

SCCG MANAGEMENT



INTRODUCTIONS



SCCG MANAGEMENT CELEBRATED 2022 AS ITS 30TH ANNIVERSARY OF LEADERSHIP AND INNOVATION FOR THE GAMING INDUSTRY WORLDWIDE

ABOUT SCCG

SCCG Management is a premier management advisory firm with experienced leaders from the global gaming industry, providing expert solutions for strategic success with a focus on sports betting, iGaming, sports marketing, affiliate marketing, esports, technology and product commercialization in the United States and around the globe.

Serving the gambling industry for over 30 years as a global networking partner with international offices in Europe, Africa, Asia, South America and Latin America, SCCG connects clients with the right strategic partners to assist global scale growth.

As an accelerator for early stage companies, we promote innovation and empower emerging companies to achieve their goals. Additionally, SCCG acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.



 **100**
Client Partners

**Click Image Above
To Watch Our
Corporate Film**



An aerial view of a historic city, likely Valletta in Malta, at dusk. The city is built on a hillside overlooking a harbor filled with boats. The buildings are densely packed and feature traditional architecture, including domes and stone walls. The sky is a deep twilight blue, and the city lights are beginning to glow, reflecting on the water. The word "ABOUT US" is overlaid in large, white, sans-serif capital letters across the center of the image.

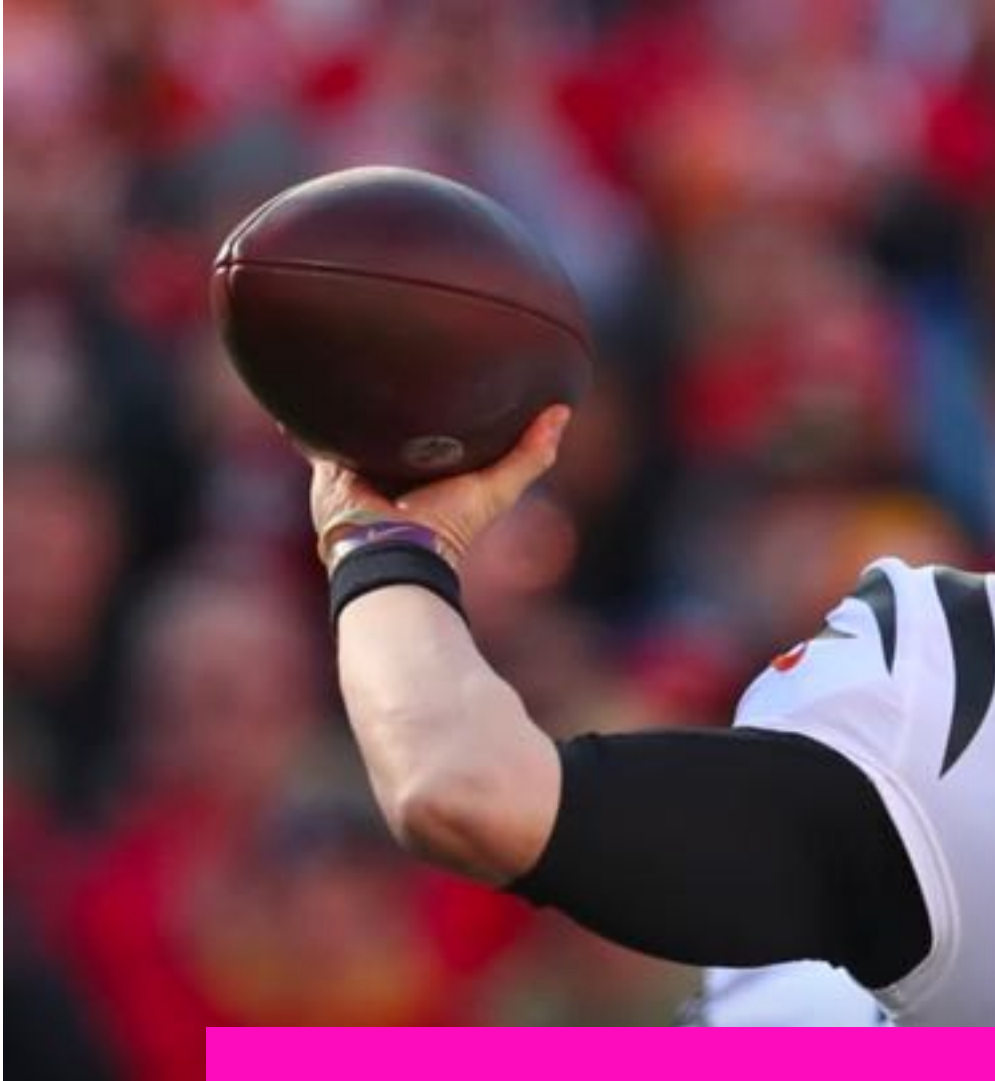
ABOUT US



SCCG
MANAGEMENT

**SECTOR
ACCOMPLISHMENTS**

**SPORTS BETTING
SPORTS LEAGUES
SPORTS MARKETING
FAN ENGAGEMENT
SPORTS DATA
IGAMING
AFFILIATE MARKETING**



Cincinnati Bengals

- SCCG Represented Betfred Sports in a 10-Year \$50M+ Sponsorship and Skin Access Deal establishing Betfred as the Official Sports Betting Sponsor of the Cincinnati Bengals.
- SCCG was engaged in all aspects of the deal, identifying and pricing assets while following NFL league requirements applicable to sports betting, pricing of the gambling skin, and revenue share.
- The Cincinnati Bengals now engage SCCG to market a second sports betting skin, sponsorship assets, and retail sportsbook opportunities.

