

GAMEZBOOST

WHITE LABEL
**CASUAL
GAMING**
PLATFORM

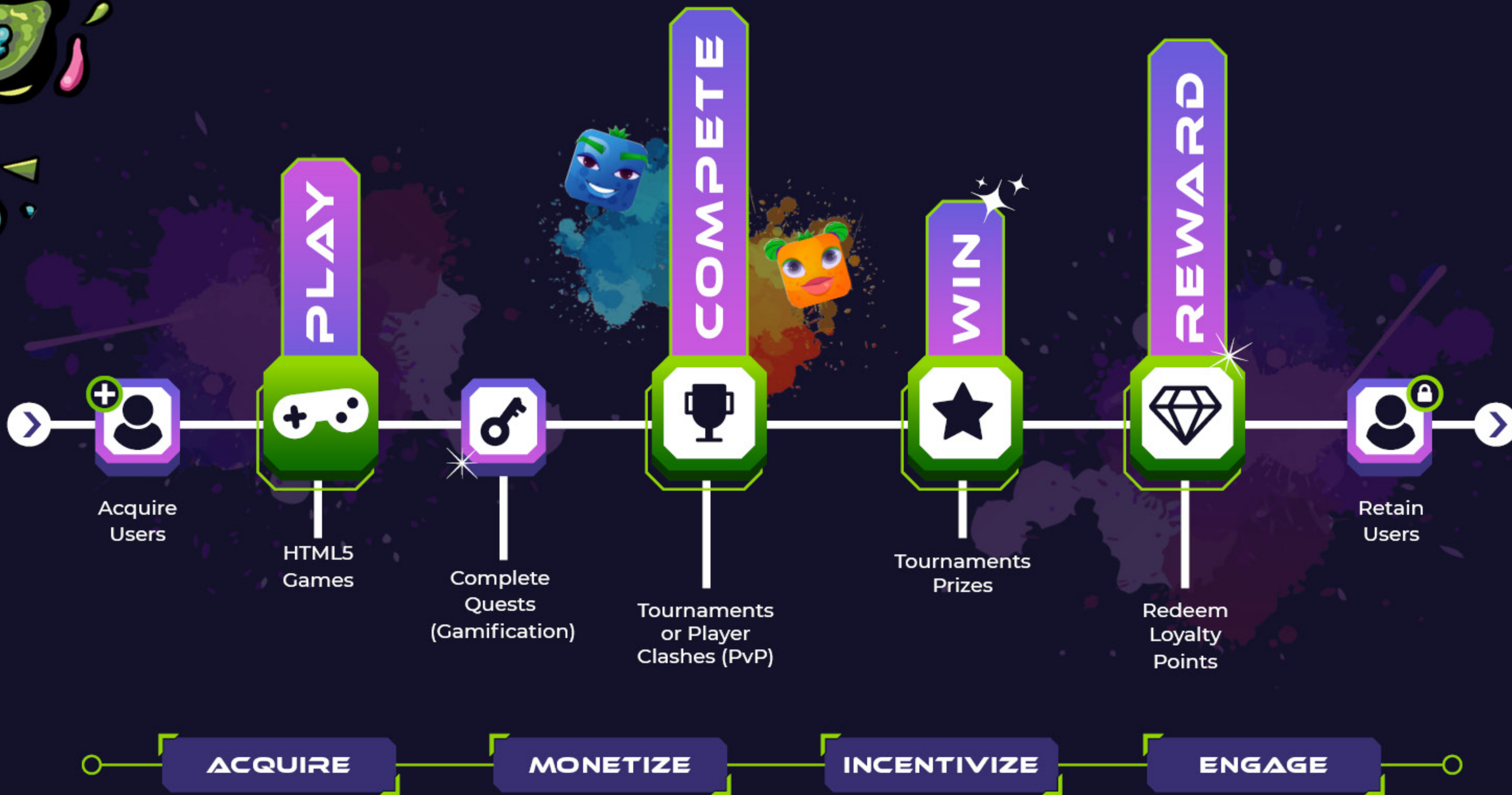


PLATFORM

OVERVIEW



CORE PLATFORM FEATURES



GAMEZBOOST FEATURES



CLAIM DAILY PODS

INSTANT GRATIFICATION

AD SERVING

PRE-ROLL & POST-ROLL CONFIGURABLE ADS

ENGAGEMENT

TOURNAMENTS
QUEST GAMES
QUICKPLAY

CUSTOMIZATION

CONFIGURABLE PROMOTIONAL ASSETS

PRIZES

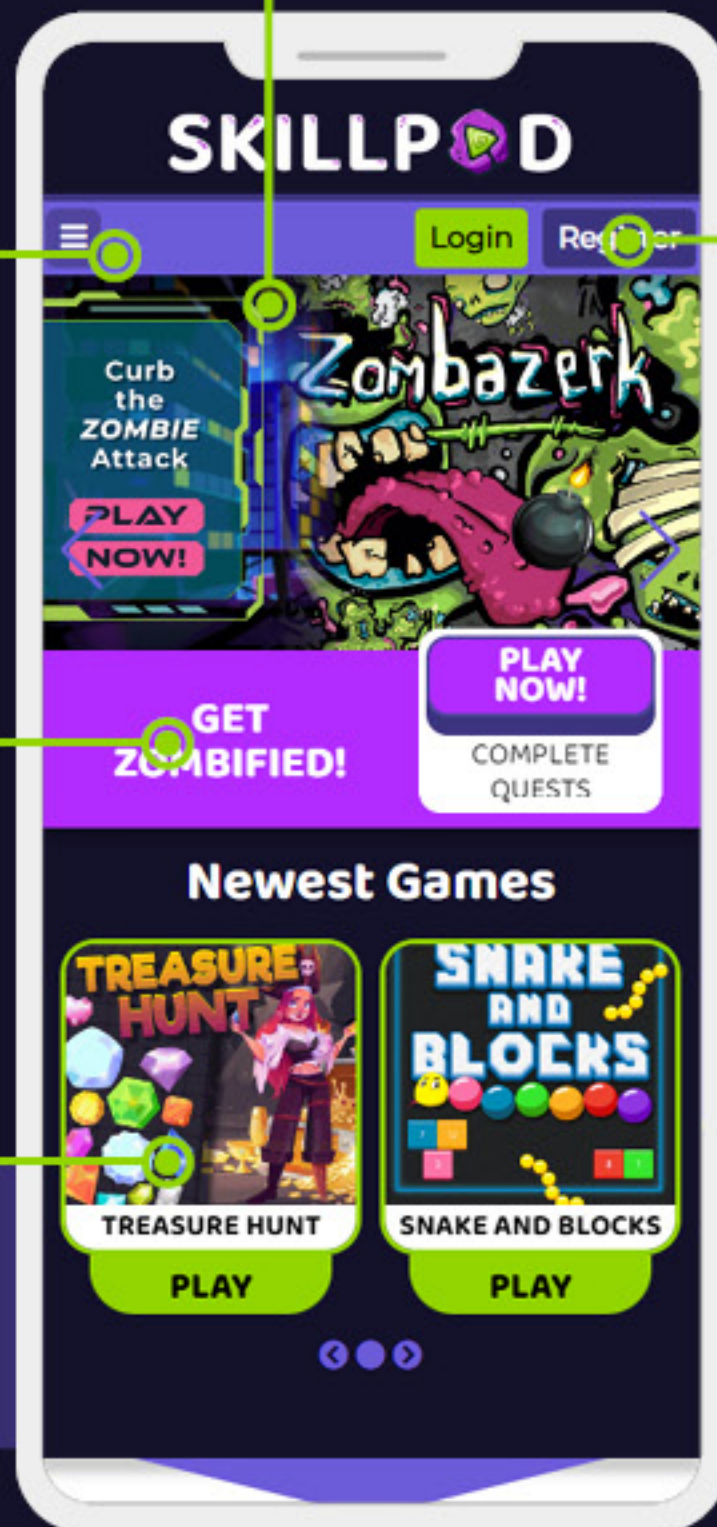
CASH PRIZES, VOUCHERS, PRODUCTS, ETC.

BILLING

PAYPAL, CREDIT CARD, DCB, LOYALTY ETC.

PERSONALIZATION

FULL FEATURED AVATAR PLATFORM, ADD FRIENDS



LOYALTY FRAMEWORK

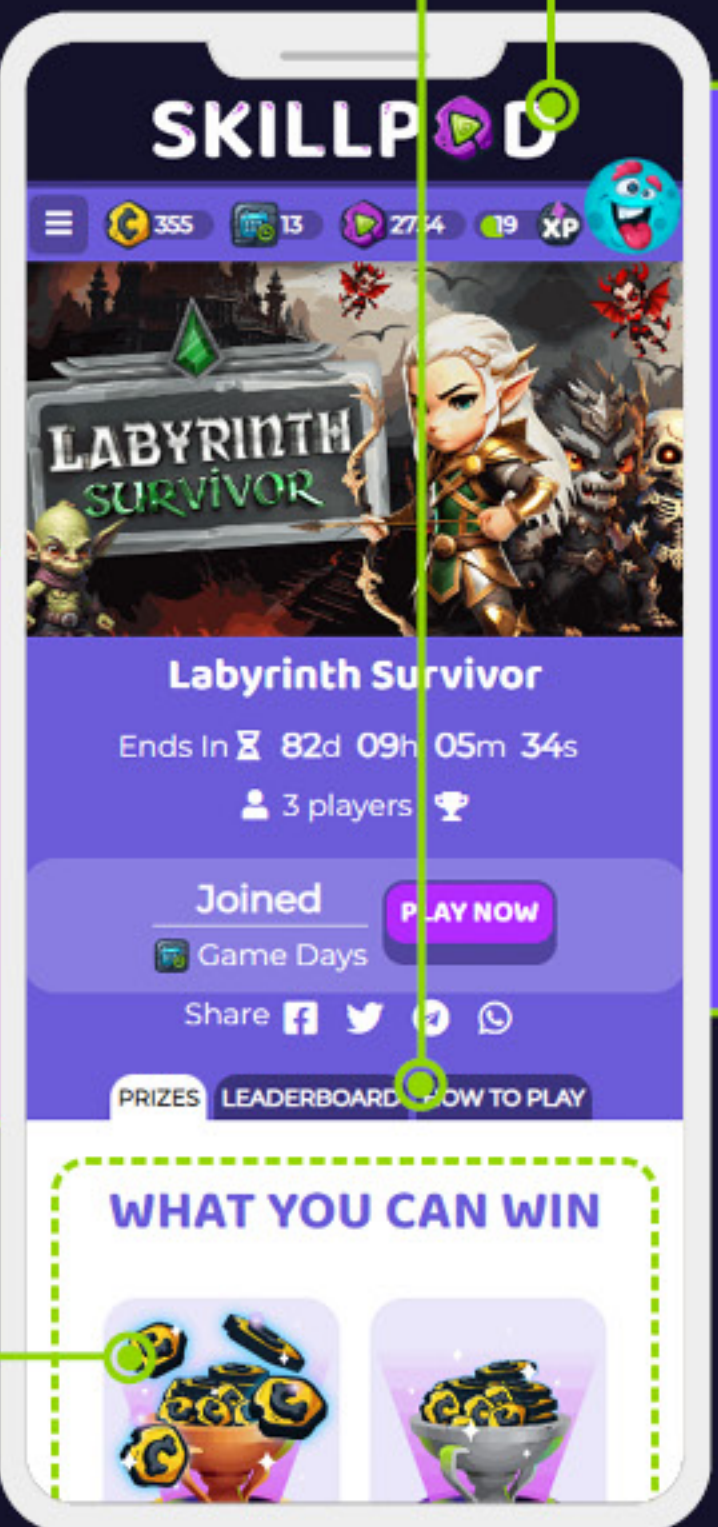
USERS EARN XP POINTS TO REDEEM FOR REWARDS

XP POINTS FOR REWARDS (GAMIFICATION)

COMPLETE SITE QUESTS
COMPLETE GAME QUESTS
COMPETE IN PVP'S
COMPETE IN TOURNAMENTS

REDEEM

FOR CASH, VOUCHERS, PRODUCTS, AIRTIME ETC.



