



PERFORMANCE MARKETING
STRATEGIC PLANNING



ABOUT SUPER AFILIADOS

Our Company

Over the years with the work of Affiliate Marketing, focused on the Brazilian games market, we have created one of the largest own Website Networks with more than 800 domains related to online games.

In search of results, we created a network of Affiliates to pass on our knowledge in an area that is undergoing great expansion.

With the growth of new operators, we started a Consulting & Marketing operation to serve major brands that are starting in the Brazilian market.

ABOUT SUPER AFILIADOS

FOCUS ON RESULTS

Through the knowledge of our team, with more than 15 years of experience in the Affiliate Marketing market, we form a wide range of relevant content, specialised in acquisition with a focus on results.

AFFILIATE NETWORK

Always focused on the casino, bingo, sports betting and lottery games market, it was possible to create an elaborate affiliation program in an exceptional way, which offers our members ideal conditions for sustainable growth.

Successful Partnership!





ABOUT BRAZILIAN MARKET

BRAZILIAN SOUL

Super Afiliados was created initially to the Brazilian public and offer a complete service to serve the online games market in Brazil.

In search of results, we analyse the best **Marketing** strategy for each client differently to be able to deliver the best result. Every project is tailor-made!

ABOUT BRAZILIAN MARKET

GAMES MARKET

With the regulation of sports betting in Brazil, this is the ideal time to invest, the market should continue to grow, with an estimated annual revenue of over € 1.4

OPERATORS IN BRAZIL

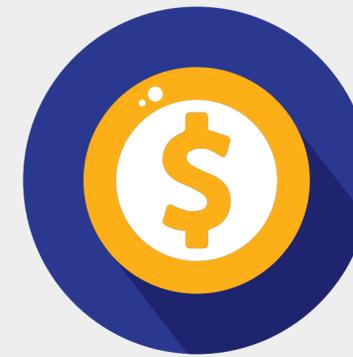
Today in Brazil there are more than 500 online gaming sites related to casinos, bingo, sports betting, poker and lotteries.

In 2020, the Brazilian market may reach more than 50k new deposits from Brazilian players.



+150

COMPANIES
OPERATING
IN BRAZIL



€1,4bi

ESTIMATED
REVENUE
IN 2020



+50k

NEW
DEPOSITS
IN 2020



ABOUT WHAT DO WE OFFER

OWN WEBSITES

Access to a portfolio of more than 800 specific domains in games, and a huge database and presence on social networks.

SUB-AFFILIATE NETWORK

We created an affiliates network to pass on our knowledge, and reach a greater number of new players in Brazil.

MEDIA BUY

Taking into account our vast experience, we offer hybrid agreements for customers who wish to have access to Google Ads, Facebook Ads and other means without investing in advance.

CONSULTING & MARKETING

With a team focused on games of all kind, we have a dedicated department to offer a complete service in Marketing.

SERVICES OWN DOMAINS

DOMAIN SUCCESS

With a focus on affiliation, we created our own network with content to attract potential players, composed of more than 800 domains related to casino, bingo, sports betting, poker, and lotteries.

A powerful combination of URLs



+350
CASINO



+150
BINGO



+150
SPORTS



+100
BET



+50
POKER



+20
LOTTERY



SERVICES

SUB-AFFILIATE NETWORK

AFFILIATION SYSTEM

Super Afiliados was created with a different and very attractive proposal.

Offer commissions above the market, in addition to many other benefits.

With the idea of creating a "kind of a club", where all our members get the benefits of a strong and united group, publishing their brand on a large network in Brazil.

Our add value lays in the direct contact of our partnerships, that we have created over the years in Brazil and the world, which we cultivate with great respect and credibility.



BEGIN

Launched in 2014



TECNOLOGY

Own purpose-built technology



INTEGRATION

Integrated with MyAffiliates, IncomeAccess and scalable to expand for greater integration with others



CONTROL

Full control of sub-affiliates: banners, games, links, finance, reports and others



SAFETY

Multi-level secure administrative user management

SERVICES

MEDIA BUYING

EFFICIENT CAMPAIGNS

Since 2009 with active campaigns on networks such as Google Ads, Facebook Ads, UOL Ads and other platforms, Super Affiliate offers this service at no cost in advance.

