

VELITECH

Africa

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Checklist on African
iGaming Market Entry
by Irakli Kakhidze,
Director of Turnkey



INSIDER ARTICLE
Maximising iGaming
Engagement in Africa
by Sanjulian Nis,
Head of VeliEDGE

VeliTech launches in South Africa

Turnkey Solution

ML-Driven Ecosystem for iGaming Operators



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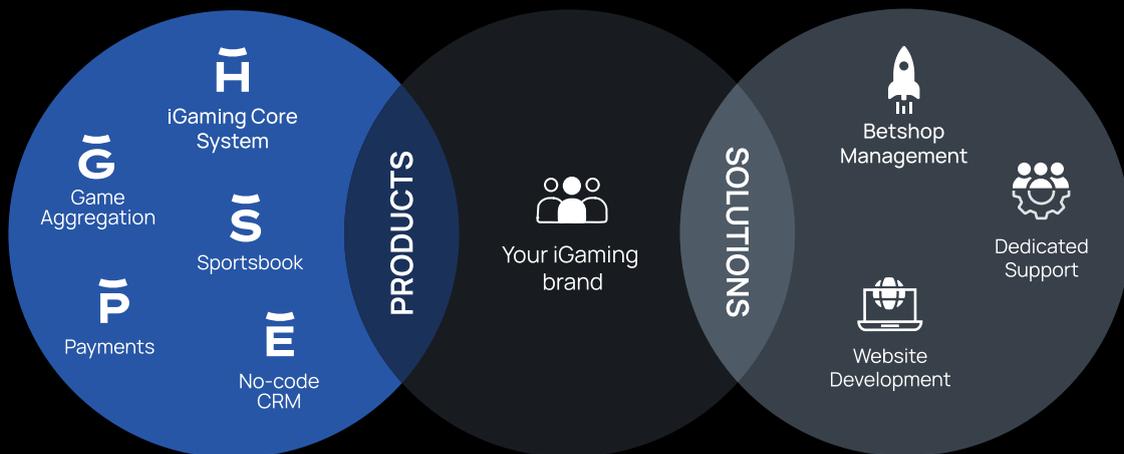
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High-touch approach

Emerging markets
expertise

Tailored solutions

- 360° view of players & their activity
- Unlimited personalisation
- Comprehensive bonus engine
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- Unmatched reliability
- Optimised payment experience
- Deep data & analytics
- Omnichannel experience



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VeliTech Announces Entry into the South African iGaming Market

Europe-headquartered VeliTech, a leading provider of innovative turnkey iGaming solutions that is positioned to revolutionise the industry for betting companies, has officially launched in South Africa.

The betting industry, now worth more than R1 trillion, is by far the most popular form of wagering in South Africa, outstripping the money bet at casinos, according to the latest available report from the National Gambling Board of South Africa. The same report highlights that this form of gaming has grown 20 percentage points year-on-year as of last March. And this upward trend in betting, especially on the outcomes of crash and casino games, is not showing any indication of slowing.

The VeliTech Turnkey solution is based on automated, machine learning-driven products that address all current iGaming operator challenges. Internationally, VeliTech has already integrated more than 30,000 games, made more than 100 sports offerings available, and serves more than 40 million users with its iGaming solutions.



Giorgi Aleksidze,
CEO at VeliTech



Giorgi Aleksidze,
CEO at VeliTech



The South African market represents a crucial milestone in VeliTech global expansion. By combining our innovative technology with deep local expertise, we're positioned to transform how iGaming operators succeed in this dynamic region.

The VeliTech technology provides a robust foundation that enables companies to market at speed and remain agile in an ever-changing landscape. The cutting-edge technology creates a competitive advantage for companies wanting to grow in emerging markets and boost player engagement. VeliTech has already successfully aided an international operator in growing their gross gambling revenue eightfold and gaining over three times in unique active players over six months.

The VeliTech platform brings together a native CRM, automated payments, game aggregation, gamification, and retail, all seamlessly integrated into a back office. The company's local knowledge ensures that every solution aligns with the technological and operational requirements of the South African market, driving exponential growth.



