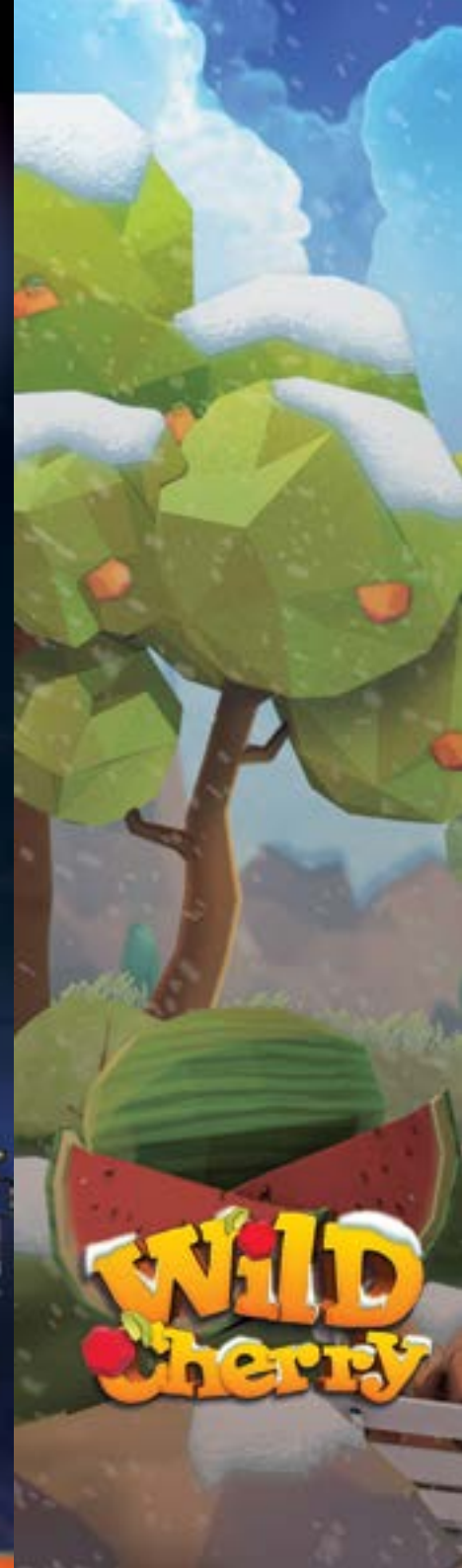
TABLE

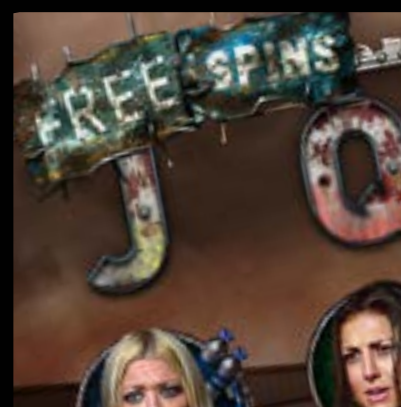
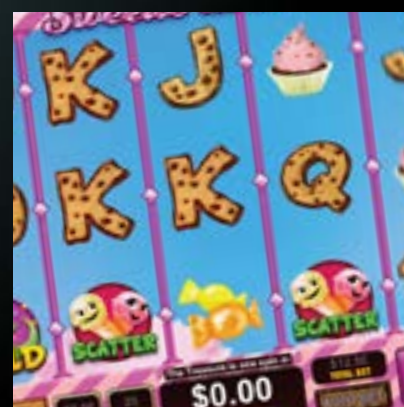
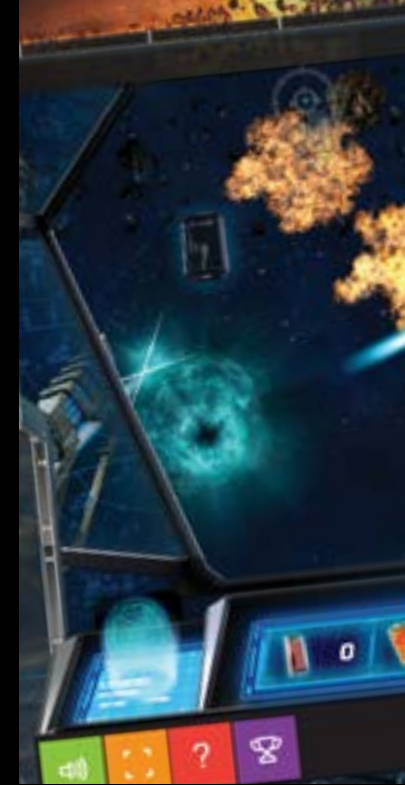
*"Pariplay partners up with
the world's leading entertainment
brands to create amazing content rich results!"*

BRANDED CONTENT[©]

PREMIUM CONTENT ARCADE STYLED GAMES WITH
FASCINATING STORY BOARDS

NBCUniversal





MOBILE

GAMING UNPLUGGED

Smartphone and tablet usage is expected to surpass desktops during 2016. The consequence of this means that all games need to look, operate and navigate perfectly within all formats. Pariplay is currently betting on Unity to be the new standard for operating cross-platform multimedia content. We have created 43 games already in HTML5 and in 2016 will be converting all our flash content into our new HTML5 framework working seamlessly across all platforms.

Some operators want games that are web-based; others need the option of wrapping HTML5 around the products they already have. Pariplay specializes in both - games or even a client's entire site can be converted into a native app, downloadable through the App Store or the Google Play Store.

HTML5 requires great care and skill to apply across multiple screen resolutions (there are hundreds of unique settings) and operating systems. We design for tablets and mobile phones—our games are truly cross-platform and will work on iOS, Android and Windows8.

We can help our client pitch their offering to reach a much larger audiences, without any substantial development or conversion costs. In addition, our clients can stay in touch with their players on platforms that go well beyond SMS or email. Operators can push messages either automatically or manually to players, any time they wish, through our innovative system.

Pariplay has cracked the code of HTML5, moulding this emerging standard into a responsive platform.





SOCIAL

A REVOLUTIONARY REAL TIME
BREAKTHROUGH

Through sharing and instantaneous competition, games greatly amplify their reach and retention levels. We experienced this through our involvement with Crazy Cash Slots, the Facebook application we produced. One of the versions features multiplayer slots, a first-in-class feature, in which players can compete with up to 6 others. No other offering within the social gaming arena is quite like it, and players respond positively to this unique approach to connected play.

Built upon our proprietary multi-player social platform, Crazy Cash Slots has been a great success, both as a result of its heightened social engagement and its ideal positioning as a pure social extension.

Operators are able to have a customized, full turnkey version of our game to enhance their existing suite of products. Social games like Crazy Cash Slots find their own new audiences, simply through a natural sharing impulse, fostered by Facebook.

We are currently building a native, cross-platform version of Crazy Cash Slots for IOS, Android and WP8 systems.

NOTES



pariplay

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Lord St. Douglas
Isle of Man

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