



# ***GEOLOCATION YOU CAN BET ON!***



*iGaming  
Sportsbook  
iLottery  
DFS  
ADW*

# AWARD WINNING SOLUTIONS



# INTEGRATED PLATFORMS



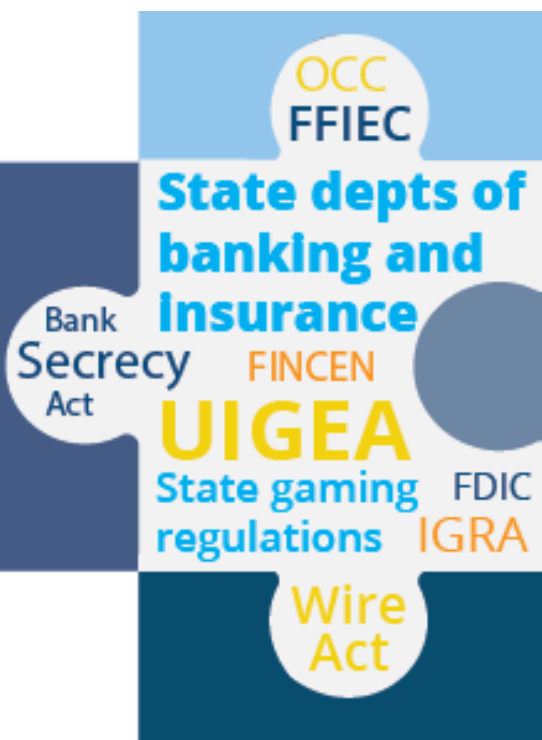
# 01

## COMPANY OVERVIEW

### *Solving the iGaming Geolocation Puzzle*

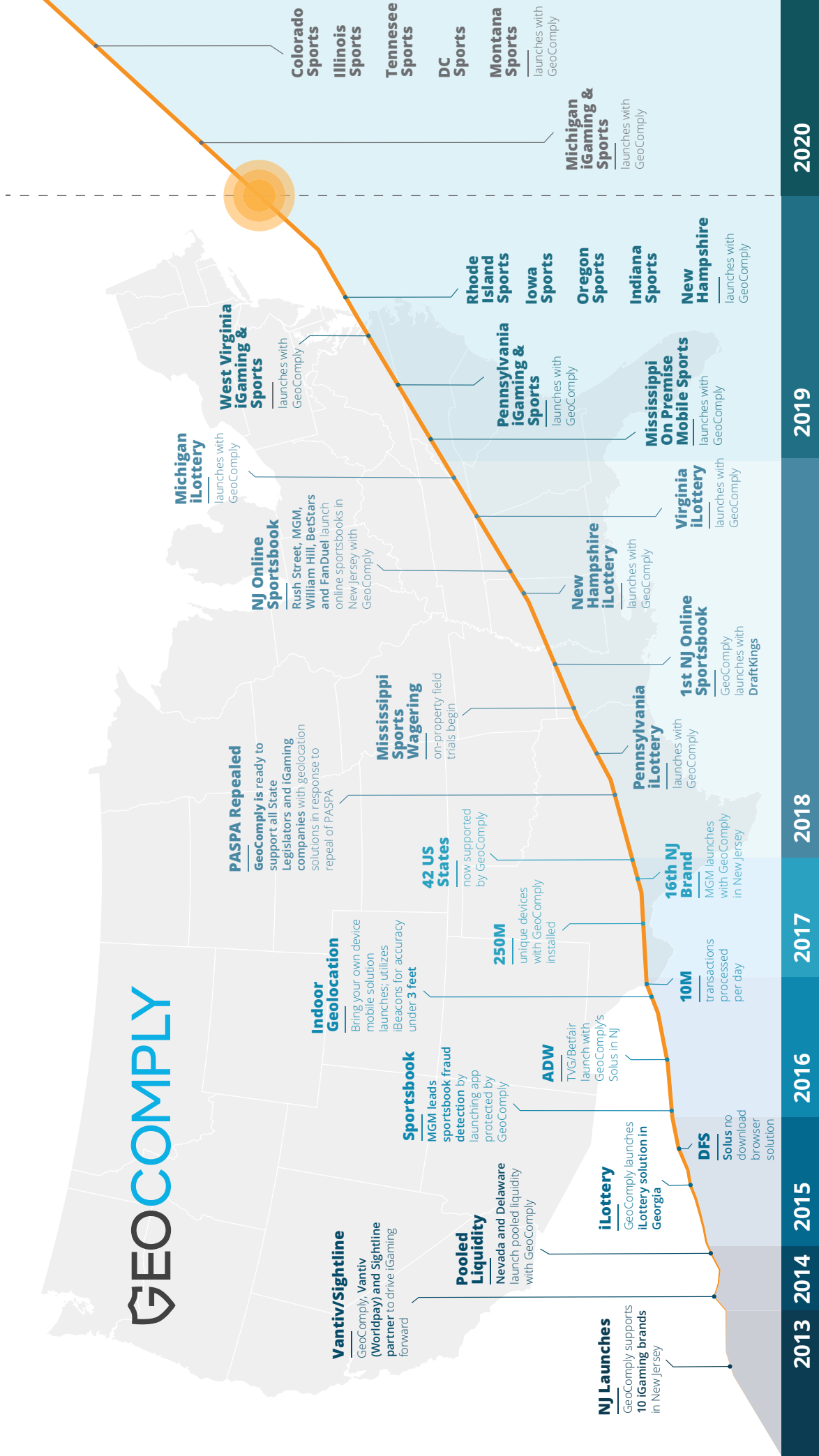
GeoComply is a global leader in geolocation compliance technology. Since launching in 2011, GeoComply has quickly become the iGaming industry's trusted solution for reliable, accurate and precise geolocation services. GeoComply's patented and proprietary geolocation solution is unparalleled in its level of accuracy and integrity, as well as in its depth of security and ease of implementation.

