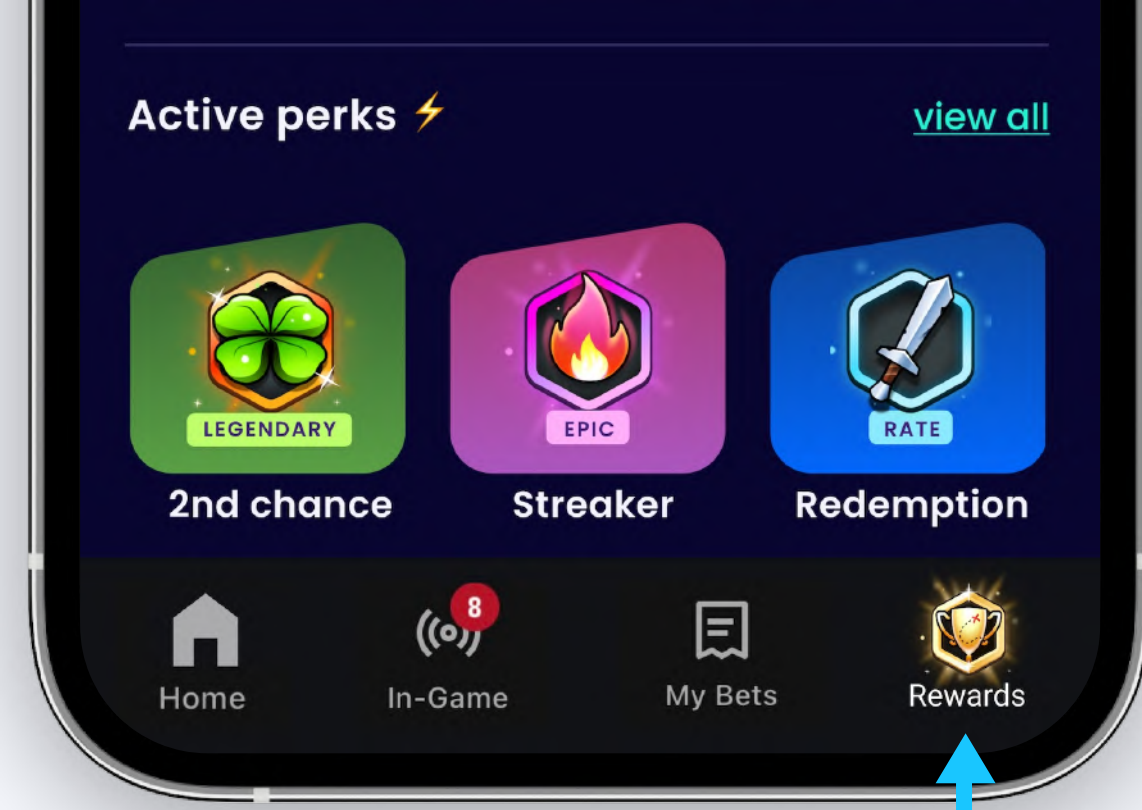


# Scrimmage

Gamified loyalty for betting operators



# A gamified loyalty program



**Integrated directly** \_\_\_\_\_  
into an operator's app and website

## How it works

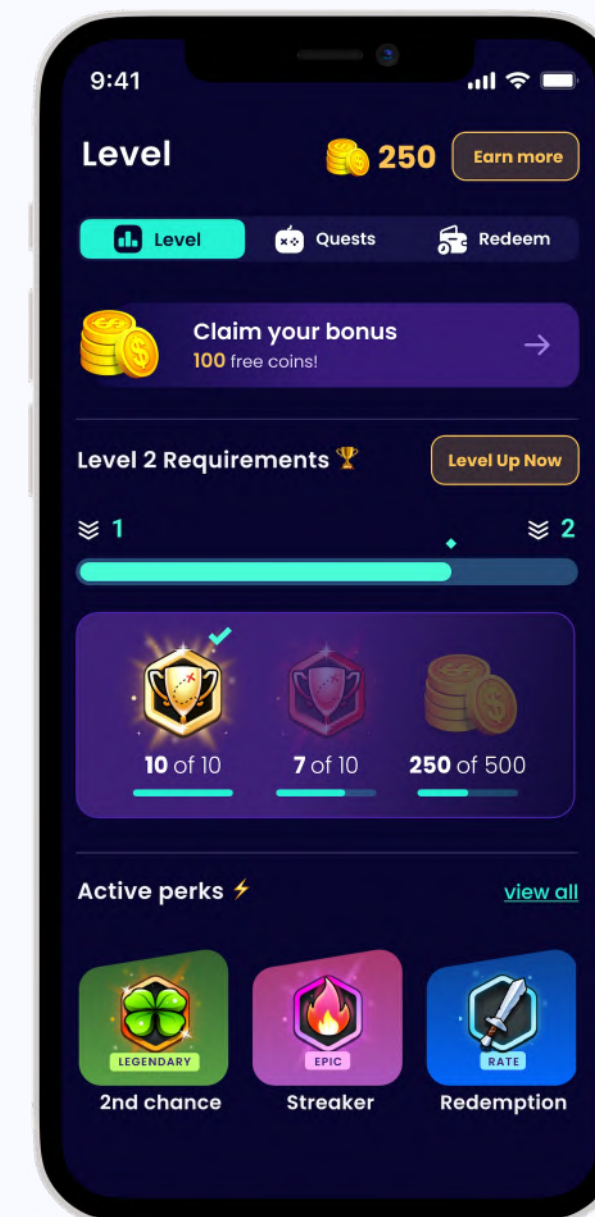
- 1) Users earn rewards for the actions they take at the operator, like placing bets or referring other users
- 2) Users can spend their rewards to increase their betting balance, or reinvest rewards back into the game

# Gamification at every step

----- **Milestones** that unlock meaningful rewards, new gameplay, and braggable items

----- **Perks** that uniquely benefit a user's play style, adding a degree of customization

----- **Quests** that users can invest into for a reward upon completion. Operators can build their own or use Scrimmage's tested quests



## Our impact

# 6x

Our users bet on average 6x more after signing up with our loyalty game



**10x**  
increase in  
handle per user



**6x**  
increase in  
handle per user



**3x**  
increase in  
handle per user



**3x**  
increase in  
handle per user

*\*This is Scrimmage's real impact. We do not have direct data share agreements with these operators at this time, this user data is currently synced via 3rd party*

✓ **We monetize when users spend their rewards back within the game:**  
Level-ups, custom quests, perks, among other items

✗ No development cost to the operator

✗ No ongoing SAAS fee to the operator

User Example:

