

Press release

Warsaw, 21st May 2014 r.

BETEGY Signs Sports Data Predictions Deal with Chinese Lottery Giant for World Cup

BETEGY, the digital sports data technology start-up, today announced that they are to provide their patented football sports betting prediction software in an exclusive 3-year licensing agreement with Chinese Welfare and Sports Lottery provider SunLoto operators of the Wozhongla brand.

The Sports Lottery market in China was worth **\$21.9Billion** in 2013 and the agreement sees BETEGY as one of the first European companies to enter this lucrative and legal sports betting related vertical. It is to offer its digital sports content and user engagement football predictions products developed using statistical algorithms to millions of potential customers of the Wozhongla brand as a paid service in time for this year's World Cup.

The 3-year deal with an optional extension shall allow SunLoto access to the BETEGY API which provides data-driven predictions as against subjective opinions on football events in over 20 global football leagues, into what is arguably the biggest sports betting market in the world for football fans in the hundreds of millions.

Alex Kornilov CEO and Co-founder of BETEGY, said, "China is viewed by many sports betting and sports data companies in the West as the panacea for growth. We are delighted to be one of the first providers to offer our sports data prediction content solutions that use self-learning algorithms and statistics on football outcomes, in a market where over 250 million people play the Chinese Sports Lottery and Chinese Welfare Lottery. Sports data prediction tools are growing in popularity at an exponential rate, driven by tech savvy sports bettors and fans using smart phones and other devices. These customers demand accurate information to satisfy their immediate needs whether for betting or for fun. By signing this agreement with Wozhongla, we have a trusted and reliable strategic partner in China".

Gao Lei CEO of Wozhongla commented, "Since 2008 we have been an authorised Welfare and Sports Lottery Service Provider and have built a strong and growing customer base. Our success stems both from our respected and trusted brand and our continued investment in our customer's needs. The requirement for additional sport services such as predictions has been a focus for Wozhongla. We have reviewed other providers but ultimately selected BETEGY due to their proven track record, patented technology and professionalism. We anticipate launching this service in early June to coincide with the upcoming World Cup in Brazil".

For further information, please contact:

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About BETEGY

BETEGY (iteelabs Sp. z o. o., www.betegy.com) provides online-based forecasts regarding the outcome of soccer matches. BETEGY analyses statistical data and current reports to help its users determine the best possible winning chances. For this, BETEGY uses its own unique and self-learning algorithm to include and weigh up various relevant statistical indicators such as the results of previous matches, current place in the tables, goals scored, etc.

For more information, visit www.betegy.com

About Wozhongla

Based in Beijing and founded in 2008, Wozhongla is a leading online and mobile Welfare Lottery and Sports Lottery service provider in China. Wozhongla offers a diverse and integrated range of mobile and online lottery services to over 4.5 Million customers via its established platform, cooperating with 20 Provincial Lottery Centres and offering over 56 of the most popular lottery games in China.

For more information, visit www.wozhongla.com