We charge a fixed minimum CPA + RevShare fee offered by the operator in their affiliation system. Usually, this agreement is around **120 EUR CPA + 20% RevShare**.

The total of the CPA is used to fund the campaign if the website converts better and the cost of acquisition is less than 120 EUR then this benefit will be transferred on to our client.

Our profit is based on the **player-generated RevShare** that we recommend to our customers.



CPA

We charge an initial CPA of €120 which may vary depending on the conversion rate.



RevShare

Our profit is based on commissions. We expect a RevShare of at least 20% over NGR.



SERVICES CONSULTING & MARKETING

SEO

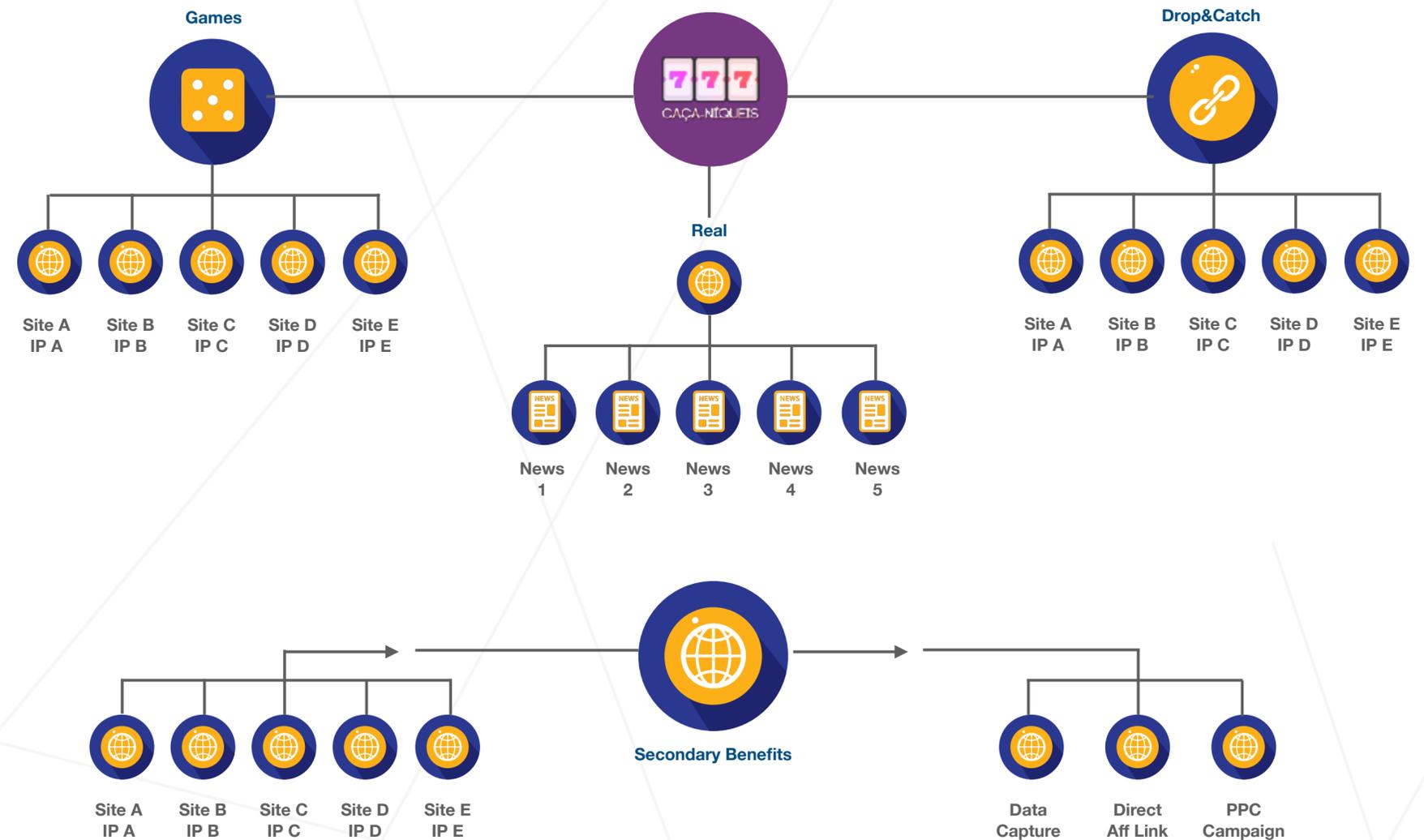
As a very first step, it is necessary to have a very comprehensive understanding of the business, which will be analysed and revised.

