



boa

#newwaytoplay

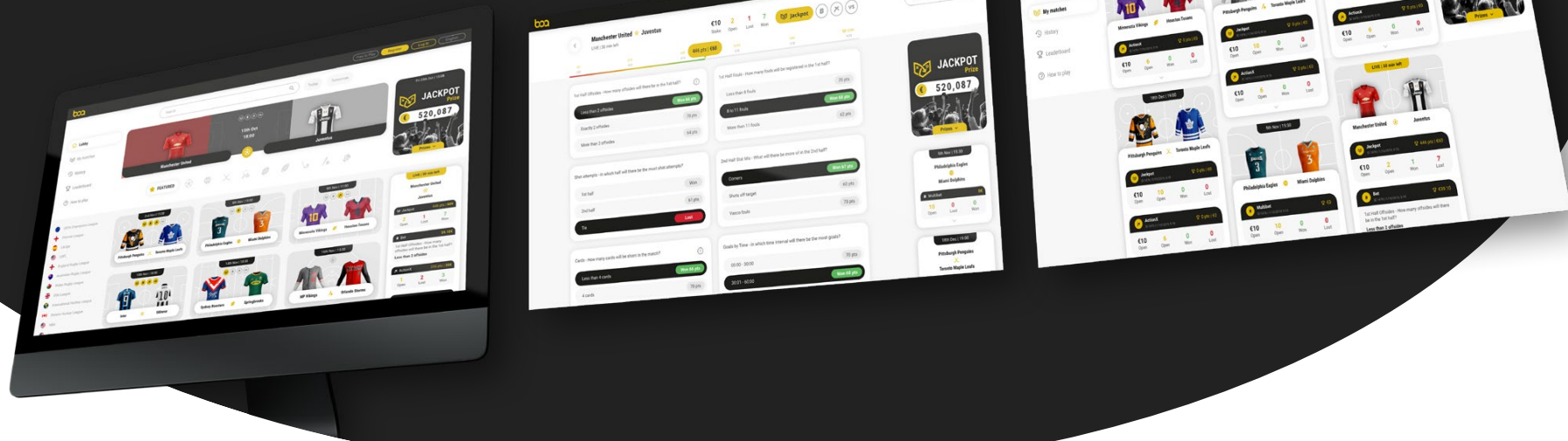


What is BOA Solutions?

BOA short for Bet On Action, is a new way to wager on sports using an innovative point system that is designed to be engaging and approachable for all types of sports lovers, novices and experts alike. BOA presents the probability of events using a point scale, rather than traditional odds, making it easy for users to understand. The system can be easily applied to real money gaming as well as free to play competitions.

A variety of games are available for your users gaming pleasure.

Truly a New Way to Play.



BOA Games

BOA Jackpot

A progressive jackpot game that allows users to make 10 selections. As they accumulate points for correct selections their winnings increase with the jackpot as the ultimate prize.



ActionX

This point based system allows users to accumulate points for correctly picking 4 to 10 selections. The amount of selections picked is up to the user. The more selections the user picks the bigger the potential win, and as the users points increase so do the winnings.



Match Predict

Users are challenged to pick the correct score at different stages of the match, ultimately building the final score! For every correct score prediction the user wins points leading to a payout.




BOA Lotto

A 10 pick lotto focused on sports events! If a user scores 700 points and correctly selects the wild card they can win up to €10 million!



BOA Bets

Betting propositions for users that truly reflect the action. All propositions are initiated by what is happening in the game, focusing on the athletes and their strengths.

