



# SportPesa



## MARKET

Kenya is the third largest gaming market in Africa. Its betting revenues are expected to reach 5.1 billion Kenyan shillings by 2020, a 142% rise from 2014. SportPesa is the market leader in the country. In fact, its website is the second most visited website on smartphones, after Google and before Facebook.

## ACHIEVEMENTS

SportPesa's greatest achievement is that it is a ground-breaking new concept that overcame multiple hurdles, to be known as "THE" market leaders in online gaming in Kenya and the World.

### AWARDS

#### 2017

- The BEST African Sponsorship support of (grassroots football through) The SportPesa Super 8 League; Discovery Sports - Industry Awards (DSIA), South Africa
- The BEST Pan-African Campaign of the year for the sponsorship of the 'MADE OF WINNERS':The Discovery Sports - Industry Awards, South Africa
- SportPesa was one of the finalists for the 2017 Football Business Awards for Best Brand Activation Involving Football for work with Everton: - Everton in Tanzania and with Hull City: - SportPesa All Stars.
- "TUJIAMIINI" recognised as one of the Best Sports Marketing Campaigns of 2017 by Marketing Society of Kenya.

#### 2016

- The BEST African Sponsorship for The SportPesa Premier League - Discovery Sports - Industry Awards (DSIA), South Africa
- Valuable Taxpayer Certification – Kenya Revenue Authority

#### 2015

- Best Sports Advertisement and Best Marketing Campaign, Marketing Society of Kenya Awards, Kenya
- Best Use of Social Media, SOMA Awards (Social Media Awards), Kenya

## INDUSTRY FIRST

### Mobile Wallet:

SportPesa became the first Gaming Company to use mobile money for transactions on its platform. Partnering with two mobile money providers M-PESA and Airtel Money. SportPesa's customers can deposit and withdraw money from their SportPesa accounts at any time.

### Instant Payouts:

SportPesa prides itself on crediting the accounts of its customers instantly when they win. The customer is notified by SMS and is able to access the funds immediately.

### Highest minimum jackpot:

In 2015, SportPesa had the highest minimum Jackpot amount in Kenya, at Ksh 5 million. In 2016, the minimum amount increased to 10 million.

In 2017, the Mega Jackpot was introduced starting at a minimum of 100 million.

This is the highest amount offered by a betting company in Kenya.

### Official Betting Partner in Africa for 2 English Premier League Clubs (Arsenal and Southampton)

### Official Shirt sponsor of Everton F.C and I Championship Club (Hull City):

SportPesa became the first firm to secure betting category exclusivity for Arsenal, Southampton, Everton and Hull City in Africa.

### Title Sponsor and Official Betting Partner of Kenyan Premier League:

SportPesa is the first betting company to become the title sponsors and first ever-official betting partner of the Kenyan Premier League.



### Headline Partner and Official Betting Partner of Kenya Rugby Union:

SportPesa is the first betting company to partner with the Kenya Rugby Union and acquire category exclusivity as the Headline Partner.

### Title Sponsor and Official Betting Partner of The Boxing Association of Kenya:

SportPesa became the first betting company to partner with the Boxing Association of Kenya and acquire category exclusivity as title the sponsors of the National Boxing league.

### Official Betting Partner of Football Kenya Federation:

SportPesa became the first betting company to partner with the Football Kenya Federation.



## COUNTRY FIRST

### English Premier League:

SportPesa became the first Kenyan Company to feature on the shirt of an English Premier League team – Hull City during the 2016/17 season and Everton starting from the 2017/18 season.

It was also the 1st to appear across the pitch side branding boards during English Premier League Games played at The Emirates Stadium, St. Mary's Stadium, KCOM Stadium and Goodison Park.

### SPORTPESA ALL-STARS:

SportPesa is the first Kenyan company to sponsor and form an all Kenyan stars' football team through its partnership with various football stakeholders in Kenya and in the UK to play in the UK with a development side and English Premiere League Club – HULL City.

**SPORTPESA SUPER CUP:** SportPesa became the 1st Kenyan company to form a regional competition named SportPesa Super Cup that brought together clubs from Kenya and Tanzania in a knock-out competition whose winner played English Premier League side Everton in a historic match played in Tanzania.

### SPORTPESA PREMIER LEAGUE ALL-STARS:

SportPesa became the 1st Kenyan company through its partnership with the Kenyan Premier League Limited, to send a league representative to Spain for a series of matches with La Liga Clubs.





## HISTORY

SportPesa is a globally recognised Kenyan-based sports gaming company, that is owned and operated by Pevans East Africa Limited. It was registered in 2012. SportPesa Kenya is licensed by the Betting Control Licensing Board (BCLB) under the Betting, Lotteries and Gaming Act [3] to operate sports gaming.

The company is also licensed and operational in four other core markets such as Tanzania, South Africa, Isle of Man and The United Kingdom, where it operates in conjunction with the well-established company TGP Europe.

In 2014 SportPesa officially launched services from its offices at Sameer Business Park. At the time, there were only 10-15 permanent staff that included bookmakers, IT, Customer Care and Finance, before expanding in subsequent years to include marketing, legal, administration and audit departments.