We will analyse the construction of your website with our optimisation specialists team.

DROP&CATCH

By implementing this successful technique properly we will increase the relevance of the most important keywords

SEO Strategy



SERVICES CONSULTING & MARKETING

PPC CAMPAIGNS

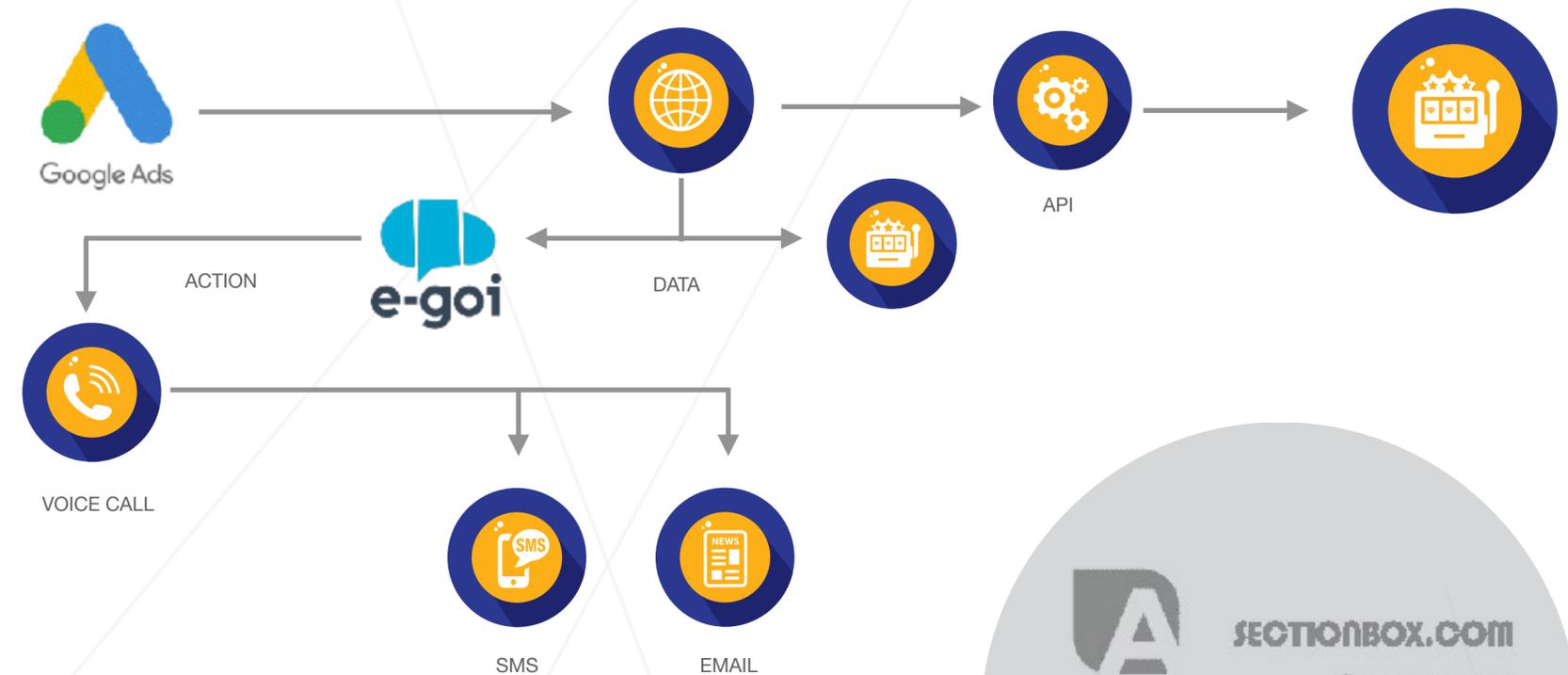
With a focus on performance and little investment in branding, we have a PPC strategy with many websites promoting the brand, with an active campaign targeting keywords.

Data capture is always considered in this case and we have a system to send emails, sms or automated voice calls to the captured data.

