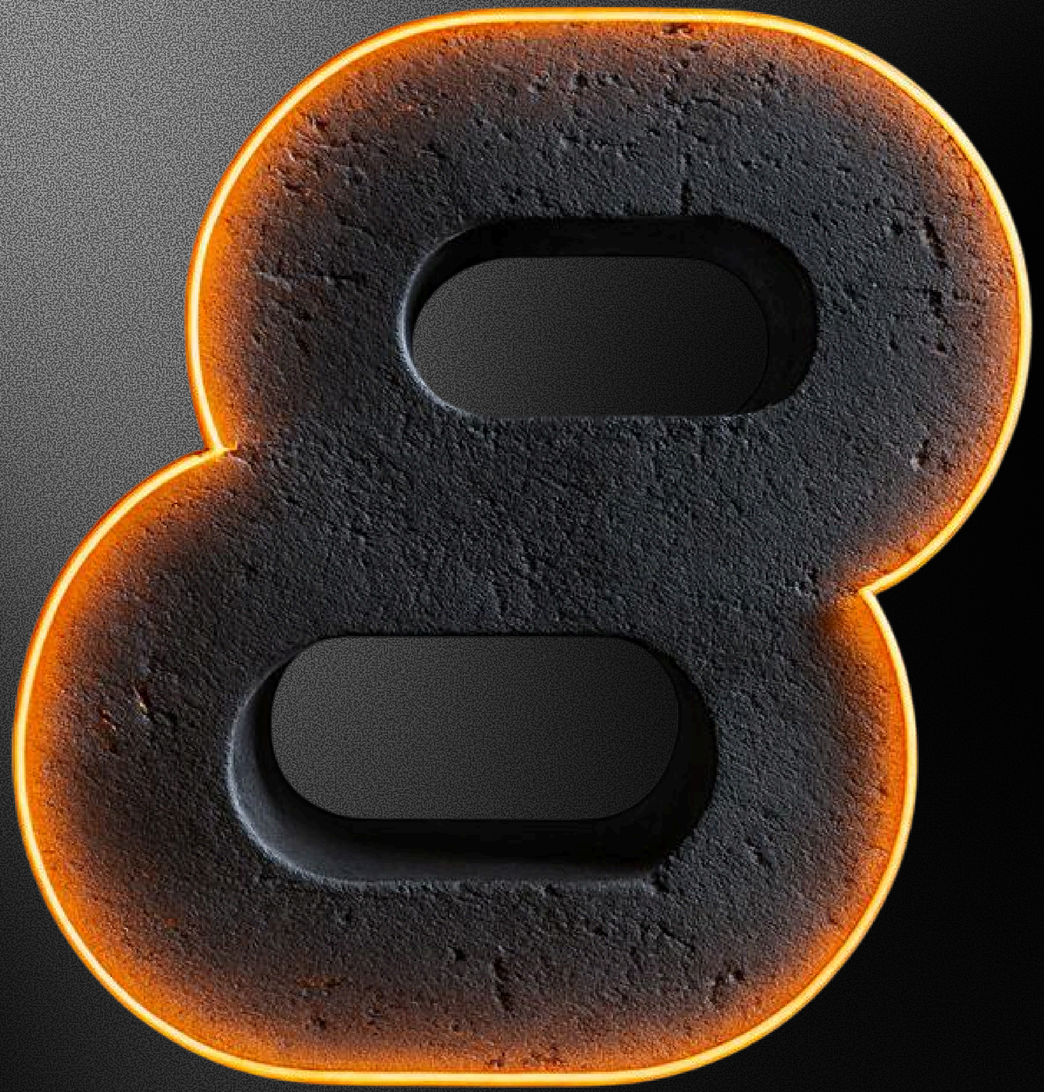


GR8 TECH

2025 WRAPPED:

GR8 TECH EDITION

GR8 TECH

What a year. We delivered localized platforms, stood out at ICE, SiGMA, and SBC, and proved once again that consistent execution wins markets. Our clients expanded across MENA, Latin America, Asia, and Africa—and they're not just launching; they're performing. The momentum is real, and we'll keep building on it with the same discipline, helping our partners secure heavyweight revenue titles.

OLEKSANDR FESHCHENKO

CEO of GR8 Tech



GR8 2025 AT A GLANCE

The geographic footprint of our clients is now more solid. In 2025, we strengthened our presence across key markets, including Latin America, Africa, Europe, and Southern Asia. Additionally, we expanded into the MENA region.

New Brands Launched

+213%

New Operators Launched

+282%

In 2025, we experienced growth across all solutions, with an increase in partnerships and a rise in Hyper Turnkey, because operators are interested in expansion into new markets with our geo-specific setups. However, the biggest growth came from Casino Aggregation.

