

- **GMZBST ENGAGEMENT PLATFORM**

CASUAL GAMES, UNDER YOUR BRAND, LIVE IN DAYS

» WHITE-LABEL GAMES AND GAMIFICATION FOR MOBILE
OPERATORS, LOYALTY PLATFORMS, BANKS AND MEDIA.

gmzbst.com / gmzbst.mobi

GameZBoost (Pty) Ltd



- 01 WHERE IT FITS

SIX VERTICALS, ONE PLATFORM



MOBILE OPERATORS & VAS

Bundle games into data plans and daily, weekly or monthly VAS subscriptions.



LOYALTY PLATFORMS

Give members a reason to earn and burn points every day, not once a quarter.



BANKS & FINTECH

Fill the gap between transactions with app opens that reward product perks



NEWS & MEDIA

Hold attention with classic games and open sponsored tournament inventory



SPORTS PLATFORMS

Keep fans in the app off-season with themed quizzes and predictor brackets



BETTING & GAMING

Retain accounts between bets with free-to-play challenges and no cash stakes.

- 02 THE PLATFORM

THE ENGAGEMENT ENGINE



LEADERBOARDS

Daily, weekly and all-time boards, local and global.

XP & REWARDS

One points economy, redeemable against your own stack

QUESTS & STREAKS

Structured daily loops that reward the return visit.

QUIZZES & POLLS

Configurable question sets with live campaign reporting.

TOURNAMENTS

Scheduled leaderboard or knockout brackets, automated end to end.

CLANS & COMMUNITY

Profiles, friends, chat and clan clashes with profanity filtering.

125+
HTML5 TITLES

200+
QUESTS/MISSIONS

0
DOWNLOADS FROM APP STORES

- 02 THE PLATFORM

PLATFORM FEATURES, ALREADY BUILT

WHITE-LABEL BRANDING

Your logo, colours, domain and tone of voice. The service reads as yours, not ours

125+ HTML5 GAMES

Casual, puzzle, arcade, sport and skill titles, with new games added regularly.

ENGAGEMENT CAMPAIGNS

Rank your most engaged players over any period and issue vouchers or prizes automatically, incl. tournaments

WEB PUSH RE-ENGAGEMENT

Browser notifications with quiet-hours control bring lapsed subscribers back.

XP AND REWARDS API

Award, track and redeem points against airtime, data bundles or loyalty rewards.

OPERATOR ADMIN AND REPORTING

Live dashboards for DAU, WAU, MAU, retention, top games, top players and campaigns.

REST API, SDK AND WEBHOOKS

Documented JSON API, JavaScript SDK, a webhook event bus and a Swagger console.

FLEXIBLE DEPLOYMENT

Hosted site, embedded iframe, in-app WebView, or a self-hosted package on your servers.

» Mobile 1st strategy, compatible across all in the mobile browser. Compressed WebP assets, aggressive caching and an offline shell keep the service usable on entry-level Android handsets.

- 02 THE PLATFORM

PLAYER-VERSUS-PLAYER AND THE WHATSAPP LOOP

STEP 01

A SUBSCRIBER CREATES A MATCH AND GETS A LINK.

Turn-based Chess, Checkers and Tic Tac Toe run as correspondence matches, a turn takes seconds and almost no data.

Every match records a winner, feeds XP and head-to-head boards, and is matched only inside your own base.

STEP 02

THEY SHARE IT ON WHATSAPP TO A FRIEND ON ANY NETWORK.

Multiplayer 8 Ball plays live, shot for shot, between two handsets on different networks over our own relay.

Match clocks keep it moving: a reminder at 24 hours and an automatic result at 48 hours, so no match sits open forever.

STEP 03

THE FRIEND TAPS, JOINS AND PLAYS. NOTHING INSTALLED.

A whose-turn badge, a My Games inbox and 24-hour nudges pull lapsed players back without a media spend.

Nothing is installed and no app-store approval is needed, the whole service runs in the mobile browser.

» Organic growth inside your subscriber base, at no acquisition cost.

GAMEZBOOST

Four Ways to Launch Casual Games Under Your Own Brand

Flexible integration options.
One powerful engagement platform,
Endless possibilities for your business.



