



Affinity
GROUP

eGaming



Affinity Group is a multi-award winning Corporate Service Provider specialising in the luxury asset sector and niche emerging sectors.

We have been operating in the gaming sector since 2014, and have developed an integral understanding and exceptional depth of knowledge on the sector across jurisdictions.

Our gaming teams expert advice and guidance is delivered to our clients with a personal, and bespoke approach to create a tailored strategy that underpins unique objectives and individual goals.

Our services span across sectors and jurisdictions which offers our clients vast flexibility and opportunities across the globe.

Who Are We?

**Gaming is our fastest growing sector,
and we are not one to stand still**



We provide our clients with support every step of the way, and value the significance of every step. Our attention to detail to meet goals has developed our cohesive list of services.

Our services include:

- eGaming consultancy
- Business plan assistance
- Licence application compilation
- Company incorporation and ongoing administration
- Establishment of bank accounts
- Anti-Money Laundering procedures
- Money Laundering Reporting Officer Services
- Liaison with payment solution providers
- IT hosting facilities and software suppliers
- Liaison with regulators, lawyers and auditors
- VAT Registration and Accounting services

Incorporation, Licencing, & Administration

Our Gaming Services

The Isle of Man, Malta, & The Cayman Islands

Where We Operate

Our experience in the gaming sector on the Isle of Man has earned us a prestigious reputation for offering an excellent service at a competitive rate. We hold a developed relationship with the regulator, the Gambling Supervision Commission and have an internal understanding of the Islands regulation and legislation. Our success is mirrored by our 100% licence application success rate.

In 2011 we expanded to Malta to provide our clients with a new landscape of opportunities. Since then have made significant inroads into Gaming and Fintech which has resulted in a consistent influx of new business across the group.



We have assisted numerous gaming enquiries in Malta with incorporating Gaming structures and obtaining licences. Malta also offers our clients a foot in the door to the European market, which is a contrast to our offering in the Isle of Man.

In all our jurisdictions, we advise our clients with expert knowledge on the environments characteristics, the regulatory environment, and the competitive structures available to them.

We understand their individual circumstances, and unique business model and align this to the most suitable licensing regime.

Our reputable position in the sector has developed our network of intermediaries that trust and support our services when incorporating a new structure.