CPA CAMPAIGNS

Programmatic purchase with the best CPA performance, through performance-based offers with the best ROI in the shortest time.

The average purchase will increase traffic, which, in turn, will increase the company's operating cost and the risk of reducing the server's functionality



SERVICES

CONSULTING & MARKETING

BRANDING

We direct brands with personality through a set of actions.

With experience in building strong brands that connect to the local players, we do 'Brazilianizing' their essence, content, positioning the brand in the Brazilian market.

PUBLICITY

With the growth of the Brazilian market, following the model of large European countries, football will be one of the main means of advertising for operators who wish to be successful in the country.

The possibilities are endless, from exclusive contracts to small activations that can become a powerful tool when combined.

We have a partnership dedicated to negotiating sponsorship contracts with players, leagues in Brazil, brand activation in the main Brazilian football stadiums and sponsorship opportunities with the main clubs in the country.



SERVICES

CONSULTING & MARKETING

PRESS RELEASE

To promote your company in the Brazilian market, we offer a solution with a Press Release distribution service in Brazil.

Online content distribution with more than 500 sites in Brazil, for your content to reach the audience through online media.

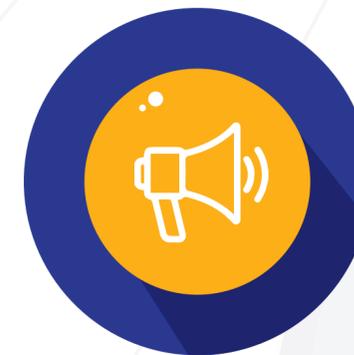
PUBLICATION

Our specialised team will analyse all content to ensure the accuracy of all information, to be distributed on the best online media channels.

All material received will be created and distributed to our partners, targeted to the specific audience and all coverage will be monitored and reported.



+500
Media
Websites



+5.000
Publications



+30
Journalists



SERVICES

CONSULTING & MARKETING

OPERATION IN BRAZIL

We provide all of our experience in the Brazilian market, to make your operation achieve success.

LICENSING

With eyes to the regulatory process in Brazil, we are experts in guiding your operation making sure that it follows all the legal requirements and thus all your operation are legally covered.





ABOUT SUPER NETWORK

SUPER BENEFITS

Super Afiliados is able to offer a complete service thanks to the partnerships we have formed over time. Consolidated and fortified, we deliver excellent results.

Our add value lays on the partnerships that we cultivate over time with great respect and credibility, with all our suppliers in Brazil and worldwide.

ABOUT SUPER TECHNOLOGY

OWN TECHNOLOGY

Over the years, we have developed a series of applications to facilitate and improve the results of our operation with affiliates.

Today, all the technology we use to speed up our production is available to our affiliates.



Afiliados.Live

Dashboard

Domain management system, monitoring the status and performance of the network.