GeoComply's proprietary and highly adaptive technology has successfully met and exceeded all challenges put forth by North American regulators with record-high verification rates. Increasingly, GeoComply has been expanding its offering beyond its primary focus of geolocation compliance into areas such as payment and fraud analytics, and streaming media solutions.



Solving the US iGaming market's geolocation puzzle is the challenge that inspired us to create GeoComply

# GEOCOMPLY



# 02

## WHAT THEY SAY



"GeoComply rose to the occasion and developed a system that outperformed all other geolocation suppliers."

**David Rebuck, DGE Director**



"Delivering a geolocation solution which is not just compliant, but also built and optimized with the player experience in mind is a critical success factor for iGaming in North America. GeoComply has always demonstrated to us that they understand that and can deliver under tight deadlines and across all platforms."

**Marco Ceccarelli, SVP & Chief Information Officer,  
Caesars Interactive**



"There is no regulated online gambling industry in the US without their technology."

**2015 Judges Panel, iGaming North America Awards**



"GeoComply were able to cut our payment fraud costs by at least 85%. Their solution gave us access to more detail and data than we had ever had before for our eCommerce transactions. Their anti-fraud reports were literally good enough to take to the bank in order to win our chargeback disputes!"

**Omer Sattar, Senior VP, Sightline Payments**

# 03

## CONSIDERATIONS

### PROTECTING REGIONAL SOVEREIGNTY ONLINE

Locating online users has been one of the great successes of the Digital Economy, as Google Maps, Uber and Spotify demonstrate a billion times a day.

Faking location is another success story of the internet. Online streaming of BBC, Netflix, HBO and Premier League Football, who restrict content by region, have become victims to hundreds of million of illicit views by users effortlessly bypassing their location systems.

While the film, TV and Sports world deal with contractual issues around licensing agreements, such leakages for the gaming, sports betting and lottery industries have much higher stakes. "Side-stepping" border sovereignty rights of such regulations puts the reputation of gaming and lottery stakeholders at risk on a worldwide scale.

*"Faking location on the internet takes seconds; rebuilding a shattered compliance reputation takes much longer."*



# IP Geolocation is the Most Common Form of Location Detection.

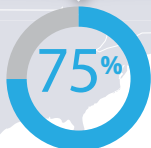


## But Using IP as the Primary Source for Location Data has Many Issues.

### OTHER COMMON FORMS OF LOCATION SPOOFING:

#### FALSE DATA

Traditional IP geolocation lacks accuracy and the ability to effectively locate users; with no reliable IP data at all for mobile connections. Leverage accurate data sources based on a combination of **WiFi, GPS, SSMP, Bluetooth and Mobile Device data** to locate users on all connections.