SCCG: A STRATEGIC PARTNER FOR SPORTS TEAMS AND LEAGUES

SCCG Management is one of the pre-eminent names in strategic consultation to the North American sports world. Committed to Sports and Sports Wagering in North America, SCCG manages sponsorship deals with the Cincinnati Bengals, Las Vegas Golden Knights, Colorado Rockies, Denver Broncos and the Iowa Cubs; has a business development partnership with the Northwoods Baseball League and the American Cornhole League; consults with Major Arena Soccer League; a data distribution and co-development strategic partnership with America Ultimate Disc League and a partnership with Hendrick Motorsports to leverage data, content and engagement.



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Teams & Leagues



American Ultimate Disc League

- SCCG facilitated a \$3M deal Between AUDL and LSports for Data Distribution Deal along with a Co-Development Strategic Partnership.
- SCCG partnered with AUDL to Provide Licensing Approval Services in 3 States: NJ, MA and PA.
- SCCG to leverage AUDL assets for sports marketing, data, content and fan engagement deals.





Denver Broncos

- Represented Betfred Sports in a 6 year \$9M Marketing and Sponsorship Agreement with the Denver Broncos which included a Betfred Sports Betting Lounge Outside of Empower Field at Mile High Stadium
- 1 of 3 Colorado Sportsbook Operator Partnerships for the Denver Broncos



Hendrick Motorsports

SCCG and Hendrick Motorsports Formed a Multi-Year Strategic Partnership to Leverage Data, Fan Base Engagement, Gamification, Content and Creating New Monetization Streams Including:

- GoldenRace Virtual Racing Gamification Campaign
- MediaTroopers Affiliate Marketing Campaign For 2022 NFL Season
- Greentube Pro / Novomatic Social Casino iGaming Campaign

