

VELITECH

IRAKLI
KAKHIDZE
Director of Turnkey
at VeliTech



WHY VELIPLAY
IS WINNING OVER
ASIA'S CRASH
PLAYERS

Yevheniia
Bocharova,
CEO at VeliPlay



BARAK
MOSHE
CEO at Veli Asia

SEDRIC GARCIA,
Head of Sales & Strategy
at Veli Asia

WE DON'T SELL,
WE SOLVE



VeliTech Goes East:

INTRODUCING VELI ASIA



Powering next-generation iGaming in Asia

35,000+

integrated games
in our ecosystem

160+

game providers
in our network

8x

GGR growth proven
for our clients

60M+

users served globally
with our iGaming products

280+

payment methods,
including local Asian
payment solutions

15%

DAU boost with
our products

Veli Asia Made Its Debut at **SIGMA** **ASIA**

Shortlisted for the SiGMA Asia Awards:

VELITECH

Best Platform

VELITECH

Best Multi-Channel
Provider

VELIPLAY

Best Crash Game
Portfolio



Barak Moshe,
CEO at Veli Asia



SiGMA Asia 2025 marks the official debut of Veli Asia – our tailored offering for one of the world's most dynamic iGaming markets. With our AI-driven iGaming ecosystem, deep local insight, and a focus on scalability, we're here to empower operators and shape the next generation of iGaming across the region.

*VeliPlay is a proprietary game development studio within the VeliTech holding, focused on crafting exceptional crash and instant games. Learn more on pages 18-19.

Veli Asia to Drive Next-Gen iGaming in the Region

VeliTech, a leading B2B iGaming provider, strengthens its global presence with Veli Asia launch. As a subsidiary headquartered in Manila, Philippines, Veli Asia marks a strategic expansion into the Asian market, focusing on South East Asia, South Korea, and India.

This expansion reinforces the VeliTech commitment to delivering its AI-driven iGaming ecosystem on a global scale. VeliTech has already demonstrated its regional expertise through its successful collaboration with [BlueChip](#), a well-established iGaming brand in India. This partnership highlights the VeliTech ability to empower operators in emerging markets with scalable, data-driven, and AI-enhanced solutions.

Led by CEO Barak Moshe (Shuki), [Veli Asia](#) will provide operators in the region with a comprehensive suite of iGaming solutions, including a Turnkey Solution, a no-code CRM, an aggregation platform, and our proprietary instant games development studio. With plans to further expand its local offering, this move builds on the company's existing footprint in the Philippines and enhances operational support and technological innovation for iGaming operators across the region.



Giorgi Aleksidze,
CEO at Veli



Veli Asia marks a bold step in our global expansion, delivering our AI-driven iGaming ecosystem to one of the industry's most vibrant markets. This move reinforces our commitment to empowering operators with local expertise and a future-ready platform for sustainable success and GGR growth.



Sedric Garcia,
Head of Sales & Strategy at Veli Asia



We're pleased to introduce our AI-driven iGaming ecosystem to the Asian market, offering reliable technology and operational support to help operators drive measurable growth and efficiency. We're not just selling software – we're enabling businesses to grow and deliver better experiences to their players. Being part of that transformation, especially in a market as dynamic as Asia, is incredibly rewarding.

When you know the market, you don't sell – you solve

The Veli Asia approach to sales is rooted in localisation and clarity. Building a strategy in such a diverse region starts with understanding local conditions, cultural nuances, and what truly drives operators. Once you have that – and a product that delivers – everything aligns much faster.

Local understanding + Product fit = Results

Built on what operators value most

Veli Asia isn't just a platform provider, but a long-term partner. Every collaboration is guided by what truly matters to operators:

Transparency

open communication from day one

Trust

built through consistency and real results

Local understanding

no copy-paste strategies, only market-fit solutions

Long-term thinking

we don't chase quick wins; we build sustainable success

AI-driven ecosystem for iGaming operators

Operators who embrace AI-powered personalisation and automation in 2025 won't just stay ahead, they'll redefine the game. We deliver exactly that – the next-gen product ecosystem that streamlines operations and transforms how operators engage and grow.

Rapid market entry



Go live in Asia in weeks

Asian expertise



Local team with deep regional knowledge and specialised cash-based solutions

Boutique-like service



Direct C-level access for prompt problem-solving and strategic guidance

Proven B2C expertise



Rely on solutions built from real B2C experience – we know your challenges first-hand

Cost - effectiveness



Benefit from low upfront investment and revenue-aligned fees

Scalability



Grow at your own pace with adaptable technology, built on Europe's best practices and backed by a leading UK holding



The most important thing in our company is the product – it's at the centre of everything in our ecosystem. We have a huge range of products across sports, gaming, platform, and more. But what truly sets us apart is having a linked, connected ecosystem.

