

NEEZY TECHNOLOGIES

LICENSED LOTTERY BETTING API FOR SPORTSBOOKS



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BACKGROUND

Neezy Technologies is one of the gaming industry's most established lottery software providers having operated exclusively within the online lottery vertical for the last 15 years.

The ease with which high jackpot prizes resonate with both traditional and non traditional gamblers makes it the world's most popular prize based game.

Back in 2004 we were one of the first technology companies to identify and act on this potential, leading to today where our software powers many of the world's leading lotto brands.

One such brand is Giantlottos.com, a well known and successful online lottery brand built and maintained by Neezy Technologies.

We operate in an ethical manner and with a mandate of providing transparent and legitimate services, backed by a robust management, processes and hard learnings, born from being at the forefront of B2C lottery trading for over fifteen years.



BUT WHAT OF THE LOTTO BETTING OPPORTUNITY IN RSA

The South African market represents one of the world's largest contingent of lotto players with 67% of the population regularly participating in a lottery game.

Furthermore, with the introduction of a secondary lottery market where consumers can bet on the outcome of official international lottery results for far larger prizes than domestic jackpots.

This trend toward these lottery games begged the question. "Where else is there online potential using our existing technology?" To answer, we took our existing software and tailored it specifically for RSA based sportsbook operators to provide a seamless route into this lucrative gaming vertical.

Sportsbooks now have the opportunity to acquire a new 'softer' player demographic from this simple and easy to understand game-play. Additionally, this vertical offers a fantastic opportunity to upsell huge jackpot based games to their existing customer base, and with a realistic gross margin of 70% to 90% per bet. This commercial model remains wholly attractive from both an acquisition and retention perspective.

"Seamless integration into your existing sportsbook"



KEY FRONT END FEATURES:

This is the front-facing website/ I-frame and only contains content - no customer or financial data is stored here. Communication and authentication to the backend are done via API and JWT.

The front end containing a CMS where website content can be edited. Our API is intuitive and user friendly, allowing players to select the products they wish to purchase, change their personal data, view their full transaction history, and download their transactions in PDF format.

Each respective draw result is uploaded/updated automatically with their full prize breakdown - as defined by each respective operator. These results are also viewable from the Home page and on their separate web pages. Underwritten jackpot tiers are captured by our AAA Underwriters and automatically updated system-wide Jackpots are displayed in the preferred Sportsbook currency (R/ £ / \$ / €)

Prize levels are input according to:


- 1. The level of operators self-insurance**
- 2. The tiers of operators self-insurance**
- 3. Jackpot / tier two underwriting levels as required by the operator**

Your website theme / style is produced per operator, to visually marry with the existing brand CI.




HOME PAGE / I-FRAME


Lotto Draws




Mega Millions
R1 Billion
1d : 14h : 16m




USA Powerball
R1 Billion
2d : 14h : 16m




SuperEnalotto
R1 Billion
1d : 5h : 46m




Euro Millions
R3 Billion
1d : 6h : 46m




Canada Lotto 649
R76 Million
2d : 17h : 56m




EuroJackpot
R403 Million
4d : 5h : 16m




UK Lottery
R113 Million
2d : 6h : 46m




Lotto 6aus 49
R19 Million
2d : 5h : 16m



Irish Lottery
R48 Million
2d : 7h : 1m



France Lotto



Mega Millions
R1 Billion
1d : 14h : 16m

3 QuickPicks

5 QuickPicks

10 QuickPicks

Bet#1

SUPA-QP

00 00 00 00 00 00

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40	41	42
43	44	45	46	47	48	49
50	51	52	53	54	55	56
57	58	59	60	61	62	63
64	65	66	67	68	69	70

Bet#2

SUPA-QP

00 00 00 00 00 00

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40	41	42
43	44	45	46	47	48	49
50	51	52	53	54	55	56
57	58	59	60	61	62	63
64	65	66	67	68	69	70