TOURNAMENT FORMAT

HIGHEST SCORE WINS, KNOCKOUT

ENGAGEMENT

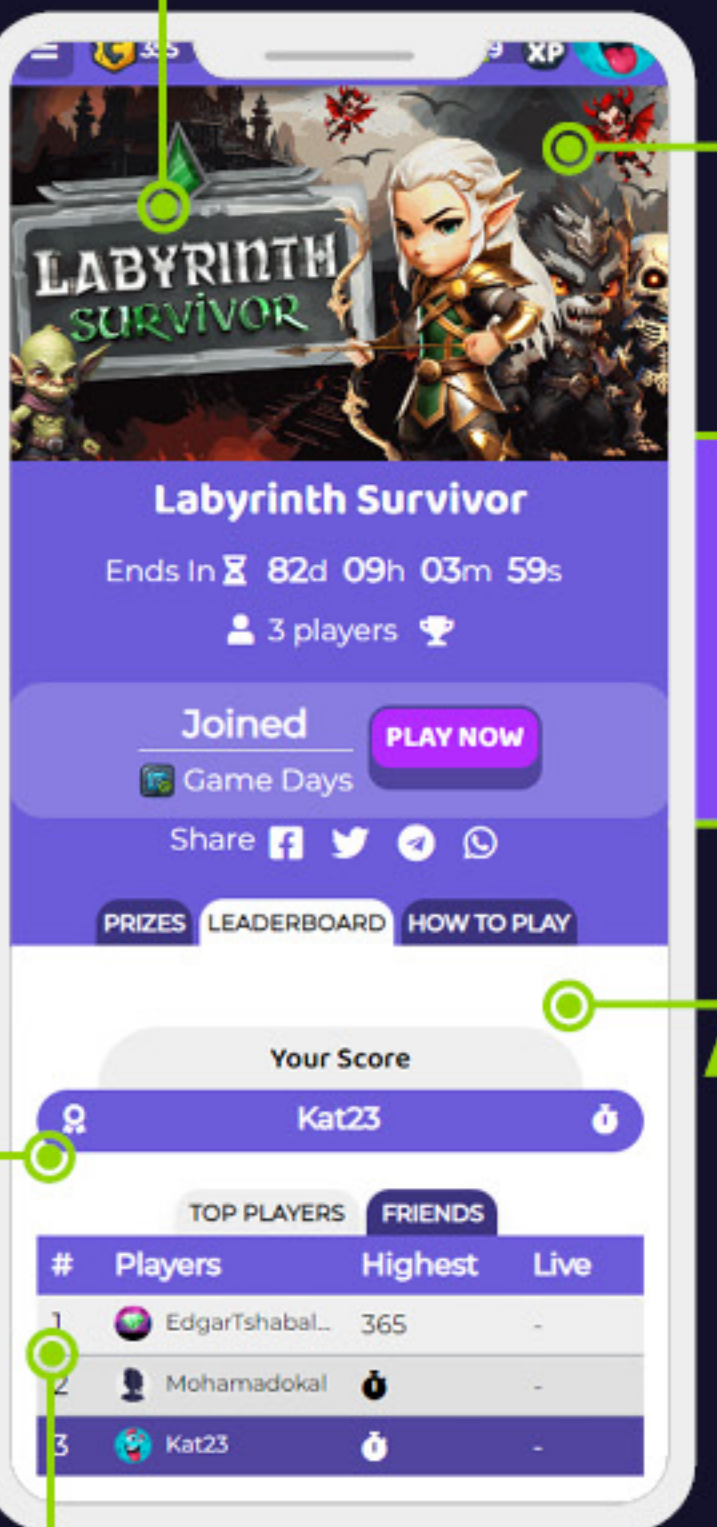
PLAY TIME LIMIT
DARK LEADERBOARD

COMMUNITY

TOP PLAYERS, WINNERS, PRIZES & REDEMPTIONS

FULL LEADERBOARD

HIGHEST SCORE & LIVE ACTIVE SCORES



GAMES

PREMIUM HTML5 GAMES

PVP (UGC)

FULLY CONFIGURABLE
PUBLIC & PRIVATE
PLAYER CLASHES

AUDIENCE ENGAGEMENT

CHAT & REAL TIME UPDATES TO RANK & POSITION INCLUDING PROGRESSION TRIGGERS

LOCALIZATION

ACCESS TO 70+ LANGUAGES



CLOUD BASED (RAPID SCALING) & SECURITY (PLAYER & ANTI-HACKING MECHANISMS)

CONTENT ACCESS

COINS

(TRANSACTIONAL)

The focus on the Coins is centered around the PlaynEarn business case. Users buy Coins & use them to play games, enter tournaments, setup player challenges and can be redeemed for Rewards.

PODS

(VIRTUAL CURRENCY)

Pods are used to participate in Free2Play tournaments, access games & setup fun PvP Challenges, users are gifted Pods on a daily basis & unlock additional Pods when completing Game Quests.

GAME DAYS

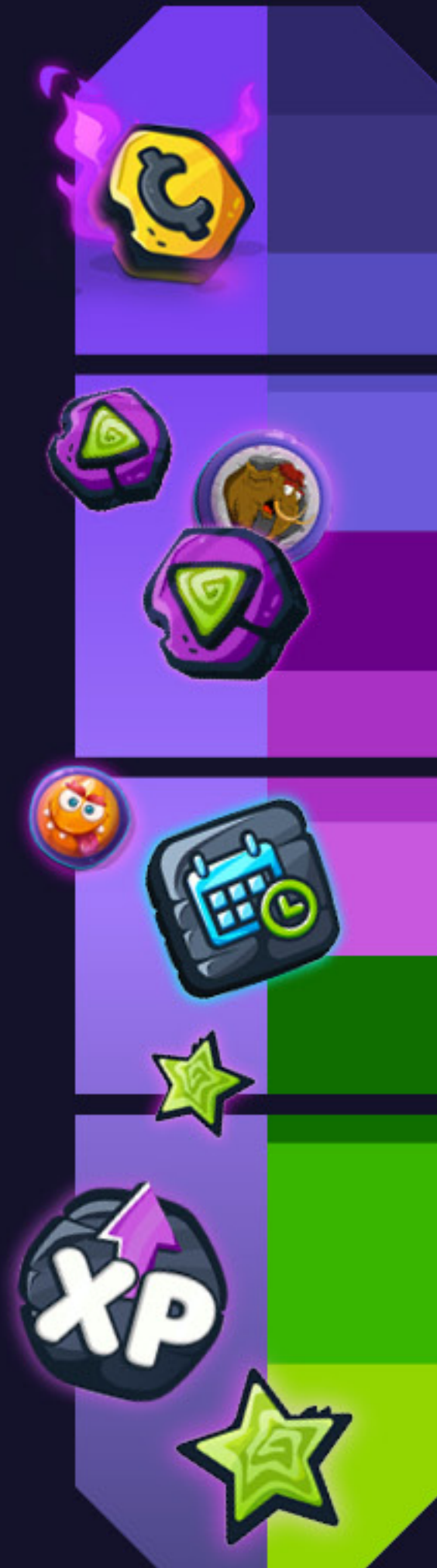
(SUBSCRIPTION)

Game Days, used for Subscription focused deployments, typically in the telco space where players subscribe to an AYCE service & have access to all games & tournaments as part of their subscription.

PLAYER XP

(LOYALTY & REWARDS)

Player XP (Experience) level is the loyalty component of the platform, players unlock XP by completing Site Tasks, Game Quests, participating in PvP Challenges & Tournaments. The XP can be redeemed for Rewards.



FREEMIUM FOCUS

THROUGH A BLENDED CONFIGURATION





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



TOP 12 GAMES BY PLAYERS

HERE ARE 12 OF OUR MOST POPULAR AND PLAYED GAMES ON OUR PLATFORM



MATCH

Line up your changing fruit with matching fruit below it to eliminate the row they are on. Don't let your fruit reach the top or its GAME OVER!



SPORT

Position your pool cue, line it up with your ball of choice and take your shot. Take the WIN by sinking all your balls first.



SPORT

Get the basketball through the hoop as many times as you can before the timer runs out. Change up your scene and balls for fun.



INFINITY

Collect coins and jump over obstacles as you dash your way to the top of the leaderboard. The more coins you collect the more players you unlock.

The icon for Double Runner features a black silhouette of a character running on a dark, jagged rock formation. Several blue and red diamonds are scattered around the character. The title "DOUBLE RUNNER" is written in a white, rounded font with a black outline, set against a black background.

DOUBLE RUNNER

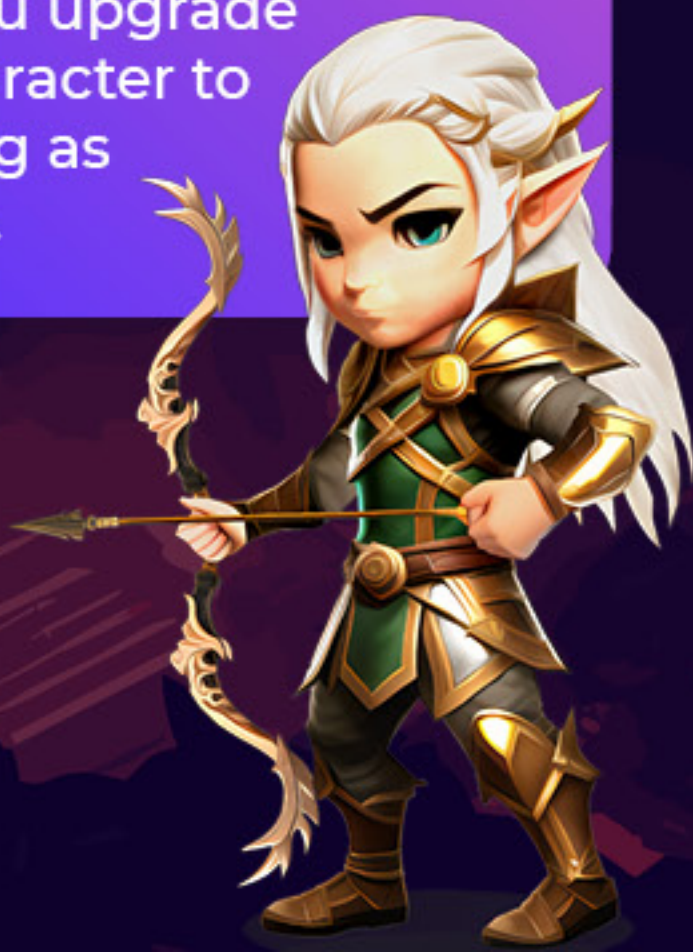
SIDE SCROLLER

Control 2 characters as you avoid spikes and jump to the platforms. Collect coins and run as long as possible to try get a high score.



RPG

Survive as long as you can in the labyrinth. Fight off endless hordes of enemies while you upgrade your character to be strong as possible.

The icon for Knife Ninja features a wooden cutting board with various fruits like a watermelon, tomatoes, and a basket of oranges. Several knives are scattered around the board. The title "KNIFE NINJA" is written in a white, blocky font with a black outline, set against a dark wood background.

KNIFE NINJA

SPORT

Throw your knives at the center of the fruit and cut them up as you become a professional knife thrower.

MATCH 3

Match up rows of more than 2 monsters to get epic combos and increase your dwindling time to get the highest score!





RAIL RUNNER

SIDE SCROLLER

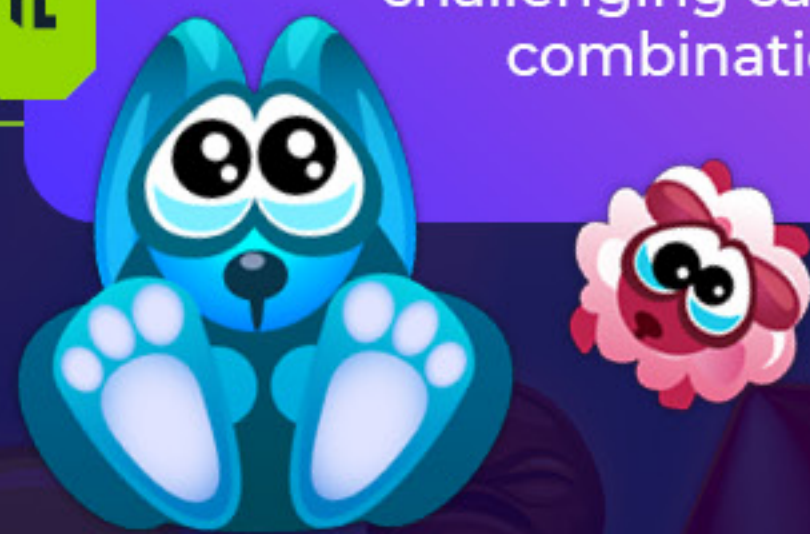
Run on the tracks and on trains as you collect coins and powerups whilst avoiding the obstacles along the way.



