

Affinity
GROUP

eGaming



**UNDERSTANDING YOUR REQUIREMENTS.
EXCEEDING YOUR EXPECTATIONS.**

OUR EGAMING SERVICES

We have the skills and expertise to manage your eGaming business and guide you through your licence application and approval process.

We work with world class eGaming jurisdictions; prioritising a crime-free, safe gambling environment and protection for all players.

We specialise in regulatory guidance, Government grants and licence applications and we have an extensive network of local service providers to support your success.

OUR SERVICES

- eGaming consultancy
- Business plan assistance
- Licence application compilation
- Provision of Directors
- Provision of on-Island Operations Manager
- B2B and B2C licences
- Establishment of bank accounts
- Company incorporation and ongoing administration
- Transparent and fixed fees
- Dedicated point of contact for continuity
- Anti-Money Laundering procedures
- Money Laundering Reporting Officer services
- Liaison with payment solution providers
- IT hosting facilities and software suppliers
- Accounting services





OUR STORY

We have been bringing a personal approach to corporate and trust services since 2004.

We started our journey in the Isle of Man, managing luxury assets for clients that require the highest standard of service.

We now administer clients in a variety of sectors from our offices in the Isle of Man, Malta and the Cayman Islands. We are large enough to have an international reach, but small enough to provide an extremely personal and discreet service.

Our business methodology has remained consistent throughout our organic growth. We aim to deliver a level of service that is unrivalled, applying the philosophy that made us successful in administering luxury assets, to each of our sectors.

We have been operating in the gaming industry since 2013, building a leading reputation for excellent service. Our agile approach enables innovation which has seen our business become a multi-award winning, multi-jurisdictional Corporate Service Provider.

In 2019, Affinity was acquired. We retained our key talent, and our new leadership team has overseen a period of significant growth.

In 2020 we rebranded to Affinity Group, as we opened an office in the Cayman Islands and surpassed £2 billion of assets under our administration.



AFFINITY IN THE ISLE OF MAN

The Isle of Man offers...

- A strong regulatory framework.
- A highly regulated financial jurisdiction providing innovative solutions.
- Multiple banking and PSP solutions.
- The opportunity for licensees to advertise to the UK market, as the Island is listed by the UK Gambling Commission.
- 0% corporation tax, no capital gains tax and a low personal income tax rate.
- Government grant funding for relocation, hardware, software and marketing.
- A low taxation policy, political and economic stability, with a low gaming duty of between 0.1% and 1.5% of gross profit.
- 100% player protection, with OECD white listing and membership of the World Trade Organisation.
- A quick licensing process of just 12 weeks.

ISLE OF MAN LICENCES

In the Isle of Man, we help clients attain several licence categories:

FULL LICENCE

Full licence holders register their own players, keep their player data and are responsible for the anti-money laundering (AML) and know your customer (KYC) requirements. Full licence holders can also allow other businesses to either Sub-licence or White Label under them.

NETWORK LICENCE

A network licence is similar to a full licence, however it provides more B2B options which complement the Sub-licence or White Label. Network licence holders are able to enter into agreements with other operators located in other jurisdictions, which becomes known as a network partner. Network licence holders can allow network partner registered players to play their games, without the requirement to reregister. They also do not have any AML or KYC responsibilities for these players, as this lies with the network partner. Network partners are not liable to pay any duty or fees to the Gambling Supervision Commission (GSC).

SOFTWARE SUPPLIER LICENCE

Elective rather than mandatory, many software businesses choose to become licenced in order to demonstrate adherence to the top-tier Isle of Man standards, giving reassurance to B2B partners. A software supplier holding a licence can have their products listed as approved on the GSC's website and any IOM B2C operator can then deploy these games on their site without needing to acquire RNG testing certificates. The licence can also be applicable to other service providers in the gaming industry such as affiliates and live dealer studios, who can also benefit from the reputation of the Isle of Man's regulatory standards, along with their B2B partners.

Some of the standard licence conditions do not apply to the Software Supplier licence, i.e. those which relate to player registration such as server location, KYC and AML, as no player data is held. No gaming duty is due as no bets are taken.



AFFINITY IN MALTA

Malta offers...

- A strong regulatory framework.
- A full EU member state and a Eurozone location.
- Multiple banking and PSP solutions.
- A highly efficient fiscal regime which avoids double taxation of taxed company profits distributed as dividends.
- A stable legal and political environment with strong regulatory standards and a professional and efficient regulator.
- A well regulated jurisdiction, with favourable VAT legislation, highly qualified person rules, resulting in reduced personal tax for eligible gaming professionals.
- A recognised eGaming hub with low fees and gaming taxes and robust player protection.

MALTA LICENCES

In Malta, we help clients attain the following licence categories:

MALTA B2B

A B2B licence includes the supply and management of material elements of a game or the control system on which software resides, as well as the supply and management of software, to generate, capture, control or process essential regulatory records.

MALTA B2C

A B2C licence includes the offering, provision or operation of a gaming service, the hosting of a person on premises accessible to the public, or the making available or operation of a gaming device or gaming system.



OUR BUSINESS DEVELOPMENT TEAM



Gary Harrison

Head of Group Business Development

In the eGaming sector for over 10 years, Gary holds a wealth of experience across our jurisdictions. He is a true ambassador for our clients, extremely effective at developing long-term business relationships and understanding unique requirements.



Koko Dlamini

Business Development Manager

Koko joined Affinity in December 2020 as a Senior Client Administrator specialising in the eGaming sector. Since then, Koko has built an exceptional depth of expertise which has led her progression to Business Development Manager.

CLIENT TESTIMONIAL

"Affinity handled the application for our Gaming Licence in the Isle of Man. Funfair was the Isle of Man's first Token Based Software Supplier Licence.

Affinity handled the application process on our behalf and acted as liaison between our team and the GSC. We were given a dedicated contact, who was experienced and extremely knowledgeable when it came to the regulatory framework, licensing regime and our application process.

The service was seamless, efficient and professional."



WHY AFFINITY?

Our team hold the necessary skills to manage your eGaming business and guide you through the licence approval process.

We will ensure your business operates within the regulatory framework, provide guidance on Government grant application, and can act as the interface with the various bodies required to achieve your aims in the gaming world.

With offices in the Isle of Man, Malta, and the Cayman Islands, we are able to facilitate engagement with Island based financial, legal and technical partners, and can establish entities through a number of jurisdictions. We take care of the management and administration of structures and provide a comprehensive range of services.

We pride ourselves on our knowledge of the industry, our high standards of confidentiality and risk management skills which offers our client and our partners peace of mind.

TALK TO US

We are ready to support you with your eGaming requirements. Please get in touch if you would like advice or to speak to one of our experts.

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**A PERSONAL APPROACH TO CORPORATE,
DIGITAL & PRIVATE WEALTH SERVICES**



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