With more than 20 years of experience in gaming and marketing, I'm honoured to lead this venture as we deliver superior technology to revolutionise the South African iGaming market. Our holistic approach, combining global expertise with local insight, positions us uniquely to serve this rapidly expanding sector.



Petro Magos,
Regional Representative at VeliTech
South Africa



Checklist

African iGaming Market Entry

Entering the African iGaming market presents exciting opportunities, but it also comes with unique challenges. Having the right guidance can make all the difference. At VeliTech, we've been there ourselves, guiding one of our key clients through their market entry. Our team has learned a lot along the way, and the insights we've gained are now compiled in this 9-step checklist.

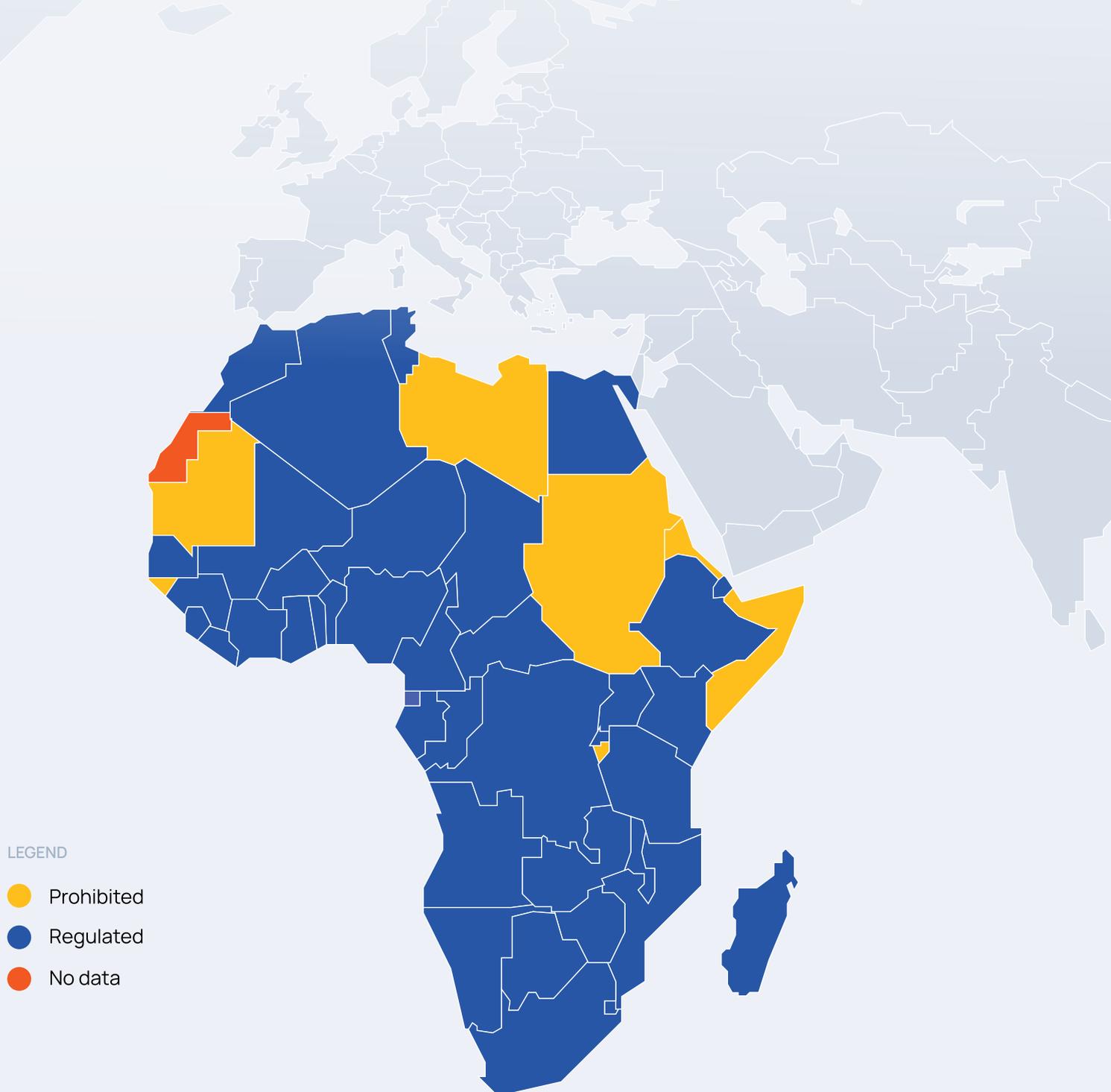
Designed to help you create a winning market entry strategy, this guide highlights the key factors that are particularly relevant to Africa's iGaming landscape.