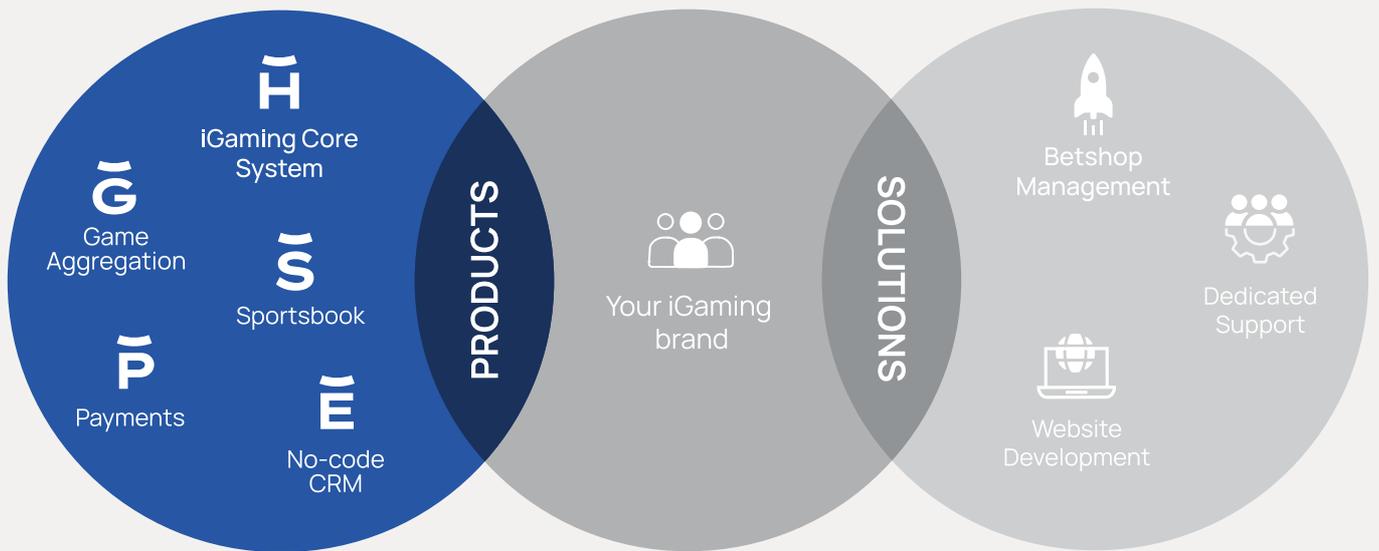
We've built a full infrastructure with seamless integrations across multiple platforms, and that gives us a special advantage: we're not just selling separate products. The real magic is in the ease we offer our customers, making it simple to use our great solutions and everything we've built to support their business.

Darren Calvia,
CPO at VeliTech



Turnkey excellence: your complete solution for brand launch

Launch your fully operational iGaming brand with our comprehensive Turnkey Solution. We've united powerful VeliTech products with essential operational services to create a complete ecosystem that positions you for success in Asian markets.



The VeliTech Turnkey Solution empowers clients to focus on their core business and growth, instead of spending time selecting and managing multiple tools. We provide an end-to-end solution, which is robust, flexible, reliable, and designed to support your success.

Choose a partner who's more than just a technology provider. At VeliTech, we grow with you, investing in partnerships and tailoring our solutions to help you thrive.

Irakli Kakhidze,
Director of Turnkey



Maximising iGaming Engagement in Asia

Sanjulian Nis,
Head of VeliEDGE



When it comes to iGaming, Asia is a region full of opportunity, but also full of nuance. What drives engagement in another market might fall flat here. As a Head of VeliEDGE, I know what it takes to maximise player engagement in Asia. Whether you're entering the market or looking to improve your strategy, these insights are here to help you connect, convert, and grow.

Market characteristic: Dominance of specific sports

Asia's diversity shows up in its cultural and sporting preferences: cricket dominates in South Asia, basketball thrives in the Philippines, and football captivates East Asia. These regional passions significantly shape the types of sports people engage with, often requiring operators to adapt their offerings to meet local expectations. This diversity aligns perfectly with the trends we've observed in markets like Greater Southeast Asia, where around 60% of gamers are strongly drawn to eSports.

