



HOW TO WIN BRAZIL'S REGULATED MARKET

WHITE PAPER

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CONTENTS



1

EXECUTIVE SUMMARY

2

WHAT MAKES BRAZIL UNIQUE

3

THE CORNERSTONES OF COMPLIANCE

4

BRAZIL MARKET OVERVIEW

5

SECURING THE COMPETITIVE EDGE

6

CONCLUSION: THE WINNING STRATEGY

BRAZIL'S NEW ERA

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Regulated online sports betting and iGaming in Brazil is finally coming to fruition after many years of close calls. With an initial regulatory framework now in place, and H2 Gambling Capital (H2GC) estimating the onshore market size of US\$10 billion (R\$47.2 billion) by 2029, it is the time to really get excited about a new territory that holds significant potential.

Brazil is unique in some ways compared to other newly regulated jurisdictions. A gray market has been live since 2018 and has grown to become mature. While player values are likely to be less compared to major markets like the UK and North America, the vast population of Brazil and its passion for sports presents ample opportunities for sportsbooks to grow a robust customer base within a regulated framework.

Initial regulatory rules set out are highly detailed, particularly concerning the required technical operations, such as geolocation. With the country's regulated framework set to evolve further, it is key that sportsbooks remain informed about the latest changes to ensure they have efficient operations in place.

As a provider with over 25 years' experience within regulated betting markets worldwide, we have identified these key areas that will unlock success for sportsbooks in Brazil:

- Advanced geolocation software
- Robust player protection
- Breadth of content that appeals to Brazilians
- Superior trading and risk management procedures
- Scalable and robust platform technology

Crucially, OpenBet has built a modular product suite that will enable operators to win in Brazil and deliver safe, world class sports betting entertainment for millions of fans across the country. This white paper provides greater insight into how this exciting new regulated market is set to unfold. Enjoy reading.



Jordan Levin, OpenBet CEO

**US\$10
BILLION**

Projected value of
Brazil's onshore
online betting and
gaming market in 2029
(H2GC)



WHAT MAKES BRAZIL UNIQUE

BRAZIL'S NUANCES

A Modern Regime

Brazil is putting together a modern regulatory regime, adopting successful policies from the world's mature markets in Europe and recently legalized markets in the US and Canada. They have the benefit of combining the best policies to strike a balance among key goals, such as tax revenue, player protection, and a thriving market. Regulators at the Secretariat of Prizes and Betting are pushing to launch at speed while ensuring regulatory protection and compliance is assured.

This puts the country in a strong position from a regulatory perspective, especially when compared with other markets globally, such as the US, which continues to fit modern technology into laws that are decades old. Regulations developed for the modern betting and gaming landscape ensure operators are still able to drive strong revenues while promising top-of-the-line consumer protection.



Brazil is starting with laws written for today's digital world.

Jessica Feil

VP, Regulatory Affairs
and Compliance
OpenBet

Specific Betting Behaviors

Football is a key sport in Brazil's betting culture. To capitalize on this, sportsbooks must offer a deep and diverse range of football markets which are priced efficiently and accurately.

Brazilian bettors, tend to favor high-selection betslips, particularly accumulators. This trend, characterized by low individual stakes but high bet volumes, creates opportunities for engagement but also poses risks for operators. The delivery of a wide range of markets and bet types is crucial to cater to these preferences.

Culturally, Brazil is very different to other countries when it comes to business and consuming products. Iconic international brands have struggled to make an impact, including the likes of Starbucks, with its rights holder SouthRock selling operations due to an ongoing bankruptcy case.

It will be important for new entrants to understand that engaging with consumers will require a bespoke approach, with local knowledge of the market crucial.

86%

Of GGR currently
generated through
football (H2GC)

Mature & Emerging

Brazil is transforming itself from a mature gray market, which brings unique challenges. Since 2018, local and international operators have grown established customer bases without specific rules for supervision and taxation, which has left bettors vulnerable to scams and fraudulent activity. Now operators will need to adapt and comply with the strict regulations being implemented.

Existing operators are recognized for executing high quality localized marketing campaigns that resonate with players, embracing different forms of media that incorporate precise, key messaging. What has been lacking is the quality of product, with limited investment and localization. The entry of tier 1 providers that only operate in regulated markets, such as OpenBet, will improve the platforms, products and services made available to operators and their players in the country. Inevitably, M&A is expected to unfold as international operators look to acquire local knowledge and operations for a competitive edge.



Winners in each market will be based on pre-regulation positioning, marketing, but most importantly product.

Ed Birkin

Managing Director
H2 Gambling Capital

When examining the mature European landscape, there is no consistent market leader. Each country has a different model, and Brazil will be no different. Betano and bet365 currently enjoy the strongest market share within the country, accounting for 23% and 20% respectively according to H2 Gambling Capital, but increased competition will feature a mix of local brands, international brands, and local brands owned by international operators.

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Applications
for a license

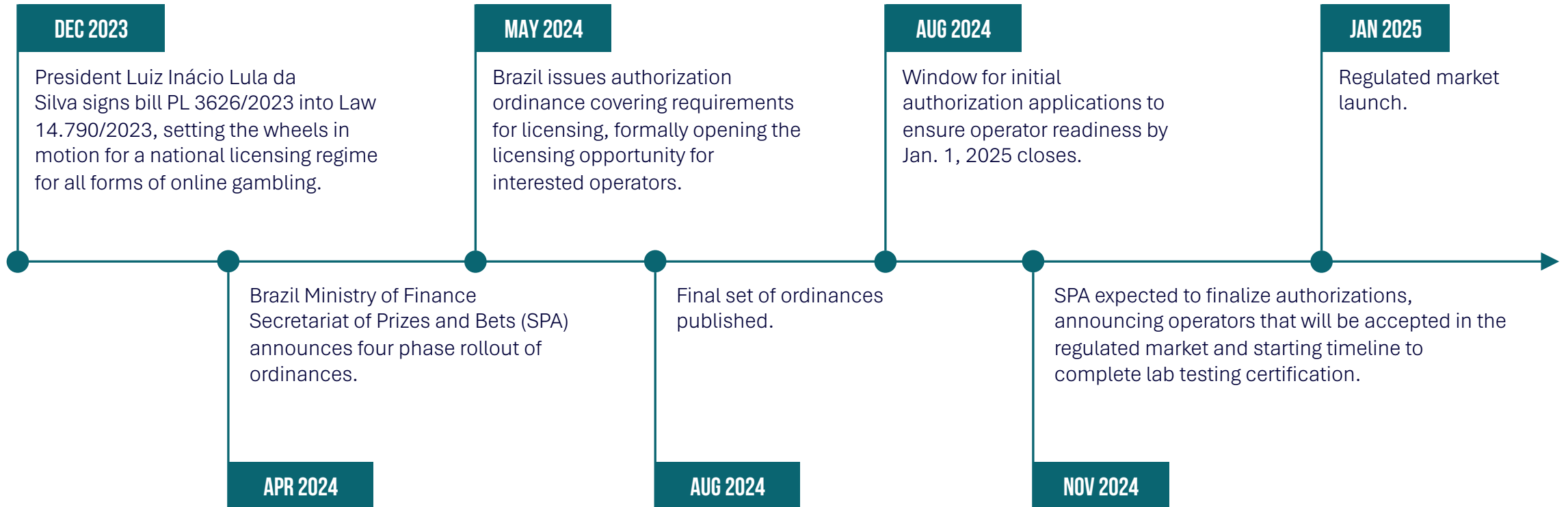


The background features a dark blue field with a faint, glowing grid of binary code (0s and 1s). A semi-transparent, stylized Brazilian flag is positioned on the left side, partially overlapping the text. The flag's colors (green, yellow, and blue) are muted and blend into the dark background.

THE CORNERSTONES OF COMPLIANCE

TIMELINE OF REGULATED MARKET LAUNCH

After many years of debate on implementing a regulatory regime for sports betting and online gaming, Brazil is now moving expeditiously to the regulated market launch.



PREPARING FOR REGULATION

The transition to a regulated market is a complex process for many operators, with a broad understanding of regulatory requirements essential for success.

There are 10 key factors to consider for those seeking to develop a presence in this market, protect players and earn the trust of regulators.

