

THE NEED

The Market needs a modern SaaS solution purpose-built for Small/Medium Lottery Operators

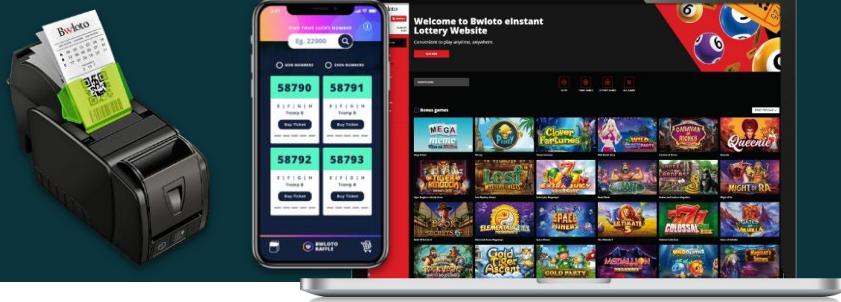
€300B+ global lottery market is shifting, but the Small/Medium Lottery Operator segment is currently neglected

Most platforms are built for large state-run operators, with long delivery cycles, high fees, and costly overhead.

Large lotteries need a second iLottery and Raffle providers, as incumbent platforms struggle to meet modern innovation needs.

VALUE PROPOSITION

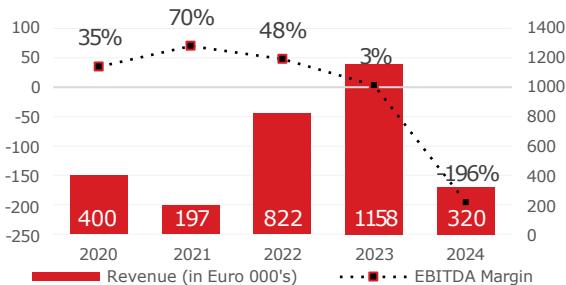
- + Cutting-edge SaaS-based Business Model
- + Value for money product with lowest fees
- + Low Maintenance and Minimal Operational Costs
- + Full-featured platform for lottery & charity operations
- + High potential and underserved target market
- + First Mover Advantage



SERVICE OFFERINGS

- + **Lottery as a Service™:** Turnkey solution for small-to-mid operators — faster to launch, lower fees, minimal overhead.
- + **LotteryLaunchpad:** Customizable lotto and raffle games, an innovation layer for large operators.
- + **eInstant Games:** Quick-to-launch digital games with short sales cycles, a proven entry point with strong upsell potential.
- + **Raffle as a Service™:** White-label platform for charities and sports federations to run branded raffles for fundraising.

FINANCIAL PERFORMANCE



Period to 2024: Project based work resulting in unpredictable revenues and no enterprise value. 2024: Pivot to product / tech business with own IP winning long term contracted customers.

TEAM



Ivar Hermann
Unnþorsson
CEO



Johann
G. Sigurdsson
CCO



Sigurdur
Baldursson
The Board
& Investor



Bojan
Milijevic
CFO

SOLUTION - BWLOTO

Lottery as a Service (LaaS)™ fully digital and retail solution with third party content, adapted to local markets.

Smart SaaS model, ISO 27001 certified, fast to deploy, easy to localize — at a fraction of the cost of legacy lottery platforms.

Operators can launch new games in a matter of weeks, not the 8+ months typical across the industry.

Built by the team behind the world's first iLottery, with a track record of delivering complex lottery systems on time and at scale and backed by over 20 years of iLottery experience.

OUR CLIENTS



Loterie Maxa



Norsk Tipping



Veikkaus



Danske Spil



British Columbia
lottery corporation



Eesti loto



Loteries de Catalunya



Lottery Innovation Alliance

FUND UTILIZATION

Ask: €3M

- Marketing
- Salaries
- Other Admin Expenses
- R&D & Other CAPEX
- Acquisitions