GR8 PORTFOLIO EVOLVED

CRYPTO TURNKEY



[illegible]

COMING SOON...

ULTIM8 SPORTSBOOK



We focused on fast launches of full-featured sportsbooks. With iFrame or API integration, you avoid the complexity of building in-house expertise. Killer features now even better: in-house trading, margin control, risk and anti-fraud tools, content management system, AI personalization, cash-outs, and more. Crypto payments have become a shortcut to quicker launches, lower costs, and minimizing reliance on third parties. Ready to go live in local markets, often in under two weeks.

MORE DETAILS →

AFF TECH AFFILIATE PLATFORM



Our affiliate marketing solution adapts to your brand, strategy, and growth goals. With Aff.Tech you can manage affiliate accounts and reward structures, assign managers, automate communications, and monitor performance in real-time. Payouts are streamlined through integrated PSPs with live balance visibility and approval flows that build trust and save time. The platform also includes affiliate tracking tools, so you can see the results of campaigns and their attribution across every channel.

MORE DETAILS →

GR8 TECH

PROVEN RESULTS



1M+ CRYPTO TRANSACTIONS DAILY

100+ SUCCESSFUL BRAND LAUNCHES

99.99% UPTIME

TIME-TO-MARKET BECAME FASTER

In 2024, launching a new brand took months of coordination, approvals, integrations, and setup. We found that there was room for improvement, as every extra week meant missed revenue for clients.

Kateryna Pozdnysheva stepped in as Chief Client Officer to boost client' profitability.

> **Driving the overall business growth of our clients requires a deeper understanding of their challenges and the ability to quickly adapt to market shifts. We must be proactive in anticipating client needs rather than just responding to them.**

KATERYNA POZDNYSHEVA
Chief Client Officer



OPTIMIZED LAUNCH PROCESS

We redesigned the entire setup to launch brands faster:

- LICENSING IS STREAMLINED
- KYC AND COMPLIANCE ARE PRECONFIGURED
- ONBOARDING AND ENVIRONMENT SETUP ARE AUTOMATED WHEREVER POSSIBLE

THE RESULT:

We cut the launch timeline in half twice compared to 2024. Today, a new casino brand can go live in just **1.5 months**.

GR8 TECH

OPTIMIZED LAUNCH PROCESS

PROJECT DURATION

2024 VS 2025

2X FASTER AVERAGE PROJECT DURATION IN DAYS (DOMAIN OPEN)

2X FASTER AVERAGE INITIAL BRAND SET-UP

THE INDUSTRY NOTICED

Our commitment to clients' success turned into recognition in several awards throughout the year.