1. Player Protection & Responsible Gaming

Brazil's online gaming market presents immense opportunities, but also comes with significant responsibilities. A survey by market research specialist Hibou, which included 2,839 respondents from all social classes, found that 68% of Brazilians gamble, with around 16% of respondents reporting financial issues due to their gambling - equating to roughly 10% of the population.

As the Brazilian market regulates, player protection and responsible gaming measures are more important than ever. It is vital for Brazilian operators to demonstrate they can operate in the market with safety and security while generating tax revenue.

2. Geolocation & Ordinance No.722

At the heart of the regulated ecosystem lies geolocation technology, which pinpoints a user's physical location and empowers operators to ensure compliance with local regulations, keep their player protection promises and combat location spoofing, money laundering and fraud.

Brazil's Ordinance No.722 dictates the requirement for operators to integrate location detection and fraud prevention technology.

Each bettor must undergo a location check prior to placing the first bet after accessing the betting system on a device.... subsequent checks on this device must occur every 30 minutes.

*Ministry of Finance's
Secretariat of Prizes and Bets*



3. Cybersecurity Plan

In response to a marked increase in cyber threats across the industry, Brazil requires strict integrity and security of IT systems. OpenBet has identified a pattern of targeting activity and through its Security Operations Centre, can support operators looking to outsource this area of their business.

Brazilian data protection laws, such as the General Data Protection Law (LGPD), apply to operators. This means they need to implement measures to protect the personal data of their customers, including information related to betting activities.

OpenBet's Security Operations Centre helps businesses to detect and respond to cyberattacks, with tools and processes tailored specifically to their own threat landscape. The bespoke solution operates 24/7, 365 days a year, led by a dedicated team of industry experts. The real-time monitoring and gambling-based regulatory accreditation mean operators can be confident in their cyber defenses.

Key considerations:

- **Regular updates** to software ensure all systems are up to date. Outdated software is a target to cyber criminals
- **Audits and compliance checks** ensure regulatory compliance and help identify areas for improvement
- **Risk assessments** help locate vulnerabilities and allow for security measures to be developed
- **Robust incident response strategies** help minimize damage and put in place steps to be taken if cyberattack takes place
- **Multi-factor authentication (MFA)** ensures data is not easily understood or accessed even if it is intercepted, adding an extra layer of security beyond passwords
- **Ongoing training of employees** highlights the importance of vigilance and how they can avoid unintentionally helping cyber criminals

4. Revenue & Data Reporting

Operators will be subject to corporate income tax on their profits, meaning they must report on their revenues and expenses. A 12% tax on GGR is set to be imposed on the amount of money wagered, minus the amount paid out in winnings. Other local taxes will also affect the margins offered by operators, making robust revenue reporting essential.

5. Advertising & Marketing Policies

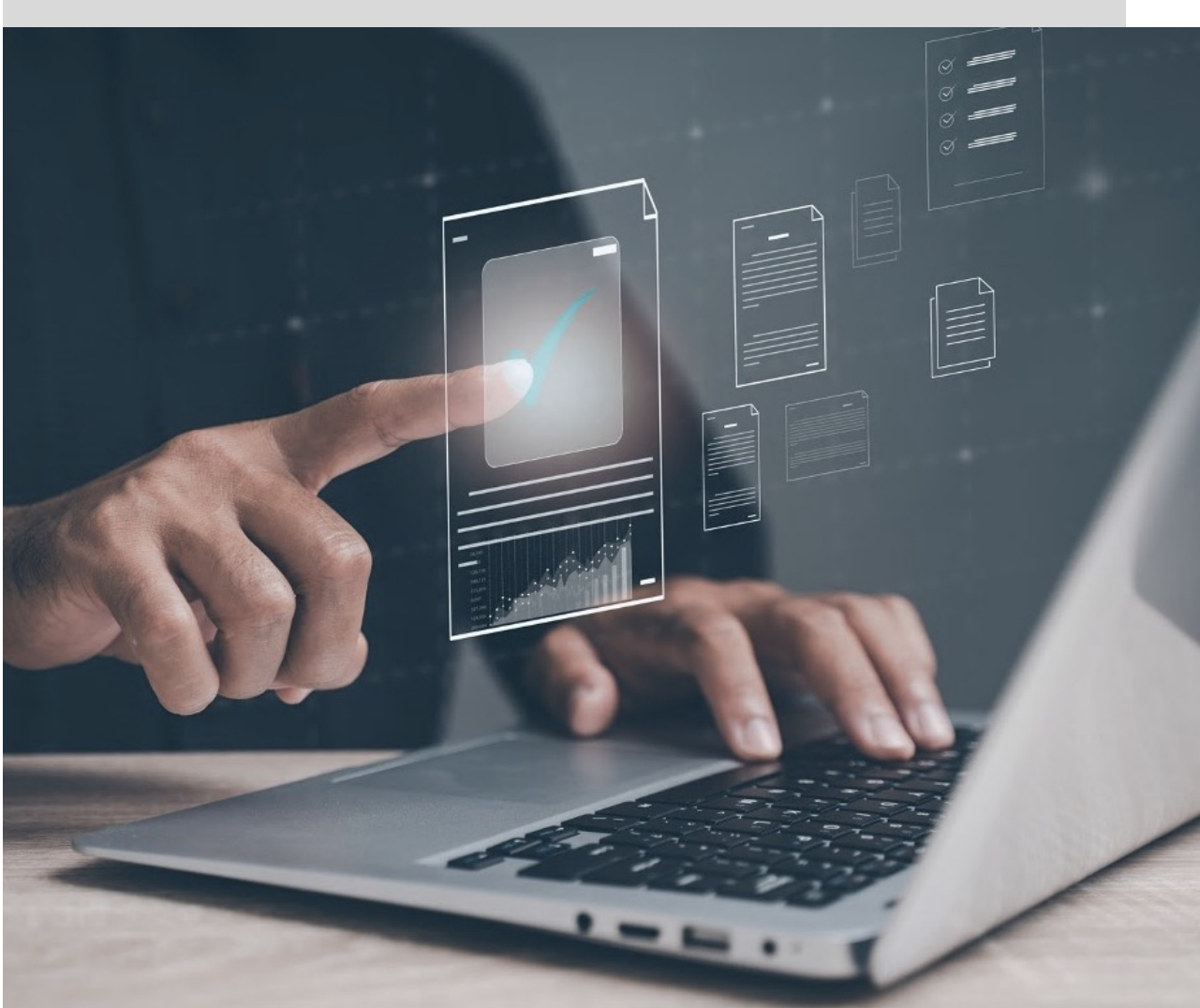
Ordinance No. 1,231 sets out a ban on presenting gambling as socially attractive, with messaging about the risks mandated to be included in any marketing by celebrities. The regulations set out that operators must adopt 'clear and socially responsible language' in the promotion of their operations.

By January 2025, only authorized operators will be permitted to sponsor national sports team, despite around 95% of teams in the Brasileiro Serie A league currently being sponsored by operators.

6. Integrity Monitoring

The new regulations outline a requirement for Brazilian operators to cooperate with national or international organizations monitoring sports integrity. Integrity monitoring is essential to ensuring sports are corruption-free and that bettors have confidence on the events when they place wagers.





7. AML & CTF Controls

There is a requirement to implement policies that seek to combat money laundering, the financing of terrorism and the proliferation of weapons of mass destruction, with robust procedures in place. Around the world, operators have robust policies and controls to ensure their platforms are not used for illegal activity. Brazil will be no different. Regulated operators play a crucial role in helping law enforcement identify and root out bad actors.

8. Product Compliance Program

In the lead up to launch, product compliance programs are critical for ensuring technical compliance, lab certification, and development of internal controls. After launch, the compliance requirements continue, including ongoing certification needs, enforcement of internal controls and policies, reporting of incidents, and approval for system changes. A product compliance team versed in regulation and technology is critical.

