

Play to Win: Unlocking Value in the Gaming Industry

Gambling, Sports and Emerging Fan Engagement Tech

SCCG
MANAGEMENT

Galway
live! + ARENA

This **Galway ARENA Webinar** is presented by
Stephen A. Crystal, Founder and CEO of **SCCG Management**
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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 game feed and betting odds. 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

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



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

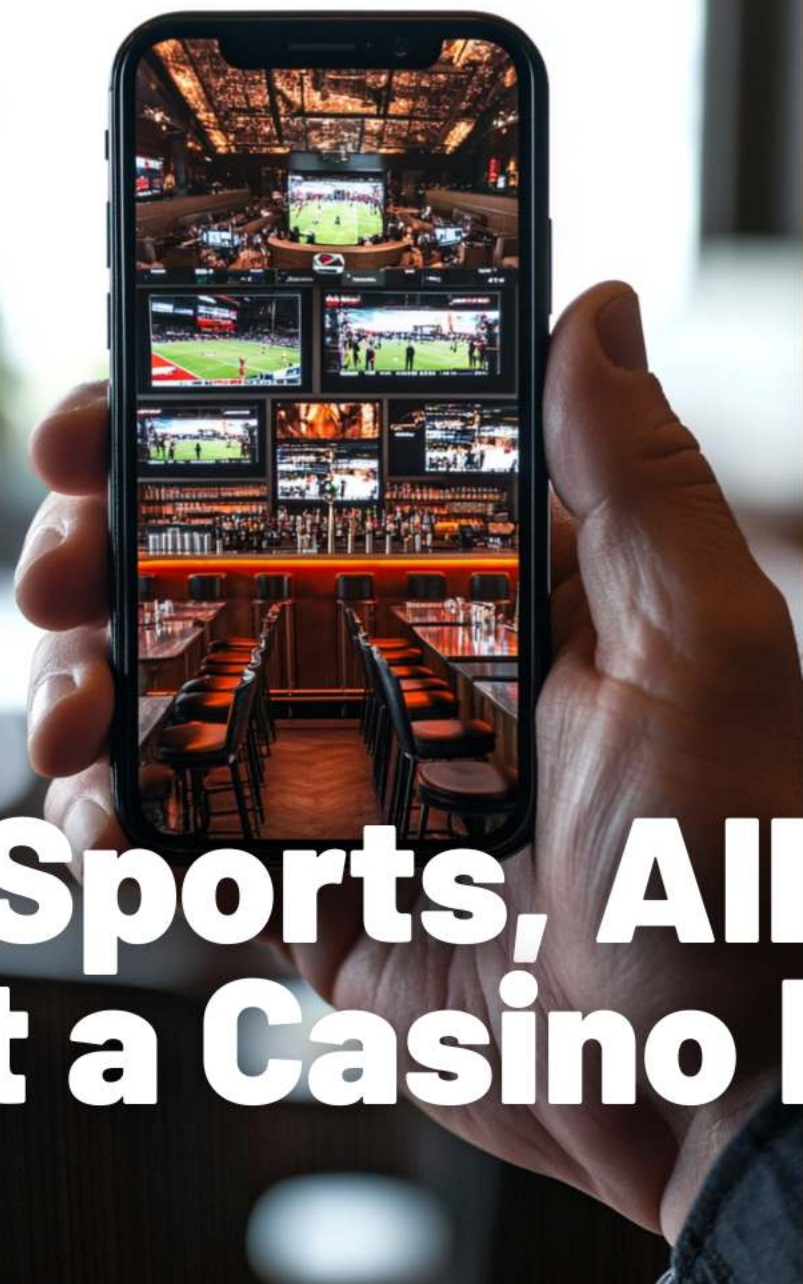
“AFTER WE HAD RUN UP THE TAB TO \$9.2 MILLION BETWEEN RAJON RONDO, JOHN WALL AND DRAYMOND GREEN PLAYING BOORAY!, I KNEW WE HAD A GREAT PROBLEM..”