It's clear that including these options isn't just a nice-to-have — it's essential for engaging this highly enthusiastic audience. That's where I'd recommend [Veli Sports](#), another VeliTech product designed to cater to a wide range of player interests. With over 100 sports and eSports available, it covers eFootball, eHockey, Dota 2, League of Legends, CS2, Valorant, and more.

Trend: A strong cultural focus on competition and growing demand for gamified experiences

Another trend in Asia is the strong love for competition. The cultural affinity for achievement, ranking, and social validation makes gamified experiences here not just entertainment but a kind of social currency. Elements like leaderboards, achievement badges, and personalised challenges are key for tapping into your players' desire for continuous improvement and recognition. With [VeliEDGE](#) in combination with [VeliHorizon](#), operators can leverage loyalty points and a robust loyalty system to reward player achievements, fostering deeper engagement and long-term retention.

Challenge: Adapting to diverse player preferences and cultural differences

Countries like South Korea and Japan are deeply influenced by pop culture, manga, and anime, which often impact UX design and preferred gaming styles. These preferences highlight why Asia gravitates towards a completely different game stack – a unique challenge for operators seeking to create relevant and engaging experiences.

Secrets for engaging players in Asia



Tailored UX design



Push notifications,
pop-ups, notification
centres, emails



Gamification

Choosing the right channels

Effective player engagement in Asia often relies on timely and direct communication. Mobile push notifications, notification centres, pop-ups, and emails have proven to be the most successful channels for keeping players connected.

Yes, email is very much alive and kicking. Despite the headlines, email marketing remains one of the top-performing B2C channels for ROI. With 8.2 billion emails sent daily in both India and Japan, the volume speaks for itself. We've seen this first-hand with our client [BlueChip](#) in India. But there's a catch: to get results from email marketing, especially in iGaming, you must first take care of your domain reputation.

Key factors that shape email domain reputation:

- 1 Spam complaints:** Too many player reports? Your sender score drops fast.
- 2 Bounce rate:** Invalid or inactive addresses hurt your credibility.
- 3 Engagement:** High opens, clicks, replies, and forwards improve reputation.
- 4 Authentication:** Set up tools that show email providers you're the real sender.
- 5 Content quality:** Poor structure, spam trigger words, and excessive links can reduce deliverability.
- 6 IP reputation:** Shared IPs carry shared risks; dedicated ones give control.
- 7 Domain age:** New domains need a cautious ramp-up to build trust.

Once your domain is all set, you can seamlessly launch targeted email or even full omnichannel campaigns through [VeliEDGE](#). Our intuitive, no-code CRM is built specifically for iGaming operators to boost player engagement and retention.

Stuck choosing the right CRM? Use our proprietary Scorecard Template on the next pages to compare platforms and find your ultimate player engagement tool!

Harness the power of AI-assisted engagement

Revolutionary no-code CRM and player engagement platform to give your iGaming business a competitive **EDGE**.



RFM matrix: in-depth segmentation made easy

Use AI to uncover actionable insights. Spotlight high-rollers and analyse low-stakes players to personalise offers based on individual behaviour patterns.



That's what you can do:



Identified inactive players? Don't let them sleep!

Reawake the interest using our customisable drag-and-drop workflow builder. Run quick A/B tests and seamlessly retain customers, delivering a rewarding player experience.

Learn more:

velitech.com

hello@velitech.com



Our Clients:



Here's your [Scorecard Template](#) for selecting the winning iGaming CRM platform

Criteria	Hint to evaluate a CRM platform	 Points
Workflows	Does the CRM provide an easy-to-navigate interface for building workflows, including campaign creation, A/B testing, and automation?	3
AI-assisted engagement	Does the platform use AI to enhance engagement and deliver personalised experiences?	3
Segmentation	Can the platform create precise player segments for targeted campaigns?	3
Custom aggregates	Does the software support custom player fields for advanced data analysis?	3
RFM Analytics	Can you access RFM analytics based on individual behaviour patterns?	3
Templates builders	Do the template builders support multi-channel campaigns, including email, SMS, push, pop-up, Viber, activity feed notifications?	3
Pre-made templates	Does the platform offer pre-made templates to save time?	3
Notification history	Can you track notification history to analyse communication effectiveness?	3
Analytical dashboards	Are dashboards detailed and easy to navigate for actionable insights?	3
Smart goals conversion tracking	Does the platform offer smart goal tracking to monitor conversions effectively?	3
Direct integration with back-office	Can it seamlessly integrate with your back-office systems for smooth operations and reward distribution?	3
iGaming focus	Is the CRM tailored specifically to meet the demands of the iGaming industry?	3
Pricing model	Is the cost suitable for your needs, with flexible financial terms available?	3
Results		39

Write down the names of the tools you want to assess, evaluate the top ones based on key criteria – and leave player engagement to the real winners!