Sweet Candy Mania

PUZZLE

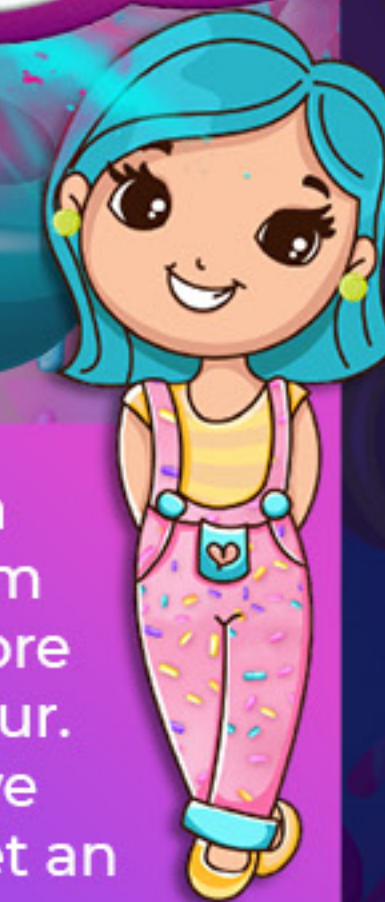
Aim and shoot the candies down in the fun arcade/puzzle game. Climb the levels as you take on challenging candy combinations.



TASTY JEWEL

MATCH 3

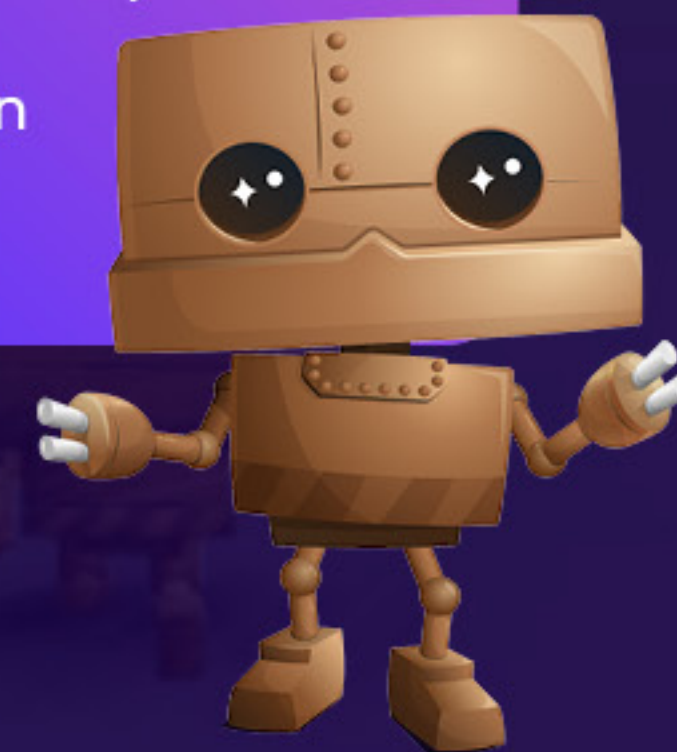
Swop and match the sweets to form a chain of 3 or more of the same colour. Create explosive powerups and get an epic score.



Tinbo DASH

INFINITY RUNNER

Collect coins as you run through exciting levels. Pickup powerups and avoid the obstacles in your path.



GAME LOCALIZATION

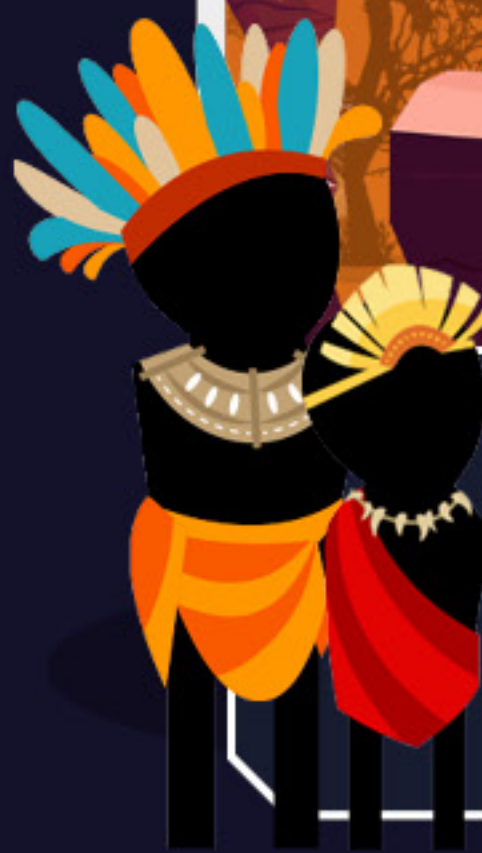
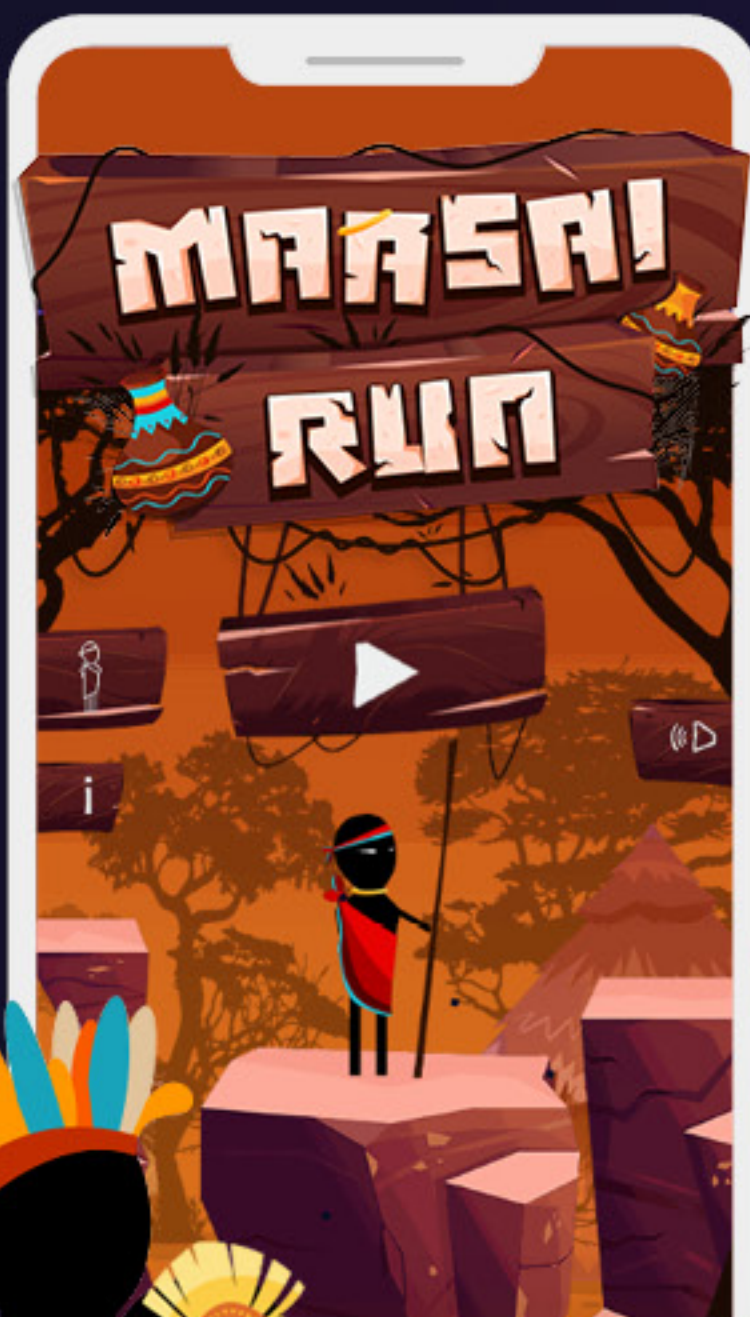
CUSTOM & LOCAL AFRICANIZED GAMES

A Cake game africanized to features tribal characters and masks

Mask Match
African Style



MATCH 3



Based on the Maasai tribe in Kenya, a jungle game was reskinned and created with african elements

SIDE SCROLLER

BOARD GAME

Morabaraba game based on the 9 mens morris game was reskinned to a local game played with bottle caps



Originally a rail runner game, Spaza Dash, was africanized to feature characters running through Joburg CBD avoiding taxis and roadworks while trying to make it to their local spaza shop.

SIDE SCROLLER



Games can be chosen from our catalogue for possible branding/reskin.

CASUAL GAMING TOURNAMENTS PLATFORM HIGHLIGHTS

HTML5 CASUAL GAMES

Fully integrated with the tournaments platform to offer real time head to head tournaments

- Directly invite family and friends to private rooms to compete against each other in real time
- Users to create friends based brackets tournaments
- Emphasis on quality over quantity for games

INSTANT GRATIFICATION

- Reward users daily / weekly / monthly with Vouchers and Pods to participate in practice tournaments to build skills and familiarity
- Fully configurable based on payout ratios, rewards per user and thresholds

WHY HTML5 GAMES?

- Cross device - runs on all computers, tablets and smartphones
- No reliance on the app stores for approval and distribution
- No security warnings to users for direct download on Android devices
- We control the billing, can include multiple payment options
- Reduced transaction fees, not being levied 30% by the app stores
- New features and updates are delivered in real time
- Smaller file download sizes

REVENUE STREAMS

Subscription, Virtual Currency Purchases, Advertising & Sponsorship



- The Friends platform allows users to invite family and friends to join them in a multiplayer game or compete in a tournament
- The Friends invite takes place via email, WhatsApp, FB Messenger or Telegram
- Reward users with Pods to participate in practice tournaments to build skills and familiarity
- The live leaderboards are tabbed to give the users the option to view the public or friends scores

AUDIENCE ENGAGEMENT

- Acquisition funnel to drive deeper audience engagement, with the intent that viewers convert to paying users
- Tournaments include live "ticker" style updates to scores, visual cues and prompts of position changes and outsider progression. Visual celebrations of achievements, without being overly intrusive. Live host and audience commentary, includes real time bad words filtering and moderator features

TOURNAMENT SOLUTION





BRANDED TOURNAMENT FEATURES

BRANDING & PROMOTIONAL OPTION

CUSTOMIZABLE
BACKGROUND

CUSTOMIZABLE
PROMO LINK

CUSTOMIZABLE
BRANDING COLORS

Desktop Mini Site

SKILLPOD

Claim

CLASHES GAMES QUICKPLAY REWARDS NEWS

26

2177

14

CUSTOMIZABLE
BRANDING COLORS

GET THE PROMO OFFER NOW. CLICK HERE!



Slide Blocks
Woza Wednesday

Win with Steers in this Slide Blocks Tourney!
There are great prizes to be won so Join
in on all the Action!

Ends in 22d 15h 09m 51s

Player Time Limit 1h 9m

1 players

Access
Game Days

LOGIN

A Steers Sponsored Promotion
Share: [f](#) [t](#) [g](#) [v](#)

FEATURED
TOURNEY SPONSOR

Mobile Mini Site

SKILLPOD

XXX

XXX

GET THE PROMO OFFER NOW. CLICK HERE!



Slide Blocks
Woza Wednesday

Access
Game Days

LOGIN

Ends in 22d 15h 09m 51s

Player Time Limit 1h 9m

1 players

Win with Steers in this Slide Blocks
Tourney! There are great prizes to be
won so Join in on all the Action!

Tourney Formats:
Highest Score Wins
Single Eliminator

Access Options:
Free or Paid
Subscription or
Loyalty Level

Config Options:
Dark Leaderboard
Play Time Limit

REVENUE OPTIONS

- Pre-Roll Ads
- Prize Sponsorships
- Branded Mini Site



TOURNEY DETAILS

PLAY TIME LIMIT

TOURNAMENT FORMATS



E

ELIMINATOR TOURNAMENT

The user with the highest score advances to the next round. If you do not achieve the highest score when the time limit has ended, you will be eliminated from the tournament.

FORMAT



PO

PLAYOFF TOURNAMENT

The playoff is similar to the grand finale of a tournament/s. These players are made up from the qualifying rounds and gain exclusive access to the playoffs for the main prize.