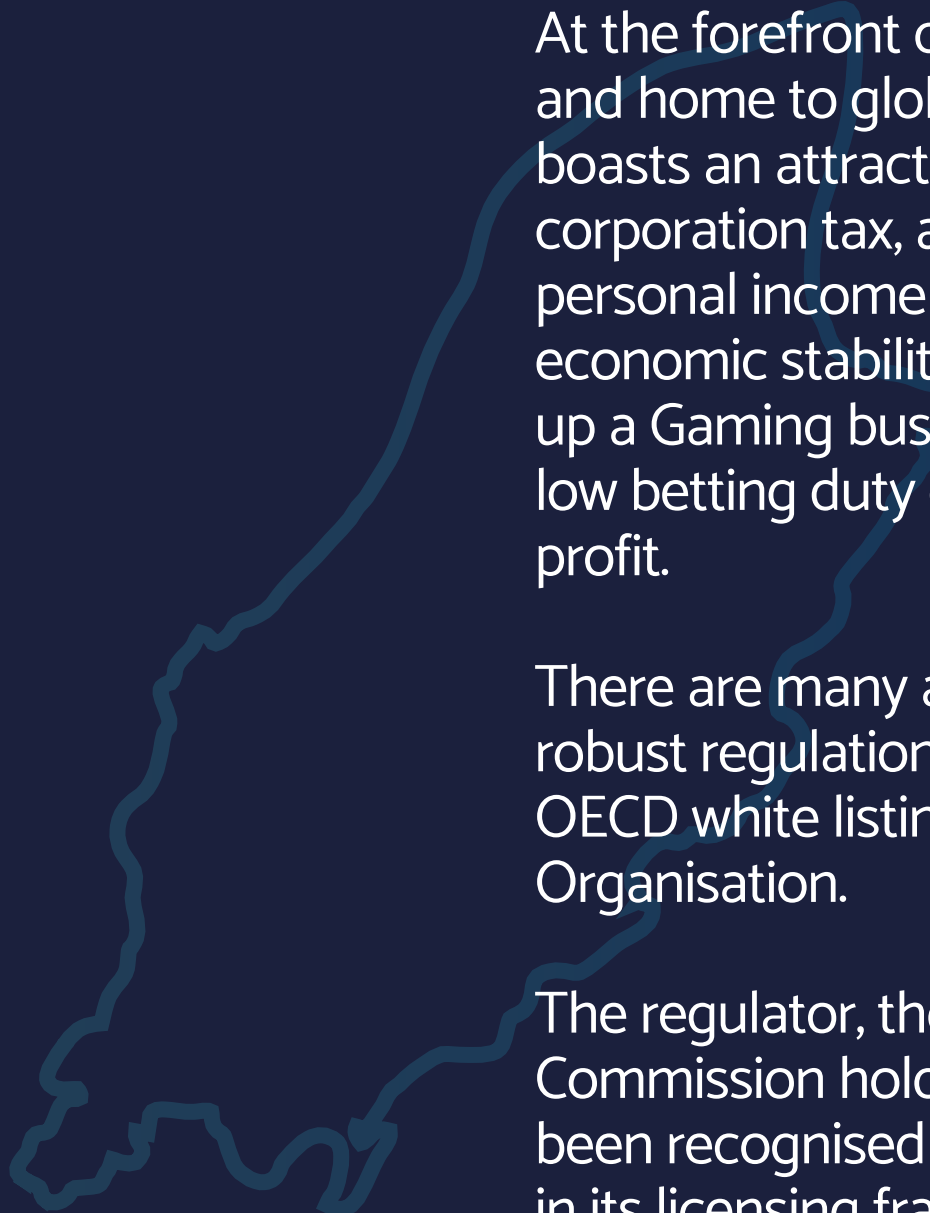
We have experienced unprecedented organic growth over the years, and a driver of this is our enthusiastic stance, and agile response to sector developments which drives innovation into our offering.

We are not one to stand still, and we are constantly evolving to encompass new exciting opportunities for our clients across multiple jurisdictions.

Gaming In The Isle of Man

An outward facing license entails enhanced flexibility in various structures, whilst also presenting a global competitive advantage in providing access to Asian and Latam markets.

A gold-standard licencing regime with robust, first-class regulation has placed the Isle of Man as one of the most competitive jurisdictions in the world for gaming licencing. A tier-1 jurisdiction for responsible gaming, the Island is also recognised as a leading global international offshore financial centre, offering advanced infrastructure and a reputation for digital innovation.



At the forefront of the Gaming sector for over a decade and home to global industry giants, the Isle of Man boasts an attractive fiscal regime, including 0% corporation tax, and capital gains tax and a low personal income tax rate. The islands political and economic stability creates an ideal environment to set up a Gaming business, with a low taxation policy and a low betting duty of between 0.1% and 1.5% of gross profit.

There are many attractive characteristics that form its robust regulation, including 100% player protection, OECD white listing and membership of the World Trade Organisation.

The regulator, the Isle of Man Gambling Supervision Commission holds a prestigious reputation and has been recognised for its utmost efficiency and flexibility in its licensing framework.



Isle of Man Licences

IOM B2B

- You will have the financial benefits of 0% corporation tax and 0% capital gains tax.
- Licence turn-around is just 12 weeks from submission.
- We are leaders in the eGaming industry and you will be issued with dedicated points of contact who care and want you to be successful.
- You will be licenced in the most respected and highly regulated jurisdiction, boosting your credibility when you do business.
- Banking is welcomed on the Isle of Man and we have many long standing relationships with the largest names.
- B2B Licence holders will be able to list their products/services on a register of approved software/platforms/games/products/live dealer studios on the GSC website.
- Testing certificates for each game will only need to be supplied ONCE, by the software licensee.
- IOM licenced B2C operators will be allowed to deploy any game on the register without seeking the GSC's permission.
- This register will act as a regulatory seal of approval for products, enabling the streamlining of internal processes and accelerating game deployment by IOM licenced B2C operator.
- Operators / Clients that use your content will not require an additional testing certificate, thereby quickening the process and potentially driving down costs.
- If the games are already certified in another jurisdiction then that certificate carries over to the Isle of Man without the need of further testing.
- You do not need to relocate your servers to the Isle of Man, they can remain exactly where they are.
- Two types of B2B licence available – Software Supplier License or Token/Blockchain Based Software Supply License

