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From Retail to Digital : Turning Constraint into Growth



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LEVEL I PARTNERS



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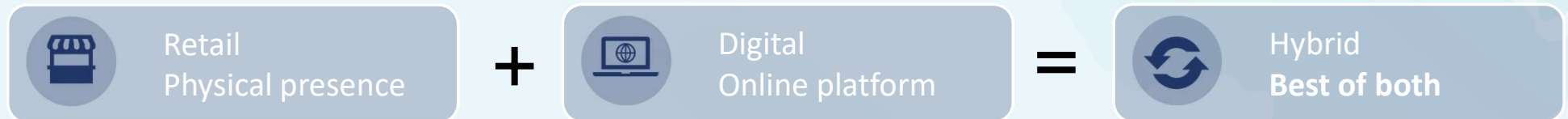


LEVEL II PARTNER



Let start with a simple belief.

The future of gaming is **hybrid**.



“ The most successful gaming companies will be those that seamlessly integrate **physical retail experiences** with **digital innovation**, creating a unified ecosystem that serves all player preferences. ”

The Challenge We Face



Market reality check : Traditional barriers still dominate the landscape



CASH IS STILL DOMINANT

In many markets, Physical currency remains the primary and preferred payment method



RETAIL IS STILL CENTRAL

Physical stores remain the primary point of contact for customers



TRUST IS EVOLVING

Online payment trust is growing but still faces significant barriers in many regions

The real question : Do we force digital adoption? Or do we build bridges?



Force Digital

Aggressive approach

Push customers toward digital platforms by removing physical options and mandating online adoption.



Fast digital adoption



Reduced operational costs



High customer resistance

VS



Build Bridges

hybrid approach

Create seamless pathways between retail and digital, allowing gradual transition at customer pace.



Gradual adoption



High customer satisfaction



Lower resistance



In Morocco, we chose to build a bridge



A simple bridge connecting retail trust with digital convenience

That bridge is called TICKIT

Based on a very simple idea



The image shows a hand holding a smartphone displaying the TICKIT app. The app interface includes a header with the TICKIT logo and navigation icons. The main content area features a promotional banner with Arabic text: "إلعب وأربح عبر الإنترنت بدون تسجيل وبدون الإدلاء بمعطياتك الشخصية!" (Play and win online without registration and without providing your personal data!). Below this, there's a section titled "إلعب بكل حرية" (Play with complete freedom) and a smaller image of a man giving a thumbs up. At the bottom of the app screen, it says "JUSQU'À 500 DH* DE BONUS OFFERT. INSCRIVEZ-VOUS!" (Up to 500 DH* of bonus offered. Register!). The background of the entire advertisement is a football stadium at night, filled with spectators and illuminated by bright lights, with green and red smoke or confetti in the air. The TICKIT logo is prominently displayed in the top right corner of the ad. In the bottom right corner, there is a red and white circular logo with the number "18" and the text "العاب بمسؤولية" (Gaming responsibly).

To allow players who already **trust retail**
to access digital ...without changing their habits

3 steps, simple process

STEP 1



Retail access

Physical touch point

Players buy vouchers in retail outlets they already trust



Any retail location

STEP 2



Instant account

No friction

Create online account instantly with voucher code



Takes 30 seconds

STEP 3



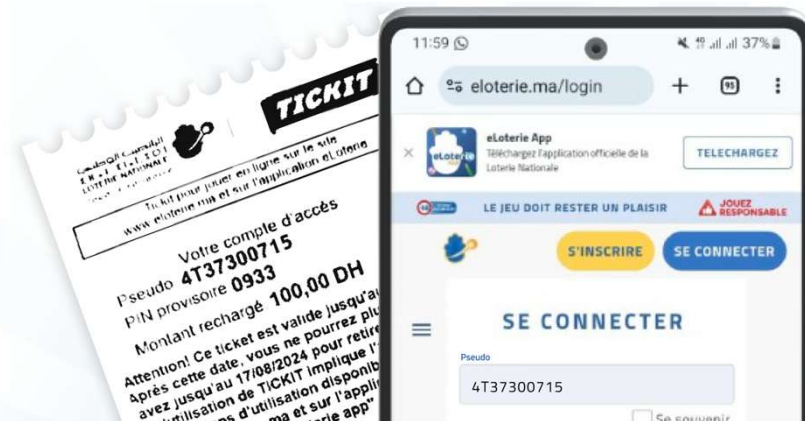
Start playing

Immediate access

Begin playing immediately – no bank card need



Instant access



 No bank card

 No friction

 No disruption

A strategy built on 4 bold choices



1. DON'T OPPOSE RETAIL AND DIGITAL

Accelerate

- ✓ PoS becomes a digital entry point
- ✓ Retailer becomes a driver of transformation
- ✓ Physical presence builds trust

Retail > digital synergy



2. REMOVE FRICTION. RADICALLY

Simplify

- ✓ No bank account required.
- ✓ No heavy onboarding upfront.
- ✓ No complex registration journey.

Zero friction approach



3. ONBOARDING IS A JOURNEY

Progressive

- ✓ Enable trial & discovery
- ✓ Gradual engagement
- ✓ Trust built progressively

Gradual engagement



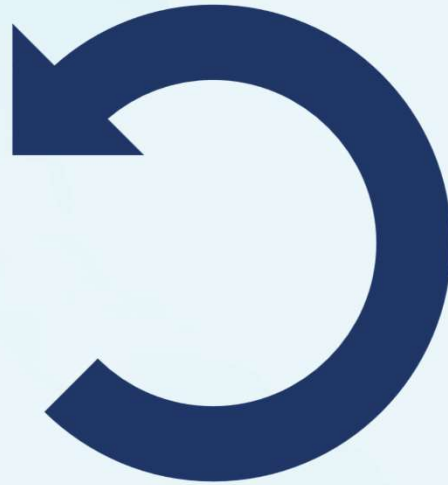
4. ALIGN INCENTIVES - FOR REAL Win-Win

- ✓ Redesign the model
- ✓ Retailers earn from digital activity
- ✓ Network becomes acquisition channel

Shared success model



The turning point



When your retail network wins, starts pushing your digital business, transformation becomes shared and sustainable

The results

Transformation that is embraced — not resisted.



Digital adoption

Strong acceleration across
player segments



New audiences

Access to previously
unreachable player segments



Channel synergy

Retail and digital working in
harmony



Account migration

Progressive shift to registered
accounts

What we learned, 4 key lessons

CX focus



1. OMNICHANNEL IS CUSTOMER EXPERIENCE

Omnichannel is not an organization model. It's a customer experience strategy

Unified customer journey

Optimization



2. FRICTION IS THE SILENT KILLER

Every unnecessary step costs users. Friction is the silent killer of adoption

Streamlined processes

Scale



3. INCLUSION IS GROWTH STRATEGY

What you simplify, you scale. Inclusion drives growth.

Broader market reach

Sustainability



4. NETWORK MUST WIN

If your network doesn't win, your transformation won't last.

Shared success model



**Tickit is not only a product innovation.
It's a different way to think about transformation**



The Mindset shift

Instead of asking :
“HOW DO WE BRING PLAYERS TO DIGITAL?”

We asked :
“HOW DO WE BRING DIGITAL TO WHERE PLAYERS ALREADY ARE?”



Build Bridges
Not walls

Connect retail and digital
seamlessly



Empower Network
Not control

Let retailer become digital
champions



Scale Together
Not alone

Shared success drives
adoption



EL INDUSTRY DAYS
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JUNE 7-10, 2026 | MARRAKECH

Thank you