We've done the hard work — now it's your turn to benefit from this knowledge without trial and error. Let this checklist be your roadmap to success in Africa's rapidly growing iGaming market.

1

Understand African iGaming regulations

The regulatory requirements for iGaming in Africa are as diverse as the continent itself. Of the 49 countries in the Sub-Saharan region, 41 (83.6%) have legal regulations governing gambling, while 7 (14.3%) prohibit it, and 1 country has no legislation in place. So, the first step we at VeliTech take is to familiarise ourselves with the gambling rules of the country where our client is launching.



2 Choose the right technology platform

Your online gambling business will need to accommodate inconsistent internet speeds, device types, and local payment preferences for a successful iGaming market entry in Africa. So, a lot will hang on choosing the right software provider.



Irakli Kakhidze
Director of Turnkey



Our team knows what it's like to search for the right tool to run a business. Before VeliTech, we were just a part of a larger iGaming group looking for a perfect platform to manage our brands. When we realised that none of them truly met our needs, we decided to create our own iGaming software with all the tools necessary for success. It all started with VeliHorizon, a centralised platform for managing both digital and retail operations. Soon, it became clear that navigating Africa is not the same as operating in highly regulated, mature markets like the UK, Germany, or France. So, we tailored our entire product suite to real-world challenges encountered in emerging markets. The result? An entire ecosystem of products built by operators, for operators and tailored specifically for dynamic regions like Africa.

3 Secure licensing

Things can get confusing with licenses. In certain countries, such as Kenya, Uganda, and Zambia, authorities issue licences intended specifically for land-based operations, but they also extend these licences to online operators. But, for instance, in Zambia, while unlicensed gambling venues are officially prohibited, it's unclear whether this restriction applies to online casinos.

The upshot? Make sure you learn the duration, cost, and renewal process for licences before you start.



4 Plan your localisation strategy

Localisation goes beyond just making your platform support local languages and currencies. It involves adapting the entire user experience to suit local customs and behaviours. This includes offering games that are culturally relevant and providing promotions that resonate with local players. With VeliGames, our powerful aggregation platform, you gain access to locally relevant content from the region's most renowned gaming providers:

SPRIBE

Evolution

PRAGMATIC **PLAY**

TVBET

AMUSNET

HABANERO™

VELIPLAY

NETENT

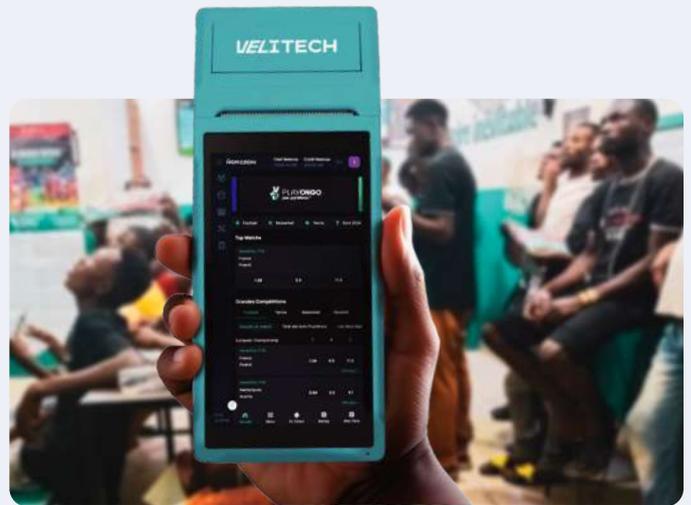
5 Build both retail and online presence

This item on your 'to-do' list is justified by the cultural habit of gamblers in Africa visiting kiosks for their betting experience. Establishing an omnichannel approach that integrates physical locations can create a bridge between online and offline environments, as well as between you and the players. In-person interactions can enhance brand loyalty, while retail shops can serve as hubs for marketing and customer engagement, allowing players to try online betting.