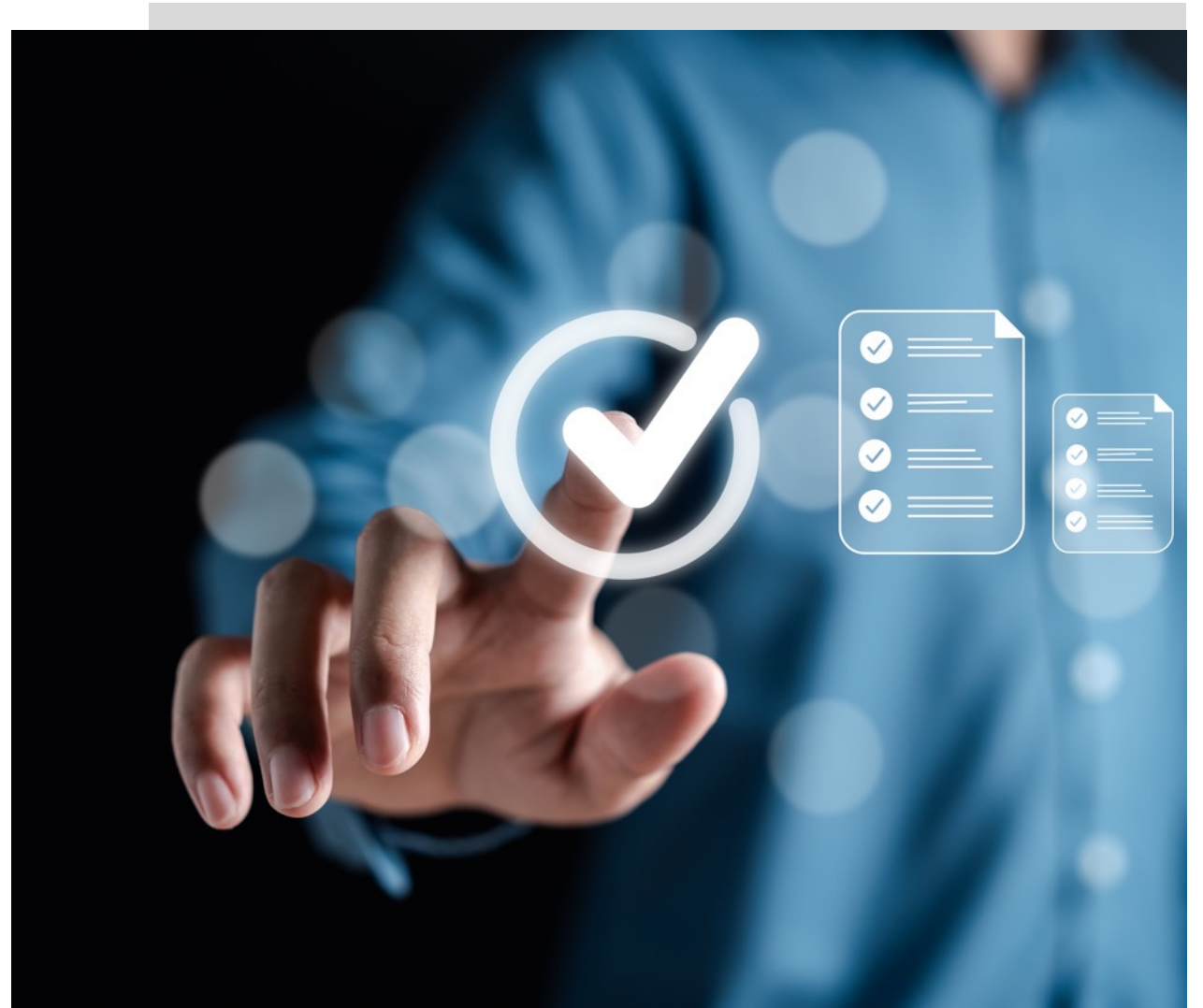
9. Internal Controls

Internal controls are an essential part of any business's compliance program. However, regulated gaming comes with additional requirements, including updating regulators on new feature releases, reporting incidents with the system or bettors, and providing required data and reporting to regulators. Internal controls must lay out all requirements and be supported by a program that educates an operators' internal teams on how to follow them.

10. Payment Security

One thing bettors expect in a regulated market is that the funds they deposit with operators will be held securely. That means kept safely and separately from operating funds. Failure to protect consumer funds is a regulatory violation and will damage operator reputation among bettors.

Only operators authorized by Central Bank of Brazil (BACEN) can offer transactions or service that allow the placement of bets. Additionally, any form of credit cards, cryptocurrency, cash, payment slips or cheques are prohibited.



FOCUS: RESPONSIBLE GAMING TOOLS

Player protection is a paramount concern in the global online sports betting and iGaming industry. Technology can be leveraged to minimize problems for operators, but it must be reliable to instill trust in regulators and customers.

The Brazilian regulator has placed significant weight on the importance of responsible gambling measures, with a whole legal act dedicated to the subject. It is essential for operators to monitor and track the behavior of their players.



A responsible gaming approach to gambling in Brazil must take into account the local context and language to create a healthy gaming environment.

Dr Michael Auer

Managing Director, *OpenBet's Neccton*

The Power of Neccton Technology



The integration of advanced technologies, such as Neccton's player protection, AML and anti-fraud tools, is essential for creating a safe and responsible gaming environment.

Powered by AI, Neccton offers real-time monitoring of player behavior, with advanced analytics and produces scientific risk ratings. In turn, it delivers integrated player communications, such as pop-ups, limit setting functions and personalized feedback to reduce harm.

The end-to-end solution also supports clients with compliance consultancy and anti-money laundering tools to promise unrivalled turnkey player protection.

Supported by peer reviewed academic research:

- Online players who set deposit limits are **18%** more loyal
- Personalized messages to bettors improves effectiveness by **100%**
- **70%** of online bettors find messages about high losses effective
- **90%** of online bettors who self-exclude for shorter periods return to play responsibly
- **15 minutes** is the minimum cool off period to be effective. **55%** of players will log off or close account during this time frame
- **68%** of bettors will stop deposits on the same day after a one-hour cool off period
- **Consistent pop-up messaging** encourages longer-term responsible play patterns

FOCUS: GEOLOCATION TECHNOLOGY



Geolocation is an essential process to build confidence in the Brazilian market. Several ordinances in the regulations, such as No. 722, depend on an operator's ability to locate and verify players, for the purposes of licensing requirements, AML, fraud prevention and geo-blocking.

Geo-blocking ensures content is only being offered to customers within respective licensed states, securing compliance and operational success in this diverse market.

Source: FAS Advogados

OpenBet Locator™: Combination of Two Tech Innovators

OpenBet Locator™ is our flexible and precise proprietary geolocation product built on the backbone of Amazon Web Services (AWS). Through this synergy of two trusted technologies, the low latency solution will enable Brazilian operators to locate, promote to and monitor customers with confidence, in the knowledge it is built with a gaming-focused logic. The technology is GLI-33 certified in the US, which is the like-for-like standard to Brazil's framework, making it compliant with local regulations.