Allow the administrator to control all active and inactive domains



Afiliados Ads

Control Banner

Control all banners on multiple sites

Distribute <iframe> games across multiple sites



Affilia.Me

URL Shortener

Link and URL management system

Allows a different URL to be used in different IP / geographic shorteners

ABOUT SUPER KNOWLEDGE

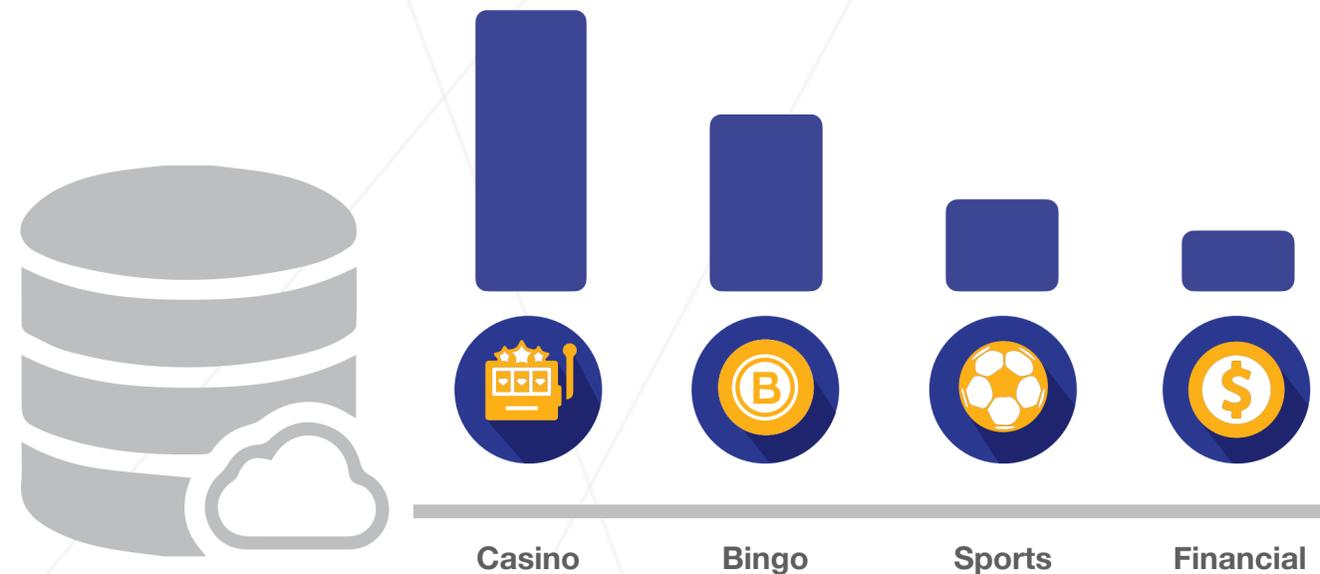
DATA BASE

Always focused on understanding our market, we seek to get to know our audience in depth, to obtain the best results.

Since 2007, we have ordered dozens of market researches, carried out by specialised companies in Brazil and abroad.

With this, we have managed over the time to create a database focused on the public of online games and sports betting.

Great reach of the iGaming audience in America



ABOUT SUPER AUDIENCE

PUBLIC REACH

Statistics obtained through Google Analytics and systems developed in-house are collected, analysed and interpreted.

With this, all the resources of research, analysis and statistics are connected with all these metrics to obtain real and lasting results.

Great reach of the iGaming audience in America



500k +

Data Base

With more than 500,000 potential player



75%

Casino & Bingo

People who signed up while playing casino or bingo games or visited a website related to online games.



5mi +

Social Media

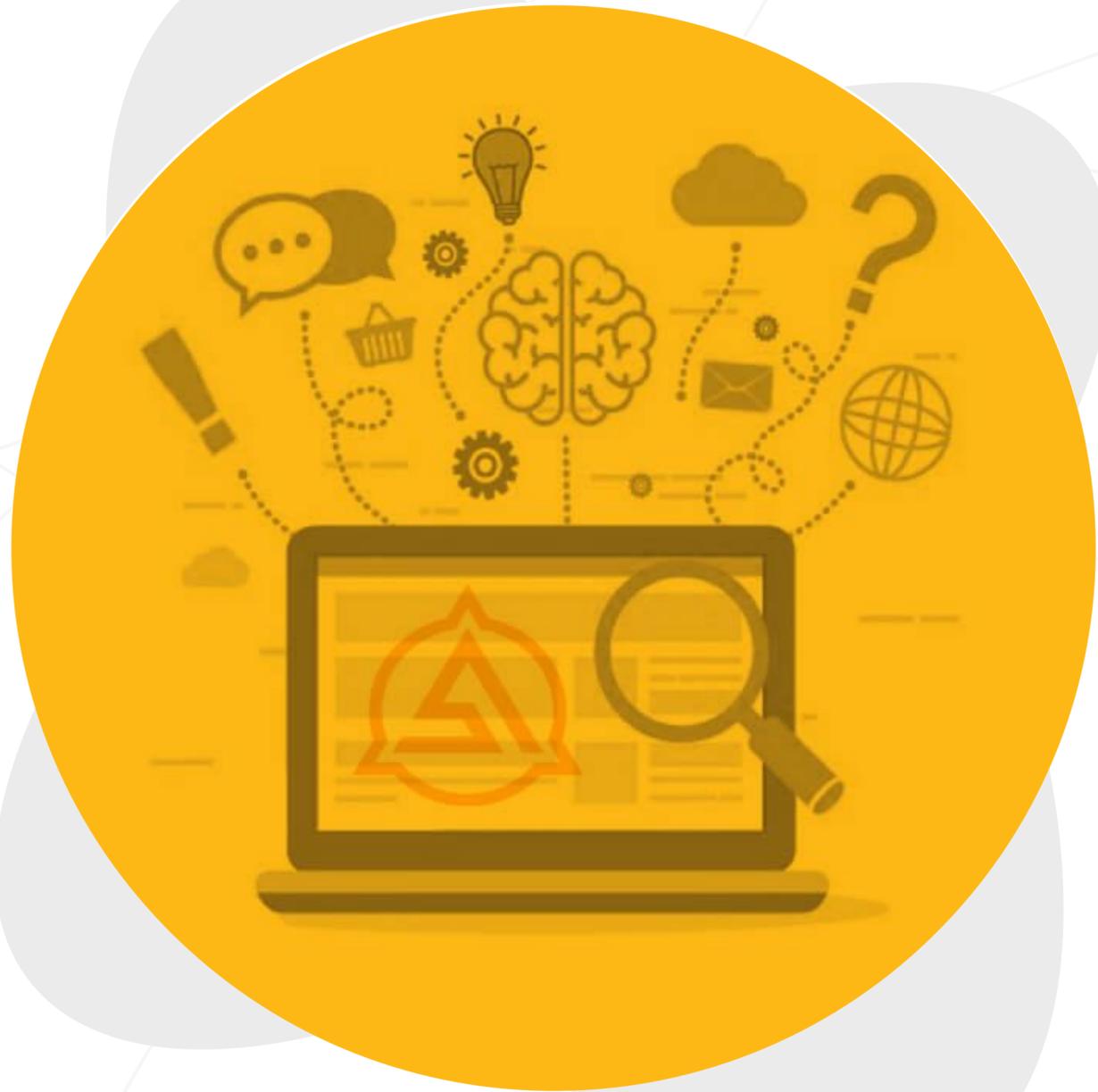
More than 5 million followers on social media pages and groups like ApostasMMA, Flamengo and others.