ENGAGE PLAYERS



DRIVE RETENTION



REAL-TIME ANALYTICS



BOOST REVENUE



SECURE & ISOLATED



70+ LANGUAGES INCLUDING RTL



SCALABLE & RELIABLE



ANT-CHEAT & FAIR PLAY

1

GAMES FEED

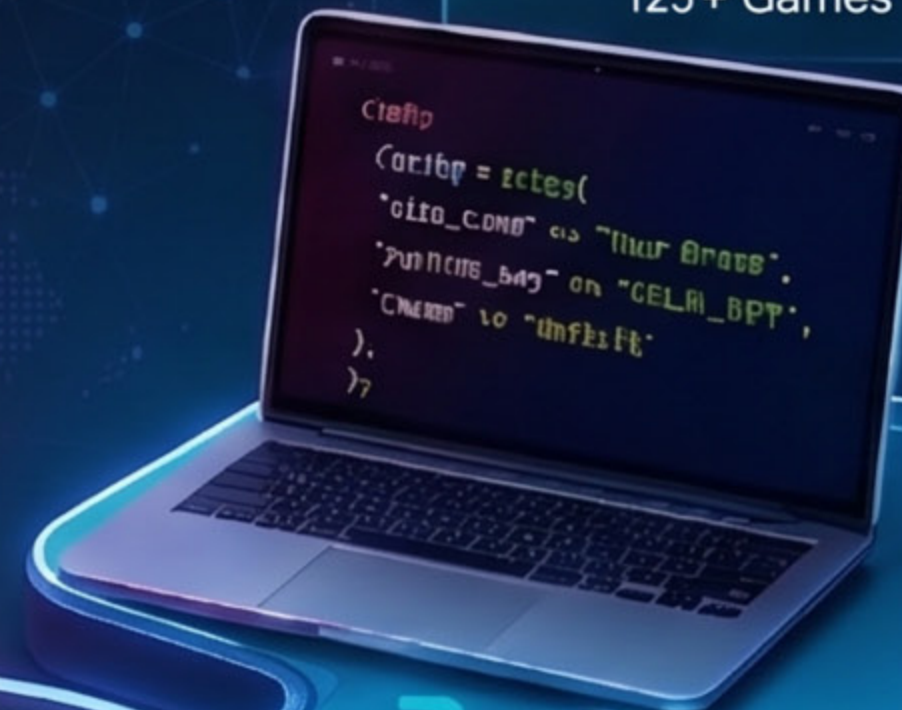
The fastest start
80+ Games



2

WHITE-LABEL PHP FRAMEWORK

Self-hosted solution
125+ Games



3

TURN-KEY ENTERPRISE PLATFORM

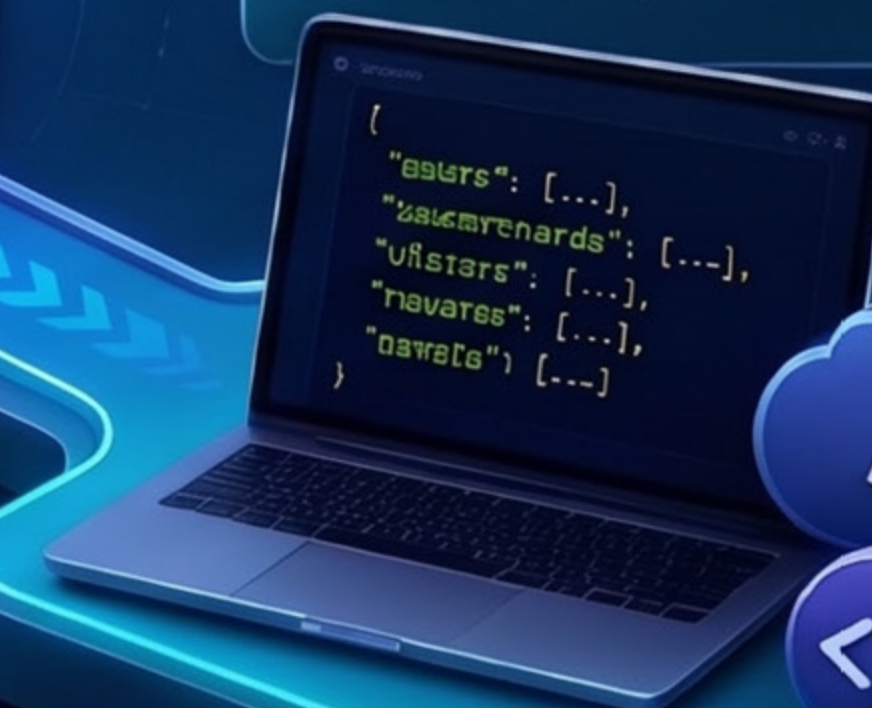
Fully managed
125+ Games



4

DIRECT JSON API

Build your own
125+ Games



GAMEZBOOST

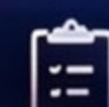
ENGAGEMENT PLATFORM



LEADERBOARDS



XP & REWARDS



QUESTS



TOURNAMENTS



CLANS



PROFILES



CHAT



ANALYTICS

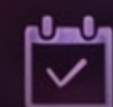
THE ENGAGEMENT STACK – ON EVERY PATH



GLOBAL LEADERBOARDS



XP & REWARDS ECONOMY



DAILY QUESTS & QUIZZES



ACHIEVEMENTS



CLANS & PHP CLANS



CHAT & FRIENDS



REAL-TIME ANALYTICS

03 INTEGRATION FOUR INTEGRATION PATHWAYS

Start light, scale sideways. The engagement layer is identical on every path.

01

GAMES FEED

82 plug-and-play titles behind a single link. No SDK, no build.

Hosted by us. Best for proving the engagement case in minutes.

02

WHITE-LABEL FRAMEWORK

125+ titles on your domain. One config file sets brand, key and theme.

Fully hosted, including all features and services.

03

PHP FRAMEWORK

125+ titles, fully managed, with operator admin, reporting and campaigns.

Turn-key. Best for a branded destination you control completely.

04

JSON REST API

Full catalogue, games, profiles, quests and XP through documented endpoints.

Your front end, our backend. Best for native apps and custom loops.

