INTRODUCTION

20+ Years
in the Games
Business

Skilled
& Dedicated
Team

Develop & Provide
White Label Casual Games
Platforms

Clients & Deployment
Across the Globe

YOUR BRANDED GAMING PLATFORM

- LAUNCH A LOCALISED GAMING PLATFORM UNDER YOUR BRAND

KEY POINTS:

» Fully hosted and managed by GameZBoost on AWS cloud infrastructure

» Deployed on your own domain or subdomain, fully branded for your business

» Mobile-first casual gaming experience – works across all devices

» Ideal for telcos, mobile wallets, loyalty programs, and media brands

OPERATIONAL SUPPORT INCLUDES:

» Game sourcing and content curation

» Full site setup and branding

» Platform updates and feature enhancements

» Ongoing support for tournament setup, management, and prize distribution

TECHNICAL INTEGRATION:

API ACCESS PROVIDED FOR YOUR OPERATOR-APPROVED BILLING AGGREGATOR TO CONNECT DIRECTLY WITH THE PLATFORM
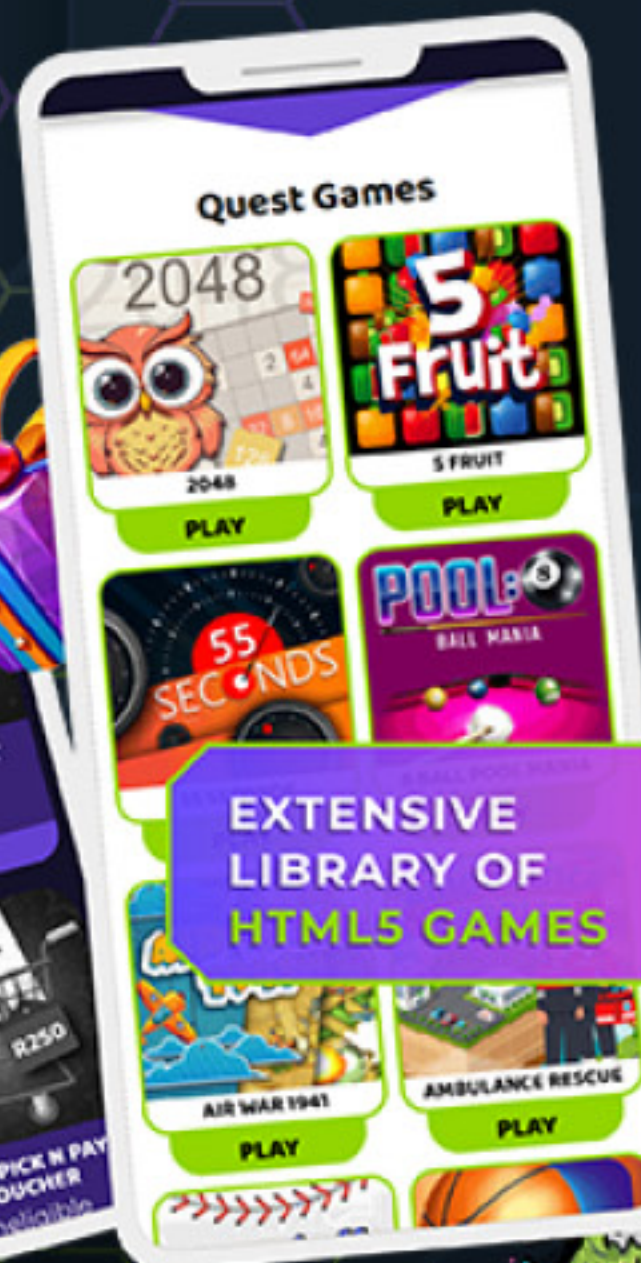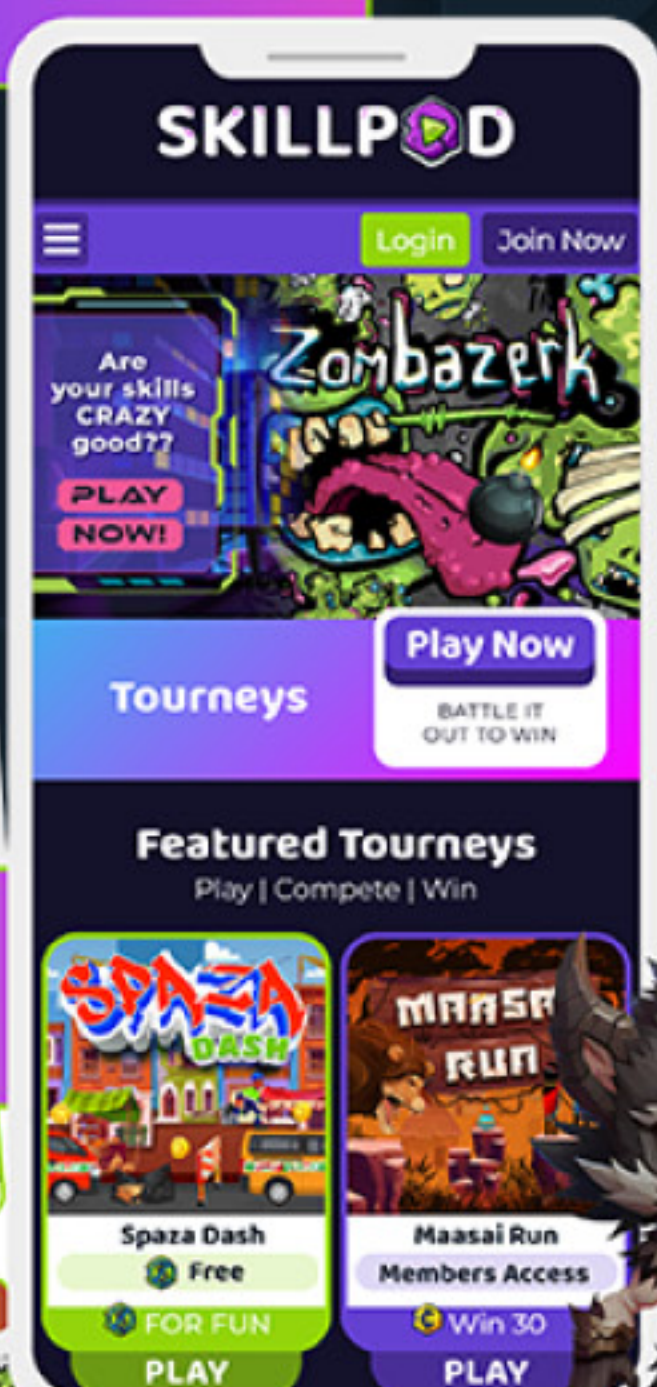
CORE PLATFORM FEATURES - BUILT FOR ENGAGEMENT