Bet#3

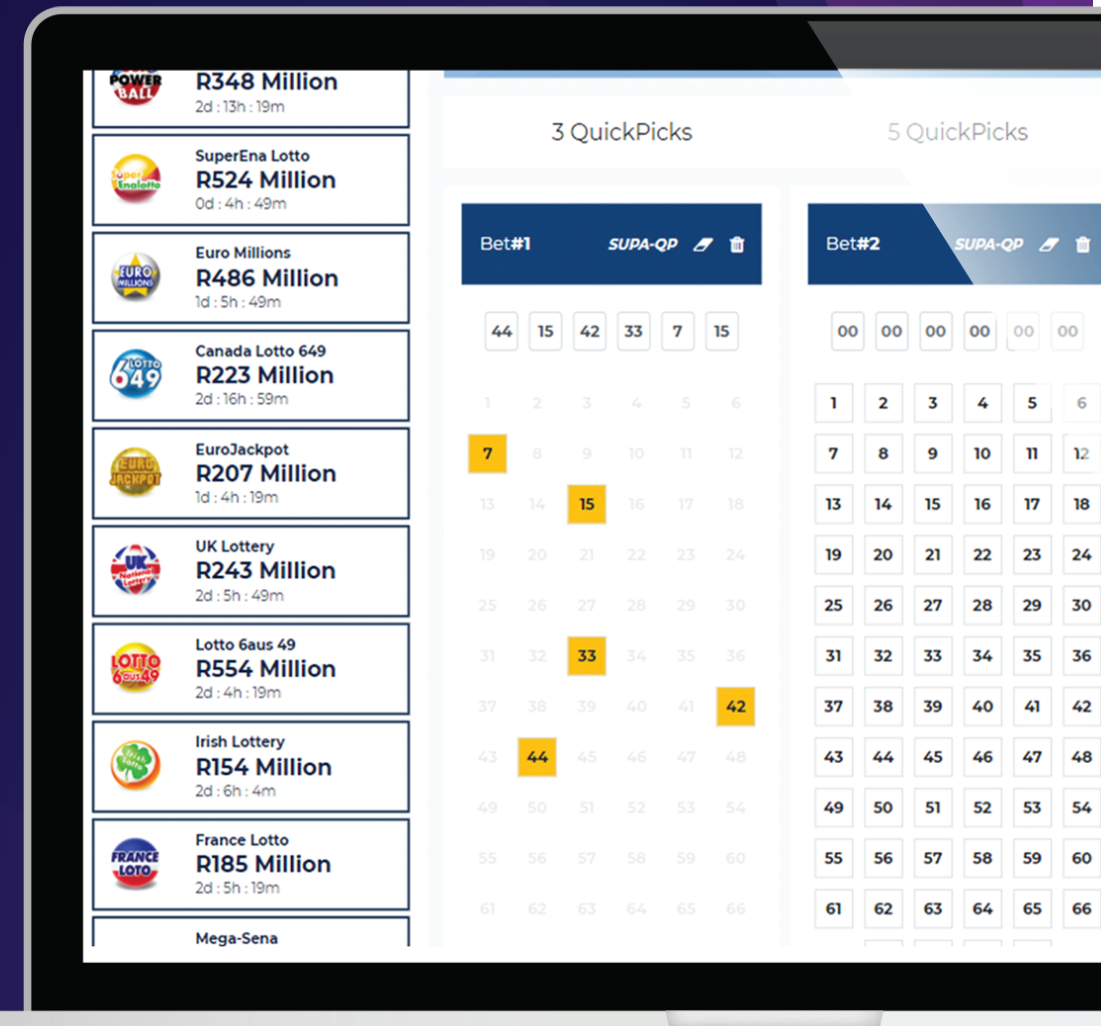
SUPA-QP

00 00 00 00 00 00

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40	41	42
43	44	45	46	47	48	49
50	51	52	53	54	55	56
57	58	59	60	61	62	63
64	65	66	67	68	69	70