Best iGaming Platform Europe 2025

International Investor Awards

INTERNATIONAL INVESTOR AWARD WINNER

Platform Provider of the Year

SBC Awards 2025

SBC AWARDS EUROPE

Best Sports Betting Provider in CEE

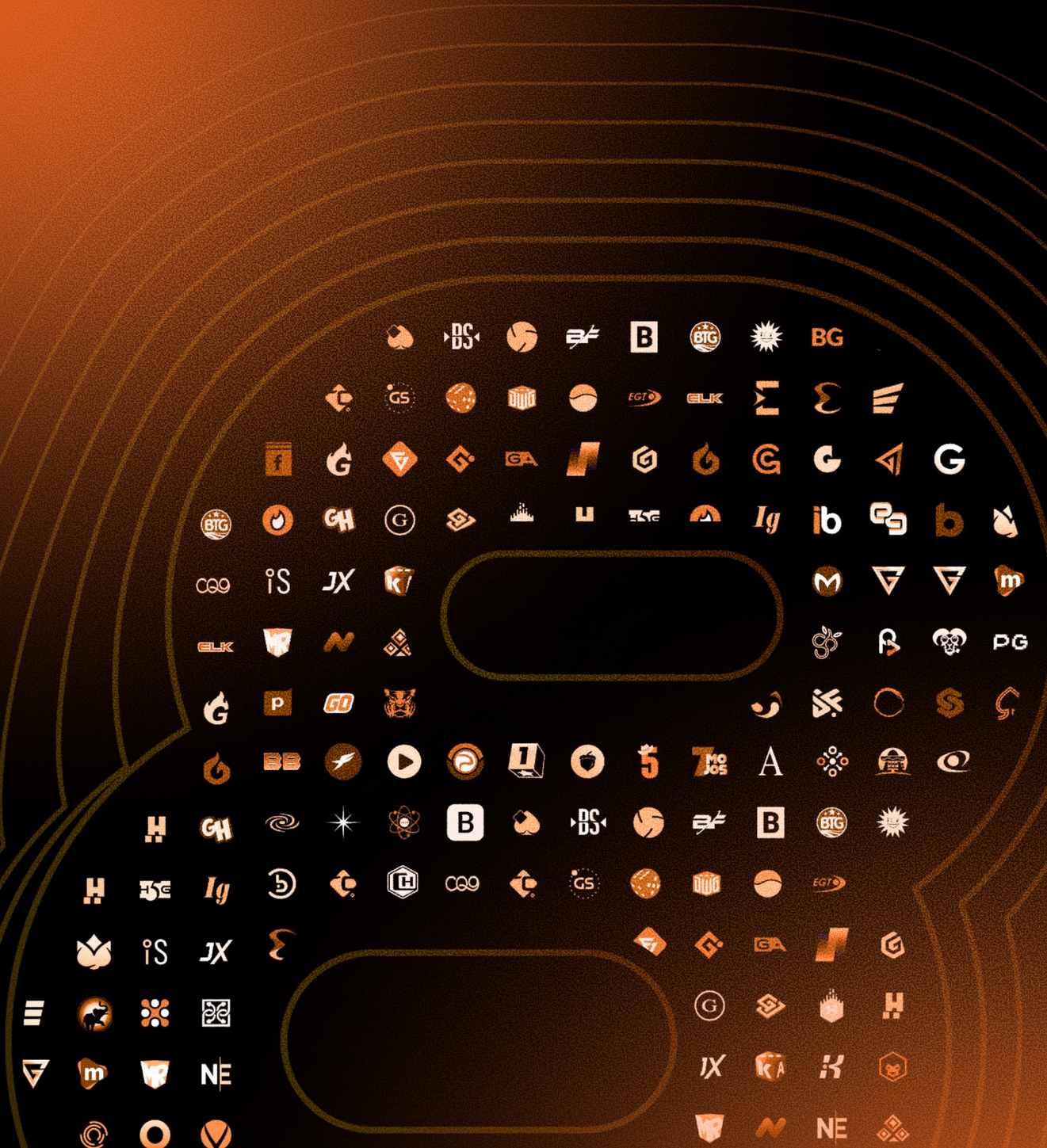
GamingTECH Awards

GamingTech CEE AWARDS

ONLINE CASINOS



GR8 TECH



Infinite casino aggregation offered a win-win solution for operators

With access to thousands of games without negotiations, operators provided a rich casino experience for players and smoother operations for the business.

They gained breadth of content, speed, cost-cutting, and support—all of which translated into revenue.

ACCELERATING CASINO PERFORMANCE

+100%

ACTIVE PLAYERS
YOY GROWTH

+18%

AVERAGE QUARTERLY
GROWTH OF CASINO BU

+98.9%

CASINO BETS COUNT
YOY GROWTH

20

NEW GAME PROVIDER
INTEGRATIONS

99.99%

AVERAGE UPTIME

4000

RPS



PLAYERS

Casino players got slightly older this year, forcing operators to choose between retaining older segments, acquiring younger ones, or balancing both.

2025

CASINO PLAYERS AGE

18-24	25-34	35-44
30.08%	44.18%	25.73%

2024

CASINO PLAYERS AGE

18-24	25-34	35-44
36.01%	44.48%	19.51%

PLAYER CATEGORIES 2025



<1%

SHARE OF
VIP PLAYERS

49.7%

TURNOVER
GENERATED BY VIPs

50.3%

TURNOVER GENERATED
BY ALL OTHER PLAYERS

BY NUMBERS

VIP	OTHER
0.70%	99.30%

BY TURNOVER

VIP	OTHER
49.65%	50.35%

BY BETS COUNT (CASINO)

VIP	OTHER
15.31%	84.69%

HOW THEY PLAYED

TWO DOMINANT ENGAGEMENT DRIVERS

- **Bets count metrics show a clear split between instant-win crash mechanics and high-volatility video slots**
- Two distinct gameplay patterns shape overall player behavior

INSTANT GAMES DRIVE BET VOLUME

- **Aviator, Balloon, JetX** capture a large share of total bets
- Fast, repeatable, high-adrenaline gameplay loops
- Simple rules, rapid rounds, mobile-first
- Well suited for emerging markets

EVERGREEN SLOTS SUSTAIN TRAFFIC

- **Gates of Olympus, Sugar Rush 1000, Sweet Bonanza 1000, More Magic Apple**
- Strong, recognizable slot franchises
- Proven math models and familiar mechanics
- Appeal to both new players and long-time fans
- A true classic

HOW THEY PLAYED

TOP 10 CASINO GAME PROVIDERS

GAME PROVIDER		% BET COUNT IN 2025 VS 2024
3 OAKS GAMING	3 OAKS	266.85%
AMATIC INDUSTRIES	AMATIC	151.61%
AMUSNET	AMUSNET	142.66%
fazi	FAZI	197.77%
PG POCKET GAMES SOFT	PGSOFT	85.50%
PLAYSON	PLAYSON	261.05%
PRAGMATIC PLAY	PRAGMATIC	507.94%
PRAGMATIC PLAY	PRAGMATIC ROCKET	186.60%
SoftGamings	SOFTGAMINGS LIVE CASINO	68.19%
TaDa GAMING	TADA	274.00%

