



CASE SCENARIO: AMAYA GAMING GROUP

Amaya Gaming Group (Amaya) is an entertainment solutions provider engaged in the design, development, manufacturing, distribution and sale of innovative, technology-driven solutions to the regulated gaming industry. Its solutions provide hospitality, casinos and gaming venue operators with new streams of revenues and increased profitability while its proprietary offering to government ensures the integrity of the gaming ecosystem and the efficiency of taxation measures.

Amaya is a publicly traded company listed on the TSX Venture exchange under the symbol AYA.

For further information please see www.amayagaming.com.



Having already successfully launched its Short Message Service Lottery (SMS Lotto) in the Republic of Kenya, which has an estimated 20 million mobile phone users; Amaya has launched the only government licensed online gaming website. Accessible to Kenyan residents at www.BetKenya.com, the site is the centerpiece of Amaya's agreement with the Betting Control and Licensing Board of Kenya (BCLB) to operate online gaming in the country.

Powered by Omega Gaming, BetKenya.com currently offers dozens of gaming options including slots, table games, instant games, poker and other card games, with additional content to be added in the coming months. All content is provided by Chartwell, a company acquired by Amaya earlier this year. Kenyan internet users attempting to access unregulated gaming websites, both domestic and foreign-based, will soon be redirected to BetKenya.com. Usage of the site will be monitored by the BCLB as it evaluates the merits, potential and prevalence of online gaming.

A key requirement for this initiative was to have a centralized management system that would integrate both Amaya's industry leading content, with other providers specializing in Sportsbook, Poker, Bingo and Skill Games; all while meeting the strict regulatory compliance requirements of the BCLB in Kenya.

Following an industry wide evaluation process, Amaya Gaming Group selected Omega Gaming as its strategic supplier for Centralized Gaming System Management. The Omega CORE (Management System) and the Omega Gaming Portal were chosen to power BetKenya.com as well as future online ventures in regulated jurisdictions.

Adding to Omega Gaming's growing list of fully integrated 3rd party KYC Providers, Affiliate Management Systems and Payment Providers; Omega Gaming provides Mobile and SMS payment solutions for BetKenya.com using amongst others M-PESA, Kenswitch, AirTel and Craft Silicon.