FORMAT



HS

HIGH SCORE TOURNAMENT

The user or users with the highest scores on the leaderboard will win the tournament and will win prizes as per the configured prize pool.main prize.

FORMAT

1st	Player 1	5386
2nd	Player 2	5274
3rd	Player 3	4821
	Player 4	3615
	Player 5	3072

TOURNAMENT FORMATS

PTL

PLAY TIME LIMIT TOURNAMENT

This feature can be added to any tournament format. A certain time limit is allocated to playing to ensure each user has a fair chance of participating in the tournament. Once you have used your time limit, your play time is up.

- » *In the Redeem section on the platform, players can use their Coins to redeem Rewards, Vouchers, etc.*

DL

DARK LEADERBOARD TOURNAMENT

The leaderboard is not visible to users. This keeps them in suspense and also creates fair play as users won't sit and watch other users score. The leaderboard can be revealed by scheduling it for a chosen date and time.

- » *The Tournament's start and end times are flexible and can be set to the clients' preference.*



FEATURE/ PRODUCT OVERVIEW





PLATFORM OVERVIEW



TOURNAMENT
MINI SITE



WHITELABEL
GAMES SITE



WHITELABEL
TOURNAMENTS
GAMES SITE

OVERVIEW OF THE SOLUTIONS

- Catalog of Premium HTML5 Games Content, including QuickPlay Hyper-Casual HTML5 Games.
- Tournament Format - High Score, Qualifier Rounds & Playoffs.
- Tournament Prizes as Coins, Progressive Jackpot and Prizes.
- Hidden Leaderboard feature and Play Time Limit option
- Tournament Mini Site Configuration Option for High Value Events.
- Redemption of Coins or XP (Chinese Wall) for Rewards.
- Localisation through 80+ Languages and Right to Left Orientation.
- Extensive JSON API's for user Onboarding, Auto Login and Transaction Updates.



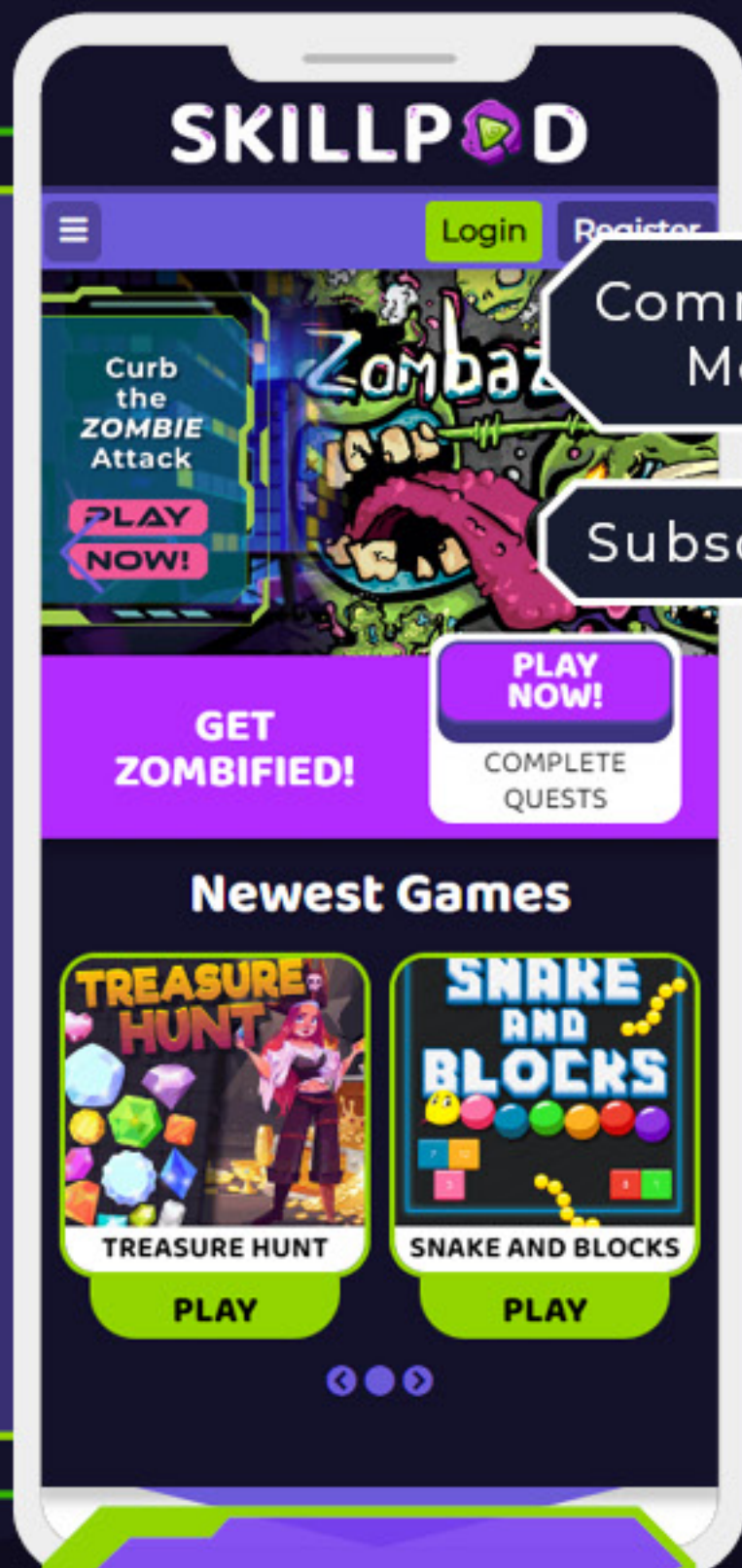
INCREASED USER ENGAGEMENT
AND RETENTION RATES



WHITE LABEL CASUAL

GAMES SITE

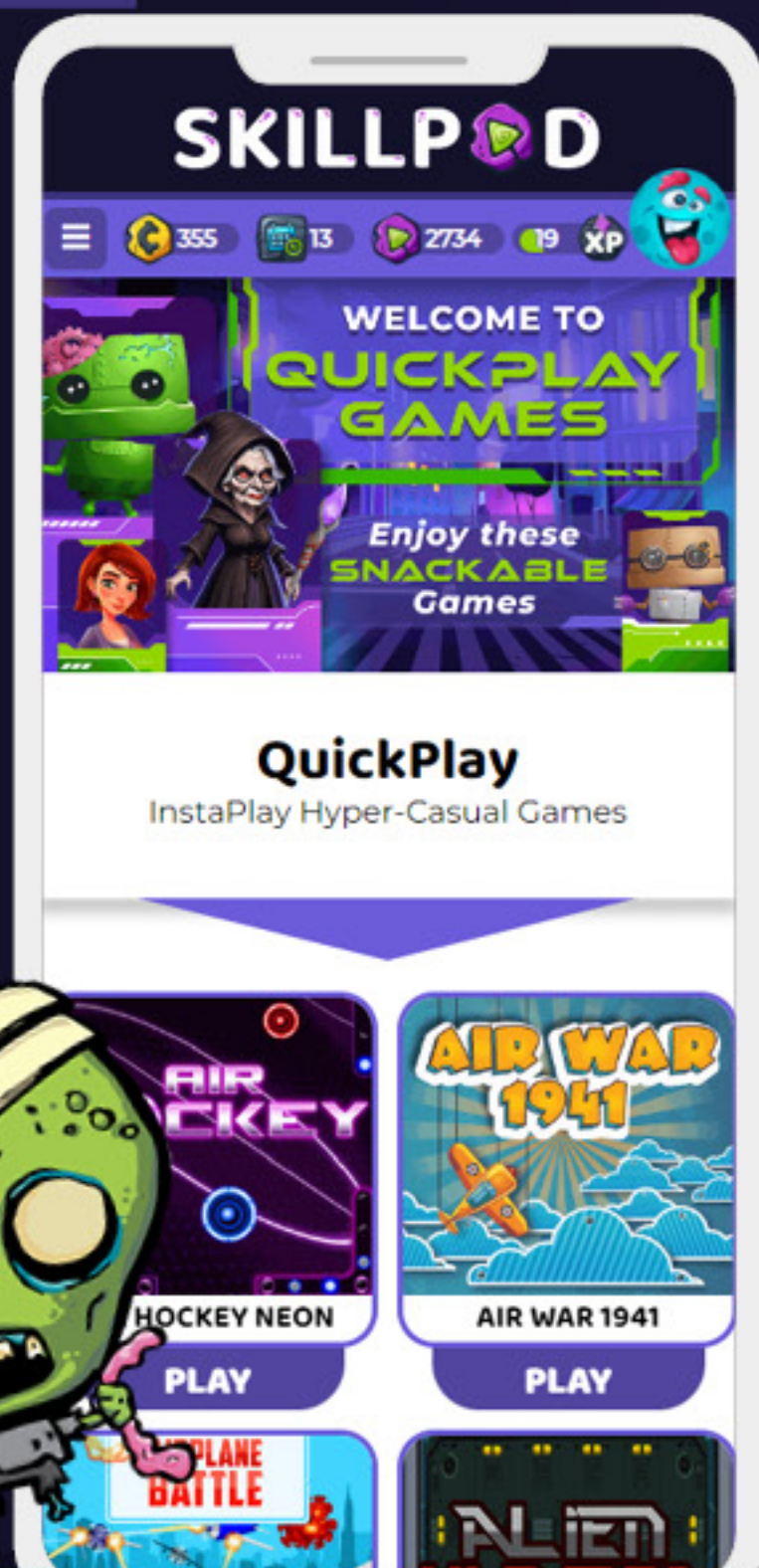
SITE REGISTRATION OR API CONTROLLED FROM PARTNERS LANDING PAGE



Commercial Model

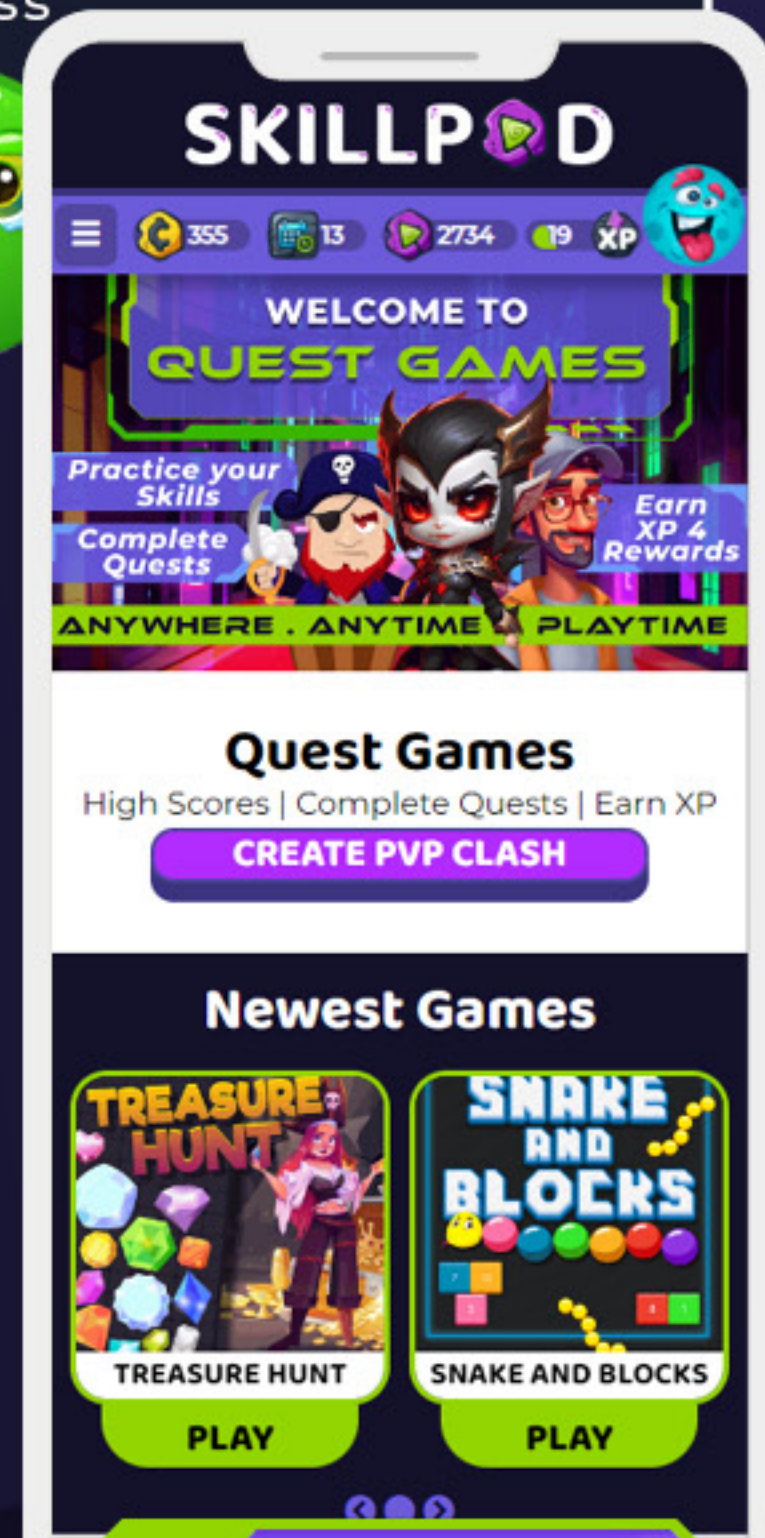
Subscriptions

HOME



QUICKPLAY
All QuickPlay games are open to all visitors to try

All Casual Games include Live Leaderboards and game Quests, need Active Subscription to access