HOW THEY PLAYED

TOP 10 CASINO GAMES

BY BETS COUNT

GAME	CATEGORY
AVIATOR	INSTANT GAMES
BALLOON	INSTANT GAMES
COIN VOLCANO	SLOTS
GATES OF OLYMPUS	SLOTS
GATES OF OLYMPUS	1000™
JETX	INSTANT GAMES
JOKER'S JEWELS	SLOTS
MORE MAGIC APPLE	SLOTS
SUGAR RUSH 1000	SLOTS
SWEET BONANZA 1000	SLOTS

TRENDS IN CASINO



MENA and LATAM are demonstrating strong growth potential in the casino sector. Operators report that up to 80% of GGR is generated by casinos in the MENA region, while LATAM casino exposure is also growing.

Slots and live casino favorites continue to experience stable growth, and the top providers in the industry remain unchanged.

Crash games saw new providers emerge and quickly gain traction, with InOut pioneering chicken-themed titles that later turned into a broader trend.

MORE ONLINE CASINO TRENDS

SPORTSBOOK



GR8 TECH

ULTIM8

SPORTSBOOK HAS ALWAYS BEEN OUR STRENGTH — NOW IT'S EVEN STRONGER

MARKET EXPANSION & PARTNERSHIPS

- **Jugabet** launch in Peru
- **BongoBongo** launch in Africa
- Global rollout of ULTIM8 Sportsbook

Proving the power of modular integration and deep localization across LATAM, Asia, and the MENA region.

PRODUCT UPGRADES IN 2025

- AI-powered quick tournament filters
- Floating bet slip
- Expanded BetBuilder options
- Enhanced early payout rules
- Localized virtual sports

All features designed to increase bettor engagement and operator margins.

SPORTSBOOK



A 125% increase in betting volume, plus being named “Platform Provider of the Year” at the SBC Awards and “Best Sports Betting Provider CEE” confirms our development.

BETTING VOLUME

125%

BETS COUNT YOY

+98.92%

BETTORS

2025 PLAYERS AGE	18-24	25-34	35-44
SPORT	37.59%	44.11%	18.30%
ESPORTS	45.67%	42.49%	11.80%

2024 PLAYERS AGE	18-24	25-34	35-44
SPORT	39.78%	44.05%	16.16%
ESPORTS	34.16%	49.75%	16.09%

BETTORS

In 2025, bettor age distribution shifted compared to 2024 across both sports and esports segments

Sports betting remains stable, with the 25–34 age group continuing to dominate year over year

Esports betting shows a generational shift, as Gen Z (18–24) became the leading audience in 2025

The esports age split reversed YoY: 25–34 declined from 49.75% to 42.49%, while 18–24 grew from 34.16% to 45.67%

PLAYER CATEGORIES 2025



<1%

SHARE OF
VIP PLAYERS

44.2%

TURNOVER
GENERATED BY VIPs

56.8%

TURNOVER GENERATED
BY ALL OTHER PLAYERS

BY NUMBERS

VIP	OTHER
0.34% ↓	99.66% ↑

BY TURNOVER

VIP	OTHER
44.2% ↓	56.8% ↑

BY GGR

VIP	OTHER
42.8%	57.2%

HOW THEY BET

The preference for bet timing hasn't changed much. The shift from pre-match to in-play wagering continues—and the numbers show it.

BETS TYPE (ALL PLAYERS)	2024	2025
PRE-MATCH	37.59%	44.11%
IN-PLAY	45.67%	42.49%

BETS TYPE (VIP PLAYERS)	2025
PRE-MATCH	16.7%
IN-PLAY	83.30%

TOP 10

SPORTS FOR BETTING THIS YEAR

- FOOTBALL
- VOLLEYBALL
- CRICKET
- ICE HOCKEY
- BASKETBALL
- BASEBALL
- TENNIS
- BADMINTON
- TABLE TENNIS
- UFC

Mid-tier sports such as basketball, tennis, and esports maintain consistent positioning, while niche sports continue to hold small but stable market shares. The 2025 landscape is more evenly balanced, suggesting diversification in both bettor interest and turnover generation.

