

## BENEFITS TO YOUR CASINO

### KEEP PLAYERS COMING BACK TO YOUR CASINO FLOOR

Leverage the power of a social casino to bring players back to your casino floor. Social casino gaming is the future of retention marketing, and *it's available to you today!*

#### Use This Innovation To:

- Keep active players fully engaged in your brand, anytime and on any device
- Boost loyalty and create excitement about returning to your casino floor
- Re-activate dormant players and bring them back to your casino brand
- Attract millennials who thrive in a world of social and mobile experiences

### DRAW NEW PLAYERS TO YOUR CASINO

Social casinos leverage the power of social networks. Online friends of your players can be targeted and offered incentives to visit your casino.

#### How It Works

##### 90%

90% of a social casino gamer's friends live nearby; these social networks can be leveraged to draw players to your brand and your casino floor.

##### Incentives

Incentives can be tailored specifically for online friends of social casino gamers who also are regular visitors to your land-based casino.

##### Online Gameplay

Online gameplay offers and techniques keep new players coming through your doors – and back for more.

### INCREASE CASINO REVENUES

The primary goal of social casino gaming is to bring online players to your casino floor, but opportunities to generate revenue also exist while players are gaming in social spaces.

#### Here's How

1

##### Buy Credits

Online gamers buy credits to play your branded games.

2

##### More Play

The more they play, the more potential for your casino to generate income.

3

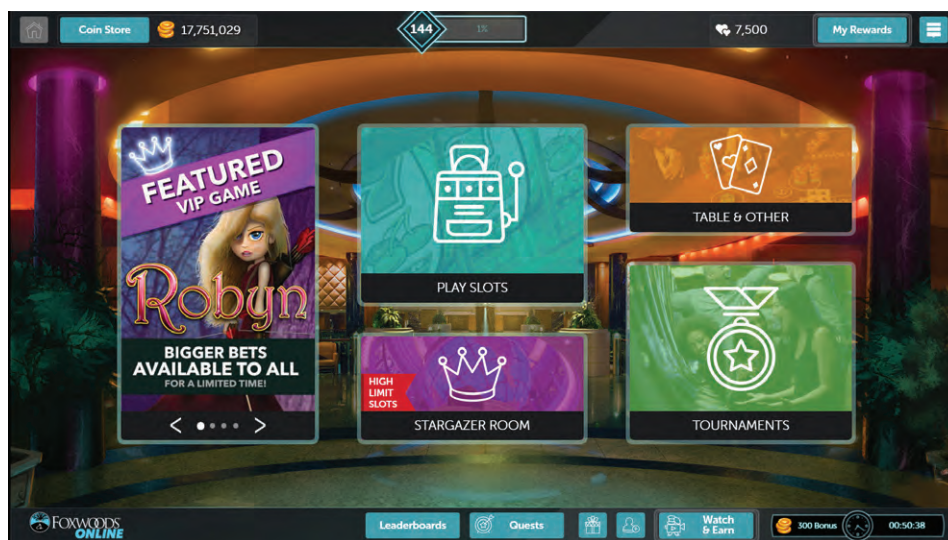
##### Cost Comparison

An investment in social casino gaming may be more cost effective than direct mail or online advertising campaigns.

## CONNECTING YOU WITH YOUR PLAYERS

### CHANGING THE CASINO INDUSTRY

Now online and mobile players can stay connected to your casino any time they're ready to have fun. At Greentube Pro, social casino gaming is all about building brand loyalty and player retention.



#### Greentube Pro Offers You:

- Opportunities to build your own social casino brand while maintaining sole access to your player database
- Seamless integration with your loyalty program, keeping your brand front and center
- A customized "lobby" that replicates the look of your casino
- Increased player engagement through unique "Magic Moments" redemptions
- Direct-to-player marketing messages
- Access to more than 300 Novomatic games, all identified with your private label
- Incentivized features that engage and retain players
- Turnkey implementation
- Adaptability to your existing technology
- Continuous online and mobile updates, ensuring optimal performance on every platform
- Availability of a stand-alone loyalty system
- Dashboards and in-depth analytics, including usage, redemption, retention and acquisition
- Top-rated customer service, including 24/7 community managers who answer questions and post updates
- 15 years of social casino industry experience
- Much more!

## TARGETED MARKETING OPPORTUNITIES

### REACHING PLAYERS WHEN AND WHERE MARKETING CAN BE THE MOST EFFECTIVE

First, we built the best social casino gaming platform. But why stop there?

At Greentube Pro, we understand the potential reach of marketing messages delivered through the social casino gaming experience. Our solution incorporates a number of highly effective online engagement strategies. Here are just a few:

#### Behavior-Based Rewards

We like to call it Magic Moments - those times when a player reaches a pivotal point in game play. Perhaps it's achieving a new level, unlocking a new game or finally beating a friend. Greentube Pro recognizes these moments and matches them to special offers that will bring players into your casino, such as discounts at your restaurant, spa or gift store.

#### Video Advertisements

Your products and services will sell themselves if they reach the right audience. One effective way to do so is to insert brief product videos into the social casino gaming experience and offer players bonus currency for viewing them. Greentube Pro takes it one step further and streamlines your product videos from your YouTube channel. Imagine promoting your special offers or events, such as concerts at your casino, to your most loyal players at just the right time.

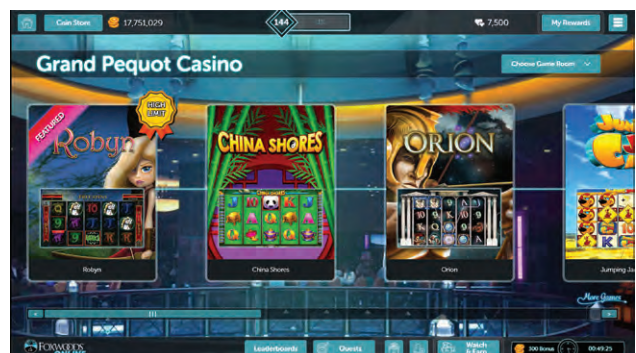


#### Banner Advertisements

Placing banner ads to promote your casino is a popular marketing tool. With Greentube Pro, your banner ads will be displayed within your social casino, thus reducing this online marketing expense. Plus, you may choose to make your banner advertising space available to local advertisers for a fee.

#### Community Page

Your community can be established on Facebook or another site of your choice. With Greentube Pro, you get a 24/7 community manager who will engage online players, answer questions and ensure positive interactions with your social casino.



## PREPARING YOUR CASINO FOR REAL-MONEY GAMING

### OFFERING YOUR CASINO THE BEST OF BOTH WORLDS

In addition to a platform created to enhance your customer base, our real-money platform will help your casino move quickly and seamlessly into online gaming, if approved in your state.

At Greentube Pro, we believe social casino gaming and real-money gaming can go hand-in-hand. Because the two platforms appeal to different audiences, both can thrive in the same online spaces.

One product line. The best of both worlds. **That's Greentube Pro.**