LOYALTY & REWARDS FRAMEWORK

FULLY CUSTOMIZABLE WHITE LABEL GAMES PLATFORM

**EXTENSIVE LIBRARY OF HTML5 GAMES**

COMPETITIVE TOURNAMENTS + ESPORTS FORMATS

FLEXIBLE MONETIZATION MODELS

KEY FEATURES:

» *200+ mobile-friendly HTML5 games* across multiple genres

» *Branded tournaments*, PvP challenges, and real-time leaderboards

» XP, Coins, and Pods-based gamification and *reward system*

» Friend lists, live chat, and *social engagement tools*

» *Cross-device play* with cloud save and sync

» Unlockable quests, redeemable rewards, and *configurable incentives*

» *Real-time analytics* and reporting to track platform usage and performance
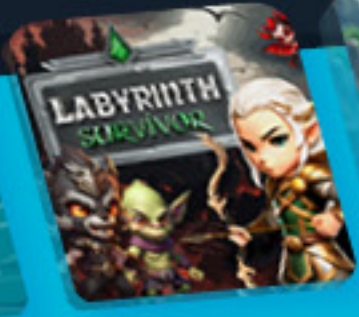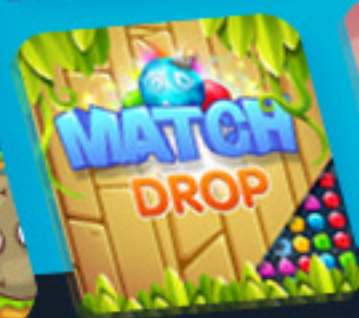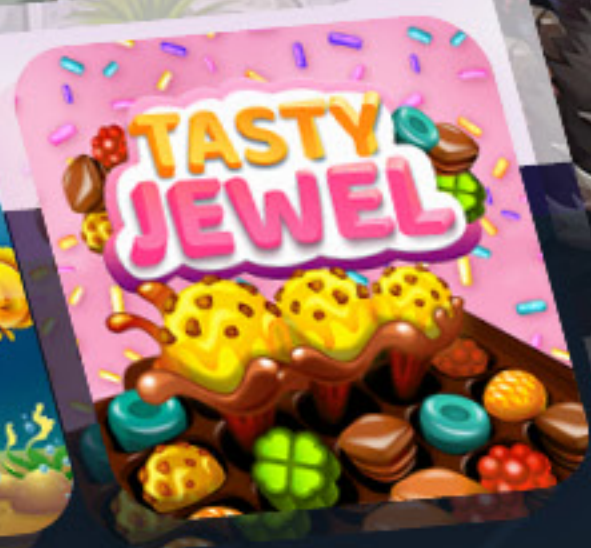
PREMIUM GAMES

HTML5 Casual Games of Skill

Titles across all popular genres, fully integrated with secure high scores & live leaderboards

GAME QUESTS

QUALITY OVER QUANTITY

LOCALISED FOR YOUR MARKET

- CUSTOMISED FOR LOCAL LANGUAGE & PAYMENTS

HIGHLIGHTS:

» Full language localisation of all platform text
eg: Amharic & Arabic (RTL)

» Game interfaces remain intuitive and easy to
understand

BILLING MODELS SUPPORTED INCLUDE:

• Subscription-based access (daily/weekly)

• Wallet-based pay-per-play (suitable for skill-
based gaming)

» Hosted on AWS with built-in scalability and
security

» Fully customisable game catalog, branding,
and user interface

FLEXIBLE MONETISATION MODELS

- **MULTIPLE REVENUE STREAMS** – ONE PLATFORM

BILLING & MONETISATION OPTIONS:

» Subscription billing with daily or weekly all-you-can-play access

» Wallet-based pay-per-play or tournament access

» Ad monetisation using Google AdSense, or direct integrations

» Sponsored tournaments and branded campaigns

» Loyalty integration with airtime, vouchers, or premium content rewards

REGULATORY FIT:

» Platform supports skill-based gaming configurations aligned to local legislation

» GameZBoost integrates with licensed billing aggregators to handle payments

SUCCESS CASES.

MTN GAMING (SOUTH AFRICA)

- MTN GAMING – HIGH REVENUE, HIGH RETENTION

PLATFORM HIGHLIGHTS:

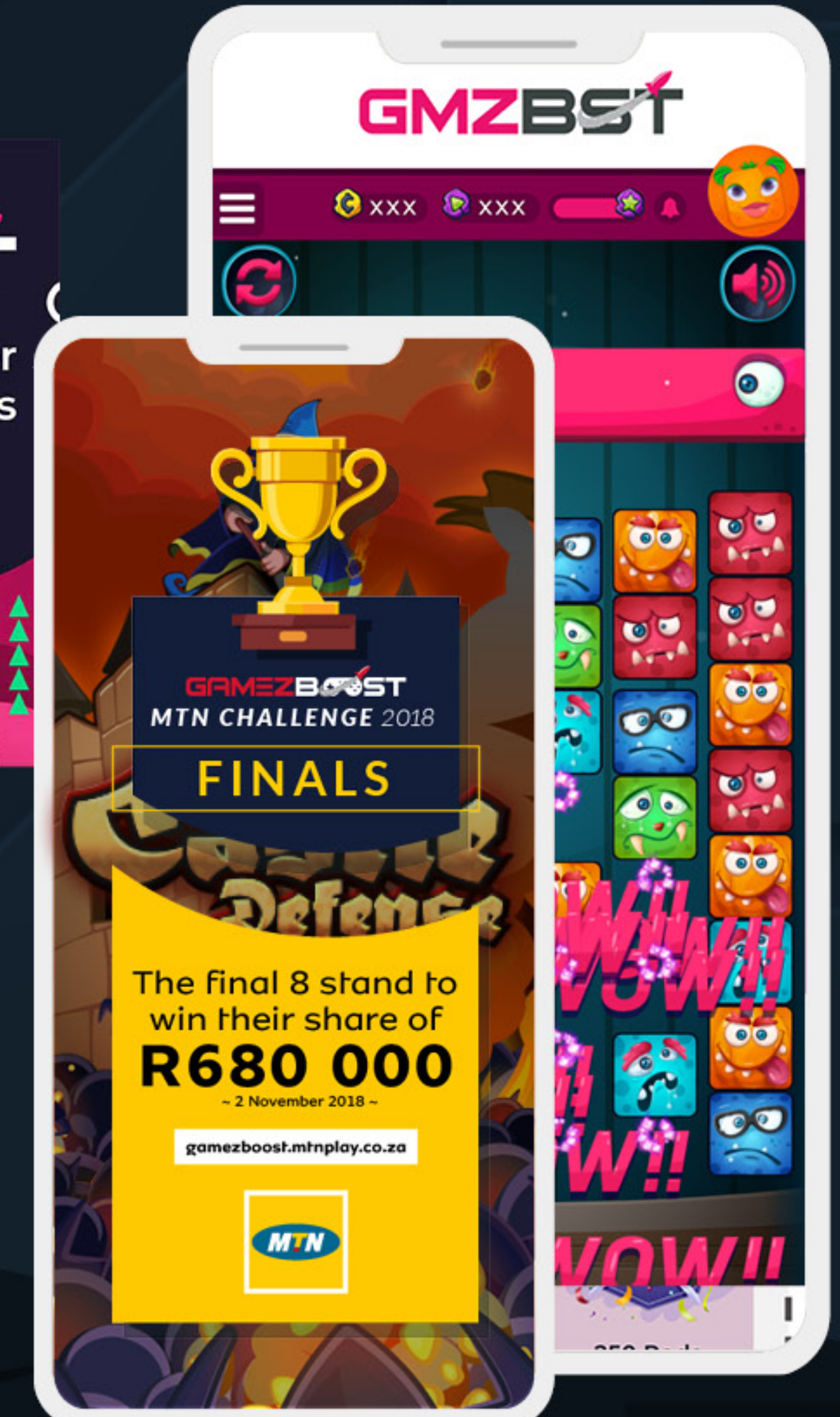» Over **R20 million** in Subscription Revenue in 1 Year (~$1M USD)

CONTEST DEPLOYMENT OPTIONS:

» Click User Onboarding & Subscription DCB Flow
» Massive Prize Contests
» Live Event Finales
» All You Can Eat (AYCE) Focus
» Accessed via MTN Play

WHY IT WORKED:

» Seamless mobile billing via telco integrations
» Regular tournaments and engagement mechanics
» Curated game content
» Built-in rewards and loyalty progression