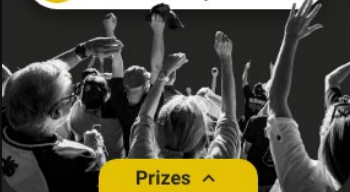


JACKPOT

Prize

€

520,087



Prizes ^

Stake

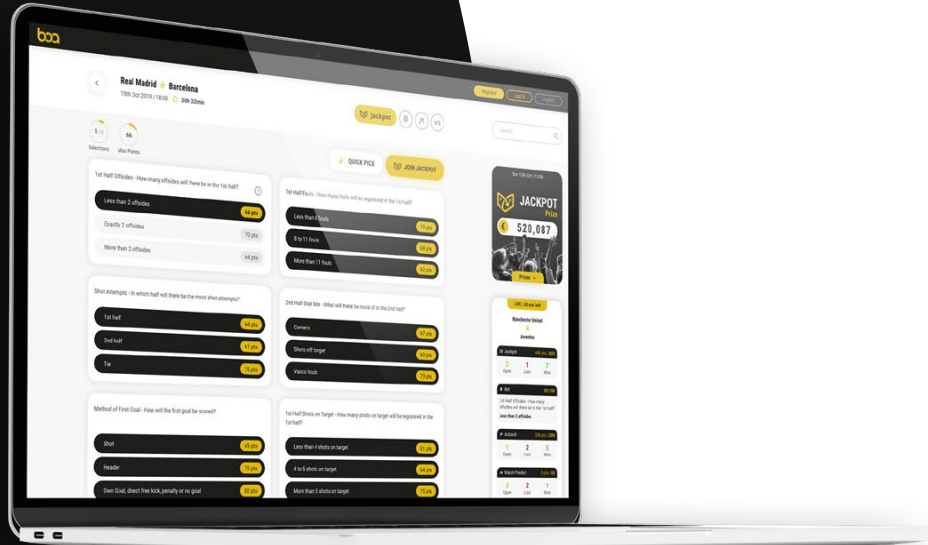
€10

Pts

Win

Jackpot

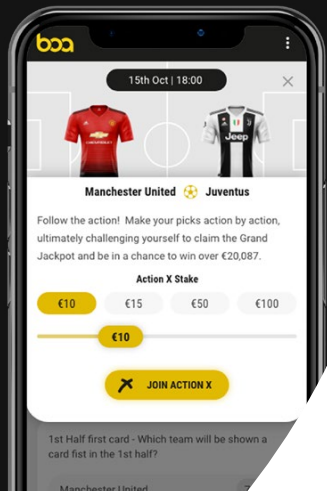
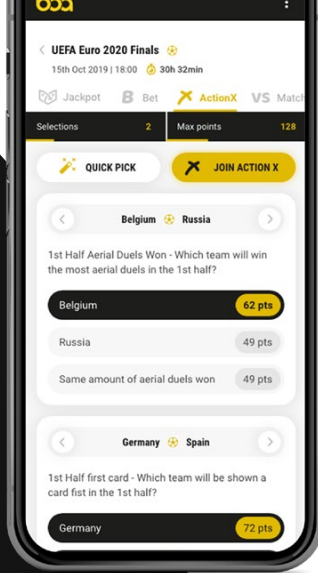
670	€18,009	+	€520,087
650	€9,009	+	€52,008
630	€4,509	+	€52,008
610	€2,709	+	€1,000
590	€909	+	€750
570	€450	+	€500
550	€270		
530	€180		
510	€135		
490	€90		



BOA Jackpot

The BOA Jackpot is BOA's signature game. It is truly an innovative product that allows users many ways to win with a single stake.. A single game play gives them the opportunity to win many different pay outs. It also gives them an entry to win the ultimate prize. The Progressive Jackpot!

Each Jackpot is made up of 10 propositions that can be picked manually or automatically using the Quick Pick feature. The user's pay-out is determined by the sum of the points accumulated from the user's correct selections. With the BOA Jackpot, the user is always in the game and the more points the user scores the more the user wins.



ActionX



ActionX is the newest of our products which allows users to pick propositions of the 10 offered in the BOA Jackpot and play versus a fixed scale for a payout.

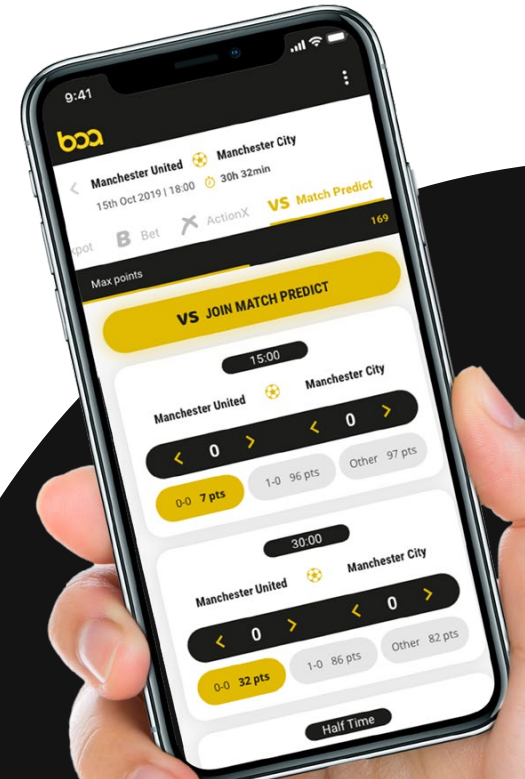
The number of selections chosen and the sum of the correct selection points determine the payout. This allows users to make multiple unique coupons, literally giving users thousands of combinations to play on a single BOA event!