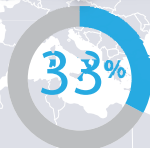
INTERNET TRAFFIC IS MOBILE



PCs HAVE BUILT-IN REMOTE ACCESS TOOLS

#### IP MASKING

IP location can easily be masked to hide a user's true location. GeoComply interrogates the integrity of IP data to uncover IP masking tools such as **VPNs, Proxies, DNS Proxies and Anonymizer tools**.



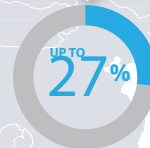
OF USERS SPOOF LOCATION WEEKLY



INCREASE IN "FAKE LOCATION" GOOGLE SEARCHES IN 2016

#### DEVICE TAMPERING

GeoComply analyzes user location down to the device level to reveal device tampering attempts such as device **rooting, jailbreaking, or code manipulation**. A tampered device can run undetectable location spoofing software.



MOBILES ARE HACKED



BROWSERS HAVE BUILT-IN SPOOFING SETTINGS

#### UNAUTHORIZED REMOTE ACCESS

Users can conceal their true location by tunneling in from a remote location. GeoComply detects the use of these remote access tools, such as **Remote Desktop Programs and Virtual Machines** down to a code level using **proprietary software** and device fingerprinting methodologies.

#### SPOOFING APPLICATIONS

Turnkey location spoofing tools, such as **FakeLocation apps, browser extensions, or cloaking tools** are readily available online and in the Mobile App Stores. GeoComply recognizes these tools in all forms to block their use.

#### MALICIOUS DEVELOPER TOOLS

Due to high demand to develop and test location-dependent products, developer tools are widely available to manipulate location. GeoComply recognizes the use of **MockLocation, setting emulator/simulator, developer modes, and browser settings**.

# 04

## ABOUT THE SOLUTION

GeoComply's advanced and adaptive geolocation solutions can be uniquely tailored to match complex legal and regulatory requirements, providing regulatory officials, as well as operators, with assurance that their online gaming enterprises are fully compliant with the applicable laws and regulations.

Proven  
Tested  
Accredited



bmm testlabs



**350+** Checks on  
every transaction

**4200+** Spoofing  
checks

**100k+** unique  
fraudulent users  
blocked every month



# INSTANT GEOLOCATION RISK MANAGEMENT

## LOCATION DATA

IP  
WiFi  
GPS  
GSM  
Carrier  
Bluetooth  
Mobile Device Data

## RISK ANALYSIS

Bots  
Collusion  
Chargebacks  
Bonus Abuse  
Proxy Betting  
Chip Dumping  
Account Takeovers  
Device Fingerprinting  
Device Tracking  
Location Jumping  
Account Sharing

## FALSE DATA

Distance to Border  
Connection Type  
Accuracy

## MALICIOUS DEVELOPER TOOLS

Mock Location  
Settings  
Emulators  
Simulator Devices  
Developer Modes  
Browser Settings

## IP MASKING

DNS Proxies  
VPN  
TOR Exit Nodes  
Proxy  
Anonymizer  
Peer 2 Peer  
Data Centers  
Dynamic Traffic