MTN

GMZBST
Get access to over 500 Fun Games

GMZBST

GAMEZBOOST
MTN CHALLENGE 2018
FINALS

The final 8 stand to win their share of
R680 000
~ 2 November 2018 ~

gamezboost.mtnplay.co.za
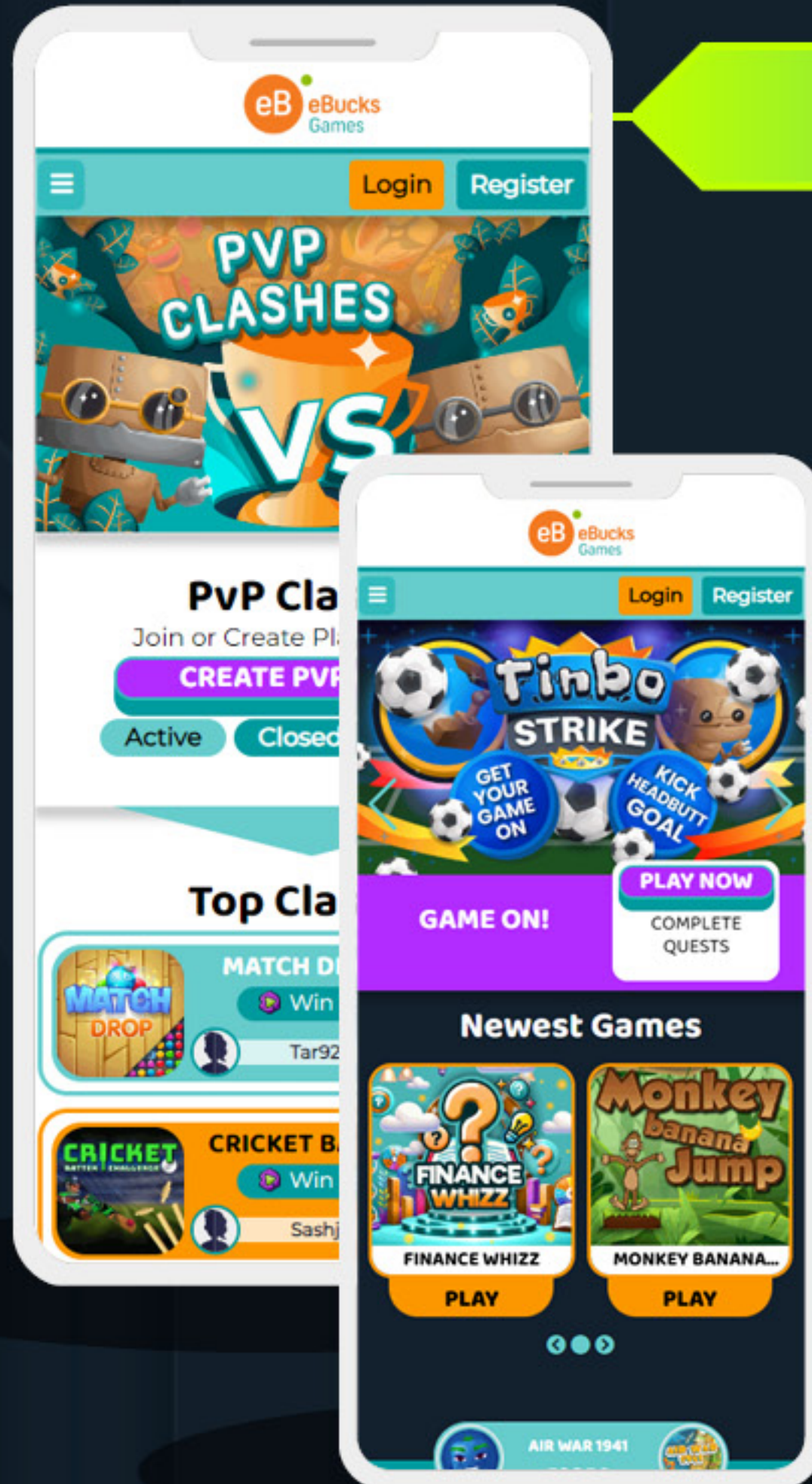
MCDONALD'S & FNB EBUCKS

- TRUSTED BY GLOBAL BRANDS TO DRIVE ENGAGEMENT

FNB EBUCKS

Loyalty:

» Games used to reward customers with eBucks

» Increased digital platform usage and engagement

» Encouraged regular return visits and longer session times

» Seamless integration into the eBucks rewards ecosystem

MCDONALD'S SA

"Tinbo Mac Dash" Campaign:

» Integrated instant-win game within the McDonald's mobile app

» Over 3.2 million games played in just 10 days

» App installs increased by 34% during the campaign

» 45% user opt-in rate for ongoing marketing

» Measurable in-store coupon redemptions and customer visits

READY TO LAUNCH?