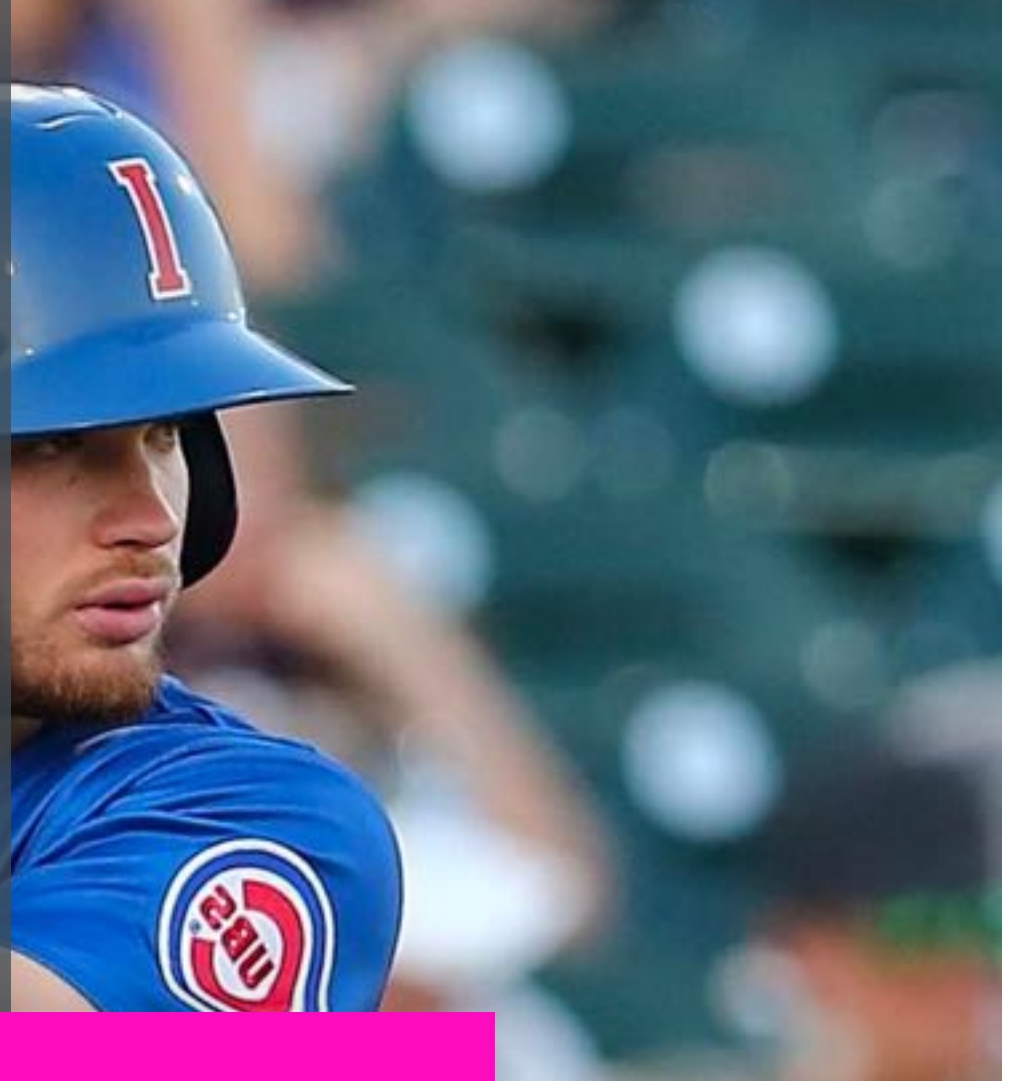
Colorado Rockies

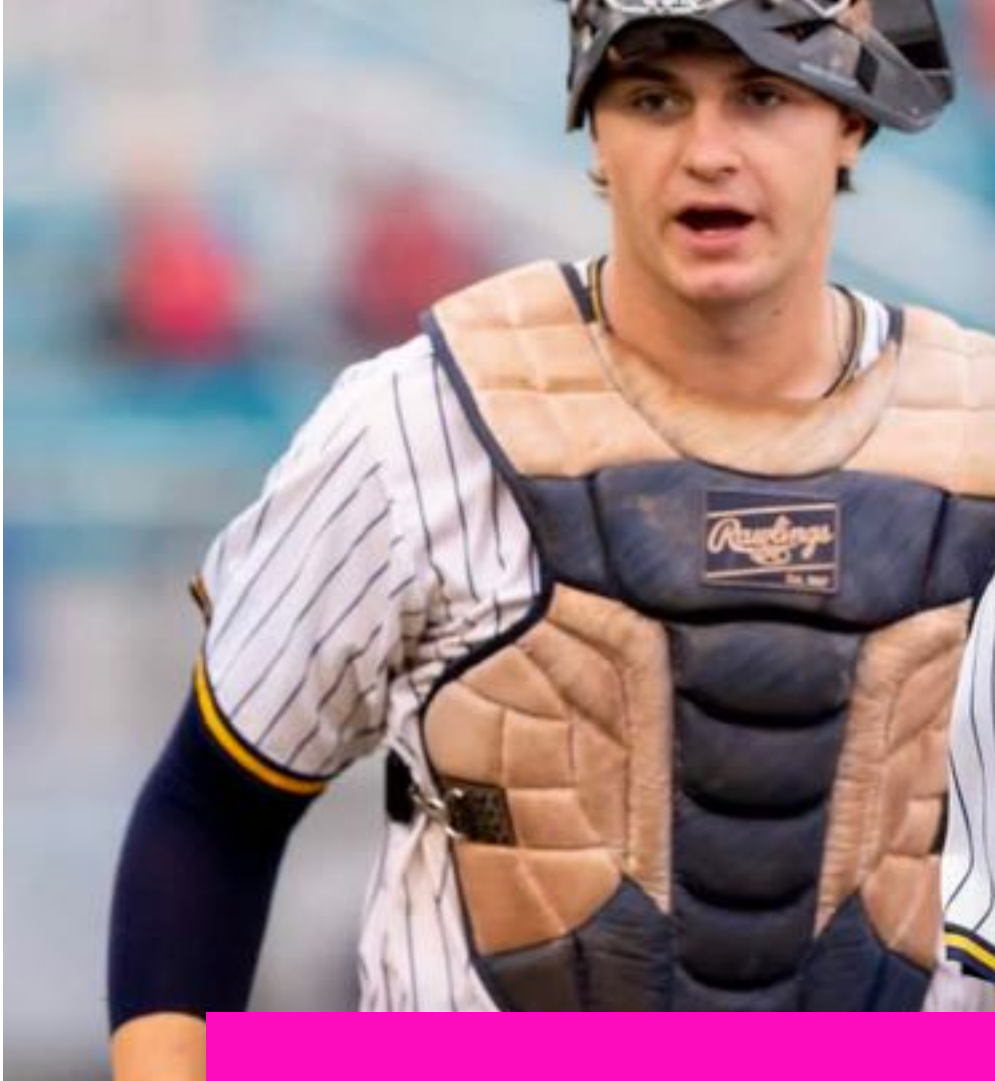
- Represented Betfred Sports in a 5-Year \$5M Marketing and Sponsorship Agreement with the Colorado Rockies
- 1 of 3 Colorado Sportsbook Operator Partnerships for the Colorado Rockies



Iowa Cubs

- SCCG Represented Betfred Sports in a Multi-Year Marketing and Sponsorship Agreement with the Iowa Cubs which included a Betfred Sports Betting Lounge Located in Left Field.





Northwoods Baseball League

SCCG Partnered with the Northwoods Baseball League to Promote its Organized Baseball Organization within the Casino Gaming Industry. Services Included:

- Assisted with Betting Markets
- Coordinated with Data Supplier
- Supported Data Distribution to Licensed Sportsbook Operators



Major Arena Soccer League

- Major Arena Soccer League and SCCG Formed a Strategic Partnership to bring MASL Events to the US Sports Betting Industry.
- Assisted with Data Provider Negotiations
- Helped with the Creation of Sports Betting Markets and Distribution.