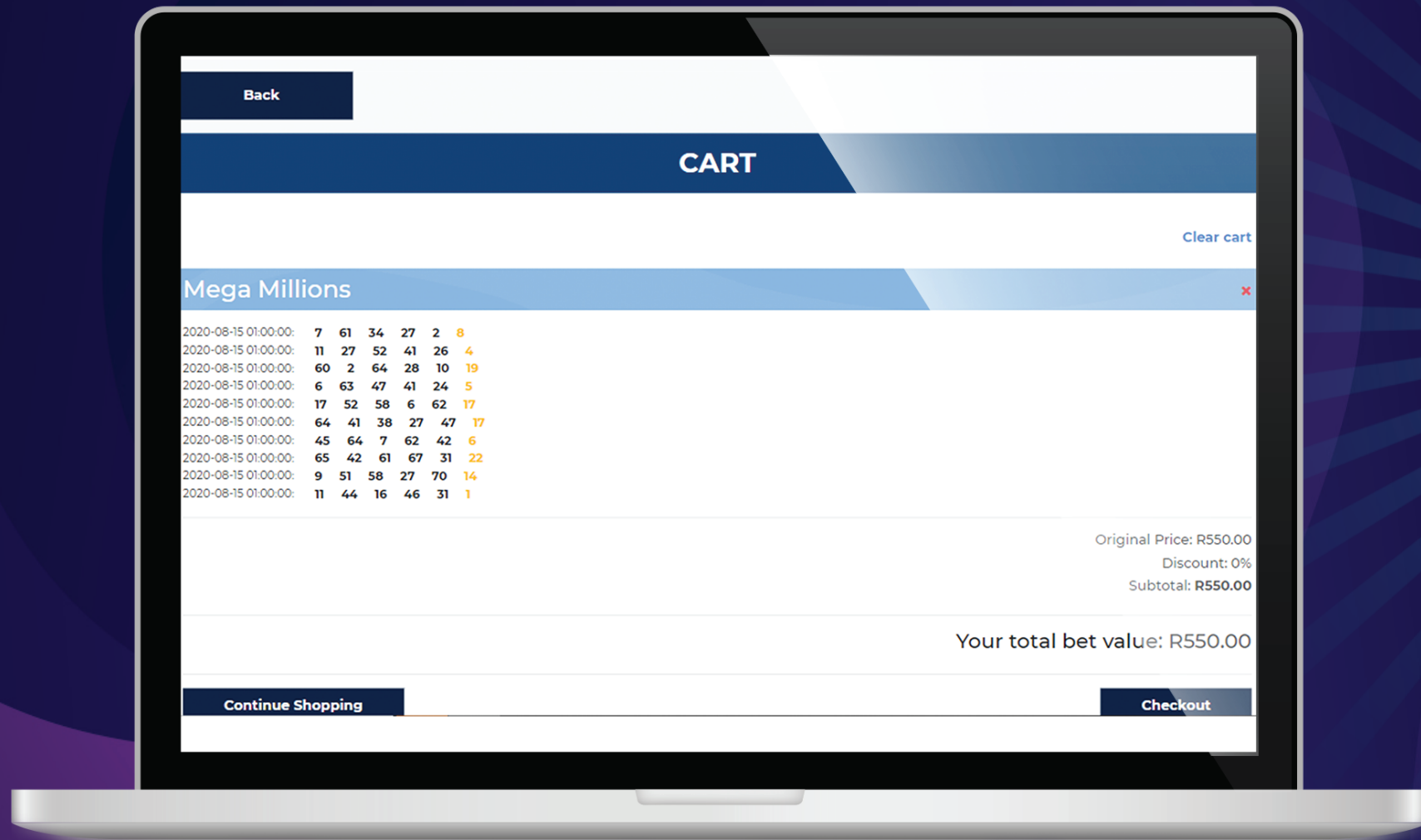
QUICK PICKS

- There are multiple options to place a bet.
- Manual number selection (when player is required to select numbers for each bet).
- Quick pick selection, the system uses SANS approved MG technology to generate random numbers per bet.
- 3 / 5 / 10 Quick picks - when by one click, system allocates selected amount of tickets directly in the cart.