15%

YoY Growth

Organic growth with minimal effort and little investment.



ABOUT BESPOKE OPPORTUNITIES

YOUR BRAND WITH US

Super Afiliados has a series of opportunities available to offer to our partners and upon the request we are always up for the challenge of panning out new and extraordinary ways of exploring performance focused veins.

The following pages contain some examples that have already being mentioned on previous meetings but this is not limited to what we can offer.

OOH Sub-Affiliate Backseat Bus Adverts!

What is it?

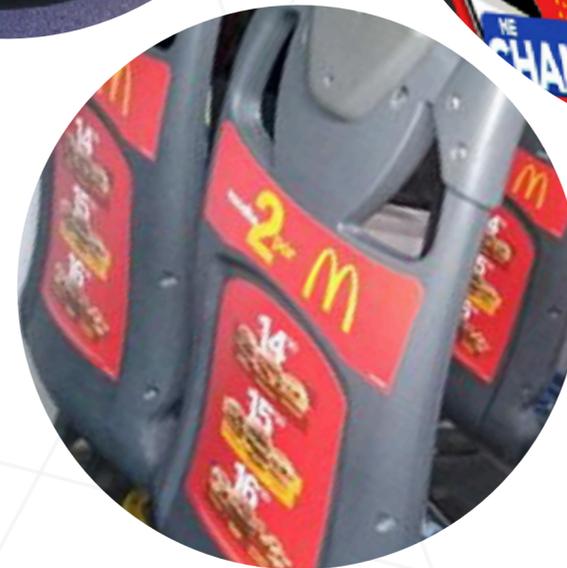
Primarily this can be perceived as a branding campaign, which in all fairness it could be taken as such but it has very direct impact with QRcodes and bonus/promo offers.

Key Facts

- 388 bus lines
- 4226 buses in Sao Paulo
- 53 million people impacted
- 40 mins is the average time spent on a bus
- Flat Fee + Performance - Exclusive and Unique!

Proposed Deal

- On a trial basis for 1 month
- 30 buses x €250 = €7,500
- CPA €25 + 25% RevShare



OOH Sub-Affiliate Branded Cars & Micro-Ambassadors

What is it?

Mainly used to target Uber drivers who then become micro-ambassadors of the brand and they are able to verbally promote the business and give away bonus cards.