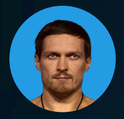
GR8 TECH

MOST POPULAR SPORT PERSONAS 2025

BY BETS COUNT

BOXING





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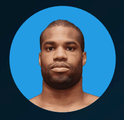


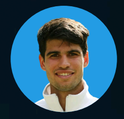
DANIEL DUBOIS



SAUL ALVAREZ

TENNIS





CARLOS ALCARAZ



JANNIK SINNER



NOVAK DJOKOVIC

GR8 TECH

MOST POPULAR FOOTBALL MATCHES

BY AVERAGE BETS WEIGHTED COUNT

FOOTBALL



Real Madrid	:	Barcelona
Inter Milan	:	Barcelona
Paris Saint-Germain	:	Inter Milan



GR8 TECH

MOST POPULAR CRICKET EVENTS

BY AVERAGE BETS WEIGHTED COUNT

CRICKET

Gujarat Titans	:	Punjab Kings
Sunrisers Hyderabad	:	Rajasthan Royals
Delhi Capitals	:	Lucknow Super Giants
Chennai Super Kings	:	Royal Challengers Bengaluru
Sunrisers Hyderabad	:	Lucknow Super Giants
Gujarat Titans	:	Mumbai Indians
Rajasthan Royals	:	Chennai Super Kings
India	:	New Zealand
Rajasthan Royals	:	Kolkata Knight Riders
Kolkata Knight Riders	:	Sunrisers Hyderabad





TOP BETS TYPE

BETS TYPE

BY TURNOVER

BETS TYPE (ALL PLAYERS)	2024	2025
SINGLE	79.63%	82.17%↑
PARLAY	20.10%	15.87%↓
SYSTEM	0.19%	1.96%↑
HORSE	0.08%	

ALL PLAYERS

SINGLE  82.2%

PARLAY  15.9%

SYSTEM  2.0%

TOP BETS TYPE

BETS TYPE

BY TURNOVER

BETS TYPE (ALL PLAYERS)	2025
SINGLE	84.73%↑
PARLAY	15.09%↓
SYSTEM	0.18%↑

VIP PLAYERS

SINGLE  84.7%

PARLAY  15.1%

SYSTEM  0.2%

ESPORTS



Esports betting shows steady YoY growth in both volume and profitability. The market is increasingly concentrated around Counter-Strike, while Dota 2 and smaller titles continue to lose share. Esports fans favor top-performing teams and familiar matchups.

AVG. TURNOVER YOY

+33%

AVG. GGR YOY

+40%

MOST POPULAR ESPORTS DISCIPLINES

BY BETS WEIGHTED COUNT

ESPORTS DISCIPLINE	2024	2025
COUNTER-STRIKE	50.7%	57.29%↑
DOTA 2	37.9%	34.44%↓
VALORANT	5.7%	4.03%↓
LEAGUE OF LEGENDS	5.1%	3.48%↓
RAINBOW 6	0.5%	0.33%↓



GR8 TECH

FALCONS : XTREME

BB : NIGMA GALAXY

TIDEBOUND : FALCONS

MOUZ : FALCONS

PVISION : FALCONS

TOP 5 ESPORTS EVENTS

BY AVERAGE BETS WEIGHTED COUNT

TRENDS IN BETTING



The esports industry is poised for steady growth, projected to increase by 33% in key metrics by 2025.

By increasing visibility and entering markets interested in horse racing, operators achieved significant growth: 28.5% by AVG Turnover, +18% by AVG Bet count.

Darts is showing growth— operators report an average turnover increase of up to +109% and a 35% rise in bets.

FIFA WORLD CUP—with the proper trading team, combined with the high fan engagement, can provide a margin equal to the UEFA Champions League.

MORE SPORTS BETTING TRENDS



GR8 TECH

NEW FEATURES TO BOOST YOUR GGR

In 2025, our teams developed over 140 features that already benefit our clients. Among the most updated platform modules are CRM, Sportsbook, UBO, Casino, CMS, and PAM. Improvements are focused on achieving high performance and giving our clients the freedom to test their ideas.

SEGMENT ENGINE:

THE RIGHT EXPERIENCE FOR EVERY PLAYER

With the UBO Segment Engine, operators can adapt the product in real-time based on live behavior, player value, and operational rules. It ensures that every user sees the most relevant content, bonus, or flow.

HOW OPERATORS BENEFIT FROM IT:

- Players are instantly assigned to the right segments, ensuring campaigns and offers reach them at the most impactful moment.
- The feature supports multiple data sources and complex logic without slowing down performance.
- Multiple data inputs available for metrics, CSV uploads, and manual ID lists—enabling fast onboarding of existing segmentation logic and VIP lists.
- You can combine different data sources to build precise audience segments based on behavior, value, or risk level.
- RSegments can have automatic expiration (with a 1-year lifetime by default), reducing load and keeping operations streamlined.
- Start and end dates help control workload peaks and maintain maximum processing speed during high-traffic periods.
- Status tracking makes it easier for teams to monitor and manage active player segments and ensure optimal performance.