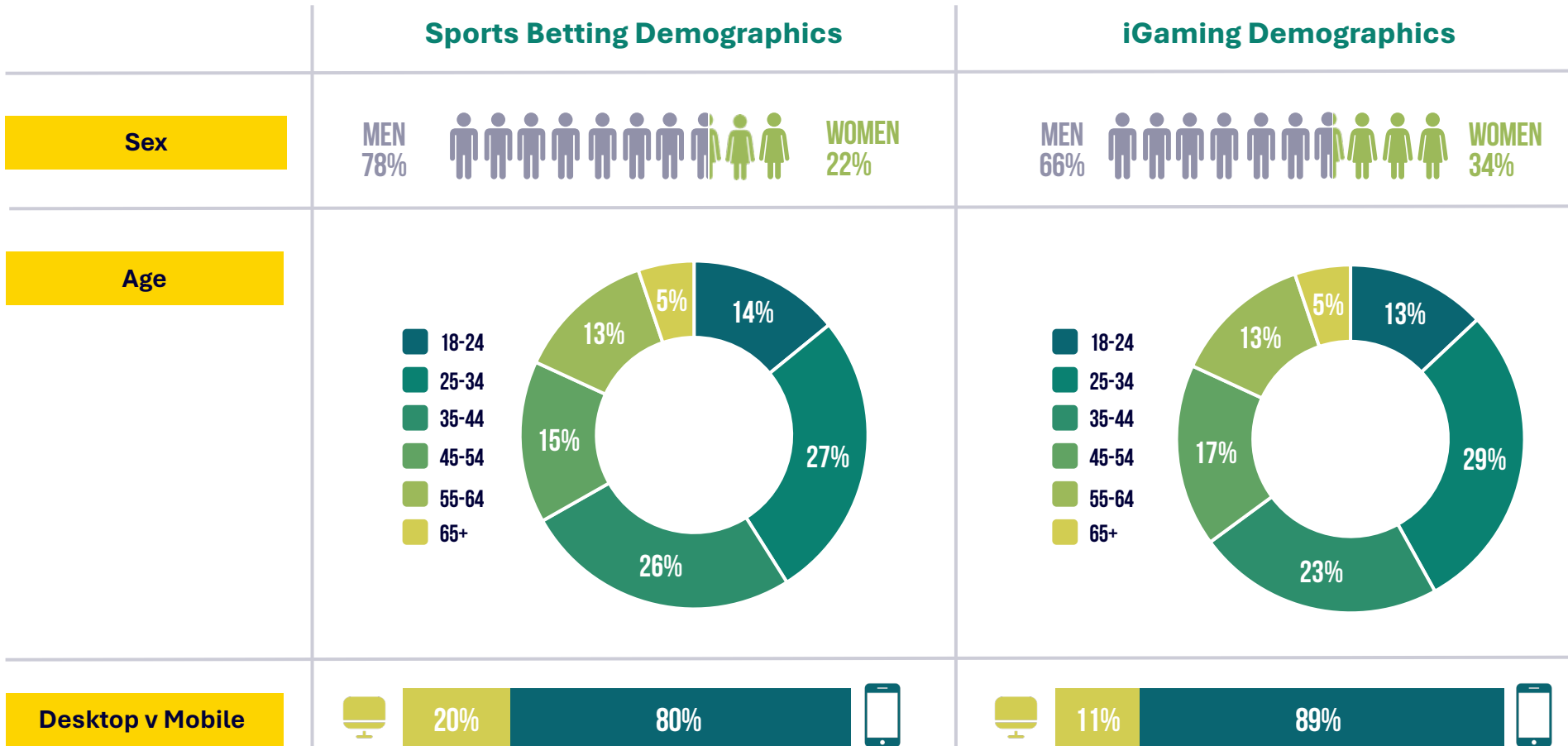
By using tried and test technology through AWS, OpenBet Locator™ offers:

- **Fully flexible** geo-fence management
- **High precision** location tracking
- **Fraud prevention** combined with **real-time VPN and location spoofing detection**
- **Multi-tenanted solution** that support travelling wallet
- **Easy and flexible** configuration options
- **Speed to market**



BRAZIL MARKET OVERVIEW

DEMOGRAPHIC BREAKDOWN



Source: H2 Gambling Capital, September 2024

BETTING & GAMING MARKET SIZE

Online

Brazil's online betting and gaming market is projected to grow from US\$1bn (R\$5.2bn) GGR in 2019 to an estimated US\$5bn (R\$24.5bn) by the end of 2024.

H2GC estimates above most other market commentators but aligned with recent research by Banco Itaú's Macro-Economic Research Department.

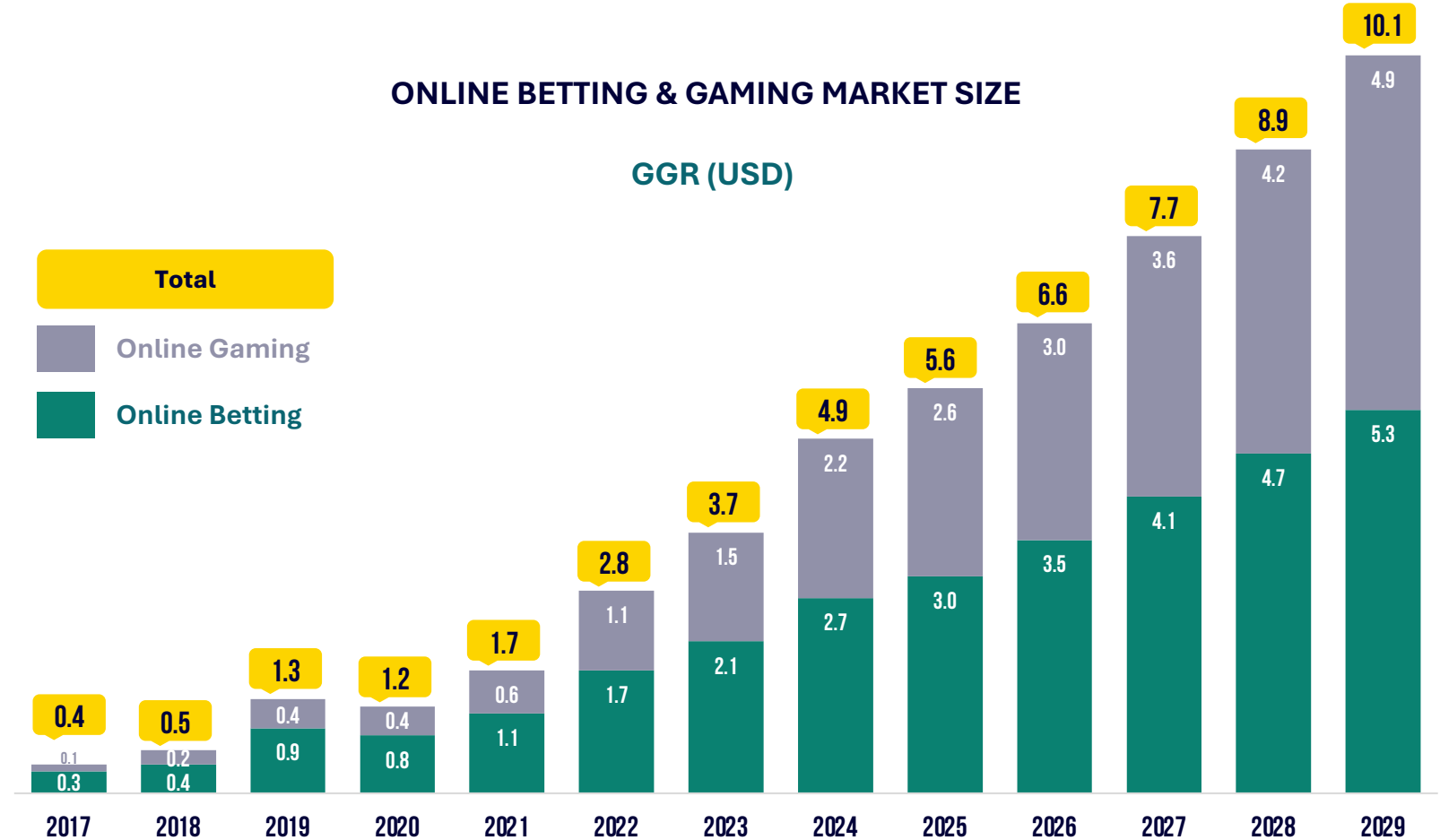
Retail

Caixa has confirmed that the company will operate betting from its land-based lottery terminals as well as through an online platform. Looking at the major European lottery operators that have a monopoly on land-based betting, **c24%** of their revenues come from sports betting.

However, these markets started with land-based sports betting being the only legal offering, before expanding into online. By contrast, the Brazilian sports betting market is a 'mobile first' market – and as such, the land-based offering will have a lower penetration.

ONLINE BETTING & GAMING MARKET SIZE

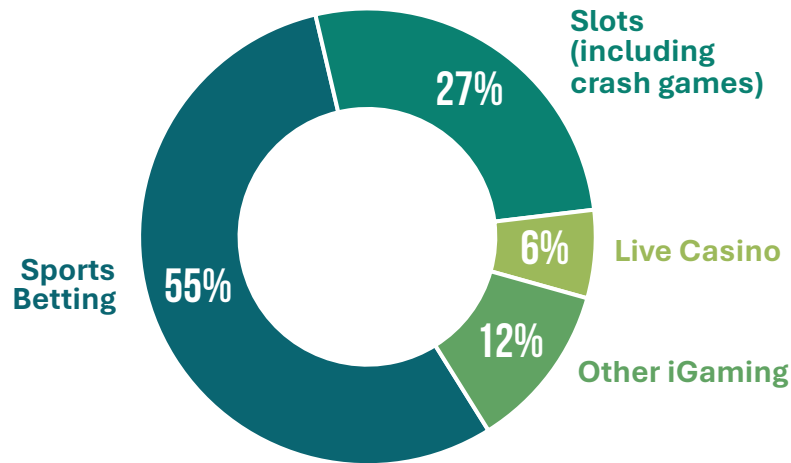
GGR (USD)



Source: H2 Gambling Capital, September 2024

PRODUCT SHARE

Onshore Online Betting & Gaming Split by Product - 2025



Sports betting is forecast to generate **55%** of online betting and gaming GGR in 2025, with slots following behind with **27%** of market share.