» Billing plugs in with two server-to-server calls: one grants access after a charge, one reads status. MSISDN or email as the key.

- 03 INTEGRATION

SUBSCRIPTION AND BILLING IN TWO CALLS

Your billing platform stays the system of record. GMZBST grants play access and reports it back.

TWO API CALLS, THAT IS ALL

One grants access after a successful charge, one reads status , server-to-server key over HTTPS.

MSISDN OR EMAIL AS THE KEY

E.164 MSISDN, email, or both. No stored user tokens and no forced landing-page round trips.

DAILY, WEEKLY OR MONTHLY BUNDLES

Access is credited as Game Days. Recurring subscribers top up automatically.

TRIALS AND GRACE PERIODS

A configurable free-trial allowance, credited once per new subscriber, no custom work.

ONE-TIME SIGN-IN LINKS

Single-use SSO drops your subscriber straight into the game, already signed in.

IDEMPOTENT AND AUDITABLE

Repeat calls never double-credit, and every grant is ledgered for billing reconciliation.



» *Non-recurring subscribers stop cleanly at expiry and are routed straight to your subscribe page.*

- 04 GAMING CONTENT

A CATALOGUE THAT PLAYS ITSELF INTO RETENTION

GENRES

Puzzle · Action · Sports · Board · Cards · Multiplayer

HOW THEY PLAY

Pick up and play · One-handed portrait · Seconds to load · Short sessions

SOLO

Score chasing · Level runs · Endless modes · Beat your best

HEAD-TO-HEAD

8 Ball · Chess · Checkers · Tic Tac Toe

LIVE AND SOCIAL

Drawing with Friends · Lumi Snake

TURN-BASED

Play your move, close the app, come back when it's your turn

ALWAYS GROWING

New titles added continuously

- 04 GAMING CONTENT

QUIZZES: KNOWLEDGE, SCORED AND RANKED

The second way to play. Timed questions, instant answers, a leaderboard on every quiz.