EDGE CLOUD

Next-generation cloud infrastructure for high-performance iGaming, delivering lower latency by placing compute resources closer to players—especially in high-traffic regions.

HOW OPERATORS BENEFIT FROM IT:

- Faster bet placement, instant page loads, and smoother live betting experiences improve conversion and retention.
- Higher platform stability thanks to dynamic traffic distribution that prevents performance degradation during peak events, major sports matches, or new feature launches.
- Localized infrastructure minimizes reliance on distant data centers, reducing risks of downtime and packet loss.
- Optimize real-time betting where seconds directly impact revenue—live odds, cash-outs, and in-play betting.

CONTENT PAGES

An upgrade enabling operators to independently create high-value content pages without development or release cycles, using HTML for storytelling or widget-based pages for dynamic components like personalization and jackpots.

HOW OPERATORS BENEFIT FROM IT:

- Create multiple lobbies and landing pages on your own: quickly launch new verticals, campaign pages, or localized experiences to support marketing and acquisition goals.
- Define custom URLs that align with your SEO strategy, player journeys, and promotional campaigns to maintain control over routing.
- Choose from predefined layouts optimized for sportsbook and casino conversion.

CONTENT A/B TESTS

A/B testing is now available directly in UBO CMS, enabling operators to compare different versions of content or layouts and select the highest-performing option based on real player behavior.

HOW OPERATORS BENEFIT FROM IT:

- Test multiple content or design variants simultaneously to improve engagement, registration, and deposit conversion.
- Plan and schedule tests without developer involvement, supporting fast hypothesis validation and continuous optimization.
- Review clear performance results to make data-driven decisions for both sportsbook and casino content.

ANNOUNCEMENT LINE

A configurable notification bar that appears at the top of the website (web and mobile web) to deliver important messages to players instantly.

HOW OPERATORS BENEFIT FROM IT:

- Quickly communicate mirror links, promotions, service updates, or compliance notices with maximum visibility.
- Create multiple variants with personalized messaging for different player segments or markets.
- Add clickable text or make the full banner interactive to drive traffic to landing pages or promotional features.
- Fully customizable look and feel: icon, background color, and style aligned with brand guidelines.
- Control redisplay logic so important messages reappear when necessary, even after being dismissed.

MIRROR AUTOLOGIN

A friction-reducing login flow that keeps players active even when switching between mirror domains. This ensures uninterrupted access during domain blocks or regional restrictions.

HOW OPERATORS BENEFIT FROM IT:

- Players remain logged in when redirected, preventing frustration and churn, which means there are no lost sessions during mirror switches.
- Higher retention and live-betting continuity during peak sports events or promotional periods.
- Available across the entire sportsbook and casino front-end.
- Can be enabled per brand through configuration request or via Account Manager.

GR8 TECH

HOST-TO-HOST (H2H)

QR PAYMENT FLOW

A host-to-host QR integration with real-time QR generation, direct provider connection, and instant transaction confirmation—enabling fast, native deposits in Southeast Asia with full automation.

HOW OPERATORS BENEFIT FROM IT:

- Higher deposit conversion thanks to instant QR generation and real-time confirmations.
- Reduced payment failures and drop-offs, especially on mobile, where QR is the dominant method in SEA.
- Faster time-to-play, increasing overall betting volume, and GGR.
- Lower support workload because pending or unconfirmed deposits are eliminated.
- Support for cross-border QR transactions, expanding potential user reach.
- More localized user experience, boosting trust and retention in Southeast Asian markets.
- Stable, secure payment flow controlled end-to-end by the platform (no redirects, fewer third-party dependencies).
- Scalable infrastructure that prepares operators for future integrations like PIX, UPI, and crypto.
- Increased competitiveness against local brands offering native QR payment options.

SPORTSBOOK:

- Improved navigation
- New margin customization engine
- Early Payout and Partial Cashout
- Custom statistics widget
- New coupon widget
- Native Horse Racing
- Football micromarkets
- Geo-based recommendation models
- Pre-match Basketball Bet Builder
- AI-driven sports ordering and top-tournament selection
- Enhanced cricket statistics widget
- New graphic widgets on the homepage
- Homepage Bet Builder

CASINO:

- Free Spins expanded for Pragmatic, Amusnet, and InOut
- Crypto Casino
- Bonus engine upgrades: no-deposit casino bonuses, manual cashback awards
- Improved cashback setup
- Automatic game activation for new game releases
- Full multi-currency support for tournaments
- New player-facing tournament lobby for centralized visibility
- Manual prize distribution options for operator-controlled payouts
- Automated exclusion of blocked/blacklisted players

CRM:

- Bonus Shop with virtual currency support
- Multiwallet & Crypto
- Event Planner for automated pre-match recommendations
- Flexible global language support
- Bonus Stability with stronger bonus flows and mechanics
- WhatsApp + new local SMS providers
- Referral Program for player-driven acquisition
- Improved support tools

and more...