Source: H2 Gambling Capital, September 2024



PARTICIPATION & SPEND

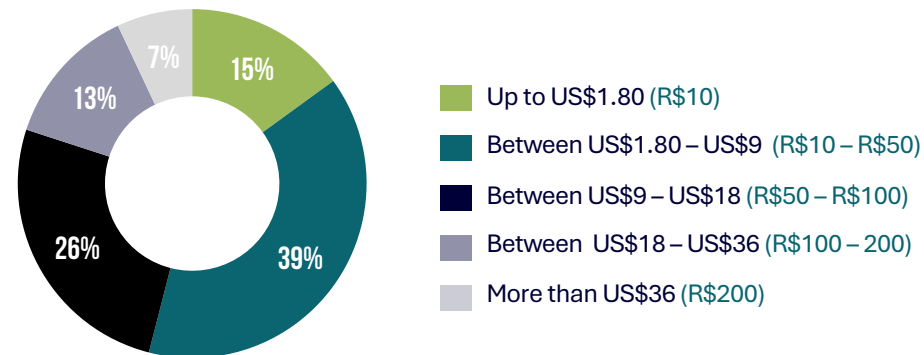
2026 Onshore Online Betting & iGaming Market (BRL)	2026
GGR (BRL bn)	29
GGR per Active Account (BRL)	745
Online Active Accounts (m)	39
Accounts per person	2.50
Unique Active Users (m)	16
% Total Adults	9%

Source: H2 Gambling Capital, September 2024

H2GC estimate there will be **36m** active online betting & iGaming accounts in Brazil by 2026, with an average GGR per account of **US\$133 (R\$745)**. This accounts for **15m** adults – or **9%** of the total adult population. This compares to **24%** of adults in the UK with an online betting & iGaming account, with the relatively newly regulated Dutch market showing just **5%** of adults with an online account.

Average Weekly Spend

Percentage of spend on real money games each week (across all online gambling)



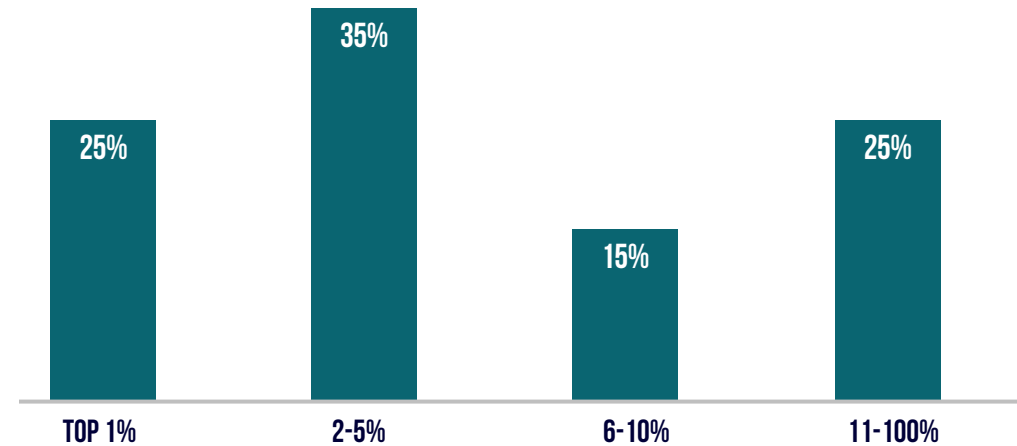
Source: ENV Media, August 2024

ENV Media's survey data shows that **39%** of respondents spend between **US\$1.80 – US\$9) R\$10-50** per week across online betting and iGaming

LTV & CPA

Average Player Value		
Brazil online betting and iGaming LTV:	US\$487	R\$2,735
Brazil online betting and iGaming CPA:	US\$63	R\$354

Percentage of UK Market GGR from Highest Spending Players

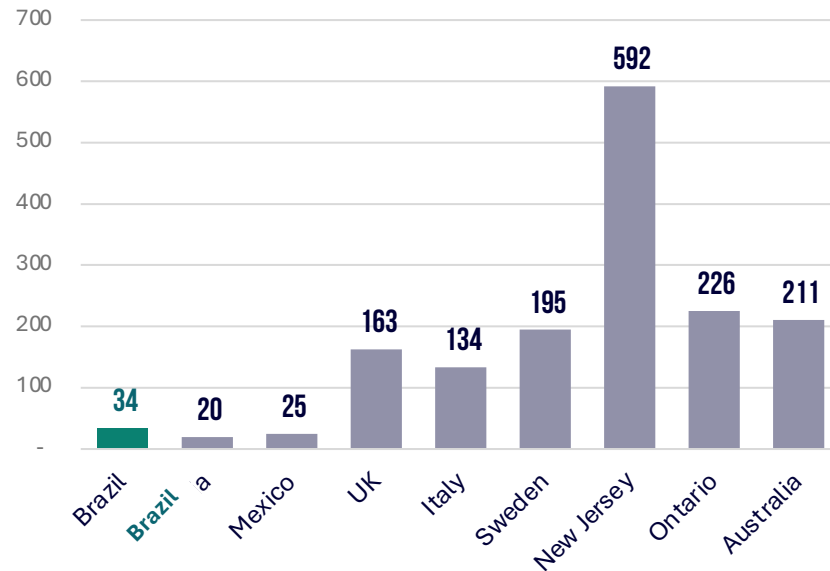


Source: H2 Gambling Capital, September 2024

Estimates suggest player lifetime value (LTV) will equate to **US\$ 487 (R\$2,735)** in **2025**, at a cost per acquisition (CPA) **of US\$63 (R\$354)**. However, it is important to flag that there is no such thing as an average player. Data from the UK shows that the top **5%** of players account for approximately **60%** of the market, with significantly higher LTVs. By contrast, **90%** of players have a below average LTV, illustrating the importance of the quality of each customer, not just quantity of customers.

MARKET COMPARISONS

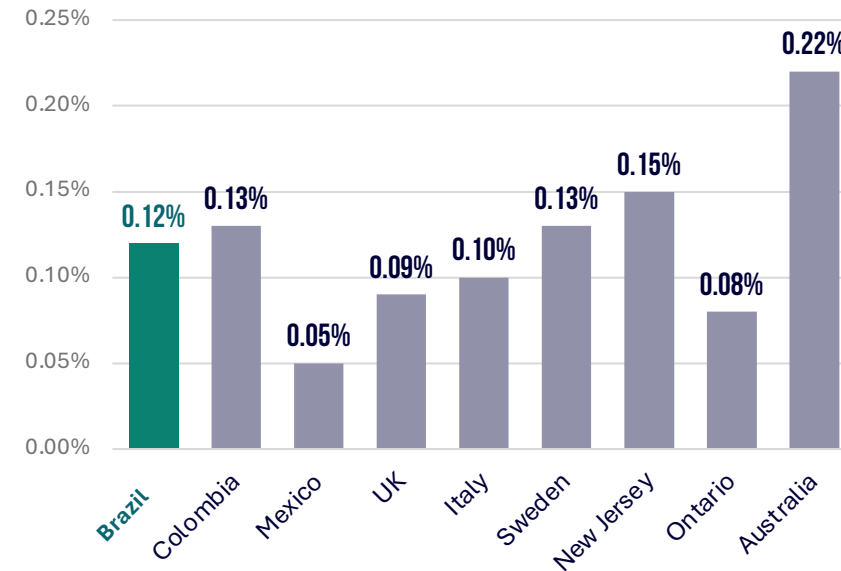
Onshore Online GGR per Adult (US\$) - 2026



Source: H2 Gambling Capital, September 2024

Brazil onshore online betting and iGaming GGR per adult of **US\$34 (R\$187)** in **2026** is ahead of other LatAm markets, but below established markets across Europe and North America given the lower GDP per Capita in Brazil.