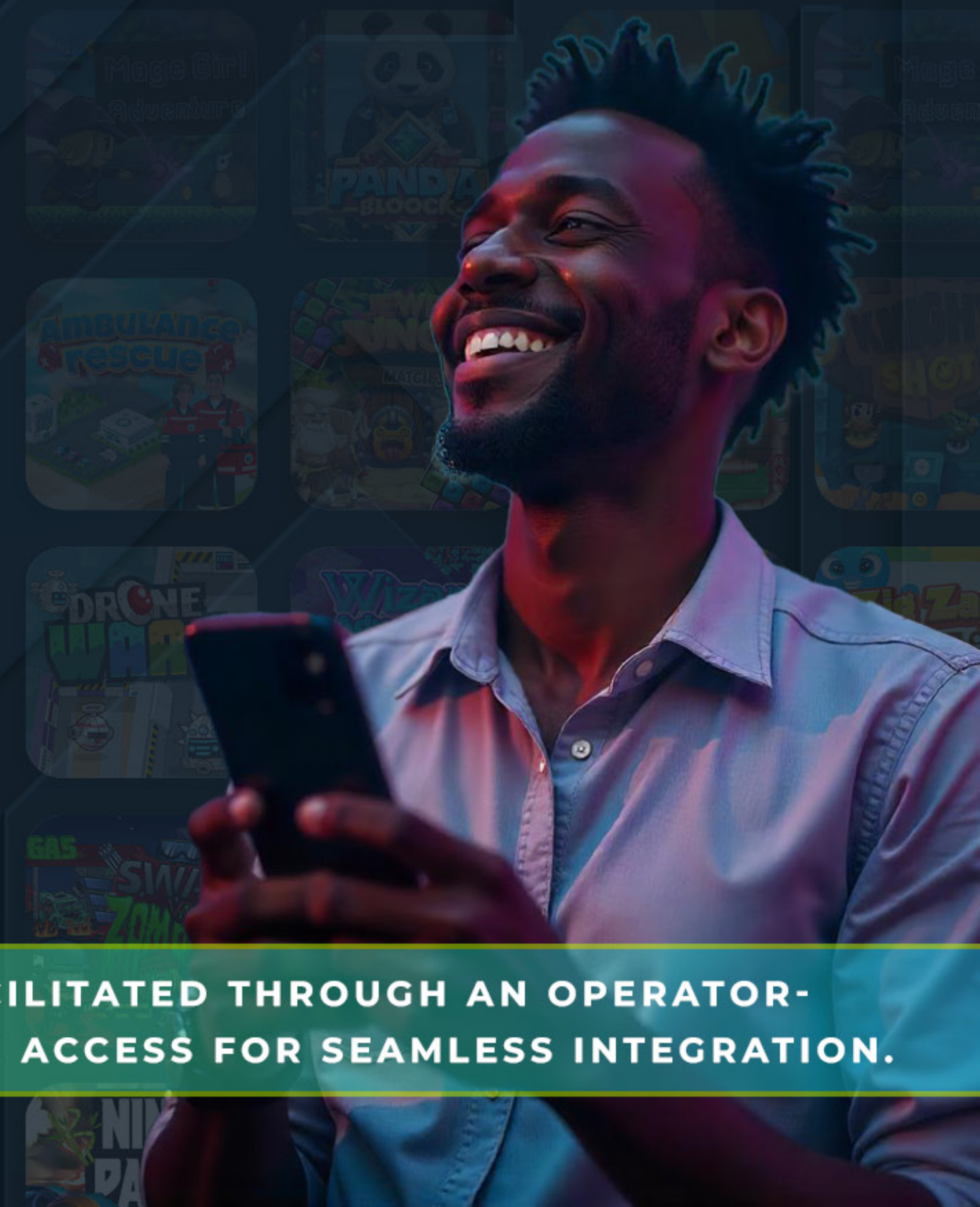**- LET'S POWER YOUR MARKETS MOST ENGAGING GAMING EXPERIENCE**

WHAT WE PROVIDE:

» Fully localised platform in your preffered language eg: Amharic & Arabic (RTL)

» Support for both subscription and wallet-based billing

» Secure, scalable deployment on AWS

» Fast launch timeline – go live in under 4 weeks

» Access to a working sandbox/demo for preview and configuration

NEXT STEPS :

» Request a demo

» Discuss localisation and integration options

» Define a go-live roadmap and commercial model

IMPORTANT NOTE:

GAMEZBOOST IS A CONTENT PROVIDER. BILLING MUST BE FACILITATED THROUGH AN OPERATOR-APPROVED AGGREGATOR. OUR PLATFORM PROVIDES FULL API ACCESS FOR SEAMLESS INTEGRATION.