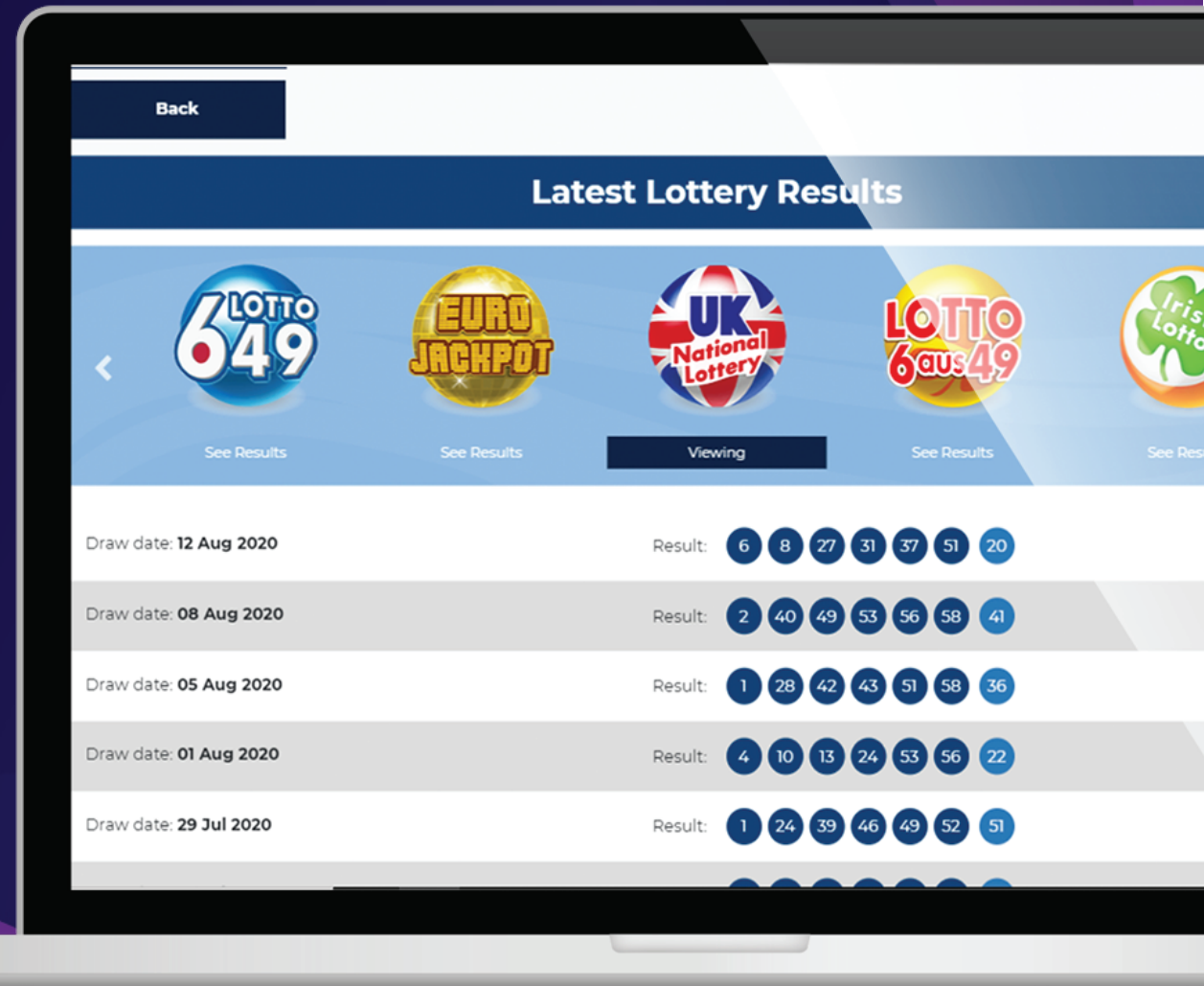
CART

- After the transaction has been processed, player can view it in the transaction history section.