Match Predict

The objective is in the name of the game.... Predict the correct score of the match! Users are asked to pick the score of specific points of time in the match and for every correct selection the user banks the points. Based on the sum of points at the end of the match the user is eligible to win a payout.

Match Predict is widely offered in Football, the user is asked to pick 1 of 3 selections covering all score possibilities for the 15th, 30th, HT, 60th, 75th & FT score of a single match. The user doesn't need to be perfect to win, but if the user is perfect, s/he wins big! Match Predict offers the user riveting excitement throughout the match!

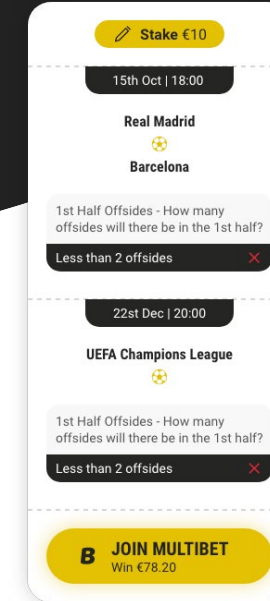
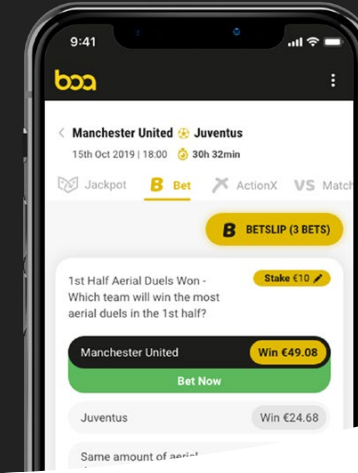
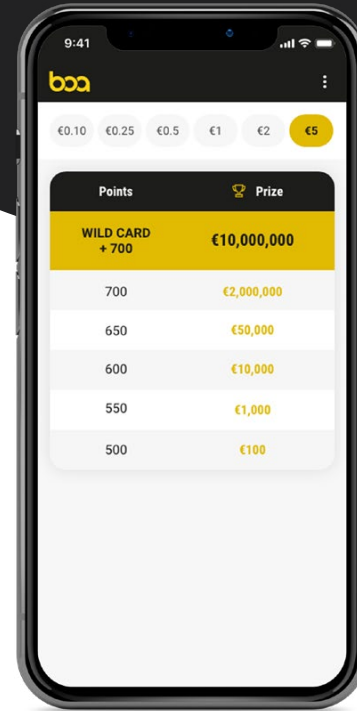




BOA Lotto

BOA Lotto is offered on a variety of Sporting Events with fully insured payouts. A fully insured sports betting product! All BOA Lotto events include 10 selections to be made by the user & 1 wild card selection. BOA Lotto events are available in stake level ranging from €5 to €0.10.

The BOA Lotto is also available in the Free to Play format on affordable prices to allow your audience to win cash prizes up to €10,000 for as little as €0.10.



BOA Bet

BOA Bets is true to the traditional side of the sportsbook business and allows users to place single bets on the same 10 propositions offered as a BOA Jackpot.

BOA Bets does go one step further however by allowing users to parlay the propositions within the same event in an easy to use interface which truly enhances the betting experience. BOA Bets is true to its name and focuses on action points in the game allowing users to truly bet on the ACTION!

BOA Offer

BOA offers round-the-clock entertainment from major sports & leagues located all around the globe.

- **4,000+ BOA events monthly to be offered Prematch & Live!**
- **All major sports including Football, Tennis, Basketball, Ice Hockey, Baseball, American Football, Formula 1, Golf etc.**

