



Play to Win: Unlocking Value in the Gaming Industry

Gambling, Sports and Emerging Fan Engagement Tech

Presented by **Stephen A. Crystal**, Founder and CEO, SCCG Management
at the **Galway live! - Arena** Conference at **The Montage**, Cabo San Lucas,
Mexico - **June 1, 2025**

1990 → 2025



Brick & Mortar to Digital: A 24/7 Gambling World

A man with glasses and a beard, wearing a white and red jacket, is smiling and looking up while holding a smartphone. The phone screen shows a sports betting app with a live event. The background is a blurred casino floor with slot machines and bright lights.

When Gambling = Entertainment

Celebrity + Influence = Engagement

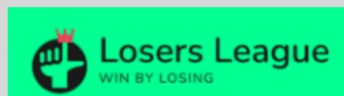
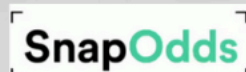
Athletes investing in
betting apps

YouTubers as casino
brands

Movies & TV fueling
casino IP



TECHNOLOGY AND FAN ENGAGEMENT



MEDIA, LEAGUES AND ATHLETES

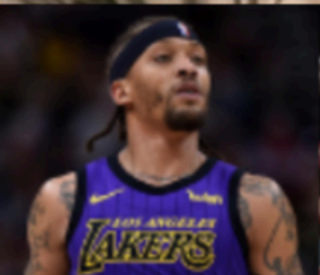


COMBAT SPORTS



PLATFORMS AND GAMING INNOVATION





The Biggest Game in Gambling you've Never Heard of – Until Now.



“FOR 14 SEASONS, I WAS ONE OF THE BIGGEST BOORAY! PLAYERS IN THE NBA, SPORTS AND ENTERTAINMENT. KAHARI WAS ALWAYS THIS TOWERING FIGURE AMONG THE PLAYERS AND ENTERTAINERS..”

Kendrick "Big Perk" Perkins, NBA Champion & ESPN Analyst

“AFTER WE HAD RUN UP THE TAB TO \$9.2 MILLION BETWEEN RAJON RONDO, JOHN WALL AND DRAYMOND GREEN PLAYING BOORAY!, I KNEW WE HAD A GREAT PROBLEM..”

Kahari "The BooRay! King" Nash

“I DONE SEEN FERRARI TITLES GET EXCHANGED, IT'S REAL,” SAID TAYLOR. "THIS IS ON SHORT FLIGHTS; I'M TALKING FROM CINCINNATI TO PITTSBURGH..”

Ike Taylor, 12-year former cornerback with the Pittsburgh Steelers



BOORAY!

Influencer Partnerships



Lady Luck HQ: Francine Maric



**64.7
Million**

**Facebook
Reach**

**9.2
Million**

**Instagram
Reach**

TikTok #1

TikTok #2

Video Views

24M

Profile Views

368K

Likes

810K

Comments

11K

Video Views

7.8M

Profile Views

144K

Likes

182K

Comments

4K

TOM'S
WATCH BAR



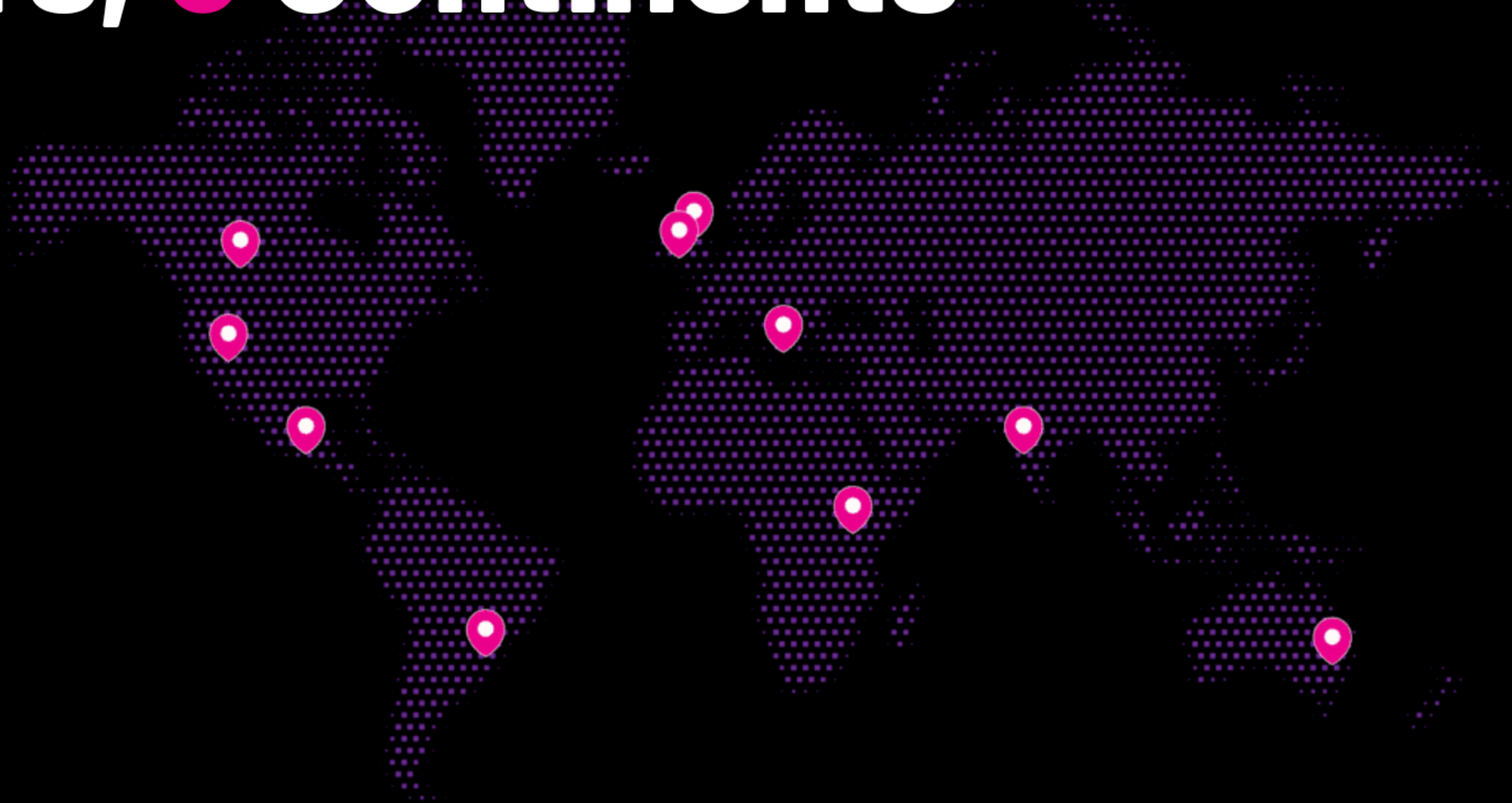
**All the Sports, All the Time
Now at a Casino Near You**

Investing in the IP Gold Rush



The SCCG Ecosystem

30 Years, 6 Continents



Tech, Data & Innovation

The New Enablers



**ARTIFICIAL
INTELLIGENCE**



**MOBILE /
5G**



**CRYPTO /
BLOCKCHAIN**



**COMPLIANCE /
REGTECH**



The World Is Next

Emerging Markets = Explosive Growth

BRAZIL

THAILAND

BELIZE

NIGERIA



Gambling's Next Transformation will be in the Experience Itself

**LET'S SHAPE THE FUTURE OF
ENTERTAINMENT AND GAMING TOGETHER**

- Stephen A. Crystal