



LOTTO RELOADED PROMOS JULY 2021

Stay unique!

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Changes to lotto



WE HAVE RE-DESIGNED AND REBUILT OUR LUCKY LOTTERY STUDIOS, AND THE LATEST CUTTING-EDGE 'LOOK AND FEEL' CREATES A WORLD-CLASS TONE AND IMAGE.

OUR NEW STUDIOS TAKE OUR PRODUCT RANGE TO A NEW, STRATOSPHERIC LEVEL:

- **NEW FEATURES**
- **NEW STUDIO DESIGN**
- **TECH ADVANCES**
- **IMPROVED SECURITY**
- **ENHANCED PLAYER EXPERIENCE**



TYPES OF CAMPAIGNS

We are inviting our partners to participate in our Lucky Number games Promos!

We are offering our partners 2 different types of campaigns and they can choose one of them: CashBack and Tournament.

We are open to discuss also to have a different campaign for each week (i.e. during the first and second week a partner can run a Cashback campaign, and offer a tournament campaign during the third week)



PROGRESSIVE CASHBACK

We want to offer a 3 weeks campaign with 3 different **CashBack** promos on the 3 different games we are releasing, as follow:

- 1. From the 20th till 26th →10% CashBack on your net losses placed on Lucky 5 →CashBack will be credited on the 27th morning**
- 2. From the 27th till 2nd →15% CashBack on your net losses placed on Lucky 6→ CashBack will be credited on the 3rd morning**
- 3. From the 3rd till 10th →20% CashBack on your net losses placed on Lucky 7→ CashBack will be credited on the 10th morning**



PROGRESSIVE CASHBACK: T&C

Cashback will be credited in Real funds without wagering.

Cashback offers have a time frame when any losses of real funds will be eligible for cashback.

Only real funds are eligible for cashback. Bonus funds do not count toward cashback.

Min. Cashback is €1 and Max. Cashback is €100.

Cashback is enabled for all bets made on Lucky 5 (from July 20th till July 26th)

Cashback is enabled for all bets made on Lucky 6 (from July 27th till August 2nd)

Cashback is enabled for all bets made on Lucky 7 (from August 3rd till August 10th)



TYPES OF TOURNAMENTS: ODDS VALUE AND WIN VALUE

We are giving the possibility to our partners to choose between 2 different types of tournaments:

1. Odds Value → Points will be calculated at the winning odds
2. Win Value → Points are generated based on the value of wins

We want to run 3 different tournaments (based on the released game) with 3 different prizes, so players can choose to participate in all or just one of them.



TOURNAMENT: ODDS VALUE

Points will be calculated at the winning odds, regardless of the bet amount. The coefficient used by the player in the won bet will be multiplied by the fixed coefficient x100 in specific games (Lucky 5 – 6 – 7).

For example: the first bet is 100 EUR with odds. 1.90 in the game "Lucky 5" won. Points are calculated: $100 * 1.90 = 190$ points in the tournament.

Min. bet is 1eur and Min. odds is 1.50.

The rating of the players in the standings will be updated once a day and no later than 18:00 (UTC + 2) of the day that follows the reporting day.
Data for the period from Friday to Sunday will be updated on Monday.

After the end of the Tournament, the prizes will be credited to the winner within 24 hours.

Only real cash counts for the points.

The Prizes will be credited on the 27th – 3rd – 10th



TOURNAMENT: WIN VALUE

Points are generated based on the value of wins irrespective of bet size, so players' score is calculated by accumulating 1 point for every €10 the players win.

The Min bet amount for both tournaments is 1eur and Min odds is 1.50
Only real cash counts for the points.

The Prizes will be credited on the 27th – 3rd – 10th



HOW TO PARTICIPATE

A partner that wants to participate in one of the promos can contact us at any time and to bring the most value out of the promotion, we suggest to use the following tips:

- Provide us with the link to the rules and the leaderboard (Tournament)
- Provide us with the email of the recipient who should receive leaderboard on daily basis (Tournament)
- Provide us with the Date, Time*, and Timezone (Cashback and Tournament)
*We suggest to start the promos on the studio updates days (20th -27th -3rd)
- We suggest to have a Min. stake of 1eur, Min. odds of 1.50, and Min. round played between 50-100 (Cashback and tournament)
- Provide us with the hours to hold payout for review. Can be also instant payout (Cashback)
- Provide us with the link to the rules of the dedicated page you created for the promo and please add a section "More info" to provide the players with all info about it (Cashback)
- Provide us with all info we need to create marketing materials for the partner, as banner size etc (Cashback and Tournament)
- Position the banners we'll provide you on **TOP** for the duration of the promo (Cashback and Tournament)
- Integration API 1.5 or 1.6 is needed



HOW TO PARTICIPATE

We also advise to send some marketing materials to the players, as follow:

- 1email + SMS on the 20th and at least one email as a reminder after $\frac{3}{4}$ days (new release info plus promo info)
- 1email + SMS on the 27th and at least one email as a reminder after $\frac{3}{4}$ days (new release info plus promo info)
- 1email + SMS on the 3rd and at least one email as a reminder after $\frac{3}{4}$ days (new release info plus promo info)



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