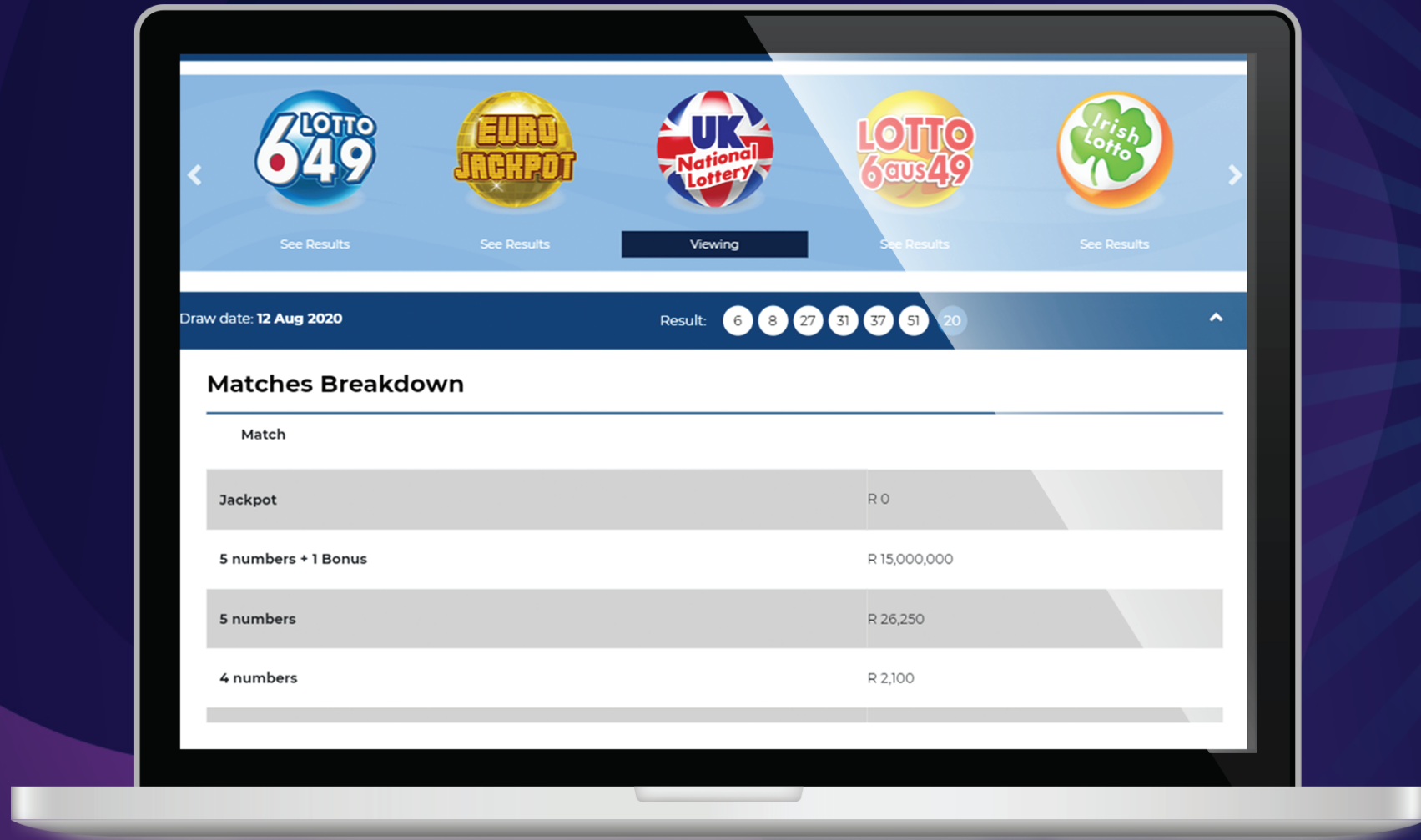
RESULTS

- The results of all the lotteries can be viewed under the section “Latest Lottery Results”.
- Players can select the lottery results they wish to view.