Initially, the company only had a single-bet product then expanded by introducing the multi-bet product in the first few years.

SportPesa faced many challenges at the beginning. It offered a totally new concept, and it was difficult breaking down people's preconceived ideas of betting. Some of the major hurdles they had to overcome were:

### **Business partnerships:**

SportPesa experienced challenges in forging business relationships given the poor understanding of its business among the masses. It took a lot of perseverance to convince partners that SportPesa was a viable business option.

### **Cash Flow:**

Like most businesses SportPesa faced cash crunch in the startup phase. It required expensive technology to set up and the delay in getting local partners delayed its penetration into the Kenyan market.

### **ICT:**

SportPesa is heavily reliant on technology to be able to deliver what it guaranteed customers. The set-up and operation of such systems took longer than anticipated due to numerous factors ranging from availability of required resources to getting the right skilled personnel.

### **Introducing & Educating:**

The market response to the new product was not as expected, as people did not know or understand it. There had never been anything like it in Kenya and it took a much longer time than expected to educate and introduce people to the concept.

## PRODUCT

SportPesa provides the following products and services:

### **MEGA JACKPOT**

The MEGA Jackpot is designed to engage the sports consumer with 17 different options on

one bet slip on pre-selected fixtures. The players get rewarded from 12 correct predictions on the SportPesa platform.

### **MID-WEEK JACKPOT**

The Mid-Week Jackpot is designed to engage the sports consumer with 13 different options on 1 bet slip on pre-selected fixtures. The players get rewarded from 10 correct predictions on the SportPesa platform.

### **MULTI-BET**

The Multi-Bet is designed to engage the customer as they follow their favourite sports and teams and get rewarded on the SportPesa platform. Customers can choose as many different combinations of fixtures on one bet slip.

### **SINGLE BET**

The Single- Bet is designed to engage the customer as they follow their favourite sports and teams and get rewarded on the SportPesa platform. Customers get to place bets on different games.

## RECENT DEVELOPMENTS

SportPesa is always looking to grow the services it provides. They understand that one must innovate to keep the customer engaged and satisfied.

### **SportPesa Android App**

The SportPesa App was launched in 2016 designed to enhance the online user experience. It minimises data usage on phone and gives the customers an interface they can easily navigate to place their bets.

### **Mega Jackpot**

The MEGA Jackpot was introduced in 2017. This bet has 17 preselected matches that are played over the weekend. The Jackpot starts at 100 million, the amount increases by a certain percentage every week until it is won.

### **QUICK PICK**

The quick pick was introduced in 2017 for the Jackpots. Here customers opt for a random pick by the system. They then send this via SMS to 79079 i.e MJP#? (for the Mega-jackpot quick pick) and JP#? (for the mid-week jackpot quick pick).

### **Live Betting**

It is Kenya's most user friendly live game platform. Sports consumers play live on [www.sportpesa.com](http://www.sportpesa.com) for a chance to win cash whilst the game is ongoing.

## PROMOTION

Promotion and Advertising is the lifeline for a brand such as SportPesa. It not only engages new clientele but also keeps the existing ones aware of developments. The whole basis of betting is enticing individuals to take a chance, get a thrill and win a lot.

SportPesa uses every possible way to get its message out there, from advertising campaigns to social media, from competitions to sponsorships. If there is a way to promote the brand they will do it.

Some of their unique promotions were:

### **Road to Emirates:**

In 2016, SportPesa ran a competition for 10 lucky customers to win an all-expenses paid trip to the United Kingdom to watch an Arsenal game at the Emirates Stadium.

### **Rafiki Bonus:**

Rafiki Bonus rewards a customer for introducing others to the SportPesa platform. The customer gets rewarded after the person they have introduced places a bet that has a KShs. 100 stake or higher. The customer gets a KShs. 100 reward deposited into their SportPesa account.

### **Made of Winners**

In 2016, The Made of Winners Competition allowed SportPesa customers a chance to experience VVIP treatment at the 2016 SportPesa Festival.

## BRAND VALUES

SportPesa believes that there is so much more to its brand than Gaming. They don't just provide entertainment, but are also about supporting the local communities. Their brand values are:

- Reliability
- Consistency
- Passion
- Leadership
- Integrity
- Community Social Responsibility

[www.sportpesa.org](http://www.sportpesa.org)

## Things you didn't know about SportPesa

- SportPesa has made over 200 millionaires since its inception with customers getting pay-outs in jackpot winnings, bonuses and multi-bet single-bet winnings.
- SportPesa through sports sponsorship has been able to give a source of income to over 10,000 players and sports administrators.
- SportPesa broke convention in the industry by creating a community involving gaming brand that is deeply committed to sports development in local communities.
- SportPesa recruited and trained Customer Care representatives who provide 24/7 service.
- SportPesa is the most-visited Kenyan website after Google and ahead of Facebook.
- SportPesa customers can place wagers as low as 49 shillings
- SportPesa customers can use the website to research information before they place their bids.
- SportPesa winners have used their winnings to elevate their living standards e.g. buying homes or land.
- SportPesa users believe that crime in their neighbourhoods has been reduced because local men are preoccupied with betting.