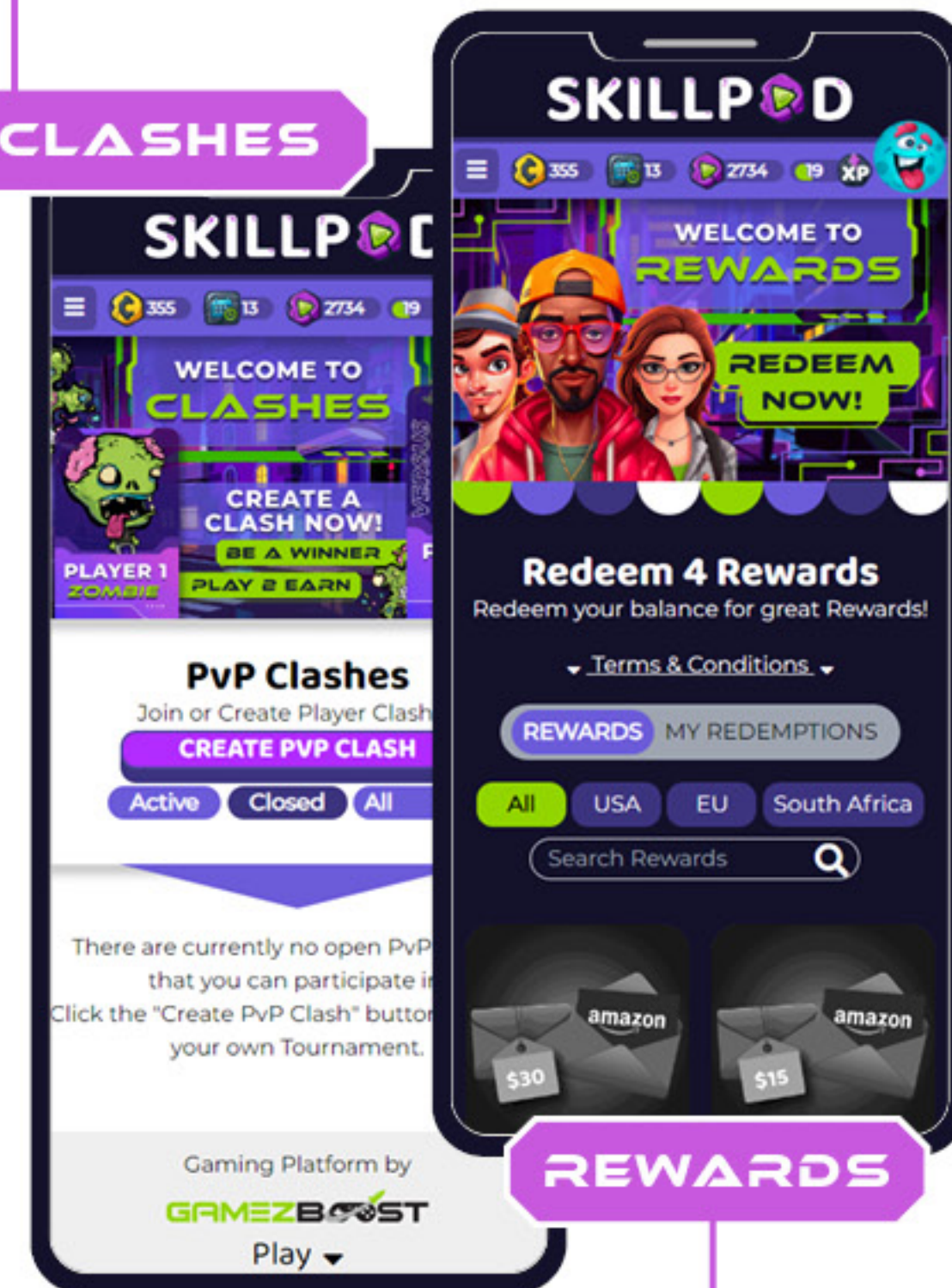


GAMES

User Generated Content (UGC)

Users can configure PvP's to compete against other players

CLASHES



REWARDS

Configure for users to Redeem their XP Points for Rewards

BILLING METHODS
(CARRIER/TRADITIONAL/LOYALTY/ALTERNATIVE)

GAMES & TOURNAMENT SITE

SUBSCRIPTION FOCUS

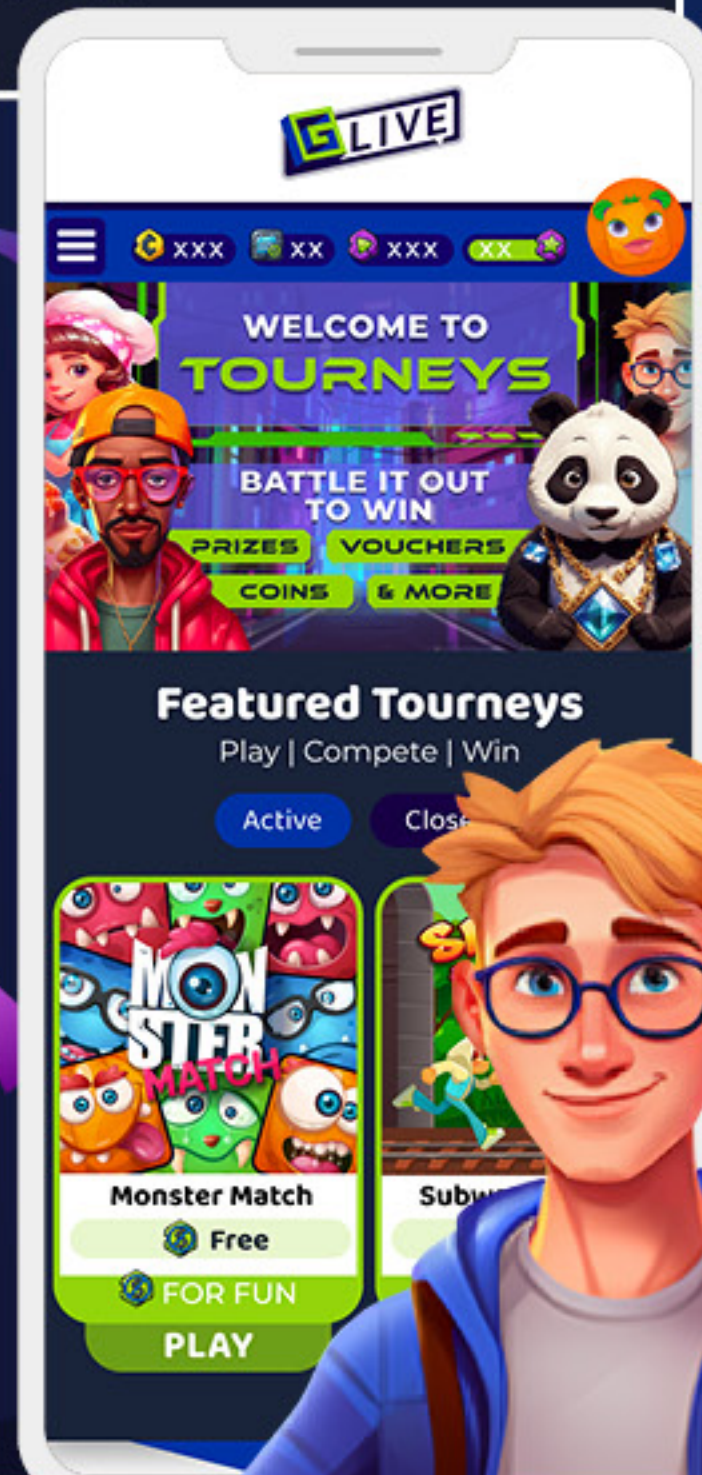
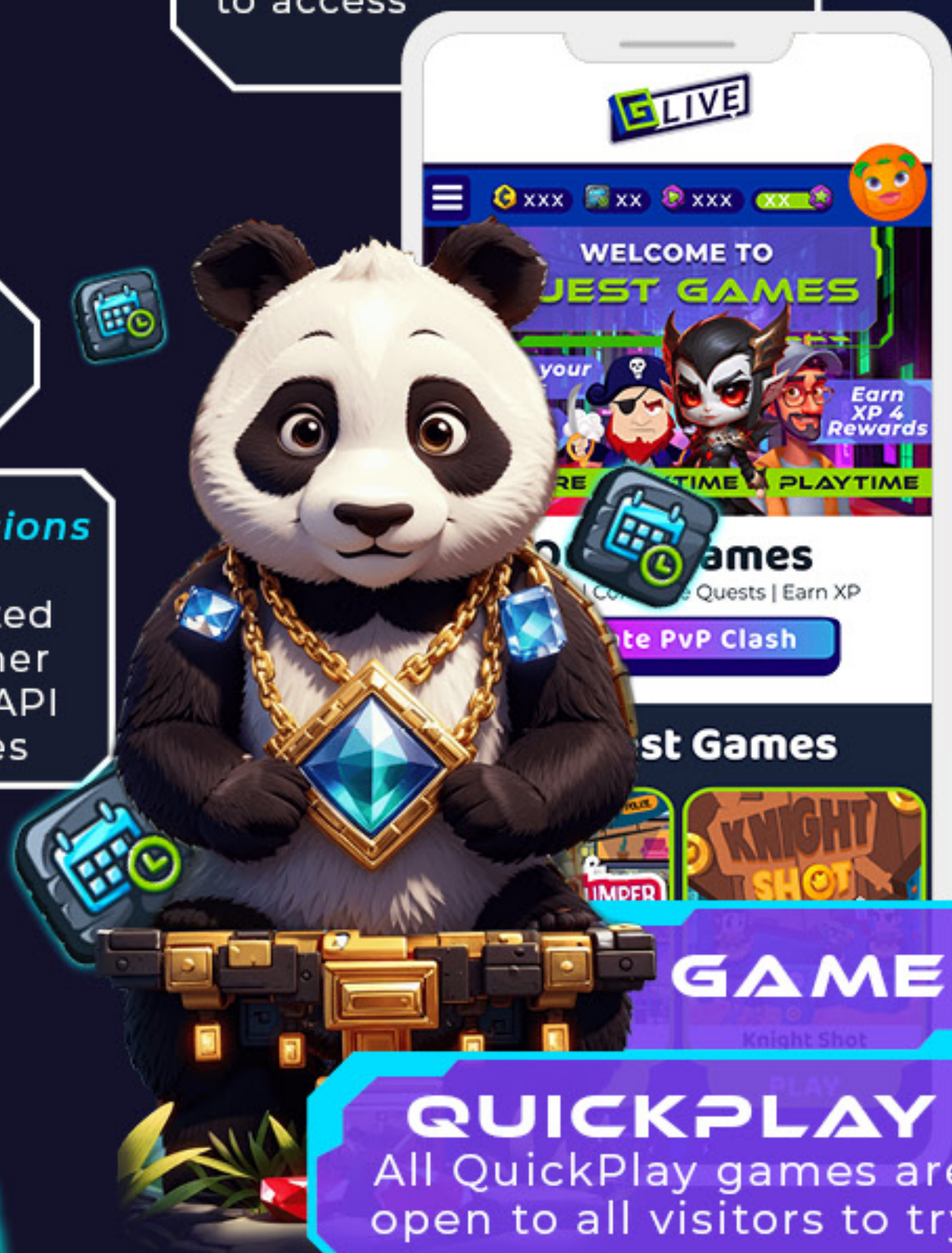
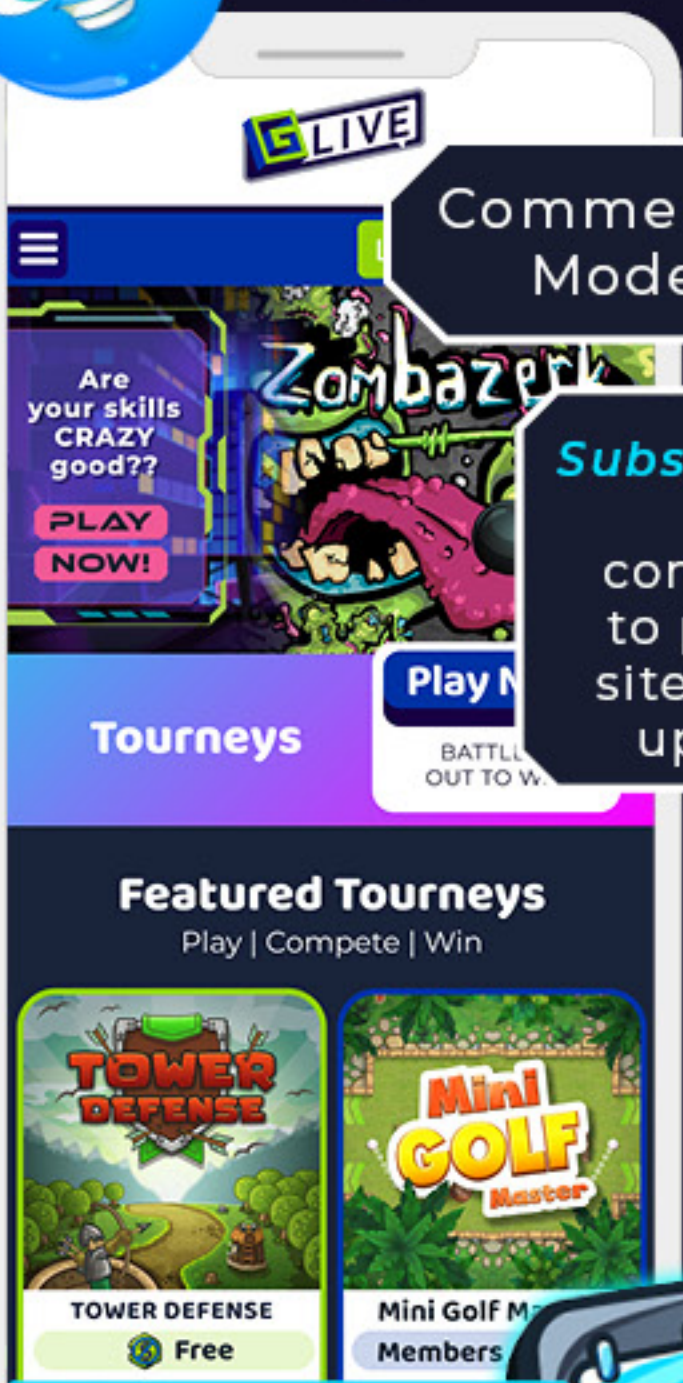
All Casual Games include Live Leaderboards and game Quests, need Active Subscription to access