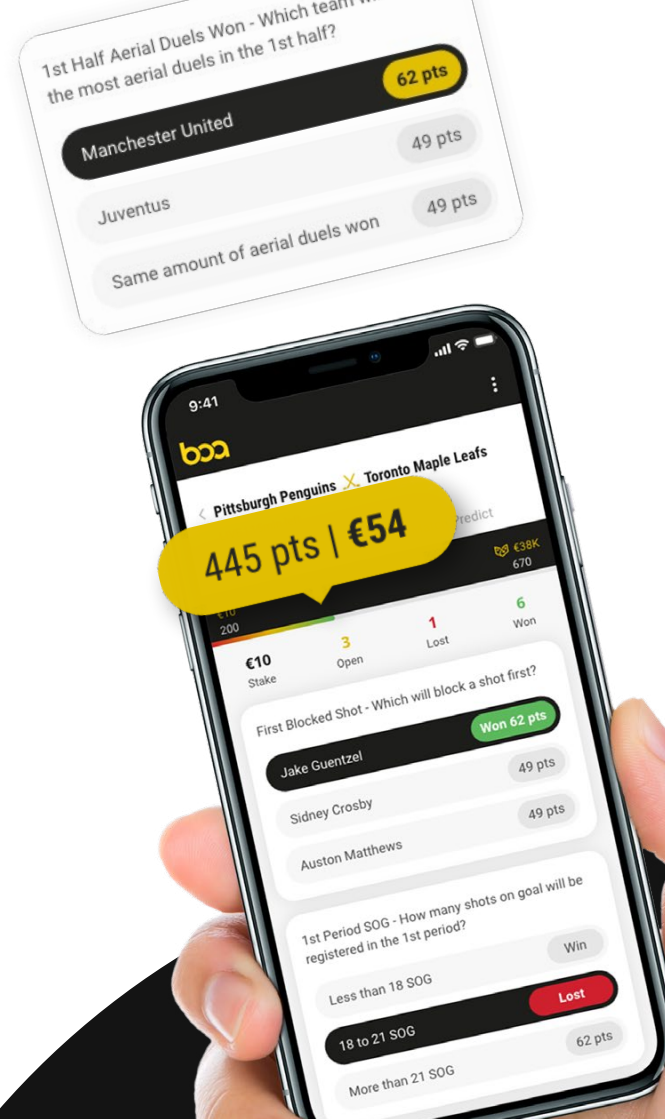
This will be further enhanced by the Jackpot Mix, adding major bet markets for thousands more events that will be able to be played as a BOA Jackpot.



Point System

BOA's point system works in a way that directly reflects the probability of a selection. For this reason, the expected points achieved per play is measurable and consistent across all game plays for all BOA game offerings payout tables.

In other words, we know what the probability is to achieve all point levels for all game types for every game play. As a result, the BOA point system makes it a viable solution for all real money gaming environments and also lends itself to accurately budget prizes for free to play competitions.



Users

BOA is designed to cater to multiple Customer groups, allowing you to target.

Sports Bettors : Analytical by nature, providing them new markets with BOABets and a new way to play with scaled odds payouts with BOAJackpot, ActionX, Match Predict and BOA Lotto.

The Casino Player: Money Chasers, looking for the big payout. BOAJackpot has you covered with the progressive Jackpot that can reach into the Millions!

Sports Enthusiasts: From our initial focus studies, we have confirmed that the BOA point system is easier to understand as a less intimidating method to understand winnings, providing the opportunity to offer a betting product to those who view traditional betting as a taboo. Lets broaden out Customer segments!

BOA Applications & Customer Lifecycle Solutions

Aquisition

Retention

Reactivation

Real Money Gaming

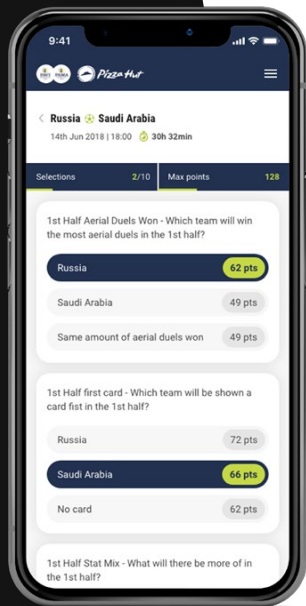
All Game types can be used to directly drive revenue as part of the real money gaming solution. BOA's game types all contribute a healthy margin of 10% to 20%, to help you stabilize your margins.

Free to Play

The BOA Jackpot game in a free to play not requiring a stake can be utilized, to introduce and direct customers to a real money solution and can be utilized to reward customers through a unique and fun gaming experience increasing retention rates & also deployed to reactivate a dormant customer base. The configuration of rewards can be tailored to effectively drive users back to your revenue generating offer. In combination the mirrored RMG & FTP solutions, support the CustomerLifecycle and potentially increase it through an engaging approach.

Subscription

A subscription solution where users buy a time based subscription entitling them to a fixed number of plays to win a variety of prizes, including multiple daily opportunities at a top prize of up to €100k. Subscriptions range from 1 week to 1 year! This solution provides a user experience which is similar to the Free to Play solution as no stakes are placed per game play. The Subscription based model allows a different way of monetizing your customer base and a model that potentially extends your users CLTV further.