PAYMENTS:

- Crypto payment widget
- A2A transfers (C2B2C)
- Routing (cards, P2P, A2A)
- Payment method categorisation
- Dashboard for operators self-service
- Improved reconciliation “over the head” (with third-party PSPs over the directly integrated)

GR8 TECH

OTHER:

- UBO CMS Preview of changes before publishing.
- GEO Targeting for location-based content personalization.
- Display Option Exclusions
- Arabic & RTL Support
- Dark/Light Theme Switcher
- VIP Lobby Widgets
- UBO CMS Scheduling
- New Jackpot Widget
- Casino Mixed Lines

...AND MORE, MUCH MORE UPGRADES.

EVENTS



IT WAS GREAT TO MEET YOU ALL OFFLINE

We were happy to connect with you at events, roundtables, and product camps to discuss ideas or simply chat. And award parties... of course, we love them too.

38
SHORTLISTS

6
WINS

AMONG THEM:

Best iGaming Platform Europe 2025
International Investor Awards

Best CEO
International Investor Awards

Best Sports Betting Provider in CEE
GamingTECH Awards

Best CEO in the Technology Industry
European CEO

Platform Provider of the Year
SBC Awards 2025

KEY EVENTS:

- ICE BARCELONA
- SBC SUMMIT LISBON
- IGB L!VE LONDON
- SIGMA EUROPE

KEY REGIONAL EVENTS:



- SIGMA EURASIA
- SBC SUMMIT RIO
- SPICE SOUTH ASIA '25
- PRAGUE GAMING & TECH SUMMIT
- NEXT SUMMIT: VALLETTA
- SIGMA ASIA
- G GATE CAMP
- SIGMA EURO-MED
- IGAMING CLUB CONFERENCE MALAGA
- MAC AFFILIATE CONFERENCE IN ARMENIA

KEY WEBINARS:

- WINNING BIG WITH SPORTSBOOK: HOW TO EXTRACT MAXIMUM PLAYER VALUE
- THE FUTURE OF AI AND SPORTSBOOK: LEVEL-UP YOUR TECH
- CHANGING FACES: THE NEXT GENERATION OF AFRICAN SPORTSBOOK
- ADVANCED SPORTSBOOK MANAGEMENT



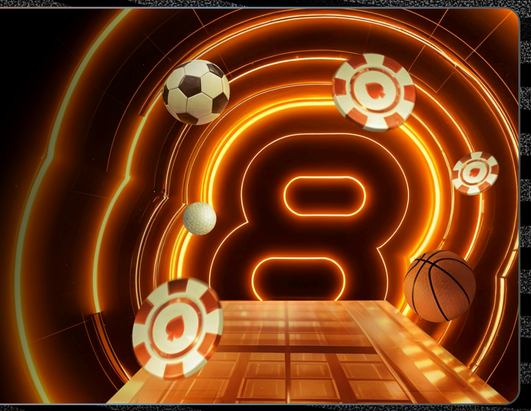
COMING OUT IN 2026:

- AI THAT DELIVERS: PRACTICAL INTEGRATION FOR THE CASINO OF TOMORROW
- ADVANCED SPORTSBOOK MANAGEMENT COURSE WILL COME BACK IN 2026
- ADVANCED SPORTSBOOK MANAGEMENT: SECOND EDITION

If You Plan Expansion

We have something for you: revenue-driven solutions to win in specific local markets across LATAM, MENA, Asia, Africa, and Europe.