Tournaments access to all Tournaments, prizes configured as Coins and / or Prize / Vouchers, need Active Subscription to access

Commercial Model

Subscriptions connected to partner site via API updates

SITE REGISTRATION OR API CONTROLLED FROM PARTNERS LANDING PAGE



QUICKPLAY
All QuickPlay games are open to all visitors to try

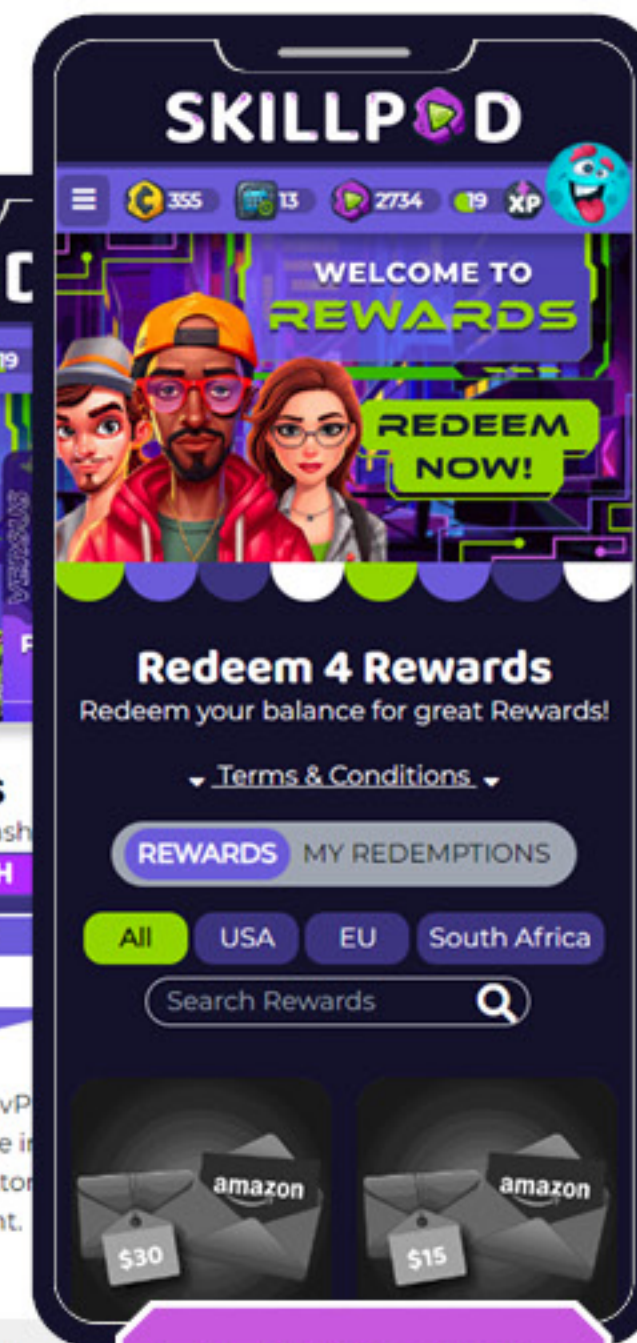
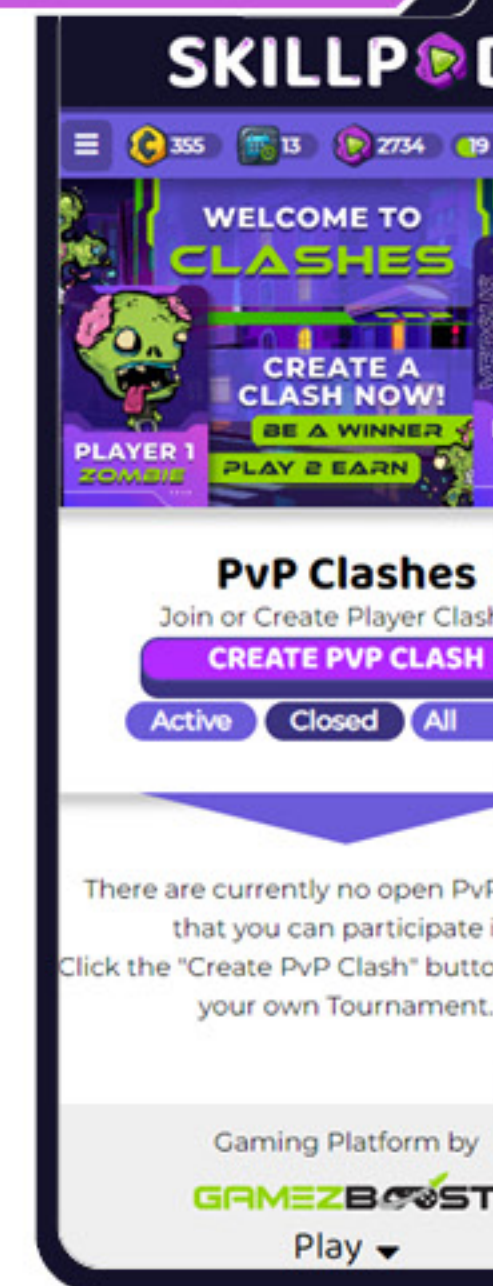
HOME

TOURNAMENTS

User Generated Content (UGC)

Users can configure PvP's to compete against other players

CLASHES



REWARDS

Configure for users to Redeem their XP Points for Rewards

BILLING METHODS
(CARRIER/TRADITIONAL/LOYALTY/ALTERNATIVE)

GAMES & TOURNAMENT SITE

VIRTUAL CURRENCY (COINS) FOCUS

SITE REGISTRATION OR API CONTROLLED FROM PARTNERS LANDING PAGE

Commercial Model

Users buy Coins

connected to partner site via API updates

All Casual Games

includes Live Leaderboards and game Quests, need a positive Coins balance to access

Tournaments

access to all Tournaments, prizes configured as Coins and / or Prize / Vouchers, need a positive Coins balance to access