6 Set up payment solutions

Since the African payment landscape is quite inconsistent, it's crucial to integrate traditional banking methods and alternative payment solutions. At VeliTech, we adjusted to both online and offline flows to cater to local financial behaviours.

On one side, we have VeliPayments that supports over 400 providers, 280 payment methods and 200 currencies. On the other side, specifically for the African market, we tailored a buddy-to-buddy approach, where the player makes cash payments in the retail store and the agent processes them with the help of our software.



7

Plan your marketing strategy

The next important step is to build your marketing strategy. This might include leveraging social media, influencer partnerships, and traditional media channels like radio and TV. However, the most important part of marketing the iGaming platform in Africa is tailoring your campaigns to local audiences, regional betting trends, and player preferences.

When you're stepping into a new market, kick off your journey with A/B testing. This way, you'll test the waters and understand what clicks with your audience.

For this purpose, we've developed a no-code customer journey builder, VeliEDGE, where you can leverage in-depth player segmentation and cutting-edge AI to identify the best time and channel for communication with your players.

8

Plan for responsible gambling and player protection

Here, too, regulations can be vague. Research your destination well and don't be afraid to over-compensate: implementing support for responsible gambling, such as deposit limits and self-exclusion options, will also contribute to a positive brand image. Don't forget to clearly outline the terms and conditions of your services to build trust with your players.

9

Implement a strong customer support system

With 24/7 customer support in local languages, you're not just helping your players; you're building a closer connection with them. Ensure that your support team understands local cultural nuances and behaviours such as preferred communication styles, local customs, and holidays to provide a more personalised experience. What's more, allow users to choose the most convenient support channel, whether it's live chat, social media, or WhatsApp.

By following the tips in this magazine issue, you'll be well-prepared for a seamless entry into the African iGaming market. Need proof? Just look at the results we've achieved with PLAYONGO.



PLAYONGO, one of the prominent companies in the sports betting and casino website sector, embarked on an ambitious project to penetrate the African iGaming market, building on its legacy of success in Europe.

1.5M

New Online Players
Welcomed

3x

Increase in Unique
Active Players

7x

Increase
in Deposits

8x

Increase in GGR

22M

Casino Sessions
Hosted

43M

Tickets Sold



VeliTech Turnkey solution went beyond just software; it was a comprehensive package that addressed all our market entry challenges in Central Africa. From custom website development to innovative USSD solutions, their services have been integral to our achievements. Their ability to provide a seamless, scalable platform and continuous support has set us apart in a competitive market.



Dash Boyeva
Product Owner at PLAYONGO



Discover the full
success story



Maximising iGaming Engagement in Africa

Breaking into a new iGaming market isn't just about mastering technology or operations – it's about crafting an engagement strategy that speaks directly to the unique preferences and dynamics of the region.

At VeliTech, we've seen firsthand how tailored player engagement strategies drive GGR growth. And as a Head of VeliEDGE, I've had the privilege of watching our clients' strategies come to life through our product. In fact, the main reason behind creating VeliEDGE was a growing demand for a versatile solution that adapts to different player expectations and emerging markets. Spoiler alert: it worked exactly as we planned. Today, our clients get to enhance engagement by aligning their channels and communication perfectly with local requirements and culture, while we deepen our understanding of market specifics.

So let me share the main insights we've learned from helping iGaming businesses thrive in Africa.



Trend:
Mobile-first economy
and high reliance on
mobile internet access.