IOM B2C

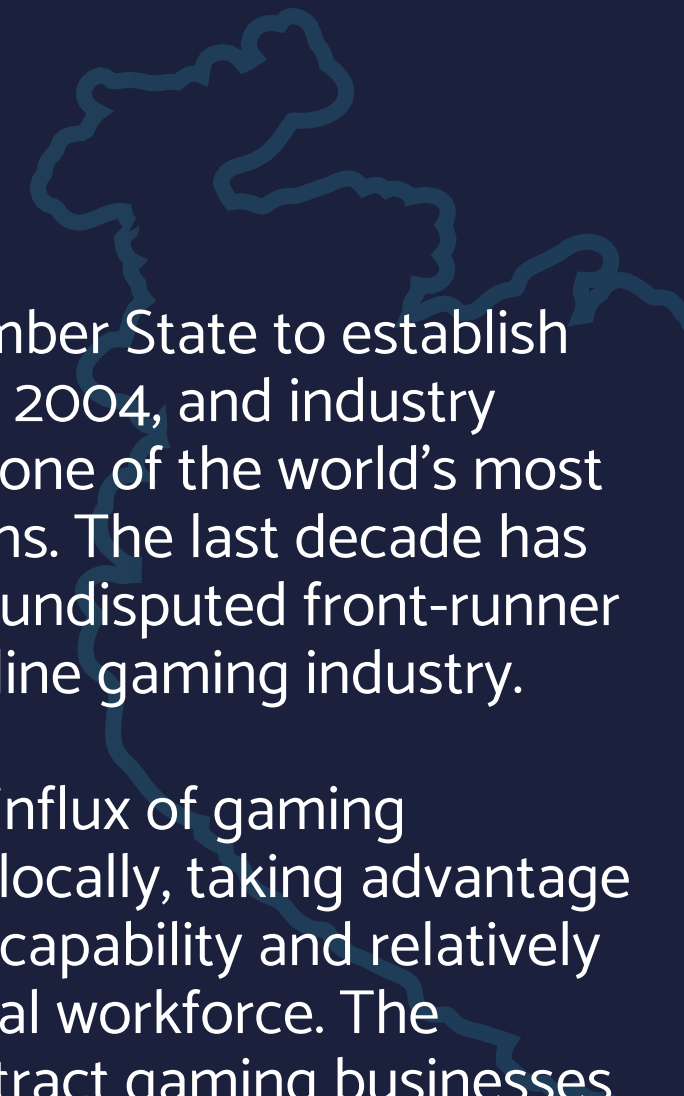
- All verticals fit under one licence and come with an uncomplicated fee.
- An outward facing license providing access to many markets including Asian and Latam
- Operator licences are available at three levels; Network Licence, Full Licence and Sub-Licence and also allow for White Label activities.
- We have a quick and simple licence application process that aims to provide you with a decision around 12 weeks from submission of the application; this speedy process ensures your business will be fully operational in a timely manner
- Gaming Duty - The benefits of the Island from a financial view point can be compelling, with low betting duty on a sliding scale between 0.1% and 1.5% on gross gaming yield (based on profit, not turnover) demonstrating the Island's competitive position in today's market.
Gambling Duty on the Isle of Man is based on profit, NOT turnover. Duty is paid on either 'stakes minus winnings' or 'retained profit' depending on the type of gambling activity. With written approval from Customs and Excise, an operator may be authorised to exclude affiliate payments from their duty calculation.
- Tax - 0% Corporation Tax, 0% Capital Gains Tax and 0% Inheritance Tax, attractive personal tax rates with high tax allowances and with annual income tax payable capped for individuals.
- Our fees are broken down to show the services we provide, including completion of business case, license application and on-going services including local resident directors, MLRO, VAT, Banking, and Compliance.
- Banking – Banking is always welcomed on the Isle of Man and can also be beneficial to the wider group.