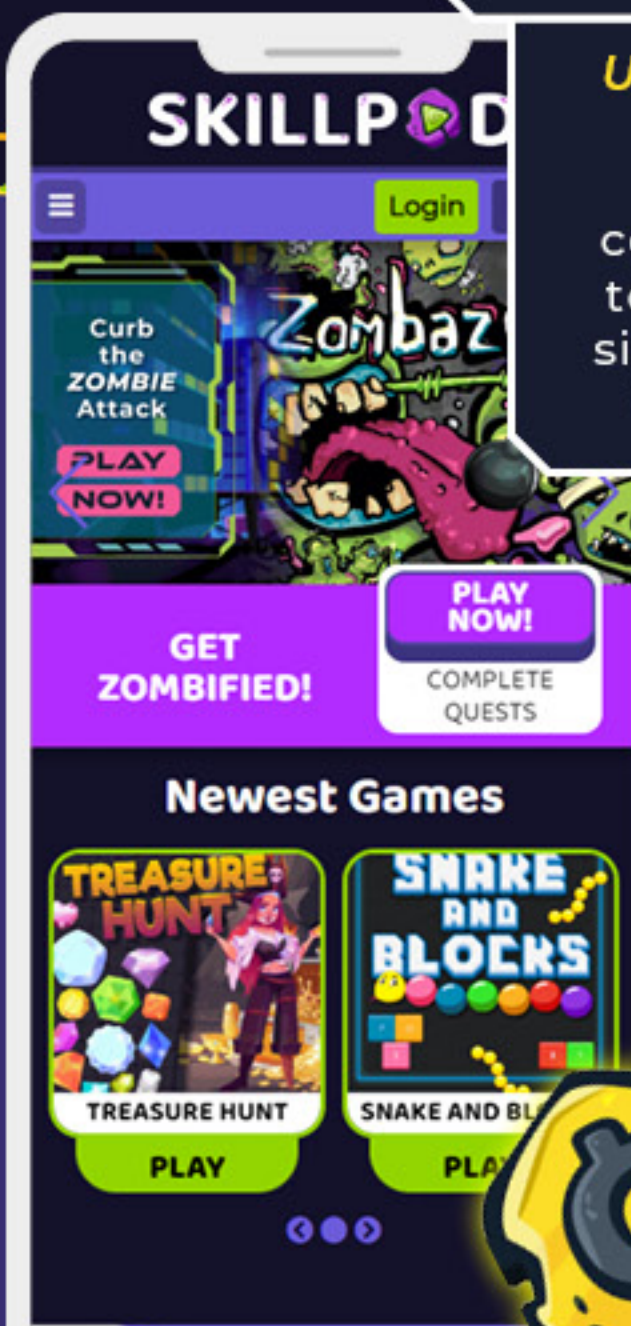
OPTIONAL

REWARDS

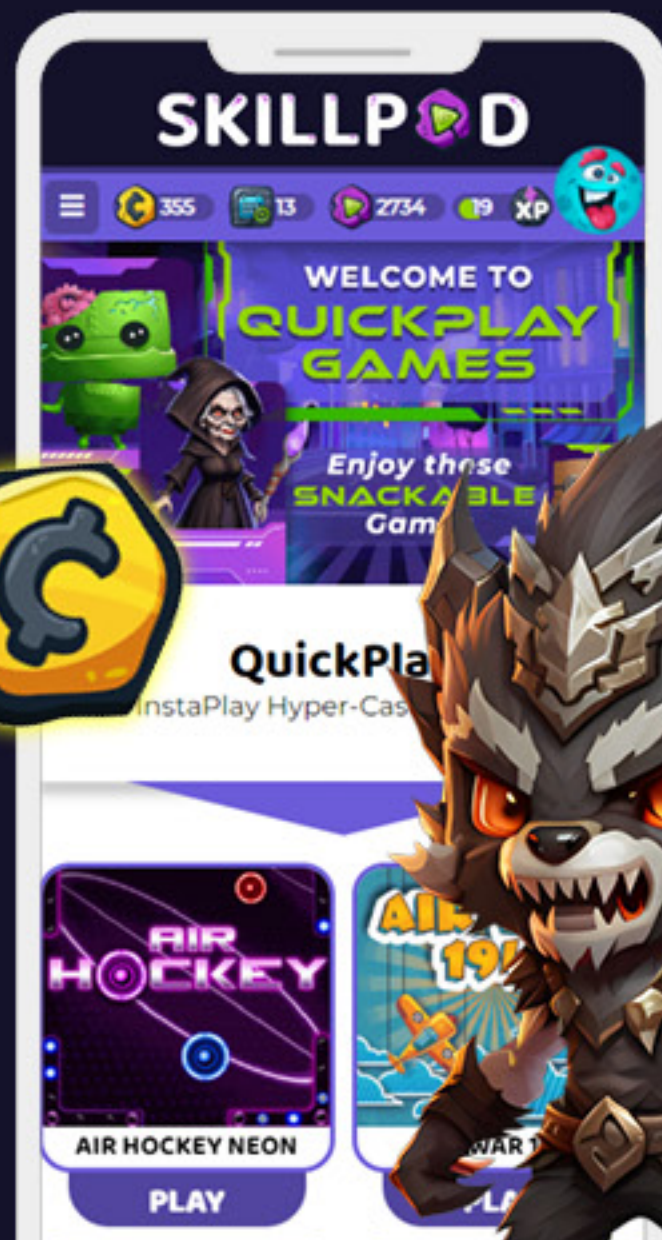
Configure for users to Redeem their XP Points and / or Coins for Rewards

CLASHES

users can configure PvP's to compete against other players and win Coins and / or Pods (optional)

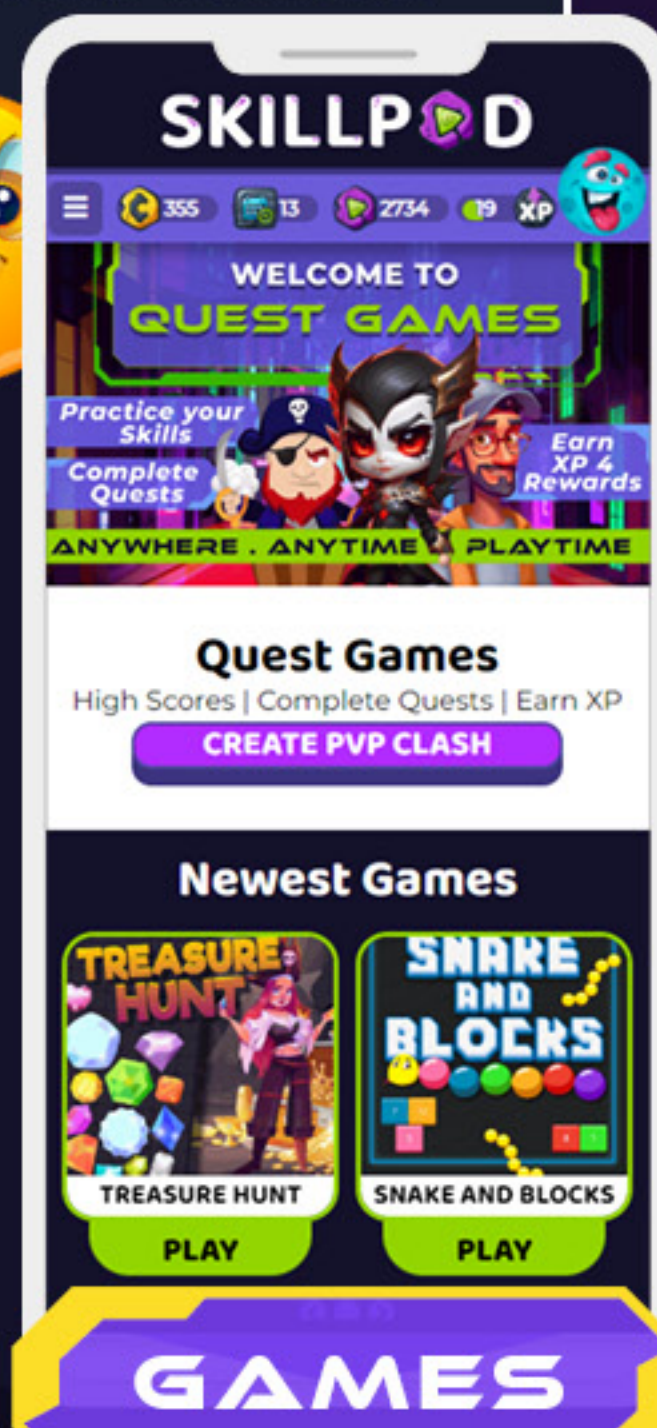


HOME

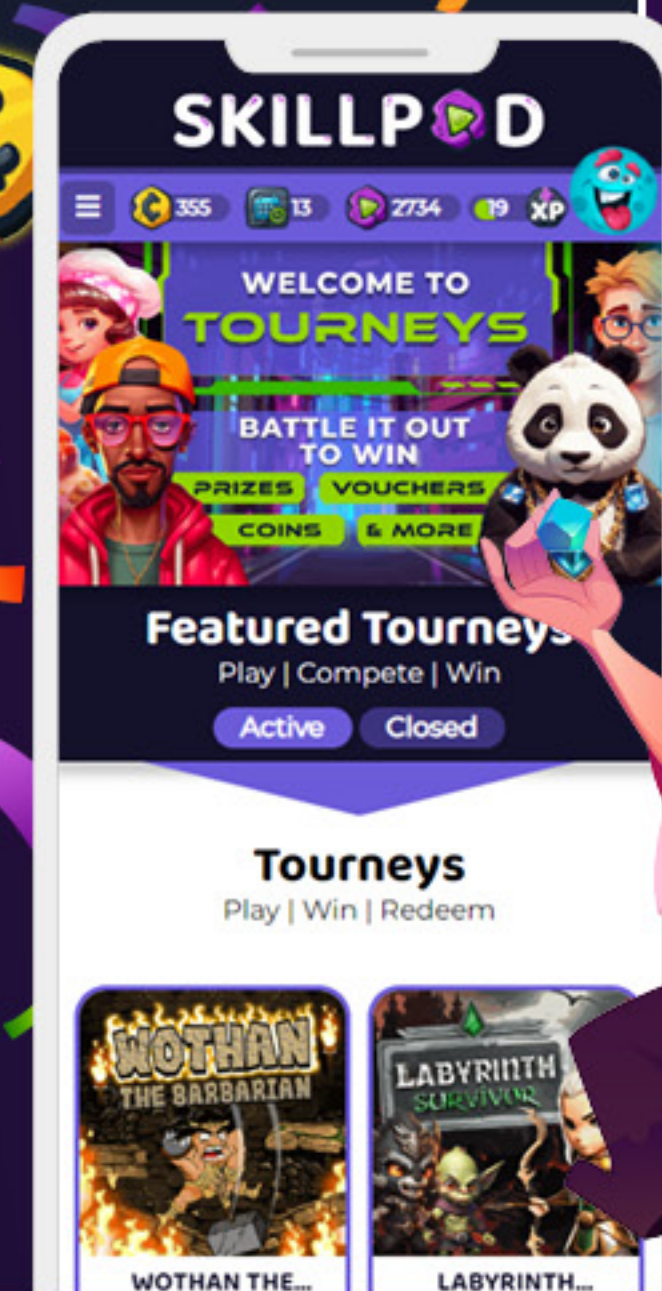


QUICKPLAY

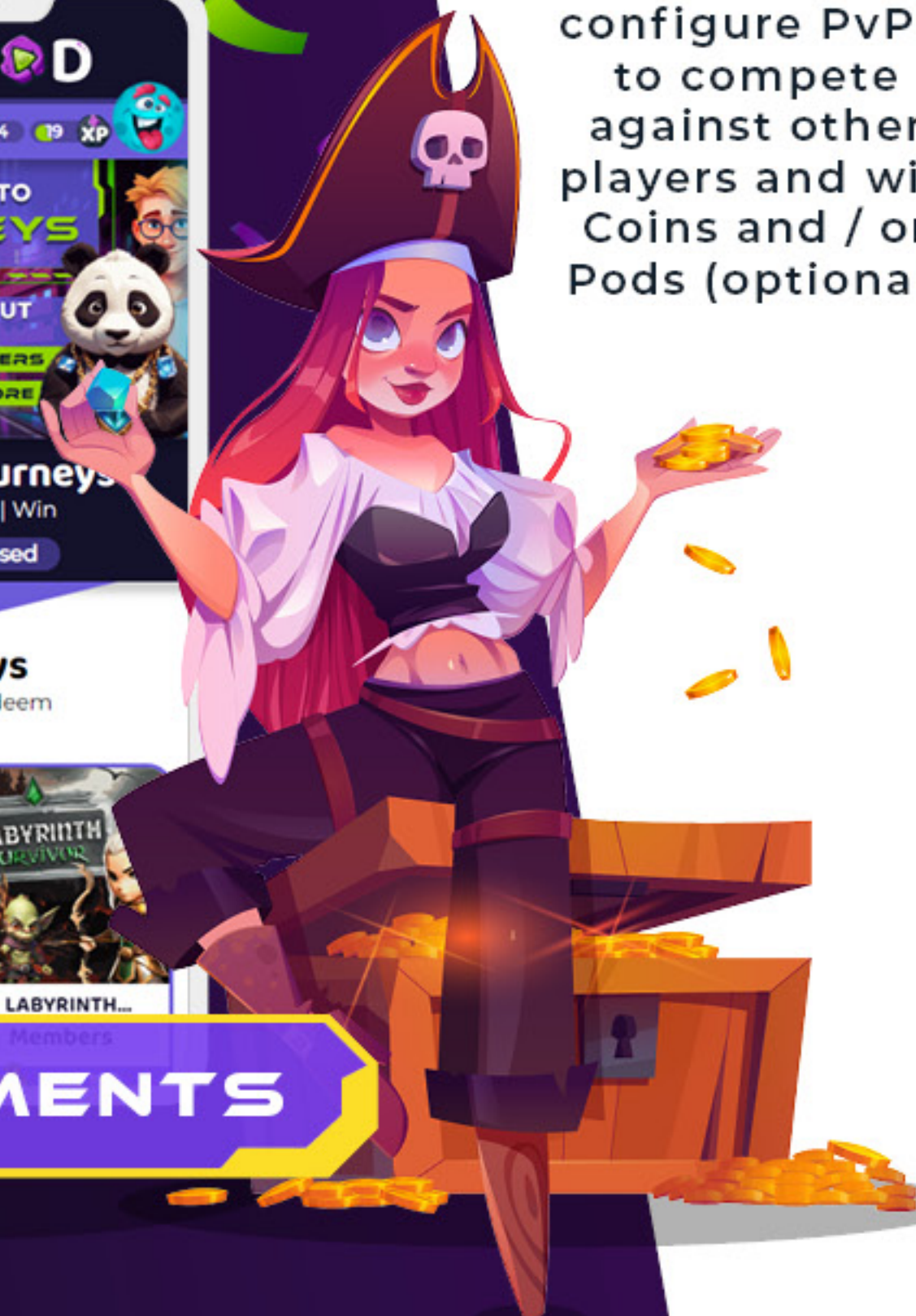
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GAMES