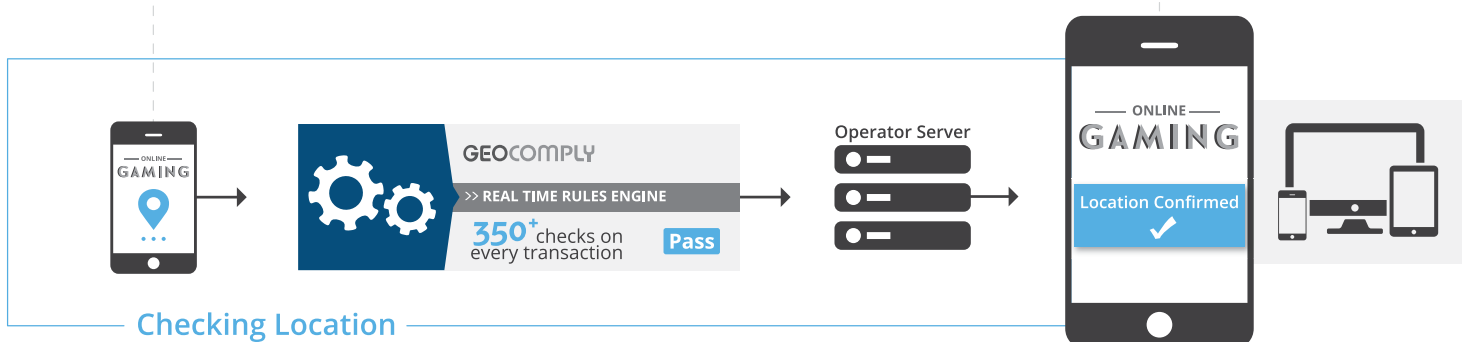
## SPOOFING APPLICATIONS

Fake Location Apps  
Browser Extensions  
Cloaking tools  
Extensions

## UNAUTHORIZED REMOTE ACCESS

Remote Desktop  
Programs  
Virtual Machines

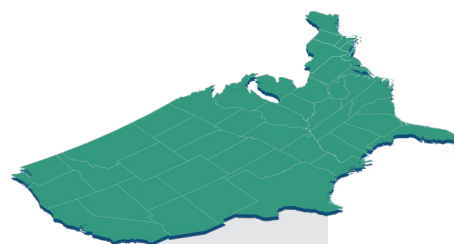
## A SEAMLESS GAMING EXPERIENCE IN MILLISECONDS



*Regardless of the use case, we solve the geolocation puzzle for the iGaming industry*

# GEO FENCE

COUNTRY LEVEL



STATE/CITY LEVEL



BLOCK LEVEL



BUILDING LEVEL



FLOOR/ROOM/HOUSE LEVEL



# 05

## PRODUCTS

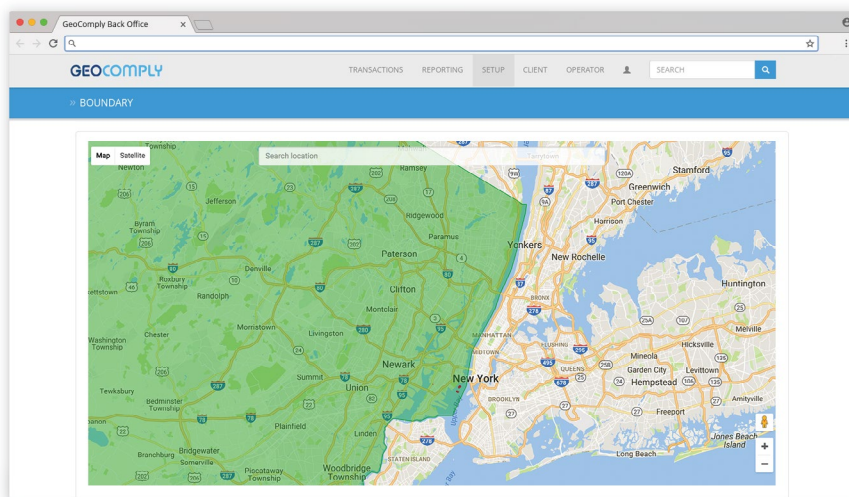
- ▶ Download
- ▶ No Download
- ▶ PinPoint
- ▶ Database
- ▶ IDComply
- ▶ TrueLocation App
- ▶ TrueLocation Browser
- ▶ TrueLocation API



# DOWNLOAD

## MOBILE & DESKTOP SDK

GeoComply's core compliance product is designed for bundling into a downloadable desktop or mobile client application. This solution is ideal for app-based products requiring the most stringent location compliance capabilities. The geolocation thus occurs seamlessly in the background during the customer's session, without any intrusion to the overall user flow/experience.



## "GOLD-STANDARD" LOCATION COMPLIANCE FOR U.S. REGULATED MARKETS

GeoComply's download solution is designed to meet and exceed the most stringent compliance requirements for regulated markets. It is considered the gold-standard for withstanding the demands of US federal or state level gaming legislation and is constantly tested by regulatory agencies in jurisdictions such as New Jersey, Nevada, Delaware, West Virginia and Georgia to ensure its continued performance for location compliance.