From previous experience, with a casino brand we have achieved over 500 FTDs per month right on the second month of activity. This was also combined with billboards to reinforce branding locally.

Key Facts

- Hundreds of cars on the street
- Ambassadors will hand over bonus codes
- QRCode promoting landing page
- Potential to generate over 500 FTDs per month

Proposed Deal

- Min. Cars 100
- Min. Period 2 months
- Monthly fixed from €25,000
- Hybrid CPA €10 + 25% RevShare
- Base line (Deposit + Wagering) = €5



Digital Sub-Affiliate Micro Influencer Network

What is it?

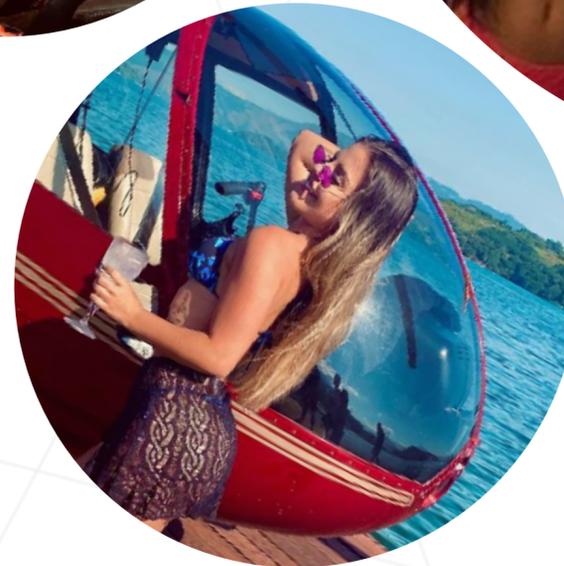
Micro-influencers are notoriously effective because they speak to their audience in a direct way more than any major influencer but it's hard to manage so we partnered with an agency that has hundreds of them and is performing really well to some of our clients.

Key Facts

- Potential to generate up to 500 FTDs per month.
- Casino or sports traffic with high conversion rate.
- Branding & Performance with micro-influencers.

Proposed Deal

- Monthly fixed €2,400 (min 3 months)
- Hybrid CPA €50 + 30% RevShare
- Base line (Deposit + Wagering) = €10



Digital Sub-Affiliate Digital Influencer Network

What is it?

Different from micro-influencers, the high profile digital influencers are capable of reaching a large audience in minutes and still have relevancy over the months and years, depending on the activity executed.

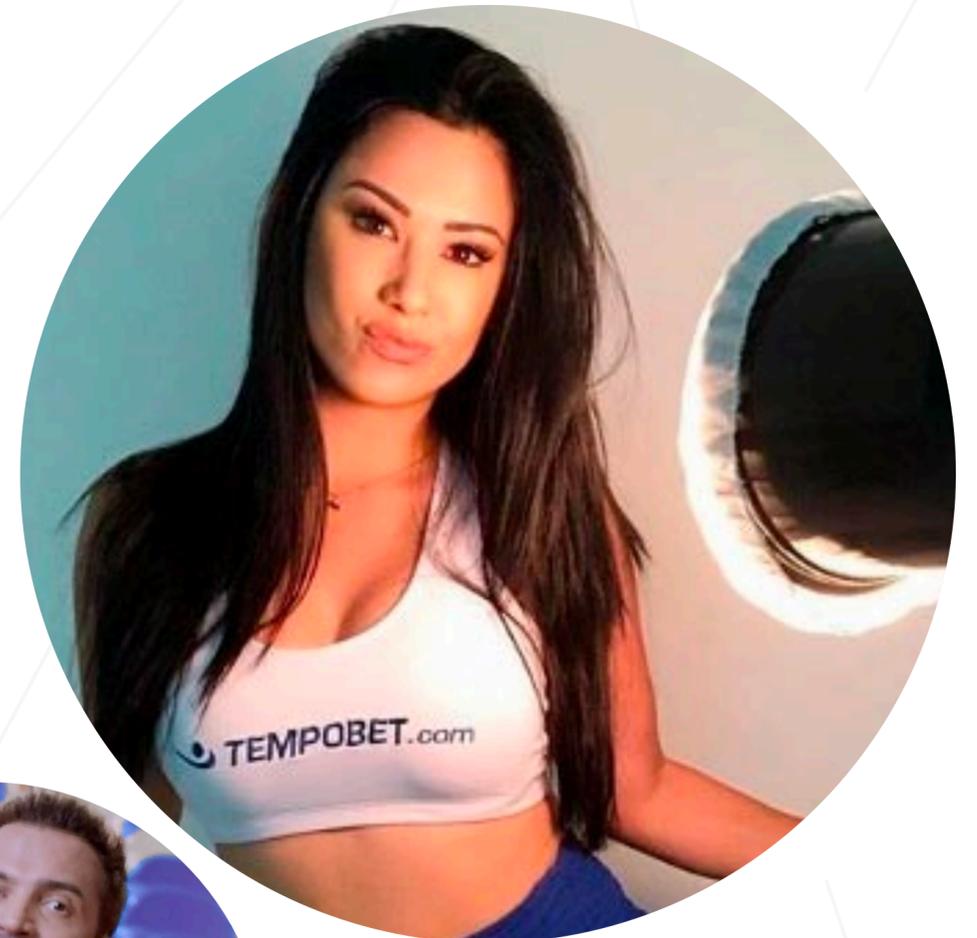
With a portfolio of digital influencers that works with us on a performance basis, we're able to connect you to them and generate not only brand awareness but direct conversion.

