

**NEEZY TECHNOLOGIES**

# ONLINE LOTTERY TECHNOLOGY AND INFRASTRUCTURE



Working exclusively with key partners to provide world leading online lottery game technology and turnkey management, backed by 16 years of B2C success. We are not your average white-label lotto platform provider.

## SECTION 1

# ABOUT NEEZY TECHNOLOGIES

In 2003 Neezy Technologies (then known as Mika Online Ltd) was one of the first technology companies to explore the international online lottery market.

Since those early days, Neezy Technologies has been powering some of the world's pioneering lotto websites. Giantlottos.com was one of our first online lottery partners, their business completely built on Neezy Technologies infrastructure and managed through our global support network. Giantlottos.com is one of the only pioneering lottery sites that are still around and going from strength to strength.

Thereafter, we have quietly gone about our business playing a key role in the evolution of the online lottery industry whilst our supported brands gave us invaluable feedback and direction from market trends, changes in law and the requirement for a more polarised offering as countries regulate lottery services.

We ensure our brands and partners operate in an ethical manner and with a mandate of providing transparent and legitimate services.

We're an established operation with robust management and processes in place and with hard learnings born from being at the forefront of online lottery trading over twelve years.

In addition to an established, proven and profitable lottery business, we have anticipated market and regulatory trends and devised intelligent, scalable solutions to both counter and grow within the market. Our directors maintain a results-driven mandate at the core of their commercial decisions and strategic partnerships.

## SECTION 2

# NEEZY SINCE 2003

Unlike the average lotto white label providers, and for over twelve years, we have been successfully running one of the world's largest and most recognized lottery platform brands, Giantlottos.com.

With those years comes hard learnings and with that comes a vast knowledge of what does and does not commercially work in this competitive industry.

Neezy never simply rolls out white-labels to entities who “fancy their hand in the online lotto industry”. We conduct in-depth due diligence into potential partners (incl. those wishing to purchase our licenced software outright). This is not only to ensure that they have the management pedigree and financial resources to ensure the best chance of success, but also because Neezy will never partner with more than one entity per agreed geo-territory. We take this approach given the vested interest we have to ensure the sustainable success of our preferred partnerships.

Neezy assists our partners with all of the following and more:

- Realistic financial modelling.
- Management and operational infrastructure (inc. hand-holding throughout)
- Conversion and retention strategy's (that work!)
- Payment processing channels.
- Chargeback management and strategies.
- Software integration (licenced or joint venture).
- Software support (incl. tailor-made API's for your brand).
- B2B ticket and underwriting relationships.
- Underwriting dynamic jackpot price modelling.
- Outbound call centre setup incl. scripts for sustainable client conversion/ retention.

## SECTION 3

# TECHNOLOGY STACK

Best in field, scalable lottery platform software. We have been building premium lottery software since 2003. Our latest omnichannel incarnation is the net result of 16 years of learnings of what drives the lottery market, what operators require to make money and what customers expect. Built using best code practice on Laravel frameworks:

### COMMERCIAL MODEL

Set up to incorporate either B2B Ticket or Underwriting (lottery betting) models.

### MULTI-LANGUAGE

Multi-Language

### IP CURRENCY TARGETING

Multi-currency/ Geo-target pricing (incl. loss leader pricing)

### EMAIL MARKETING

Intelligent, automated conversion and retention email sequences

### CRM FILTERS

Player status segmentation filters

### CAMPAIGN REPORTING

Campaign reporting and optimization

### FINANCIAL REPORTING

Detailed financial reporting to ensure CPA and Ave basket per player metric is maintained

### PAYMENT PROCESSING

Multi payment processing filters incl. volume and chargeback management

### CALL CENTRE

Fully synchronised call centre MOTO sales platform

### AUTO PILOT

Auto results/ winnings/ credit/ bonus

### UNIQUE PRODUCTS

Single play/ syndicate/ bundled product

## SECTION 4

# PRICING (SUBJECT TO CHANGE)

Given that our partnerships all require their own unique commercial structure, the below pricing is set out to serve as a very rough guideline only. And since our mandate is to create long term partnerships we structure deals to ensure that we ALL have the best chance of sustainable, commercial success.

- 1** Geographically exclusive, turnkey licensed lottery software inc. call centre CRM and front end platform per market - From €249,000
- 2** Leased Lottery Software inc. CRM and front end- Incremental year 1-3 increase. Rates between 5% to 15% plus set up and monthly server/ maintenance fee dependant on core commercial agreement/ market cap.
- 3** Out of scope software development on core or new platform: €55 per hour backend. €35 per hour front end.

## SECTION 4

# INFRASTRUCTURE PRICING

1. Call centre set up or lease inc. script per player/ market category - Please contact for pricing
2. Lottery price modelling per commercial model (agent or underwritten inc formulas/ currency sensitivity) - €4,950
3. Conversion and retention planning - €11,950
4. Email conversion and retention software matrix (inc. integration) - €13,250
5. Payment processing systems- Pricing dependant on core partner relationship
6. Ongoing consulting (or nonexecutive director positioning)- Pricing dependant on core partner relationship and requirements
7. SEO (that works for the lotto industry)- €5,300 per month (min 8 months)
8. In-depth, industry-relevant financial projections based on historical 'actuals' over the last 12 years including player churn. From €9,000
9. Media planning and consulting to achieve best ROI per vertical - Pricing dependant on core partner relationship
10. Licence consulting per territory - Third-party introductions to our own consultants

SECTION 5

# CONTACT

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