Onshore Online GGR as % GDP - 2026



GGR as % of GDP, to adjust for relative wealth of each market, is comparable to European markets, although below that of leading North American markets.

BET TYPES

Pre-match v In-play	Pre-match	In-play
Turnover	40%	60%
GGR	45%	55%

Bet Builder / Multiples Drive Higher Margin

Singles Margin	6.7%
Multiples Margin	21.5%
Total Margin	9.3%

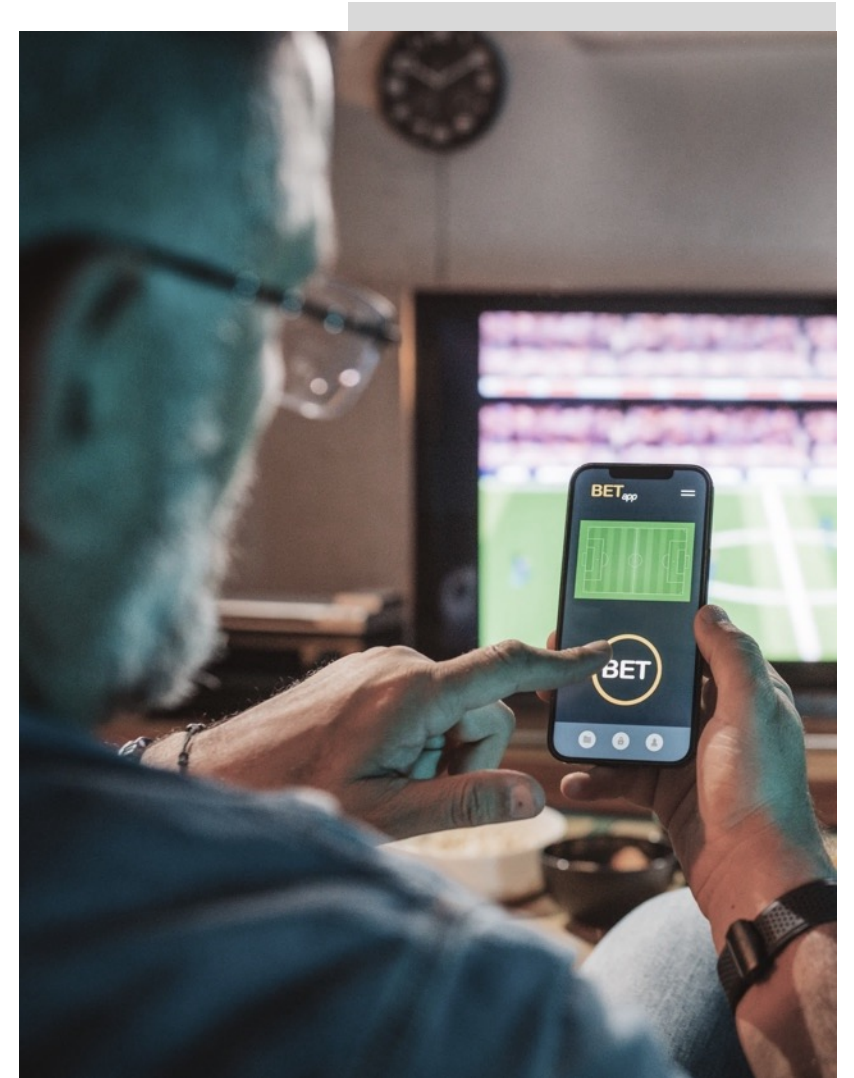
Source: H2 Gambling Capital, September 2024

Familiarity of betting terms

- Single bets (**97%** are familiar)
- Accumulators (**70%** understand term, showing growing awareness)
- In-game, or live, betting (**82%** know what this is)

Source: ENV Media, August 2024

In-play has been a key driver of sports wagering market growth and will continue to do so within the regulated market. The US has shown how operators are using BetBuilders (same-game parlays) as a key part of their offering to drive higher margins.



PREFERENCES

Split of Sports Betting Brazil	Turnover	GGR
Football	78%	86%
Tennis	5%	4%
Basketball	7%	3%
Other	10%	7%
Total Sports Betting	100%	100%

Source: H2 Gambling Capital, September 2024

Football is by far the most dominant product in the market, with Brasileiro Serie A and the English Premier League the most popular leagues. Tennis and Basketball are the next largest sports in terms of GGR, given the high number of matches and availability of the product. MMA and Boxing are popular, but lower product availability means they have a lower share of overall GGR.



WAGERS

2026 Onshore Online Betting	2026
GGR (BRL bn)	15.8
Margin	9.0%
Turnover (BRL bn)	176
Average Stake (BRL)	44
Number of Wagers (bn)	4.0

Source: H2 Gambling Capital, September 2024

Player Survey Data

Frequency of betting	%
Bet weekly on sports	50%
Bet daily	21%
Bet occasionally	29%

Source: ENV Media, August 2024

Onshore sports betting market in Brazil is expected generate **4bn** wagers in **2026**. When comparing with the UK rate, which stands at **4.4bn** wagers, Brazil having **3x** the adult population of the UK, there is material potential upside to this as more recreational customers enter the market.

Survey data shows that **50%** of online sports bettors bet weekly on sports, while **21%** bet daily.



SECURING THE COMPETITIVE EDGE

MEETING THE NEEDS OF BRAZIL'S SPECIFIC REQUIREMENTS

Scalability & Platform Resilience

The scalability of sportsbook platforms will be a critical operational challenge in Brazil. The vast number of potential bettors requires infrastructure capable of handling high traffic without compromising performance, as seen in other major markets such as the UK and US. Even minor technical failures or downtime could have serious consequences for brand reputation and revenue, especially during peak periods like the Campeonato Brasileiro Série A.

Given the complexity of the market, multi-tenant solutions may fall short in providing the necessary resilience. Robust sportsbook technology that is proven to deliver at the highest standards will set the competition apart. OpenBet has a proud history of consistently delivering ZERO downtime during major sporting events, with successful brands across the globe trusting its Betting Engine to perform when it matters most.

OpenBet's powerful sports Betting Engine

SCALABILITY

100,000+ BETS
PER MINUTE

ZERO DOWNTIME

3 BILLION BETS
PLACED ANNUALLY

“

Operators will need dedicated, high-performance platforms that not only scale with market demand but also guarantee near-perfect uptime.

Sam Depoortere

VP, Platform Products
OpenBet

Localized Content & Experiences

The ability to offer flexible and localized content will be a key differentiator. Operators that adapt quickly to local preferences are more likely to capture and retain bettors, particularly in a market that is highly engaged with social media and digital platforms.

Additionally, the ability to obtain state-level licenses further reinforces the need to tailor content to the specific regulatory requirements and cultural nuances of each state.

Tailored technology and bespoke services will enable operators to cut through the noise and ensure their offering appeals to players. OpenBet's **Transform** pillar provides tailored solutions for customers who prefer a service-based pricing model in addition to its modular and productized solutions.



It's essential to deploy tailored content and smart trading strategies to attract and retain players while ensuring profitability.

Sam Depoortere

VP, Platform
Products *OpenBet*

OpenBet's Transform pillar includes:

ROADMAP ACCELERATION

Swiftly adapt to market dynamics and changing consumer preferences

PLATFORM UPGRADES

Manage high transaction volumes with precision

INTEGRATION PRODUCTS

Seamless connectivity across technologies for comprehensive management

QUALITY ASSURANCE

Mitigate risks and maintain high performance standards

SITE AND RELIABILITY ENGINEERING

Optimize platforms for increased demand and consistent reliability

CUSTOM FEATURE DEVELOPMENT

Develop bespoke solutions for accurate pricing and effective risk management

Managing Risk in a High-Volume Market

Brazil's large population presents a market with increased transaction volumes but relatively low individual player values. This poses significant risks, as savvy bettors may seek to exploit inefficiencies in sportsbook offerings.

OpenBet's Managed Trading Service (MTS) empowers operators to hand daily trading tasks and risk strategy to our team of more than 100 expert traders. With the option to deliver an end-to-end solution, or partner with in-house traders, MTS is flexible, delivered by a team with decades' of experience, and helps boost margins.