EDGE		Tool 2		Tool 3	
Comments	Points	Comments	Points	Comments	Points
No-code customer journey builder for speed and simplicity in campaigns.					
"Best time" and "best channel" AI features optimise timing and platforms for engagement.					
Enhanced segmentation tools based on player activity.					
Useful pre-made aggregate functions, tailored for iGaming needs.					
RFM matrix highlights high-rollers and provides insights into low-stakes players.					
Tools to communicate with players everywhere.					
Template builders support consistent branding and quick deployment across channels.					
Comprehensive history enables analysis of effectiveness and delivery rates.					
User-friendly dashboards provide deep insights into player activity and campaign performance.					
Smart attribution tracks conversions directly, without reliance on links.					
Direct control over player engagement and rewards distribution without third-party tools.					
Purpose-built for iGaming operators, addressing industry-specific needs.					
Operators pay only for monthly active players who generate profit.					

VeliGames Expands with New Game Provider Partnerships

VeliTech is proud to announce new strategic partnerships, further strengthening the game portfolio of [VeliGames](#), a game aggregation platform. By integrating the extensive collections from **1 SPIN 4 WIN**, **SPLIT THE POT** and **NETGAME ENTERTAINMENT**, VeliGames continues to enhance its offering, providing operators with a diverse range of high-quality content.

Some of the VeliTech esteemed clients, including [CASONGO](#), now feature games from these renowned providers through VeliGames, with NetGame's content also live on [BlueChip](#). This significantly enriches clients' gaming libraries and enhances the overall player experience.



We're glad to welcome 1spin4win, Split The Pot and NetGame to VeliGames, our game aggregation powerhouse. These partnerships align with our commitment to providing operators with diverse and high-quality game content. By integrating these exciting titles, we're equipping our clients with engaging games, ensuring an enriched experience for their players.

Other game providers we partner with:

SPRIBE

SAGAMING

Ezugi
Smart Move

JILI

DRAGON SOFT

Evolution

PG POCKET GAMES SOFT

PRAGMATIC PLAY

ALLBET

150+ more providers

Unleash endless gaming possibilities

Game aggregation powerhouse to captivate your players with an extensive selection of top-quality games.

01 Extensive Game Portfolio
to cater to players' unique preferences

03 Built-in Gamification Suite
to enhance player engagement with jackpots, tournaments, and prize drops

02 Unified API / Reversed Integration
to eliminate the headache of managing multiple integrations

04 Intuitive Game Management
to add, remove, and update games effortlessly

Get **35K+** games integrated from **160+** connected gaming providers with just **1** API integration

LIVE CASINO

SLOT GAMES

CRASH GAMES

SCRATCH CARD

TABLE GAMES

and multiple other providers



Rapid troubleshooting & support

We work closely with game content providers and offer ongoing technical support and troubleshooting once the games go live.

velitech.com

hello@velitech.com

Learn more:



Our Clients:





Powering BlueChip Success in India

About the client: [BlueChip](#) launched in India's iGaming market in 2022 with a clear goal: to deliver a sleek, mobile-first experience that set them apart. Navigating a complex market required more than vision — it demanded the right tech partner. By working with VeliTech, BlueChip built a scalable, player-focused platform that evolved with their growth and helped them become one of the region's rising stars.

Challenges: Entering the Indian iGaming market meant dealing with multiple hurdles at once. From a fragmented payment landscape and sudden domain blocks to the lack of crypto-betting support, operational friction was everywhere. Third-party CRMs couldn't keep up with the scale and cost required, while low-end mobile usage made seamless experiences harder to deliver. On top of that, clunky registration and payment flows led to high drop-off rates. These weren't issues a single tool could fix. BlueChip needed a flexible, connected ecosystem built for growth and local realities.