## PRODUCT FEATURES

- Comply with US federal regulations including UIGEA, IGRA and Wire Act concerns
- Ideal for highly regulated industries such as iGaming, iLottery and sports betting
- Locate users with 350+ location checks
- Eliminate location fraud with 4200+ spoofing checks
- Bundle into a client app or browser



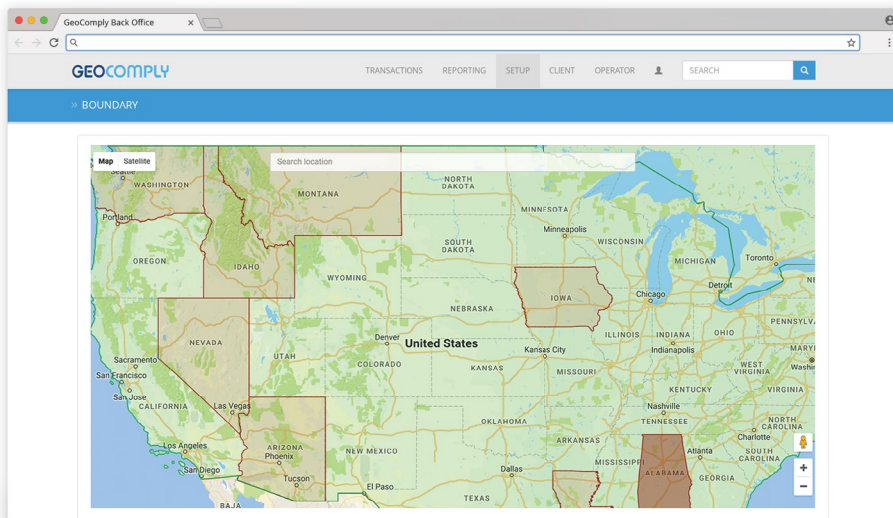


# NO DOWNLOAD

## SOLUS HTML5 BROWSER SOLUTION

GeoComply's Solus solution offers a no-download compliance option that works directly within the operator's website for all devices and user interfaces.

For spoof-proof geolocation within the browser, this HTML5-based geolocation experience can be customized according to the security and compliance needs of the operator, with adaptable end-user prompts and secure collection of location data.



## FLEXIBLE LOCATION COMPLIANCE FOR iGaming

Solus is designed to counter the emerging compliance threats that previous generations of anti-fraud tools are no longer able to protect against within browser-based applications.

## PRODUCT FEATURES

- Locate users on any device, app, or browser
- No download, low-barrier location method with flexible UX and custom alerts
- Embed into any webpage with a single Javascript file
- Highly scalable for a wide range of regulatory and business use cases



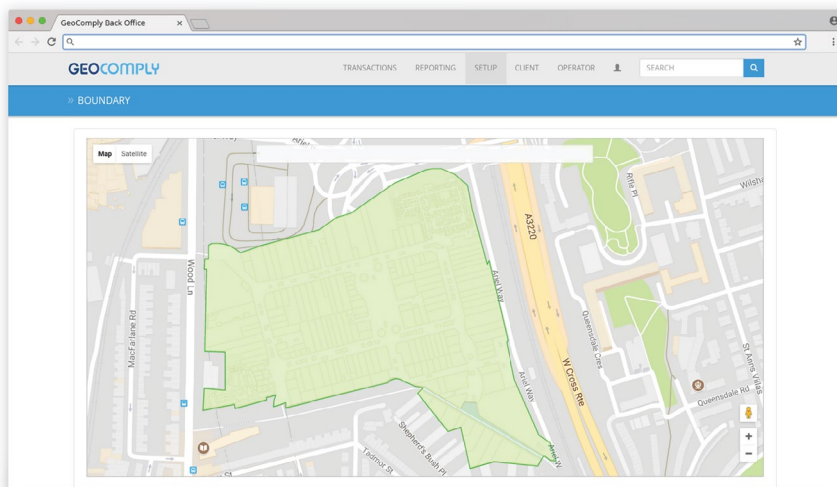


# PINPOINT

## SECURE ON-PROPERTY MOBILE SOLUTION

Create customized virtual boundaries and restrict user access to a room, floor or zone of a gaming property within a few meters of accuracy.