OpenBet's end-to-end Managed Trading Services

Management of risk strategy

- Liability monitoring
- Limit setting
- Customer profiling

Responsibility of daily trading tasks

- Reporting
- Managing intercepting tools
- Odds monitoring and competition

Content management

- Publication times
- Feeds mix
- Sports and markets mix

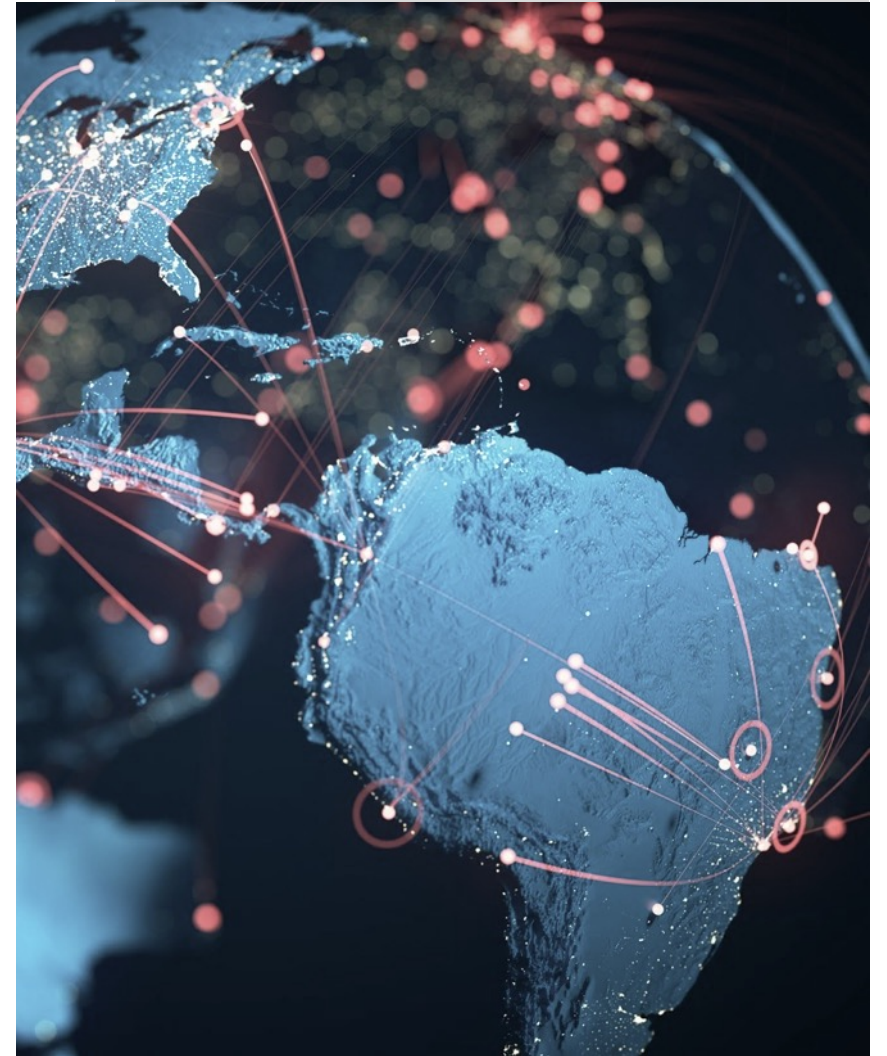


To avoid reduced hold rates and potential profit losses, operators must ensure their market offerings are priced accurately and managed comprehensively.

Effective risk management processes will be vital to protecting margins and ensuring long-term sustainability as the market expands.

Glen Saville

VP, Sportsbook Operations
OpenBet



BetBuilder: Perfect for Brazil

As we have seen within multiple LatAm regions and across the globe, BetBuilder is set to drive increased engagement for sportsbooks, allowing players to craft their own narrative and place the exact bets they want to. OpenBet offers extensive coverage, with the highest number of sports, more than 400 available markets and 22% margin.

OpenBet's top-tier BetBuilder can offer billions of potential combinations within a single event, for every game. In 2022, more than **US\$2bn (R\$11.2bn)** stakes were placed via BetBuilder, proving its robustness and reliability. More than **270 million bets** across more than **100 partners** were placed with an average of over **25% margin** in 2023.

For Brasileiro Serie A, BetBuilder delivered over **20% margin**, which would report maximum **7%** without the tool. Approximately **1.9 million** related Serie A bet slips were processed by OpenBet from April to October last year, and this is expected to grow with the introduction of in-play BetBuilder.

Through SportCast, OpenBet offers:

400+
AVAILABLE MARKETS

12,000+
SELECTIONS

BILLIONS
OF POSSIBLE COMBINATIONS

COVERAGE ACROSS 11 MAJOR
SPORTS FOR BETBUILDER

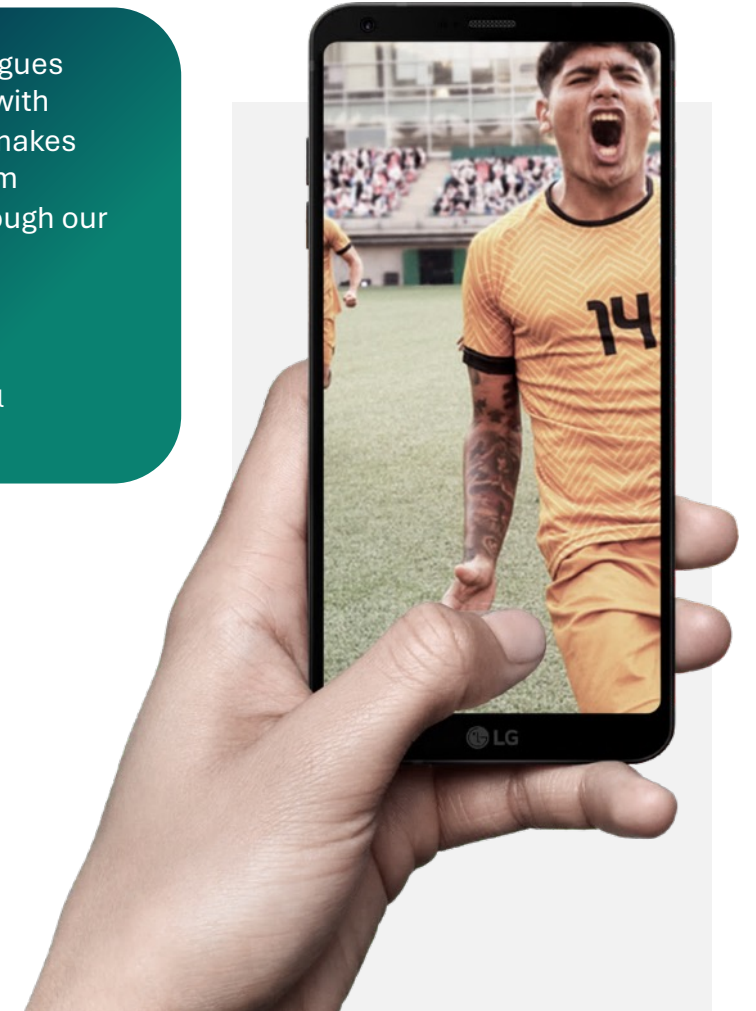
22% MARGIN ACROSS
ALL SPORTS AND PARTNERS



Brazilian football leagues are already popular with bettors and Serie A makes up a third of all LatAm football betslips through our BetBuilder product.

Luke Saunders

VP, Commercial – Global
Content *OpenBet*



In-Play Betting a Game Changer

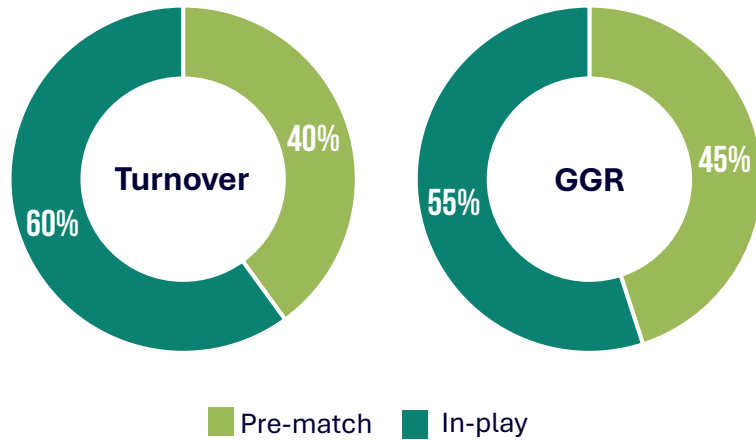
In-play betting is expected to significantly enhance engagement in Brazil and will be a crucial differentiator in capturing and maintaining player interest throughout matches.