CASE STUDY

BOA World Cup

In the summer of 2018, BOA provided Pizza Hut Malta with a dedicated application focused on the World Cup 2018. The results of this provided great insight on the strength of the offering resulting in strong engagement, and evidence of the adaptability of BOA's solutions. The offering of the campaign included 64 events to play, one for each match, and the results speak for themselves.

Pizza Hut World Cup Case Study Subscription Stats

Game play stats across the 64 World Cup games resulted in the following:

Number of Players	1,121
Number of Plays	19,511
Average Plays per Customer	17
Play Rate	27%

We simulated stake of all plays (19,511) by randomizing the stake of each play to weighted increment chosen between (€10 to €1000), 83% - €10 or €20, 12% - €30, €40, or €50; 5% - €100 or Greater. Below summarizes the result of simulated stake of the true results during the competition.

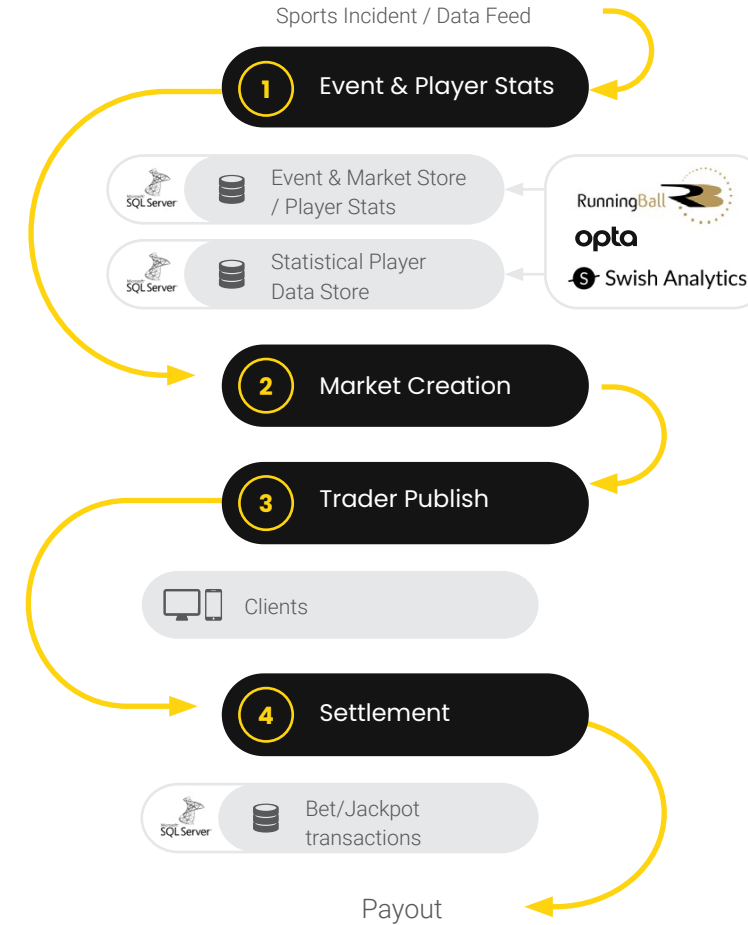
Simulated Stake	641,399.00
Average Sim Stake	32.87
Payout	470,073.41
Profit	171,325.59
Margin	27%

1 of the 19,511 earned a Jackpot payout.

Simulated Jackpot Prizes	Number of Customers
500	0
750	1
1000	0
10%	0
1000%	0

What we learned

- Customers who registered and played remained engaged at a rate of 27%, i.e. customers played slightly more than 1 of every 4 matches available across a 30 day period.
- After stimulating stakes across all plays, the 19,511 proved the theoretical margin of 20%. As the actual case resulted in a simulated yield of 27%, exceeding expectations of 7%.



Boa System

- Experienced trading team
- Advanced Algorithmic Modelling
- In house built Technology Stack – BOA Admin & BOA API & Hosted Solution
- Services provided by top industry Data providers (Opta, Running ball, Odds & More, & Swish Analytics).



Contact Us Today

Our Applications and our Pricing is flexible, so contact us today to start discussing a customized solution for you!

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Phone Steve Ellis +356 79434345

Try out our solutions on our demo sites

Real Money Game

www.boademo.com

Register and play with a balance of 300 tokens.

Free To Play

www.playboa.com

Register and play our free to play application to discover all the possibilities.

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