Key Facts

- Potential to generate over 1,000 FTDs per month.
- Casino or sports traffic with high conversion rate.
- Branding & Performance with digital influencers.

Proposed Deal

- Monthly starting from €10,000 (min 6 months)
- Hybrid CPA €75 + 25% RevShare
- Base line (Deposit + Wagering) = €10



Digital, OnAir and OOH Sub-Affiliate Top FM Radio

What is it?

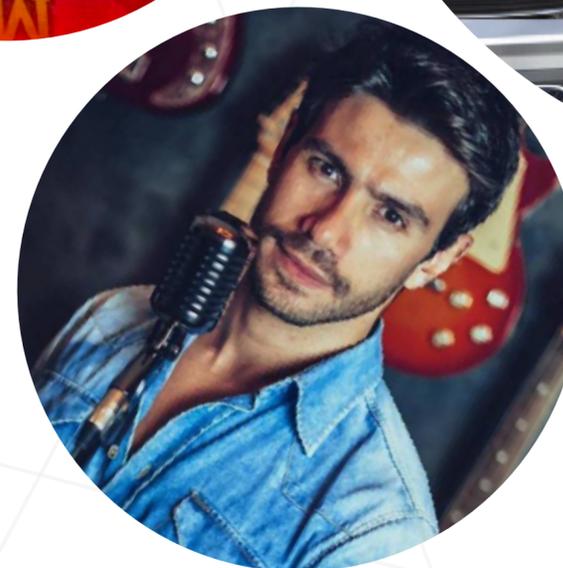
One of the most popular radio stations in the State of Sao Paulo and certainly the best in our targeted audience for either sports or casino product. It's young, fun and engaging. Radio Stations stop their cars on street "Blitz" for activation campaigns generating hundreds of signups and FTDs on top of the powerful branding and endorsement of the company.

Key Facts

- Interactive approach during the "Blitz".
- Activation campaigns in presencial events.
- Merchandising handling.

Proposed Deal

- Monthly fixed from €8,300
- Hybrid CPA €15 + 25% RevShare
- Base line (Deposit + Wagering) = €5



TV Broadcaster Band Group + Esportes Online

What is it?

Considered the 2nd largest media group in Brazil it has very recently signed an exclusive deal with the website EsportesOnline.com, a sub-affiliate which has a sports portal with focus in the iGaming sector. This has not being communicated to the industry yet and it's an exclusivity deal Super Afiliados brings to the table. The Group Bandeirantes for the first time will open its doors to affiliation.

Key Facts

- Audience of hundreds of millions
- Branding paid on performance
- 24/7 Band Sports
- Esportes Online is focused on Sports Betting

Proposed Deal

- Monthly fixed between €10,000 and €30,000
- Hybrid CPA €15 + 25% RevShare
- Base line (Deposit + Wagering) = €5



FREE VIEW



CABLE TV



RADIOS



PRINTED



DIGITAL



OOH



ENTRETENIMENTO





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