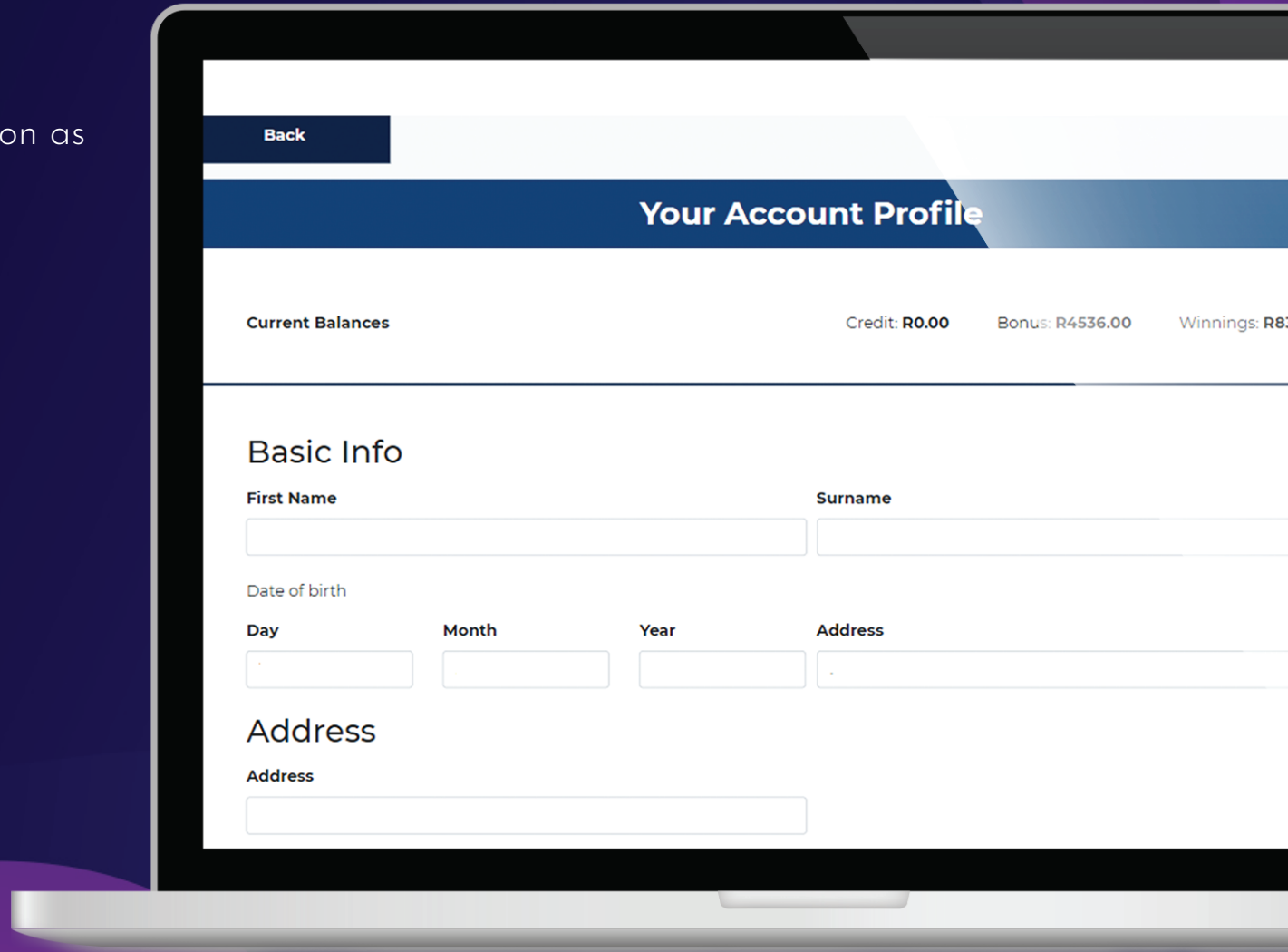
RESULTS CONTINUED

- And expand the results in each of the draws to view the match breakdowns.



ACCOUNT PROFILE

- Players can view and edit their profile information.
- Profile will contain personal information as well as balances overview.



The image shows a laptop screen with a web application interface. At the top left of the interface is a 'Back' button. The main heading is 'Your Account Profile'. Below this, there is a section for 'Current Balances' with three items: 'Credit: R0.00', 'Bonus: R4536.00', and 'Winnings: R8...'. The next section is 'Basic Info', which contains input fields for 'First Name', 'Surname', and 'Date of birth' (split into 'Day', 'Month', and 'Year'). Below this is an 'Address' section with an input field for 'Address'.

Back

Your Account Profile

Current Balances

Credit: R0.00 Bonus: R4536.00 Winnings: R8...

Basic Info

First Name Surname

Date of birth

Day Month Year Address

Address

Address

NEEZY BACKEND

Our backend system processes bets, records financial data and provides account reconciliation in line with required SANS reporting. The backend also contains a management portal where authorized team members can view, manage and attend to customer queries.



KEY SECURITY FEATURES

CLOUDFLARE FIREWALL

Prevents webapp attacks and DDOS mitigation.

Bcrypt PASSWORD ENCRYPTION

Bcrypt standard password encryption that is more secure than SHA1 or other hashes.

ABSTRACTION

Front end is completely abstracted from the backend. Ensuring that any attacks on the front end will not affect the back end or player data.

IPSEC BACKEND

Only certain ip addresses can access the backend.

CSRF TOKEN

CSRF token prevents cross domain requests.