Gaming In Malta

Malta holds a prestigious reputation in gaming and is internationally recognised as a first-tier jurisdiction that carries a wealth of credibility for your expansion into other neighbouring European regulated markets.

The regulator, the Malta Gaming Authority (MGA) boasts a secure regulatory framework and holds a pro-active stance to innovation on new developments the sector.



Malta was the first EU Member State to establish full remote gaming laws in 2004, and industry stakeholders see Malta as one of the world's most tried and tested jurisdictions. The last decade has seen Malta emerge as the undisputed front-runner in the regulation of the online gaming industry.

Malta has experienced an influx of gaming operators setting up shop locally, taking advantage of the advanced technical capability and relatively low labour costs of the local workforce. The government's efforts to attract gaming businesses and operators to relocate or start-up in Malta has supported this.

The jurisdiction's stable, political and legal environment offers an ideal environment for businesses to thrive, including a competitive fiscal structure with reduced rates of income taxes on personal income, and no double taxation relief of taxed profits distributed as dividends.

Malta provides a variety of online gaming licences that encompass many different types of online games, online casino games and access to another huge market, esports. With this, Malta has seen a steady rise in license applications, both locally and over-seas in recent years.

A full EU member state, Malta provides the perfect footprint to support expansion into neighbouring European regulated markets.



Malta Licences

Malta B2B

A B2B Licence includes;

- supply and management of material elements of a game
- supply and management of software, to generate, capture, control or process essential regulatory record and/or supply and management of the control system itself on which software resides.

Malta B2C

A B2C Licence includes;

- offering, provision or operation of a gaming service
- hosting a person in his premises accessible to the public, the operation or making available for use a gaming device or gaming system

“Each and every one of our individual client relationships is important and this is reflected by the bespoke services we provide. I have a hands-on approach so I can listen to the client which is essential in understanding each business model and individual requirements. Every business I deal with is treated as bespoke and also taken onto a personal level which enables me to not only grow and expand with the client but also retain their trust along the way. Every time I attend an event, it is a perfect opportunity to seek new business, however, it is also just as important to catch up with my existing clients to reaffirm that relationship and thank them for their continued commitment.”

Gary Harrison

Head of Business Development

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“I take the time to understand the nuances of each business, ensuring that we tailor our services to meet the needs and wants of each client. My conversations are centred on ways to simplify our clients’ day-to-day operations, offering service solutions that foster sustainable growth, remove existing barriers and allow clients to manoeuvre in the complex regulatory landscape. Engaging with Affinity opens the door to a long-term partnership with a dedicated expert team that delivers services to the highest standards with trust and discretion. We are steered by our desire to see succeed, because your success is ours.”

Koko Dlamini

Business Development Manager

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Our Brand

Our contemporary brand represents a transition from the traditional, it is dynamic, innovative and evolving. It stands out in the luxury asset sectors, yet fits in with our niche sectors reflecting our diverse offering.

A significant message in our brand is our approach. We hold a personal approach to corporate and trust services which entails a bespoke, tailored service by sharing our expert advice and knowledge to meet complex client requirements and individual goals.

A boutique business with a global presence, we have a determined vision to grow our business organically while continuing to provide the same personal, discreet service to our clients who rely on us for expert advice that spans sectors and jurisdictions.



With an agile and enthusiastic stance to industry developments, and new diversification in our service offering, we have been providing innovative services for many years. We have developed a prestigious reputation for offering an excellent service at a competitive price, as a result gaming has become our fastest growing sector.

Experts in administering luxury assets and fiduciary services, our business model is now made up of a diverse range of sectors.

- Aviation
- Cannabis
- Companies
- Commercial Property
- eGaming
- Escrow Services
- Esports
- Fintech
- Foundations
- Multi Family Office
- Relocation
- Resident & Citizenship
- Trust
- Yachting

Our Other Sectors



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