American Cornhole League

- SCCG Entered a Business Development Partnership with American Cornhole League to Bring the ACL Events to the US Sports Betting Market
- Led the Process of Finding an Exclusive Sports Betting Sponsor.
- Consulted on Data Collection, Sports Betting Markets and Distribution



SPORTSBOOK OPERATORS



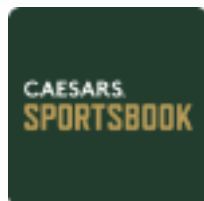
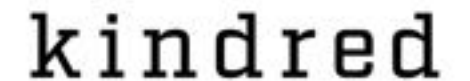
OPERATORS IN THE ECOSYSTEM

SCCG is partnered with multiple sportsbook operators including Betfred, Kindred and Betsson. Betfred was incubated out of the SCCG HQ and Stephen Crystal is the Head of North America Development for Betfred.



OPERATORS IN OUR NETWORK

SCCG works closely with all of the top sportsbook operators in the US, including DraftKings, FanDuel, BetMGM, WynnBet Caesars, Fanatics, BetRivers, PointsBet, Fanatics, Bet365 and Barstool.





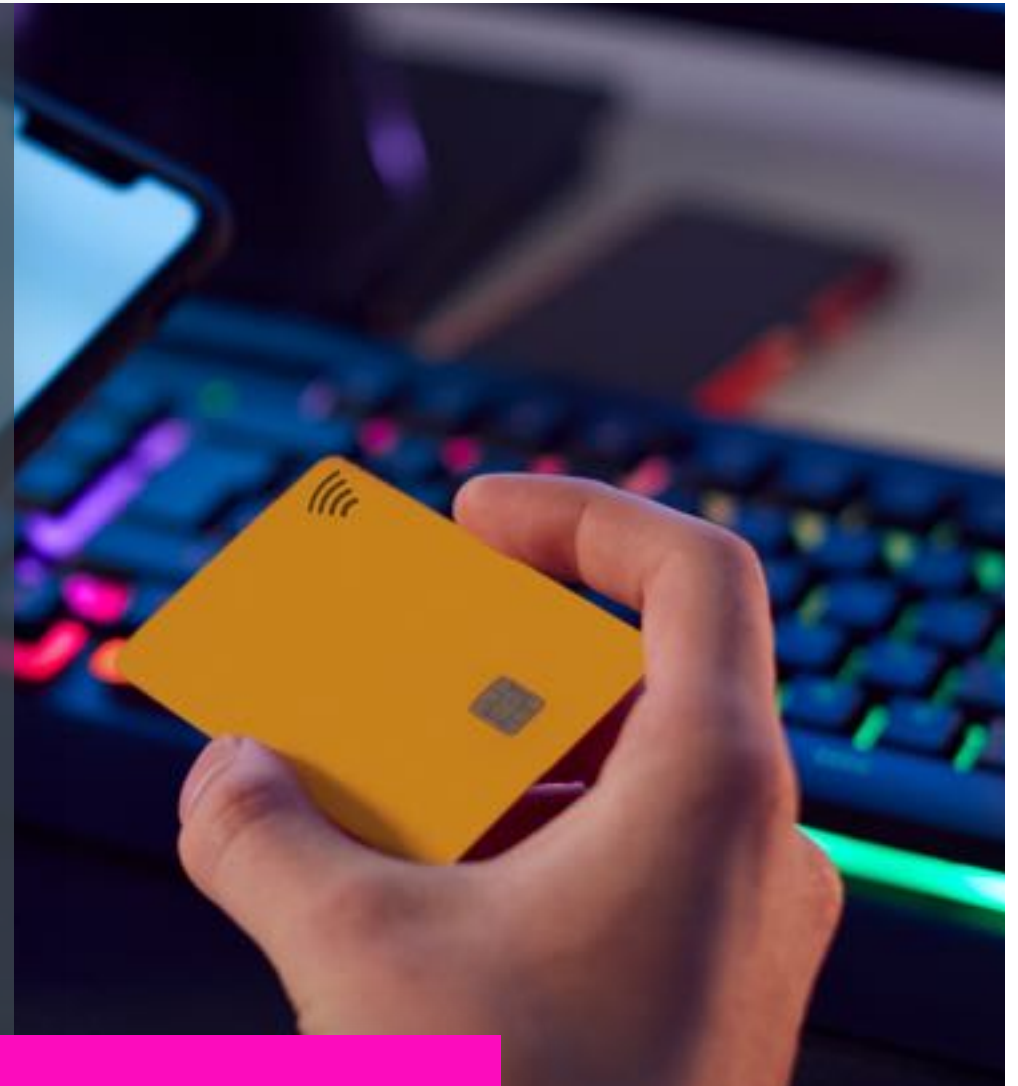
SCCG
MANAGEMENT

**IGAMING PLATFORMS
CONTENT AND IP
HARDWARE SOLUTIONS**

**SECTOR
ACCOMPLISHMENTS**

IGAMING PLATFORMS

- SCCG iGaming Platform Partners represent the most robust and technically superior platform solutions for iGaming operators worldwide.



CONTENT

We represent the best in class providers of iGaming content and developers available.