Solutions:

What began as a focused platform partnership soon evolved. As BlueChip grew, they expanded step-by-step within the VeliTech ecosystem – first levelling up engagement with our no-code CRM, cutting churn and boosting lifetime value by 20% through smarter automation (all without scaling costs). Then they strengthened their sports offering with our Sportsbook to match India's demand. To power the client's full operation, VeliTech delivered a Turnkey solution built for speed and scale. With a stable payment infrastructure and a real-time crypto engine, BlueChip turned compliance challenges into wins. Players now enjoy a frictionless experience across sports, casino, and live games, gliding from one thrill to the next without ever feeling like they're switching platforms.

Exceptional Growth Across the Board



The real value of VeliTech lies in how seamlessly everything works together. VeliHorizon gives us the stability and flexibility we need to run at scale, while VeliEDGE empowers us to build personalised player journeys without relying on external tools or extra budgets. And with VeliGames, we can access a massive content portfolio through one integration, making game management smarter. It's not just a platform – it's a fully connected ecosystem that keeps us ahead of the curve.

Oleksandr Bychkivskii,
Country Head BlueChip India & ROW



2025 iGaming Trendbook

Sergii Maiakov,
CTO at VeliTech



Sergii Maiakov, CTO at VeliTech, has been invited to contribute his insights to the [2025 iGaming Trendbook by Ace Alliance](#). This carefully curated guide brings together the perspectives of 25+ industry leaders, highlighting key shifts in regulation, innovation, and emerging markets. With his background in engineering leadership at Amazon and Samsung, and his role in shaping VeliTech product ecosystem, Sergii brings a unique, forward-thinking view to the conversation about where iGaming is headed next.

1. What was the most impactful tech innovation or advancement for the iGaming industry in 2024?

In 2024, the leap in AI for responsible gaming tools stood out. It's not just about personalising games anymore – it's about actively safeguarding players. **AI systems now detect problematic behaviours in real-time, alerting operators and suggesting interventions.** This innovation has significantly raised the bar for player safety while enhancing trust and regulatory compliance. It's a clear signal that technology in iGaming isn't just about growth – it's about doing better for the players and the industry as a whole.

A significant boost in AI performance has led to the development of AI-powered chat operators capable of seamlessly addressing most client issues. This eliminates the need for clients to wait in line and significantly reduces operational costs by removing the reliance on dedicated L1 support teams.

2. Which technology innovation excites you the most in the coming years?

The most exciting innovation is **advanced personalisation technology**. A/B testing has proven inadequate as it focuses on majority preferences, often missing vital customer segments with unique needs, leading to suboptimal experiences and potential customer loss.

Modern personalisation systems use AI to adapt iGaming products' experiences to individual user behaviours and preferences in real-time. While implementing these systems requires significant technological investment, the returns are substantial – delivering truly customised experiences that maximise player engagement and satisfaction, ultimately transforming how iGaming platforms serve their diverse user base.

3. What would you recommend to iGaming operators when it comes to embracing technology?

When embracing technology, **iGaming operators should prioritise latency and performance optimisation**. Focus on implementing regional server infrastructure to ensure minimal latency for target markets. Utilise edge location caching and network optimisation techniques to enhance real-time gaming performance. Additionally, integrate market-specific payment systems that address local requirements and preferences. These technical foundations are crucial for delivering seamless gaming experiences and maintaining competitive advantage in the rapidly evolving iGaming landscape.

Built from the Ground Up:

Why VeliPlay Is Winning Over Asia's Crash Players

Yevheniia Bocharova,
CEO VeliPlay

Built from the Ground Up

VeliPlay may be a young studio — but it's backed by experience. As part of VeliTech, it has rapidly grown into a crash-focused game studio delivering titles that are both emotionally resonant and commercially impactful.

At the centre of VeliPlay is CEO Yevheniia Bocharova, whose career path — from QA to PMO to executive — reflects the studio's values of clarity, craft, and connection. She remains deeply involved in product planning and expansion strategy, and under her leadership, player-focused development has become the studio's North Star.

“

Asia is a region that values craft, consistency, and connection. That's exactly what we believe in — and what we build for.

Yevheniia Bocharova, CEO, VeliPlay

Why Asia Fits

Asia's mobile-first, player-loyal market is a natural match for VeliPlay fast-loading, low-data titles. Games are optimised for rapid onboarding, culturally resonant themes, and competitive features like Rank Boards and Bonus Gamble. With localisation built in from day one, every title feels created for the region — not simply adapted to it.

Crash Games with Character

VeliPlay crafts experiences designed to be replayed, remembered, and returned to — a philosophy that clearly resonates in Asian markets.