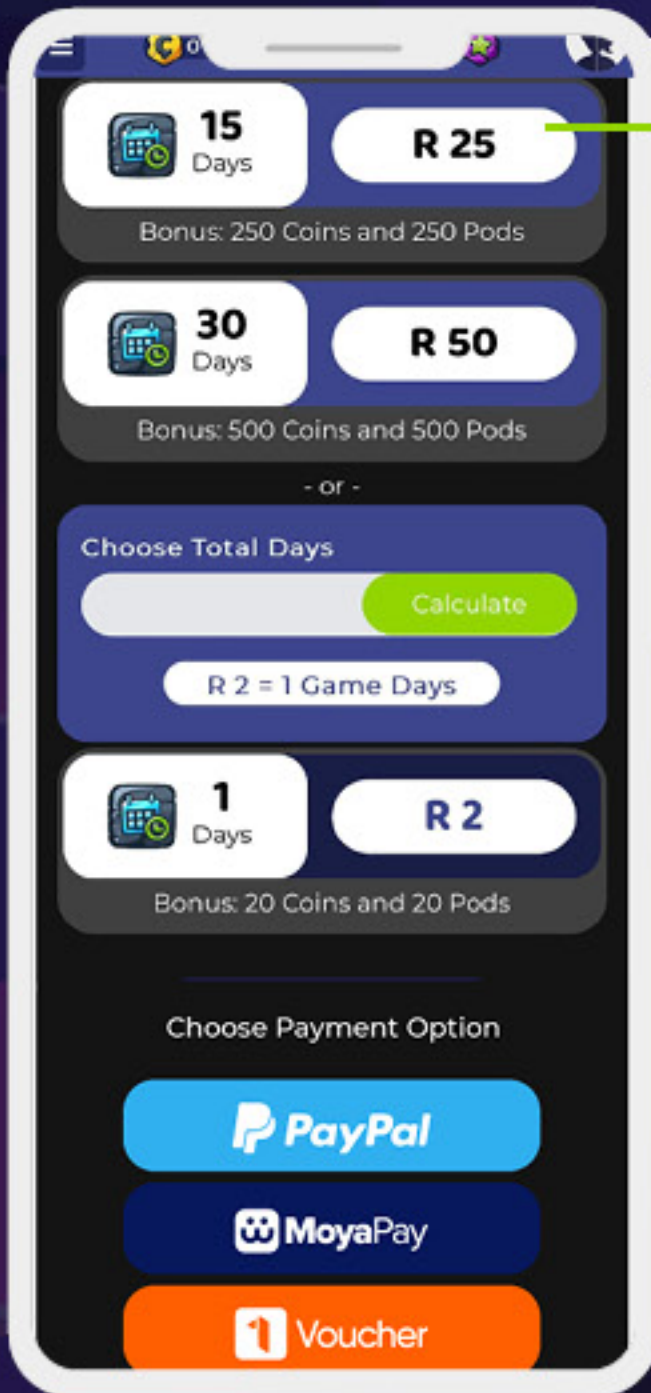


TOURNAMENTS



SUPER APP CASUAL GAMES COMMUNITY

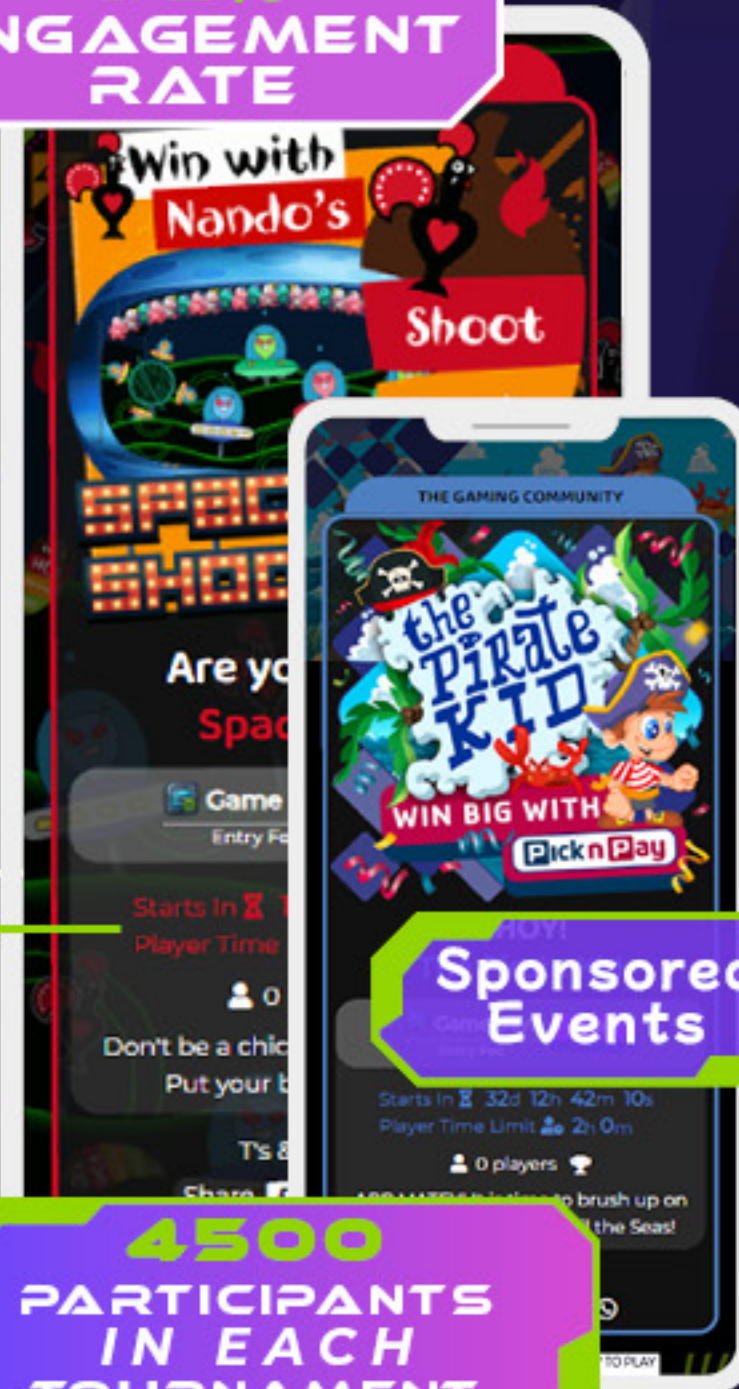
NATIVE APP INTEGRATION



PAYMENT OPTIONS

Other billing Providers, through API integration

78%
ENGAGEMENT RATE

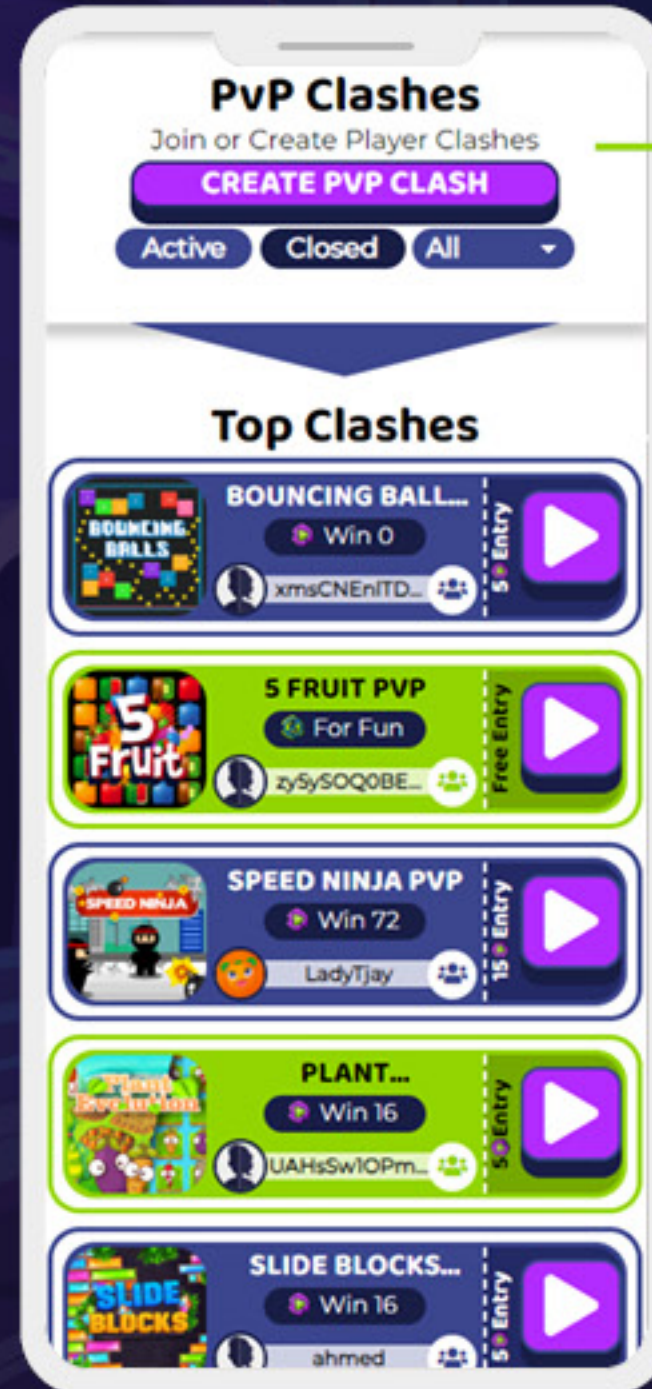


Sponsored Events

4500
PARTICIPANTS
IN EACH
TOURNAMENT

BRANDED TOURNAMENTS

Multiple, every month, with weekly events. Limited free access and Premium access

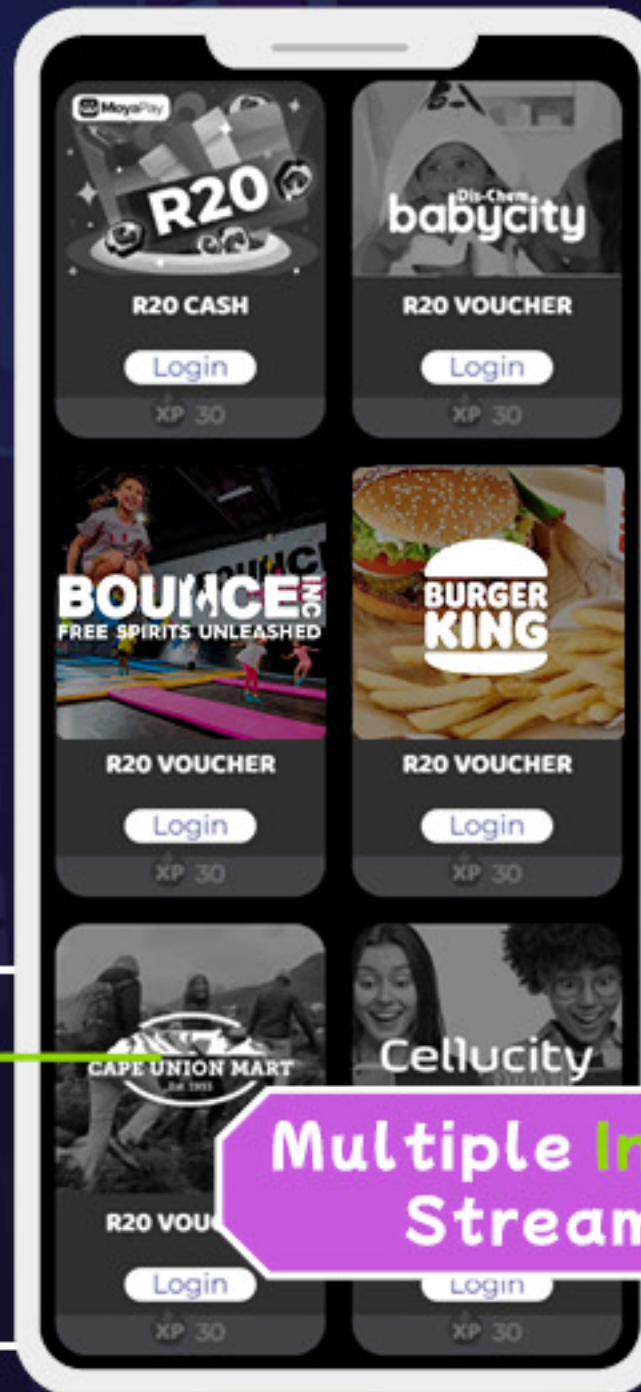


PVP CLASHES

600+ events created a month and users create their own PVP's

LOYALTY REWARDS

Vouchers from 35+ Retailers



Multiple Income Streams



18%
CTR

ADVERTISING CAMPAIGNS

Unlocking free Games and Events



LIVE LEADERBOARDS
PLAY QUESTS

One Click User onBoarding Flow

GAMES

Over 100+ games in different categories to be played

Powered by
GAMEZBOOST

GAMEZ BOOST

GAMING WITH HEART