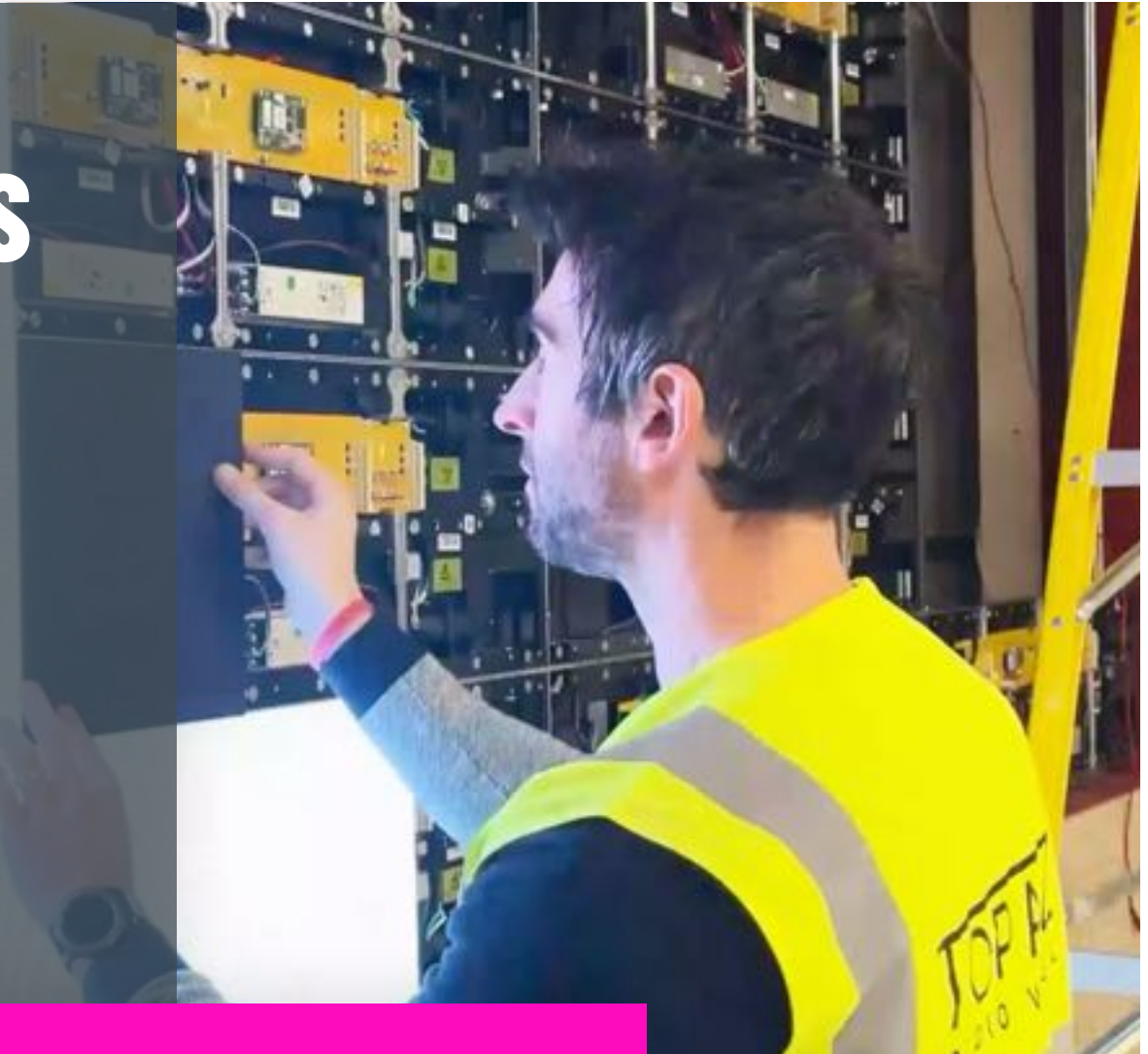
- Class II Slot Games
- Innovative HTML5 Games
- Virtual Sports Games
- Live Games
- Mobile Gaming
- Electronic Table Games



HARDWARE SOLUTIONS

Our sports wagering hardware and A/V technology partners bring transformational and cutting edge technology to the gaming industry.

- SBTverse Self Service Terminal
- Cisco, ZOOM, Google CFM, Crestron, AMX, Polycom and more!



SPORTS WAGERING PRODUCTS AND PLATFORMS

- **SPORTSBOOK**
- **FANTASY & F2P**
- **ESPORTS**
- **SPORTS EXCHANGE**

[CLICK HERE FOR CLIENT PARTNER OVERVIEW](#)

BETFRED
SPORTSBOOK



An aerial photograph of Mexico City, showing a dense urban landscape with various buildings and a prominent skyscraper with a spire. The SCGG logo is overlaid on the left side of the image.

SCGG
MANAGEMENT

ESPORTS SOLUTIONS
LOTTERY
RESPONSIBLE GAMING

SECTOR
ACCOMPLISHMENTS

ESPORTS

We have been active in Esports since its early days, including:

- Competitive Platforms and Wagering
- B2C Media Publications
- Affiliate Media and Marketing
- Data API Sources





LOTTERY

Serving the lottery market within the US, we have partnered with XITE Holdings for its patent pending lottery IP, AZBillions

- Win with Letters
- Win from Anywhere
- Win the Billion Dollar Ball
- Win, Guaranteed



RESPONSIBLE GAMING

- We're committed to representing the top tier responsible gaming firms for the casino industry
- We bring solutions for Research, Training, Intervention, Treatment, and Evidence-led Education to prevent gaming and gambling harms.