Crash for Six

A cricket-themed title tailored for regional audiences, delivering **35% more engagement and 50% higher ARPU** than portfolio averages.



LaunchX

A sleek, high-speed crash game known for **double the session volume and up to 150% higher ARPU** compared to baseline.



Space Plinko

A visual standout and retention powerhouse, achieving **+80% GGR, +67% ARPU uplift, and a 19% increase in sessions** — one of the studio's most balanced performers.

What's Next for VeliPlay

VeliPlay currently operates ten crash games and one instant title, with a 2025 roadmap focused on retention. New developments include a cross-game tournament platform, a Plinko title with an in-game shop, avatar personalisation, AI-powered engagement tools, and rank-based progression systems. The studio is also expanding B2C support for operators.



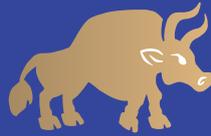
Rat

1960 1972 1984
1996 2008

Keyword: Opportunity

Things may shift fast this month — but you're faster. Trust your instincts and grab small wins before they slip away.

Tip: Feeling lucky? Test that sharp mind at stand #2124 — surprises await.



Ox

1961 1973 1985
1997 2009

Keyword: Stability

It's a slow-and-steady month — perfect for catching your breath and setting your sights on long-term goals. No rush, just smart moves.

Tip: Grab a coffee, flip through this journal, and enjoy a rare moment with no rush.



Tiger

1962 1974 1986
1998 2010

Keyword: Momentum

Energy's high, but patience will stretch your wins even further. Not every race needs sprinting — sometimes pacing gets you the jackpot.

Tip: Feeling bold? There's a game waiting for you at our stand #2124 — just follow your instincts.

Asian Horoscope May 29 - June 26



Rabbit

1963 1975 1987
1999 2011

Keyword: Perspective

Take a step back and reframe the picture. Sometimes, slowing down unlocks the real prizes.

Tip: Sometimes the best move is no move. Let the world spin — you stay centred.



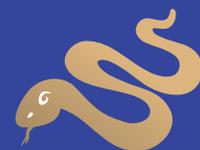
Dragon

1964 1977 1989
2000 2012

Keyword: Execution

You've dreamed it. Now do it. June loves action-takers — the first step might feel small, but it'll spark something bigger.

Tip: Action beats perfection. Launch, tweak, win.



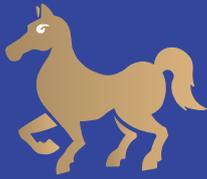
Snake

1965 1977 1989
2001 2013

Keyword: Influence

You're the magnetic one this month — people are watching, listening, and ready to follow your lead. No need to overcomplicate it.

Tip: Charm the right crowd... or just spin your way to a gift at our stand #2124.



Horse

1966 1978 1990
2002 2014

Keyword: Flow

Not every race needs to be won at full speed. This month, timing and patience will get you further than a flat-out sprint.

Tip: Save your energy — the real adventure is just around the corner.



Goat

1967 1979 1991
2003 2015

Keyword: Alignment

When things click into place, magic happens. This month is all about reconnecting with people and projects that actually spark joy (and results).

Tip: Great things happen when you connect with the right people — start with a chat at the VeliTech stand.



Monkey

1968 1980 1992
2004 2016

Keyword: Ingenuity

Your ideas are gold — if you act on them. No overthinking this month; quick moves win.

Tip: Test fast, learn fast, scale what works.

Month of the Metal Snake



Rooster

1969 1981 1993
2005 2017

Keyword: Precision

Tiny details = huge differences. Stay sharp and trust your skills — June rewards those who look twice before leaping.

Tip: Precision isn't boring — it's your secret weapon this month.



Dog

1970 1982 1994
2006 2018

Keyword: Loyalty

This month's wins come from people — partners, team, and players. Talk to them.

Tip: Honest feedback now = stronger partnerships later.



Pig

1971 1983 1995
2007 2019

Keyword: Focus

There's a lot going on — and you want to do it all. Don't. Prioritise what actually moves the needle.

Tip: When everything feels important, focus on what really counts. (Hint: Start with a smart chat with the VeliTech team).



Turnkey Solution — your fast track to Asian markets

Our ready-to-launch platform ensures seamless operations while delivering a complete suite of iGaming products and solutions — all powered by the VeliTech AI-driven ecosystem.



Fuelled by VeliTech excellence

8x

CGR growth

15%

DAU Boost

4500+

per sec wallet transactions

20%

ARPU increase

20%

Deposit uplift