Given Brazil's vast and knowledgeable betting population, the demand for innovative features around the in-play experience will continue to grow.

In-play BetBuilder is one of those which will allow bettors to react to live events and place the exact bets they want to, creating a more personalized betting experience.

OpenBet's in-house developed In-play BetBuilder takes this form of entertainment to the next level, with major competitions including Brazil's Serie A, Argentine Primera División and the English Premier League on offer.

Pre-match v in-play



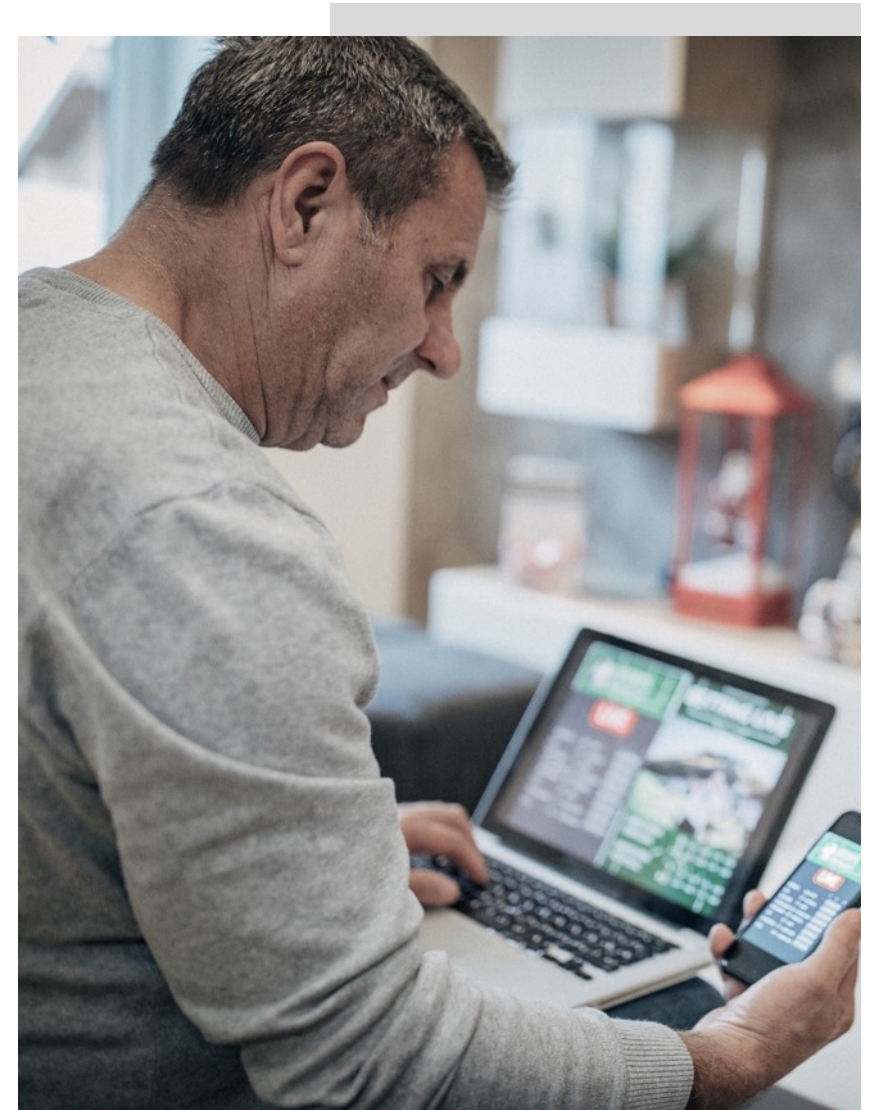
Source: H2 Gambling Capital, September 2024



In-play BetBuilder will remove the barriers found within the live match experience and deliver greater personalization.

Luke Saunders

VP, Commercial - Global Content
OpenBet





CONCLUSION: THE WINNING STRATEGY

A MARKET LIKE NO OTHER

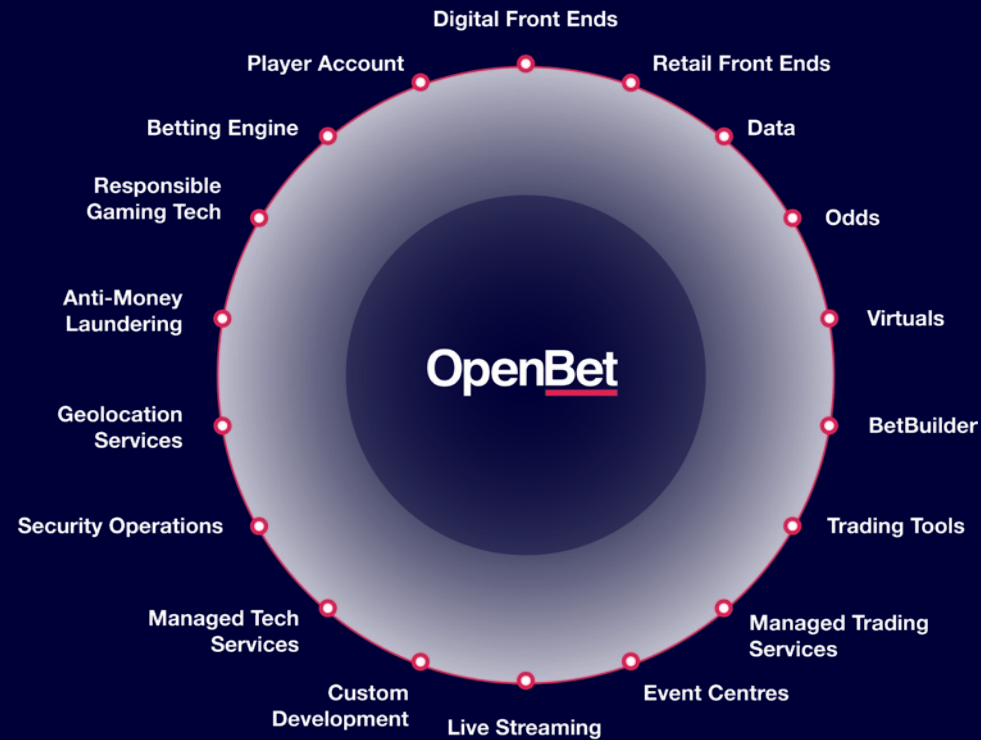
Ultimately, Brazil will be a regulated market like no other. Applicants launching legalized operations in the region will need to thoroughly understand the nuances of the country's culture, as well as respond strongly to the heavy burden that regulation brings.

In order to succeed in Brazil's regulated market, we have identified the following requirements that will support operators in developing a sportsbook offering fit for regulation:

- Implement scalable, flexible and precise geolocation technology to comply with Ordinance No.722 and guarantee customers are being tracked regularly
- Integrate reliable player protection technology underpinned by academic research to create a safe and secure environment for players
- Deploy powerful platform technology that is scalable and reliable to deliver zero downtime during major sporting events
- Invest in a superior content offering to secure a competitive advantage, including breadth of markets, and both pre-match and in-play BetBuilder capabilities
- Ensure relevant teams possess specialist knowledge of Brazil's culture to elevate marketing strategies and overall operations



THE COMPLETE END-TO-END BETTING ECOSYSTEM



Betting
Technology

Trading Tools
& Content

Services & Custom
Differentiation

Fan Engagement
Tools

Regulatory
Compliance Services

THE TRUSTED PARTNER OF CHOICE

OpenBet[®]

OpenBet is a leader in sports betting entertainment, with over 25 years of experience and a passion for innovation.

With its modular range of technology, data, content, and services, OpenBet is trusted by over 200 major sports betting brands, lotteries, casinos, and tribal operators across the U.S., U.K., Australia, Canada, and more.

Recently, OpenBet enhanced its regulatory compliance capabilities with the acquisition of Neccton and the launch of OpenBet Locator, its cutting-edge geolocation solution.

In the high-stakes business of online betting & gaming, we've assembled the tech, product and capabilities to flex to our partners' needs.

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