The background of the entire image is a nighttime cityscape. On the left, a dense cluster of skyscrapers is illuminated with various colors like purple, blue, and green. On the right, a large, illuminated bridge with a curved arch spans across the frame. The sky is dark with some light clouds.

SCCG MANAGEMENT

**SECTOR
ACCOMPLISHMENTS**

**PROFESSIONAL
SERVICES
RESEARCH AND
PROFESSIONAL
DEVELOPMENT**

PROFESSIONAL SERVICES

While our commitment to world class products and technologies to gaming operations is comprehensive, SCCG Management also provides key professional services for the global gaming industry.

- **ILG** provides clients with a network of top tier igaming law professionals, to help navigate the expansion of US and global gaming.
- **SCCG Venture Fund I** is an alternative investment fund that focuses on increasing value and distributing profit through investing in gaming opportunities
- **Boston Link** are recruitment experts dedicated to matching the best talent with outstanding career opportunities
- **SCCG Financial** seeks to build an end-to-end solution for non-US betting syndicates which would allow them to enjoy the growing US liquidity pools.
- **SCCG Gaming Policy Group** brings together top leaders and experts in the casino gaming industry to discuss the latest trends and developments in casino operations, marketing and gaming ethics.
- **SCCG Research** is a group comprised of gaming industry experts inside and outside SCCG Management, conducting independent, topical research on the casino gaming industry.
- **20 in their 20's** is an annual industry recognition program sponsored by SCCG Management, and open to gaming industry professionals in their twenties.

The logo for SCCG Management, featuring the letters "SCCG" in a large, bold, white font above the word "MANAGEMENT" in a smaller, white, all-caps font.The logo for ILG iGaming Law Group, featuring the letters "ILG" in a large, blue, serif font above the text "iGaming Law Group" in a smaller, blue, sans-serif font.The logo for SCCG Venture Fund I, featuring the letters "SCCG" in a large, bold, black font above the text "VENTURE FUND I" in a smaller, black, all-caps font.The logo for SCCG Financial, featuring the letters "SCCG" in a large, bold, black font above the word "FINANCIAL" in a smaller, black, all-caps font.



SOCG MANAGEMENT

CLIENT PARTNERS

- **IGAMING PLATFORMS, CONTENT AND IP**
- **ESPORTS SOLUTIONS**
- **LOTTERY**
- **RESPONSIBLE GAMING**
- **SPORTS WAGERING**
- **SPORTS LEAGUES**
- **SPORTS MARKETING AND FAN ENGAGEMENT**
- **HARDWARE SOLUTIONS**
- **SPORTS DATA AND STREAMING TECHNOLOGIES**
- **IGAMING AND AFFILIATE MARKETING SUPPORT**
- **PROFESSIONAL SERVICES**

CLIENT PARTNERS

POWERED BY **SCCG**

IGAMING PLATFORMS, CONTENT AND IP

iGAMING iGaming Slot Content	HOLLYWOOD TV The ultimate live games provider for your business
BEE FEE LTD Gaming Platform Solutions	JGG GLOBAL Online Mobile Gaming Platforms
BF GAMES Gaming Studio and Content	JUNTO CREATIONS Game Design Studio
BOOMING GAMES Innovative HTML5 iGaming	PDX SLOTS Regulated iGaming Content
ELBET Class B Slots	SPADE GAMING Asia's top online slot games
FILS GAME Gaming Solutions and Development	SPINMATIC Multi-platform software solutions for bookmakers and casinos
GOLDEN RACE Virtual Sports Betting Software and Technology	VEGAS AMUSEMENT Electronic Table Games Platform
GREENTUBE PRO / BLUEBAT Social iGaming Casino Platform and Studio	WWTG Online and Live Table Games

ESPORTS SOLUTIONS

EPULZE Amateur Esports Competitive Platform	ODDIN.GG Live Esports Data API
GAMER WAGER Peer to Peer Esports Betting	J2M Gaming, Esports Consulting
GG RECON Esports Publisher	PICKLEBET Online Esports Betting Platform
GREYDOT Esports Affiliate Media	PLAYER'S BEST Esports Affiliate

LOTTERY

XITE HOLDINGS LTD / AZ
Alphabet Lottery Products and Platforms

RESPONSIBLE GAMING

BETTER CHANGE Responsible Gaming Services	KINECTIFY ADVISORY Responsible Gaming
IS INTEGRITY Anti-Financial Crime Regulatory	YGAM Responsible Gaming