Combining the power of iBeacons with GeoComply's robust geolocation technology, PinPoint was designed specifically for the gaming industry's unique requirements and offers the same real-time anti-spoofing and fraud benefits as our mobile and desktop Download solutions.



## LOCATION COMPLIANCE FOR UNIQUE ON-PROPERTY USE CASES

Our technology is designed to meet and exceed all applicable compliance requirements for unique on-property use cases, while bridging the gap between existing iGaming and landbased gaming regulations. PinPoint is highly scalable and can be custom tailored to meet a wide range of regulatory and business use cases, including ad-hoc projects under US state regulatory purview.

## PRODUCT FEATURES

- Geofence a room, floor or custom zone
- Create custom iBeacon networks for small-scale geofencing
- Ideal for mobile sports, on-property gaming, bring-your-own-device systems, etc.
- Bundled into your client application

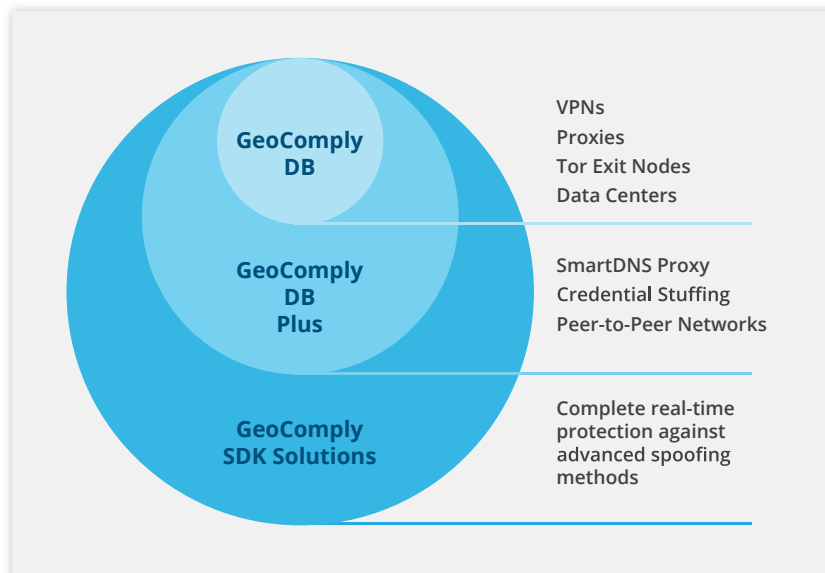




# DATABASE

## LOCALLY HOSTED FRAUD PROTECTION

GeoComply's Database is our most simple to integrate solution, comprised of a locally hosted fraud database. Unlike mainstream IP databases, GeoComply provides multi-layered fraud protection against VPNs, proxies, peer-to-peer networks and other types of data manipulation. Our solution is continuously updated as new threats and data centers are identified and mitigation methods are developed.



GeoComply's database is a comprehensive, locally or cloud-hosted solution for blocking of VPNs, Proxies and Tor exit nodes. This service also allows for a continual feedback loop for our clients to analyze and recognize active targeted threats from Proxies (specifically DNS Proxies) for manual uploads to GeoComply's Database.

Gain additional insight into users' patterns and processes while providing protection against brute force attacks and credential stuffing attempts. Database+ uses a single line of code, enabling GeoComply to gather input, analyze patterns in realtime and/or offline and then provide information on users' threat patterns and behavior.

## PRODUCT FEATURES

- IP database + multi-layered fraud detection of VPNs, Proxies, etc.
- Locally hosted and easy to integrate
- Cloud hosted option accessible via API
- Locate users on any device, app or browser







*"Empowering the  
Future of Digital Trust"*

## Access Multiple KYC Vendors With a Single API Call

GeoComply's IDComply is an integrated know-your-client (KYC) solution for the iGaming industry. IDComply is API-based and provides simple way for operators to query multiple vendors for both ID and age verification, which are mandatory checks that operators are required to perform on any new players signing up for their iGaming or sports betting platform.

IDComply allows iGaming and sports betting operators to seamlessly move from a single vendor of ID and age verification to a multi-vendor model, through one API call. This integration also enables IDComply to deliver compliance with each state's specific KYC and responsible gaming requirements.

