

Closed joint stock company  
" Sport-pari "

**CJSC «Sport-pari»**  
Sverdlova str. 2, liter A1-3/к, room.5,  
220030, Minsk, the Republic of Belarus

Bank account: 3012004762012 in the  
«Bank BelVEB»  
Minsk str .Myasnikova, 32, kod 226.  
UNP 190863938 ОКПО 377331405000

Tel. + 375 17 209 44 16;  
Fax. +375 17 226 18 26  
[www.sportpari.by](http://www.sportpari.by)



Закрытое акцiонерное абшество  
«Спорт-пари»

**ЗАО «Спорт-пари»**  
ул. Свердлова 2, лит. А 1-3/к, пом.5,  
220030 г.Минск

Р.с. 3012004762012  
в ОАО «Банк БелВЭБ»  
г. Минск, ул.Мясникова, 32, код 226  
УНП 190863938 ОКПО 377331405000

Тел. + 375 17 209 44 16;  
тел (факс) +375 17 226 18 26  
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## SPORT PARI PRESS RELEASE

On the 24<sup>th</sup> of April, SPORT PARI has launched a smartphone based application online sales system, that is based on a secure and highly scalable LOTERITY® engine, that allows players to:

- quickly register a new account
- play for upcoming draws
- pay instantly (SMS payment)
- get instant pay-out for low tier winning prizes
- check regular paper tickets for winnings
- manage purchased tickets directly from mobile account

The system automatically notifies players about jackpots, tracks physical location of purchased tickets, and provides functions that support responsible gaming standards. The lottery management system for mobile solution provides advanced functions that allow efficient management, analysis and hotline support of the mobile channel.

Payments can be performed instantly through the online SMS channel as well as the offline iPAY system that enables payments via internet banking or ATMs.

The implementation opens up a new sales channel and bridges the gap between younger generation of players and standard paper based ticket distribution channels.

During the first 2 months of operations, several thousand users have downloaded the application and registered. More are playing regularly as the ease of purchasing lottery tickets through the mobile channel becomes apparent.

Sales are continuously increasing and it is expected that 10% of sales growth will be achieved through mobile sales by the end of the year.

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### About Sport Pari

Closed joint stock company Sport Pari runs the online lottery under government license, and it is the only operator of online lottery games in the country. Sport Pari uses modern technologies, and substantial network of online terminals.

<http://sportpari.by/>