Characteristic:
Predominantly cash-
based economy with
the profound significance
of social interactions.



Challenge:
Bonus exploitation
undermines fairness and
player trust.

Africa is hugely diverse, but one approach is relevant everywhere: mobile-first. We learned the importance of mobile optimisation early on in our journey in Africa with PLAYONGO. It turned out that over 75% of internet users access the web through mobile devices. Therefore, connecting with players has to happen on their terms – through mobile channels like SMS and pop-ups. Our client leveraged VeliEDGE to build customer journeys focusing on features that could easily support mobile-first engagement, allowing the delivery of more thrilling experiences literally into players' hands.

We also found that physical bet shops remain a notable part of the gaming culture in Africa's cash-based economy. These spaces act as social hubs where players gather and share their passion for gaming. However, the real opportunity lies in bridging these offline interactions with robust online platforms that deliver more personalised and dynamic engagement.

For example, pop-ups and the Message Feed in VeliEDGE are powerful tools for reaching players online. Unlike pop-ups, which require player consent, the Message Feed integrates seamlessly into the platform without interrupting the experience, leading to significantly higher conversion rates. These features allow operators to deliver tailored updates, promotions, and reactivation messages directly to players, keeping them informed and engaged.

That's why creating opportunities for connection is so vital. African players are deeply invested in their community, and features like in-game chat and social media integration allow them to continue these interactions digitally – connecting, sharing experiences, and celebrating wins together.

But Africa has a unique challenge to sustaining player engagement: bonus exploitation, where players manipulate promotional offers to their advantage. To tackle this, VeliEDGE introduced an agile system of restrictions that can be tailored to different use cases, ensuring players can only access bonus offers once. This preserves fairness and player trust.

Lifehacks for engagement in Africa



SMS, pop-ups, message feed



Offline & online engagement



Community- building

Besides that, to increase player engagement in Africa, a feature-rich and adaptable CRM platform is required. Choosing a tool from the right iGaming provider could be a real challenge. **So, let me help you make up your mind with the custom Scorecard Template.**

Scan a QR code to access a tool that lets you:

- Map out countless iGaming CRM platforms for comparison;
- Assess top iGaming software providers based on key criteria;
- Streamline your research and entrust player engagement to the best!



VELITECH

has been named the

Best Casino Provider

SIGMA AFRICA Awards 2025



This award is especially meaningful as it recognises our focus on delivering tailored solutions for African markets, where local expertise and adaptability make all the difference.



Olha Yatsyna,
CMO at VeliTech



VeliTech built something next-level, and this award proves that operators in Mzansi and beyond may trust this innovation to deliver the real deal.



Petro Magos,
Regional Representative of
VeliTech | South Africa

Born from the Market, Perfected for South Africa

Proven to deliver 8x GGR growth and a 15% DAU boost
for your online casino.

Trusted by



PLAY

Innovative crash game development

- Engaging instant games with Provably Fair Technology
- Customisation and multi-currency support
- Multilingual interface and cross-platform compatibility

HORIZON

iGaming core system

- Multi-currency bonus engine delivering 100K+ rewards weekly
- 360° player insights and advanced analytics
- Seamless wallet with crypto support
- Omnichannel solution supporting 100+ betshops, 8K+ daily transfers

SPORTS

Comprehensive sportsbook platform

- 100+ sports and eSports, 2500+ markets, 30K+ live matches, and 50K+ pre-match events per month
- Omnichannel compatibility: Desktop, Mobile, Retail, and POS/Terminals
- Quick bets, Bet Booking, and Bet Builder

EDGE

No-code CRM

- In-depth Segmentation
- Personalised Player Experience
- No-code Customer Journey Builder
- Omnichannel Engagement
- AI-optimised Communication

Turnkey Solution

- Augmented retail solution
- Omni-experience design service
- Game aggregation platform

Our team is made up of experienced and knowledgeable iGaming professionals who understand the industry inside out. We've been providing cutting-edge solutions to our clients, working with both established operators and emerging brands to help them achieve their business goals.

