



BINGO.DK DIVESTMENT

by Spigo®



ABOUT SPIGO

To read more about the owner of Bingo.dk, visit www.spigoworld.com

SUBJECT OF DIVESTMENT

Bingo.dk is a highly attractive gambling site in Denmark and is offering free Bingo as a driver for its casino slots. The software platform is currently operated by GTech.

REASON TO DIVEST

Spigo has decided to solely focus on developing gaming software instead of being both a developer and an operator. Based on this strategical decision, Spigo is looking for an acquirer for the operational branches of its business.

THE DANISH GAMBLING MARKET

With 675,000 searches on average per month, on Google alone, on the keyword "bingo", bingo is one of the most popular games around on the Internet. In Denmark, the situation is no different.

Gambling in Denmark has shown a rapid growth since it became a regulated market in 2012 where total gross gaming revenue hit over 500 million euros. That trend was set to continue in 2013, as the gross gaming revenue grew by 30% in the first quarter. By the end of 2013, experts are predicting Denmark's online gambling market to be worth almost double 2012's figures.

Bingo.dk is #1 rank on Google search in Denmark for the highly popular keyword "bingo".

The screenshot shows a Google search interface in Danish. The search bar contains the word "bingo". Below the search bar, there are navigation tabs for "Internet", "Billeder", "Videoer", "Maps", "Apps", "Mere", and "Søgeværktøjer". The search results are displayed in a list format. The top result is "Bingo.dk - Spil gratis bingo hver dag" with a yellow highlight on "bingo.dk/". The description for this result reads: "Hos Bingodk kan du spille GRATIS bingo hele døgnet rundt. Vi giver pladerne og du vinder stadig kontante præmier. Prøv også alle vores fantastiske ...". To the right of the search results, there is a section titled "Relaterede søgninger" (Related searches) with several blurred search suggestions.

FIGURES

The Bingo.dk domain was acquired 10 years ago but launched as late as July 2013 and even though it has only been promoted towards a relatively small audience so far, namely adult players on Spigo.dk, it has already shown some interesting numbers which indicate the potential of the domain. Below are the numbers for the month of December 2013.

- 755 registered players
- 49 depositing players
- 70 active cash players

- 62% of the players on Bingo.dk are women and 60% of those are 46+ years old. This is the most valuable target group within the gaming business

- Total player deposits of 25,684 EUR from August to December 2013
- Player deposits in December 2013: 7,298 EUR. This is an increase of 72% compared to August 2013

- Total net gaming revenue of 15,380 EUR from August to December 2013
- Net gaming revenue in December 2013: 4,594 EUR. This is an increase of 134% compared to August 2013

CURRENT PLATFORM PROVIDER

Bingo.dk is part of a marketing agreement between the owner of the domain, Spigo Malta Ltd., and the company, Dansk Underholdning Ltd., who holds a Danish gambling license. The marketing agreement is valid until July 2015.

Spigo Malta Ltd. promotes the website and Dansk Underholdning Ltd. operates the website. The software is delivered by GTECH and the user data is under joint ownership of Spigo Malta Ltd. and Dansk Underholdning Ltd.

INTERESTED

If you are interested in becoming the owner of one of the most attractive gambling domains in Denmark, please get in touch with us to schedule a meeting. You find our contact details below.

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