BACK OFFICE REPORTING

Neezy Tech

GL Mission Control

Press / to search

Dashboard

Resources

GAMES

Bundles

Lottos

Raffles

Result Capture

Syndicates

MIRA

Mira Tickets

S A Powerballs

OTHER

Bulk Options

Flag Setups

Lotto Api Configs

Payment Method Queues

Promo Events

Promotions

Sales Houses

Customers

ROLES & PERMISSIONS

Permissions

Permissions

Audit Reporting

From

2019-12-31

To

2020-07-06

Report Type

Multi Bet Report

Submit

Download

Previous

Unique ID	Time	Date	Taxable Amount	Data	Event Description	Event Status	Stake Wagered	Wager Selected	Venue	Winings
92	12:48:14	2020-06-25	ZAR 98.00	Bet on draw 2020-06-26	Bet on draw 2020-06-26	complete	Euro Millions ID: 383 - ZAR 49.00	ID: 383 Regular: [1] [6] [7] [4] [12] Bonus: [1] [1]	Paris, France	ID: 383 ZAR 0.00
				Bet on draw 2020-06-25	Bet on draw 2020-06-25	complete	SuperEnalotto ID: 382 - ZAR 49.00	ID: 382 Regular: [1] [1] [12] [14] [14] [17] [2]	Rome, Italy	ID: 382 ZAR 0.00
91	12:45:32	2020-06-25	ZAR 98.00	Bet on draw 2020-06-26	Bet on draw 2020-06-26	complete	Euro Millions ID: 381 - ZAR 49.00	ID: 381 Regular: [2] [7] [13] [11] [24] [33] Bonus: [1] [1]	Paris, France	ID: 381 ZAR 0.00
				Bet on draw 2020-06-25 16:30:00 for SuperEnalotto	Bet on draw 2020-06-25 16:30:00 for SuperEnalotto	complete	SuperEnalotto ID: 380 - ZAR 49.00	ID: 380 Regular: [1] [9] [7] [2] [14] [12] [11]	Rome, Italy	ID: 380 ZAR 0.00
90	12:42:21	2020-06-25	ZAR 98.00	Bet on draw 2020-06-26 17:30:00 for Euro Millions	Bet on draw 2020-06-26 17:30:00 for Euro Millions	complete	Euro Millions ID: 378 - ZAR 49.00	ID: 378 Regular: [22] [21] [12] [6] [14] Bonus: [1] [1]	Paris, France	ID: 378 ZAR 0.00
				Bet on draw 2020-06-25 16:30:00 for SuperEnalotto	Bet on draw 2020-06-25 16:30:00 for SuperEnalotto	complete	SuperEnalotto ID: 379 - ZAR 49.00	ID: 379 Regular: [8] [1] [5] [4] [6] [25] [7]	Rome, Italy	ID: 379 ZAR 0.00
89	12:39:58	2020-06-25	ZAR 98.00	Bet on draw 2020-06-26 17:30:00 for Euro Millions	Bet on draw 2020-06-26 17:30:00 for Euro Millions	complete	Euro Millions ID: 377 - ZAR 49.00	ID: 377 Regular: [32] [21] [24] [14] [12] Bonus: [1] [1]	Paris, France	ID: 377 ZAR 0.00