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

TOM'S
WATCH BAR



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

TECHNOLOGY AND FAN ENGAGEMENT



MEDIA, LEAGUES AND ATHLETES



COMBAT SPORTS



PLATFORMS AND GAMING INNOVATION

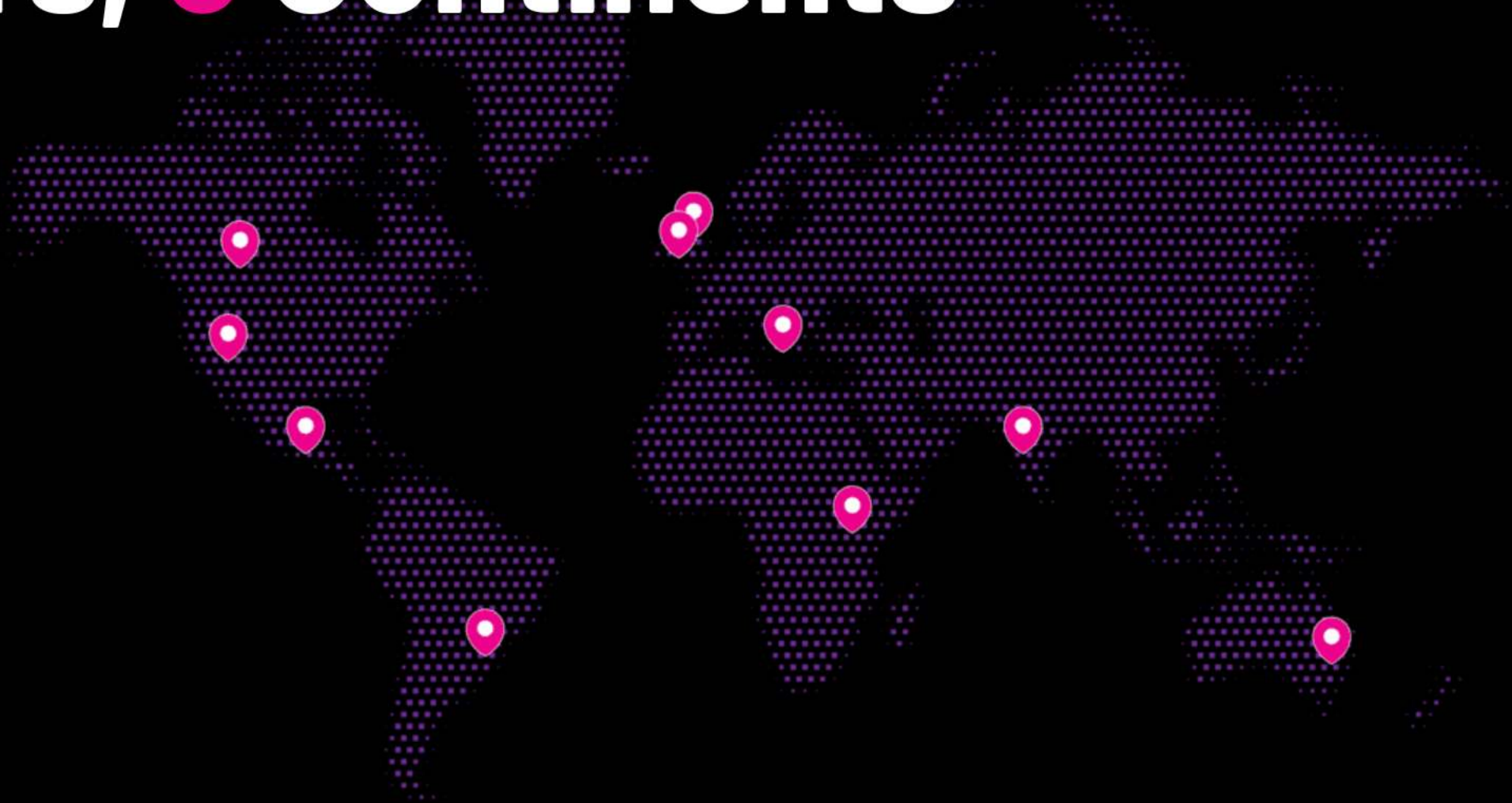


Investing in the IP Gold Rush



The SCCG Ecosystem

30 Years, 6 Continents



Tech, Data & Innovation

The New Enablers



**ARTIFICIAL
INTELLIGENCE**



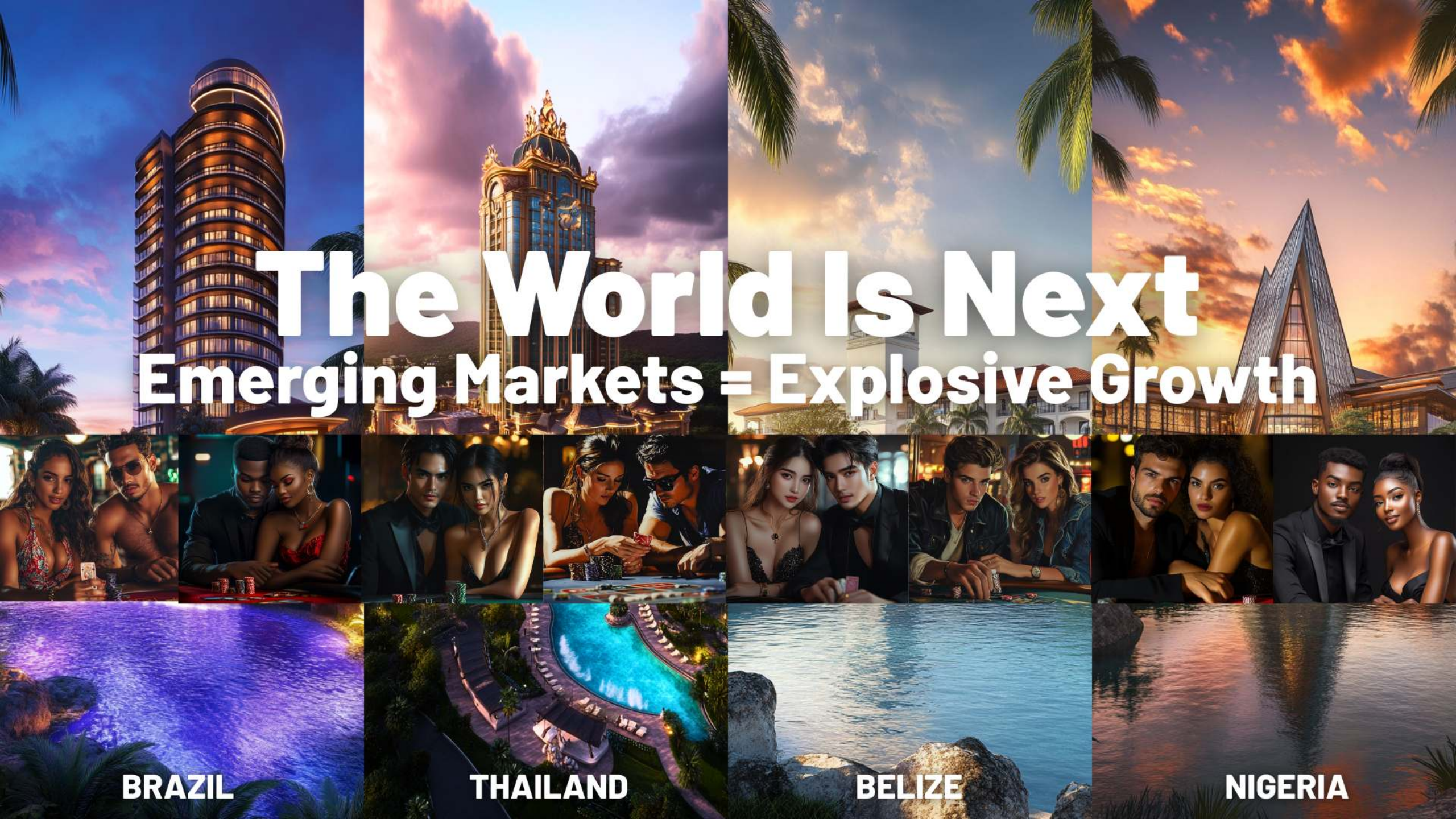
**MOBILE /
5G**



**CRYPTO /
BLOCKCHAIN**



**COMPLIANCE /
REGTECH**



The World Is Next

Emerging Markets = Explosive Growth

BRAZIL

THAILAND

BELIZE

NIGERIA

An aerial photograph of a city at sunset. The sky is filled with vibrant orange and yellow clouds. In the foreground, a large, modern stadium with a curved roof is visible. The city skyline extends into the distance, with various buildings and structures illuminated by the warm light of the setting sun.

Gambling's Next Transformation will be in the Experience Itself

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

- Stephen A. Crystal