PLAYERS

Timed quizzes across topics, from sport to local interest

Speed and streak bonuses reward fast, consistent answers

The right answer and a short explanation after every question

A leaderboard on every quiz, with your rank the moment you finish

OPERATORS

Fresh content in minutes: describe a topic, AI drafts the quiz

Review before it goes live, or publish in one click

Any subject, including your own brand, products or campaign

Free to play, XP only: licence-safe in every country

PLATFORM

Feeds leaderboards, clans, campaigns and push

Fully branded, one switch per site

Runs with or without games: quizzes alone, or with picks

Hosted by us or self-hosted, always up to date

» YOUR TOPICS. YOUR BRAND. LIVE IN MINUTES.

- 04 GAMING CONTENT

PLAYABLE EVENTS: PICKS

The third way to play. Real-world outcomes, free to enter, settled automatically.

PLAYERS

Weekly Pick'em and Survivor rounds

Football, rugby and Formula 1 from day one

A Daily Question with streaks and a monthly leaderboard

XP for every correct call

OPERATORS

A scheduled reason to return, every match day and every morning

Zero content burden: fixtures, rounds and results run themselves

Free to play, XP only: licence-safe in every market

Sponsored rounds and Plus-only rounds

PLATFORM

Feeds leaderboards, clans, campaigns and push

Fully branded, one switch per site

Runs with or without games: predictions-only or predictions plus quizzes

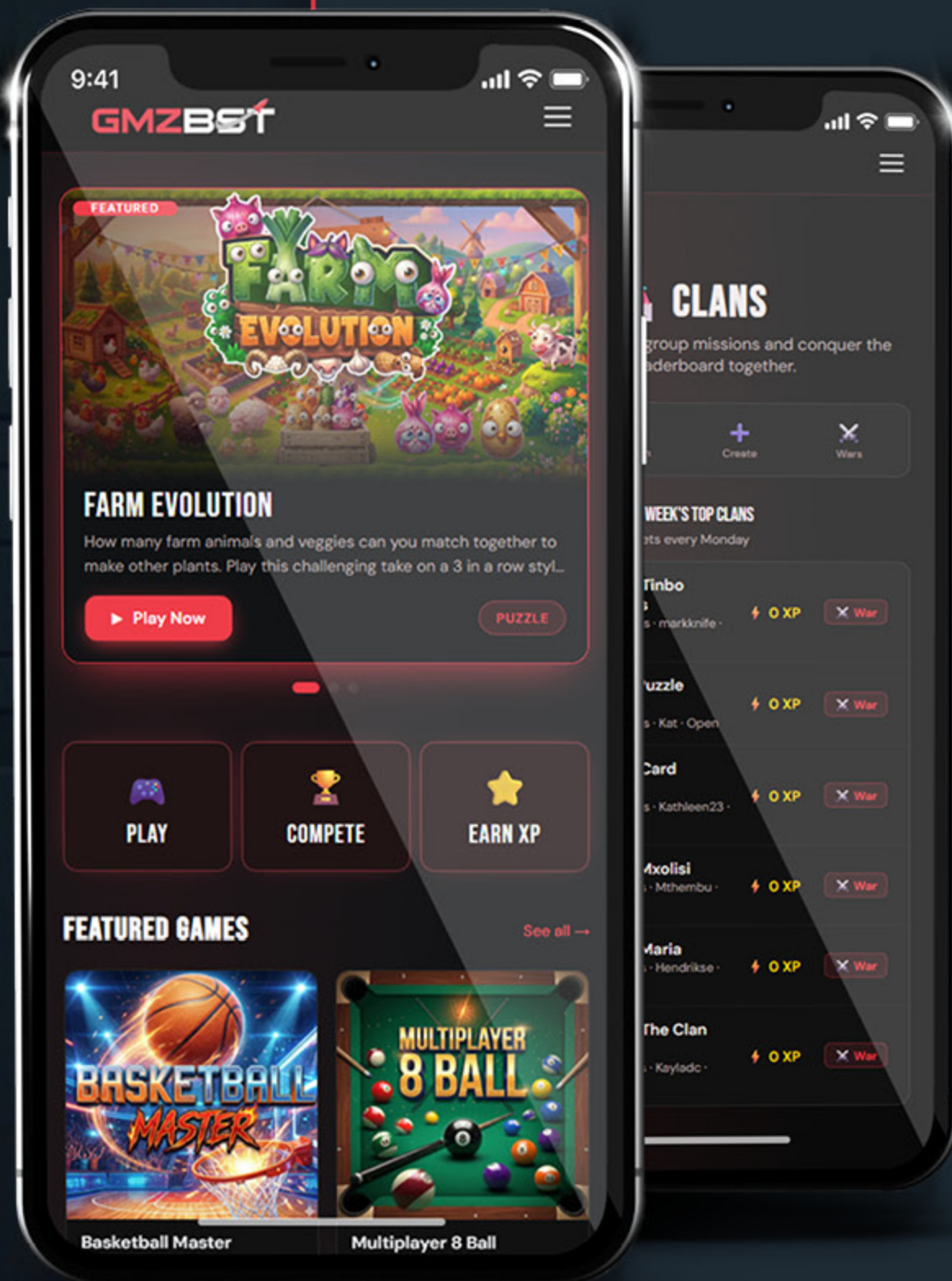
Hosted by us or self-hosted, always up to date

» ONE PRODUCT. EVERY MARKET. NO EXTRA TEAM.

- 05 COMMERCIALS

MONETISATION AND ANALYTICS

FIVE WAYS TO EARN



SUBSCRIPTIONS:

Daily, weekly or monthly bundles on carrier billing or card.

01

FREEMIUM:

Free core play with token, credit and reward upgrades.

02

PAY-TO-PLAY BRACKETS:

Ticketed tournament entry in cash or loyalty points.

03

ADVERTISING:

Display, interstitial and rewarded video inventory.

04

SPONSORED CAMPAIGNS:

Including branded tournaments and milestones funded by partners.

05

PULSE ANALYTICS

Live dashboards for DAU, WAU, MAU, retention, top games and top players.

Campaign and tournament results, with engagement ranked over any period.

Geographic and device footprint across your player base.

Clean telemetry export and API endpoints straight into your BI stack.

Your model, your players, your data.

- 05 COMMERCIALS

SIX COMMERCIAL BENEFITS

01

FAST TIME TO MARKET

A branded games service live in days rather than months, with no build cost and no game licensing to negotiate.

02

NEW SUBSCRIPTION REVENUE

Monetise through daily, weekly and monthly VAS bundles, with games as the value driver.

03

LOWER CHURN, HIGHER ARPU

Quests, streaks, clans and tournaments give subscribers a reason to return every day, not just once.

04

REWARD LOOP INTEGRATION

The XP redemption API links gameplay directly to your airtime, data or loyalty stack.

05

FULLY MANAGED SERVICE

Hosting, monitoring, updates, new game releases and support are handled end to end by GameZBoost.

06

LOW OPERATOR RISK

No capital outlay, no handset footprint, and a clean stop at expiry that keeps billing and content compliant.

- 06 ASSURANCE

SECURITY, ISOLATION AND COMPLIANCE



PER-PARTNER DATA ISOLATION

Accounts, leaderboards, tournament pools and telemetry are siloed per deployment. Handling aligned to POPIA and GDPR; subscriber data is never shared or resold.



NO GAMBLING MECHANICS

Entry is always free and prizes are XP and rewards, never cash stakes. Family-friendly titles, with username and chat profanity filtering built in.



ANTI-CHEAT AND FAIR PLAY

Server-side score validation, signed submissions, rate limiting, blocked-IP controls and self-service key rotation keep tournaments honest.



MANAGED AND ALWAYS CURRENT

99.9% uptime on monitored, auto-scaling cloud. New games and patches ship without a deployment on your side, and nothing is installed on the handset.



- NEXT STEPS

LET'S TALK, THEN PUT YOUR BRAND ON IT

An intro call is enough to size the fit. From there we can stand up a sandbox in your colours and bring in your technical, product or marketing teams.

01

Brand and
configure your
instance.

02

Point your domain,
or embed the portal
in your app.

03

Connect
billing with
two API calls.

04

Go live, report
and grow
engagement.

CONTACT

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SEE IT RUNNING

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worldofgames.co.za



GAMEZBOOST

GAMING WITH HEART