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BACK OFFICE REPORTING

Neezy Tech

GL Mission Control

Press / to search

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Permissions

Audit Reporting

From

2019-12-31

To

2020-07-06

Report Type

Accounts Receivable

Submit

Download

Previous

Account Number	Debtor	Starting Balance	Ending Balance	Net Movement	Date Time
2	Testhere ddd	win - ZAR 712.00 live - ZAR 0.00 bonus - ZAR 4,835.00	win - ZAR 712.00 live - ZAR 50.00 bonus - ZAR 4,835.00	live + ZAR 50.00	2020-06-26 13:40:08
2	Testhere ddd	win - ZAR 712.00 live - ZAR 0.00 bonus - ZAR 0.00	win - ZAR 712.00 live - ZAR 0.00 bonus - ZAR 5,000.00	bonus + ZAR 5,000.00	2020-06-26 13:36:47
44		win - ZAR 0.00 live - ZAR 0.00 bonus - ZAR 0.00	win - ZAR 0.00 live - ZAR 50,000.00 bonus - ZAR 0.00	live + ZAR 50,000.00	2020-06-21 21:12:29
43	Comfort Zim	win - ZAR 0.00 live - ZAR 0.00 bonus - ZAR 0.00	win - ZAR 0.00 live - ZAR 25,000.00 bonus - ZAR 0.00	live + ZAR 25,000.00	2020-05-19 11:49:25
38	Kendick	win - ZAR 0.00 live - ZAR 0.00 bonus - ZAR 0.00	win - ZAR 0.00 live - ZAR 100,000.00 bonus - ZAR 0.00	live + ZAR 100,000.00	2020-05-14 17:32:21
41	Lizwe	win - ZAR 0.00 live - ZAR 0.00 bonus - ZAR 0.00	win - ZAR 0.00 live - ZAR 50,000.00 bonus - ZAR 0.00	live + ZAR 50,000.00	2020-05-14 14:49:26
40	Lizwe	win - ZAR 0.00 live - ZAR 0.00 bonus - ZAR 0.00	win - ZAR 0.00 live - ZAR 5,000.00 bonus - ZAR 0.00	live + ZAR 5,000.00	2020-05-14 14:27:53
37	Lefa	win - ZAR 0.00 live - ZAR 0.00 bonus - ZAR 0.00	win - ZAR 0.00 live - ZAR 100,000.00 bonus - ZAR 0.00	live + ZAR 100,000.00	2020-05-13 16:22:03
36	Ncamiso	win - ZAR 0.00 live - ZAR 50,000.00 bonus - ZAR 0.00	win - ZAR 0.00 live - ZAR 51,500.00 bonus - ZAR 0.00	live + ZAR 1,500.00	2020-05-13 16:18:43
36	Ncamiso	win - ZAR 0.00 live - ZAR 0.00 bonus - ZAR 0.00	win - ZAR 0.00 live - ZAR 50,000.00 bonus - ZAR 0.00	live + ZAR 50,000.00	2020-05-13 16:10:26
35	EMM	win - ZAR 0.00 live - ZAR 0.00 bonus - ZAR 0.00	win - ZAR 0.00 live - ZAR 500,000.00 bonus - ZAR 0.00	live + ZAR 500,000.00	2020-05-12 09:15:58
2	Testhere ddd	win - ZAR 0.00 live - ZAR 500,000.00 bonus - ZAR 0.00	win - ZAR 0.00 live - ZAR 500,000.00 bonus - ZAR 0.00	live + ZAR 5000.00	2020-04-16 12:36:30
2	Testhere ddd	win - ZAR 0.00 live - ZAR 0.00 bonus - ZAR 0.00	win - ZAR 0.00 live - ZAR 500,000.00 bonus - ZAR 0.00	live + ZAR 500,000.00	2020-04-16 12:07:08

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THE FUTURE OF ONLINE LOTTERY

According to Research and Markets, the global lottery industry is projected to grow by 8.85% by the end of the next decade.

Another report by Juniper Research indicates that the growth of online gambling will be aided by the increasing liberalization of the digital marketplace. The report projects that 1 in 10 adults, worldwide, will have participated in online gambling in the years to come.

For 15 years Neezy Technologies has correctly predicted, and capitalized on, the growth of the online lottery market.

Here is our future market prediction:

“As South Africa maintains its status as one of the world’s most active lottery markets, the regulated secondary lottery market remains the strongest of all game verticals for exponential growth, not only as an acquisition tool, but, with the right partner, as a popular standalone game for your existing clientèle”



CONCLUSION

Neezy Technologies Lotto Betting API was developed by operators, for operators by best in business technology experts. Our platform is licensed, intuitive and has been built to marry seamlessly into your existing sportsbook platform and wallet.

Over and above our software, as a B2C operator for the first 12 years of our existence Neezy understands what drives lottery sales better than any other lotto software provider in the market. And as part of our commitment to our clients we work together to ensure that strong conversion and retention strategies are employed in order to extrapolate the most value from our games on offer. That's our promise to you.

NEEZY TECHNOLOGIES

HEAD OFFICE

Neezy Technologies Limited,
7th Floor, 2-4 Capital Centre,
Cyprus, 1065

E-MAIL ADDRESS

partner@neezytechnologies.com

TELEPHONE

+44 (0) 20 8242 4618

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