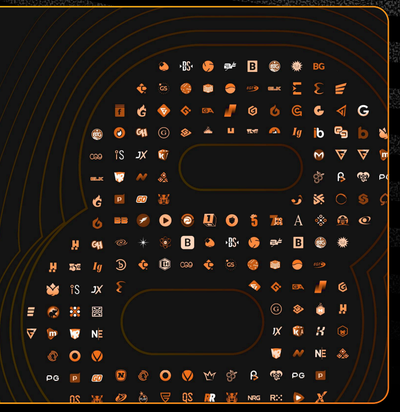
HYPER TURNKEY



ULTIM8 SPORTSBOOK



INFINITE CASINO AGGREGATION

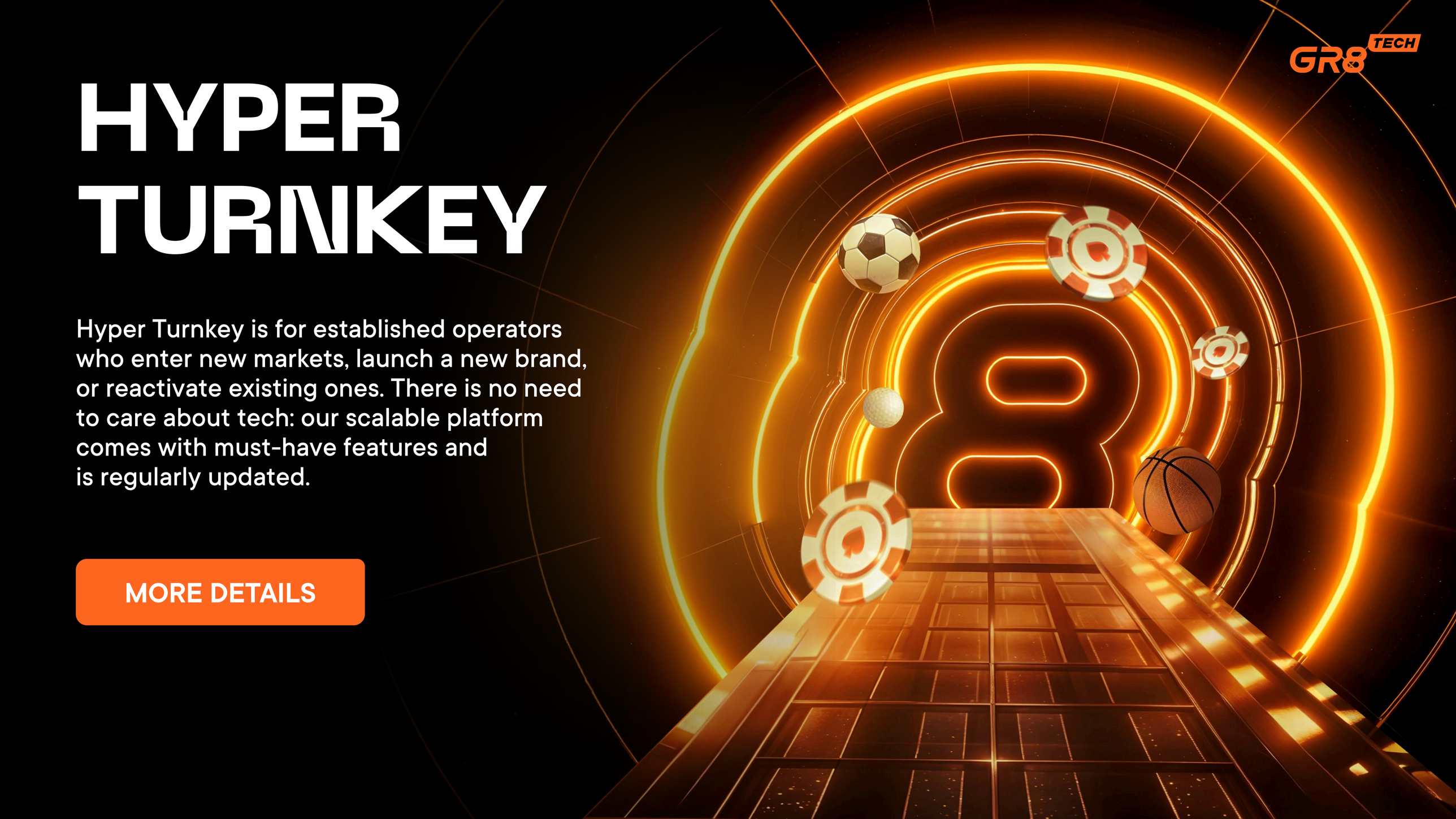


AFF TECH AFFILIATE MANAGEMENT PLATFORM

HYPER TURNKEY

Hyper Turnkey is for established operators who enter new markets, launch a new brand, or reactivate existing ones. There is no need to care about tech: our scalable platform comes with must-have features and is regularly updated.

MORE DETAILS



ULTIM8

SPORTSBOOK

Powered by our trading team, high-quality sports feeds, anti-fraud expertise, and AI risk management—it's the ultimate sportsbook integration for adding a betting revenue stream.

MORE DETAILS

GR8 TECH



INFINITE CASINO AGGREGATION

No need to contact game providers—the solution is ready to support market expansion with top-performing games, a wide variety of content, and custom-built bonus engines.

MORE DETAILS



GR8 TECH

AFF TECH

AFFILIATE MANAGEMENT PLATFORM

Affiliate marketing solution that delivers impact you can track from day one. Gain proven monthly results that help you scale.

MORE DETAILS





GR8 TECH

ONE MORE THING BEFORE YOU GO

If you are considering LATAM, find out more details and statistics on casinos, betting, regulations, and payments in our report:

Beyond Brazil: The LATAM iGaming Market Overview

GR8 TECH

THANKS FOR BEING WITH US, CHAMP

SEE YOU NEXT YEAR