SPORTS WAGERING

BETFRED USA SPORTS Sports Betting Management and Platform	ISI RACE AND SPORTS Reward and Recruit your Players
BETSWAP Sports Wager Secondary	LACERTA Risk Management and Managed Services
BETSSON GROUP Full Service Gaming and iGaming	LOSERS LEAGUE Where the Losers always Win
BETTORLOGIC Data Driven Sports Marketing	LOW5 Sports Gamification
BETTOR FANTASY The Fantasy Sports Experience	METRIC GAMING Cloud Based Sportsbook Platform
BOUNTY SPORTS Daily Fantasy Sports Platform	SCOUT GAMING GROUP Premium B2B Fantasy Sports
CLIQUE PICKS Reward and Recruit your Players	SPORTING SOLUTIONS Sports Betting Platform
FDJ Sports Betting Platform, Lottery	TOUR TRADER PRO Sports Exchange Platform
GRIN GAMING Hundreds of contests a day on your favorite sports	TRIGGY Live Score Messaging Platform
INCENTIVE GAMES Reward and Recruit your Players	WAGER WIRE Marketplace for Sports Bets
INSIDE THE POCKET Competitive Sporting Games	

SPORTS LEAGUES

7 BALL RUN Patented Live Cue Sport	HENDRICK MOTOR SPORTS Pro Auto Racing
FCL AMERICAN CORNHOLE LEAGUE Cornhole Sports at all Levels of Play	MASL Major Arena Soccer League
AUDL American Ultimate Disc League	NORTHWOODS LEAGUE Collegiate Summer Baseball
CINCINNATI BENGALS NFL Team	

SPORTS MARKETING / FAN ENGAGEMENT

BACKAL HOSPITALITY GROUP Hotel, Restaurant and Venue Management	RIVIERA SPORTS MARKETING Sports Marketing Agency
BET DECIDER Sports Betting Website	SCORE NO SCORE Micro Betting Platform
EFANGAGE Venue Based Customer	SPORTS CREW Venue-Driven Event Marketing

HARDWARE SOLUTIONS

MEVATRONIX Sports Wagering Hardware	TOPAZ TECHNOLOGY GROUP Signage and Display Technology
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SPORTS DATA AND STREAMING TECHNOLOGY

ATHSTAT Sports Data Analysis	ODDS AI Adding the Future of Sports
DATA SPORTS GROUP Sports Data Tools for Media	PLAY CALLER SPORTS Sports Fan Engagement Platform
DEUCE OF DIAMONDS Data Analytics	RONIN SPORT TV Guides for Live Sports
ODDIT Microbetting / Data Analysis	SPORTSSEAM Visual Data Transformation

IGAMING AND AFFILIATE MARKETING SUPPORT

AWARE INC Enrollment, Authentication, Identification, Secure Transactions	MIRACL Frictionless Secure Authentication
FULL FLIGHT PAYMENTS Payment Processing Solution	NETACEA Bot Detection and Management
GROWTH LEADS Performance Marketing and Lead Generation	SHANK MARKETING Digital Marketing Solutions for iGaming
IDNOW Identity Verification Services	STACK DIGITAL SEO / PPC Agency for iGaming
INNOVUM TECHNOLOGIES Regulatory Compliance, Licensing	SYMPLYIFY AI and Machine Learning Powered CRM
JOOBA Gaming Jackpots	WYNATA Affiliate Marketing Solutions
KINECTIFY Know your Customer (KYC) and Risk Management Tools	XPOINT iGaming Geolocation
MEDIATROOPERS iGaming / Mobile Affiliate	

PROFESSIONAL SERVICES

BOSTON LINK iGaming, Financial Services and Tech Industry Recruitment	GUINAULT INDIAN NATION Washington
CHOWCHILLA TRIBE California	SCCG FINANCIAL Syndicate Betting
CHUMASH CASINO RESORT Santa Ynez, CA	SCCG GAMING POLICY GROUP Gaming Industry Roundtable
EASTERN SHAWNEE TRIBE Oklahoma	SCCG RECRUITING Global Gaming Talent Recruitment
IGAMING LAW GROUP (ILG) iGaming Law Group	SCCG RESEARCH Gaming Industry Research
MARRIOTT CORPORATION San Juan, PR	SCCG TOP 20 IN THEIR 20'S Gaming Achievement Award
MOHEGAN SUN Uncasville, CT	SCCG VENTURE FUND I Investment
GUINAULT BEACH RESORT Washington State	