This process increases the probability that a new player passes their ID and age verification, thanks to IDComply's ability to frictionlessly failover from one vendor to the next. This means fewer false negatives and an improved player experience, with a higher percentage of genuine players able to quickly onboard.

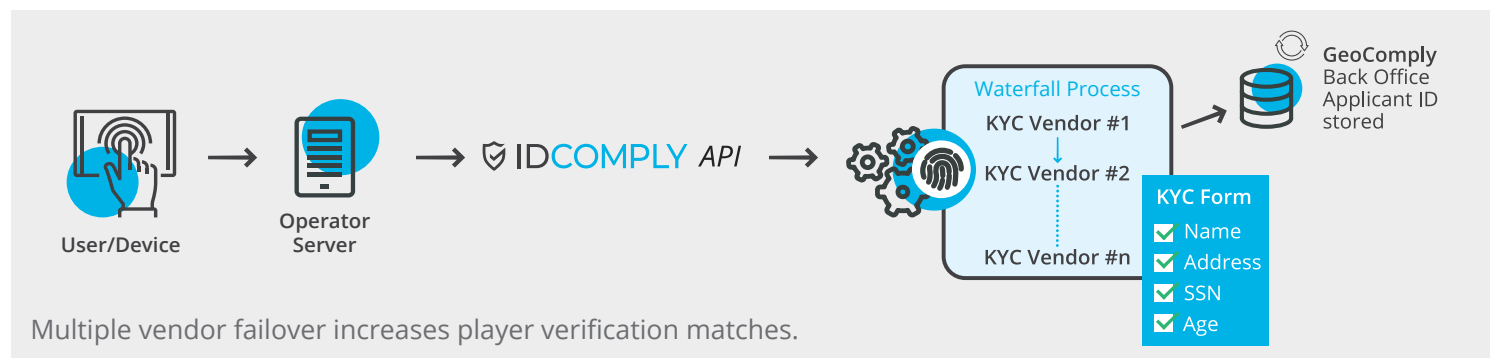
## Product Features

- Increased player verification through a multi-vendor waterfall process
- Fast implementation via a simple API integration
- Future support for GeoComply's back-office, for easy management
- Fully PCI/CCPA compliant

## Current Partners



## IDComply Solution Overview



### Why IDComply?

- Fully customizable - control which KYC vendors are used and the order they are queried
- Flexible - send either all new player requests or only those failing your existing KYC vendor
- No private information captured - IDComply only stores an anonymized applicant ID

### Additional Benefits

- Flag multiple KYC attempts from the same device
- Combine KYC with GeoComply's rich geolocation data to enhance chargeback reports
- Lower per transaction KYC costs, through GeoComply's bulk purchasing power
- Enables rapid entry into new markets



## TrueLocation App



### LOCATION COMPLIANCE FOR iOS AND ANDROID

The TrueLocation App is an app that allows sportsbook and casino operators to obtain device location data from iOS or Android devices, enabling the use of mobile web-based iGaming. This app works in combination with any website that has integrated GeoComply's compliance-grade geolocation solution within their mobile web app.

## TrueLocation Browser



### SECURE LOCATION VERIFICATION FOR iGAMING

The TrueLocation Browser is specifically designed to provide a highly secure experience for users accessing e-commerce based websites such as iGaming sites. The TrueLocation Browser incorporates a number of important security features to ensure reliable access to websites that require accurate and verifiable location data.



## TrueLocationAPI

### FRAUDULENT LOCATION DETECTION IN MILLISECONDS VIA API

GeoComply TrueLocation API provides advanced location-based fraud detection, utilizing both a real-time risk engine and a historical risk engine to identify and flag potential fraudulent activity. By analyzing both real-time and historical data, the GeoComply TrueLocation API can help organizations easily identify and stop a wide variety of fraud including chargeback fraud, account sharing, CNP fraud and account takeovers.



**GEOCOMPLY NOW IN 44 STATES  
WITH 10M TRANSACTIONS PER DAY!**

## **REQUEST A DEMO**

If you would like to see how our geolocation compliance solution can meet your unique needs, please email us at [\*\*solutions@GeoComply.com\*\*](mailto:solutions@GeoComply.com)

[GeoComply.com](http://GeoComply.com)