SCCG MANAGEMENT

- GLOBAL OPERATIONS
- GLOBAL BUSINESS DEVELOPMENT
- REGIONAL BUSINESS DEVELOPMENT

OUR TEAM

GLOBAL OPERATIONS



STEPHEN A. CRYSTAL
FOUNDER & CEO



Kelly Segovia
CTO



Nick Giangreco
VP Marketing & Sales



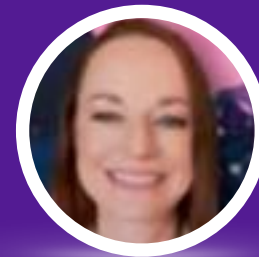
George Vonapartis
Head of Sales



Scott Butera
Advisory Board Member



Jeff Solomon
Financial Advisor



Jenny McLauchlan
Legal, Compliance &
Regulatory Advisor



Larry Everling
Digital Marketing Advisor

GLOBAL BUSINESS DEVELOPMENT



STEPHEN A. CRYSTAL
FOUNDER & CEO



David Hanlon
Global Gaming and General
Partner, SCCG Venture Fund I



Randall Sayre
Gaming Operations and
Compliance



Pierre Cadena
Strategic Business Development
M&A



Michael Silberling
Gaming Operations



Lou D'Amico
Retail and Online Sports Wagering
and Media



Bruce Bundrant
Sports Marketing

REGIONAL BUSINESS DEVELOPMENT



STEPHEN A. CRYSTAL
FOUNDER & CEO



Joseph Valandra
US Tribal Gaming and Technology



Dave Antony
Director, Canada



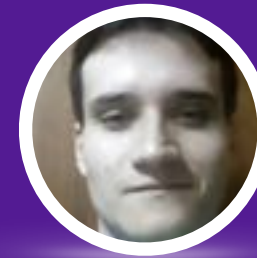
Rosa Ochoa
Director, Mexico and LATAM



Kisset Chirengende
Director, Africa



Pariekshit Maadishetty
Director, India



Lucas Mondelo
Director, Brazil



Tony Naughton
Sports Wagering & iGaming

SCCG MANAGEMENT



STEPHEN A. CRYSTAL
FOUNDER & CEO

Get In Touch

STEPHEN A. CRYSTAL

Founder and CEO
SCCG Management

 **MOBILE / WHATSAPP**

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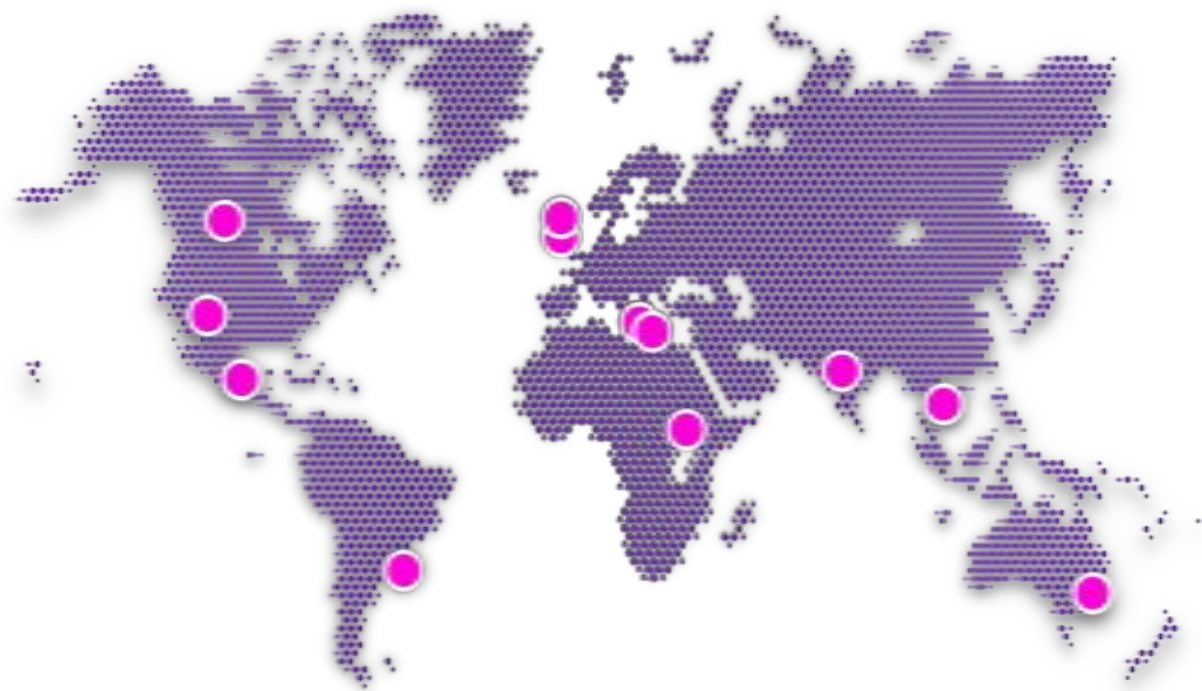
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 **SOCIAL MEDIA**

<https://linkedin.com/company/sccg-management>

SCCG MANAGEMENT



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London, EC2A 3LP

MANCHESTER

UK
Jactin House,
24 Hood Street,
Ancoats, Manchester, M4 6WX

GZIRA

MALTA
Fawwara Building,
Triq I-lmsida Il-Gzira,
GZR 1401

KAMPALA

UGANDA
Plot 1, Pilkington Rd.,
Workers' House, 6th Floor
Southern Wing, Kampala

HYDERABAD

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GVR Pride, Road No.12,
Banjara Hills, Hyderabad,
Telangana - 500034

SYDNEY

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Pyrmont Sydney, NSW 2009

BANGKOK

THAILAND
S-Metro Building
Lvl 20, 725 Sukhumvit Rd
Bangkok, Thailand 10110

ATHENS

GREECE
12 Gravas Street
Markopoulo, Attica
Greece, GR19003



LAS VEGAS | ATHENS | BANGKOK | CALGARY
FLORIANAPOLIS | GZIRA | HYDERABAD | KAMPALA | LONDON
MANCHESTER | MEXICO CITY | SYDNEY

SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.

An aerial photograph of a city at sunset, featuring a large body of water in the foreground and a prominent tower in the background. The sky is filled with colorful clouds in shades of orange, yellow, and blue. The city buildings are illuminated with lights, and the overall scene is vibrant and dynamic. The logo for SCGG Management is overlaid in the center of the image.

SCGG MANAGEMENT

SCGGMANAGEMENT.COM