





SERVICES AND CONSULTANCY



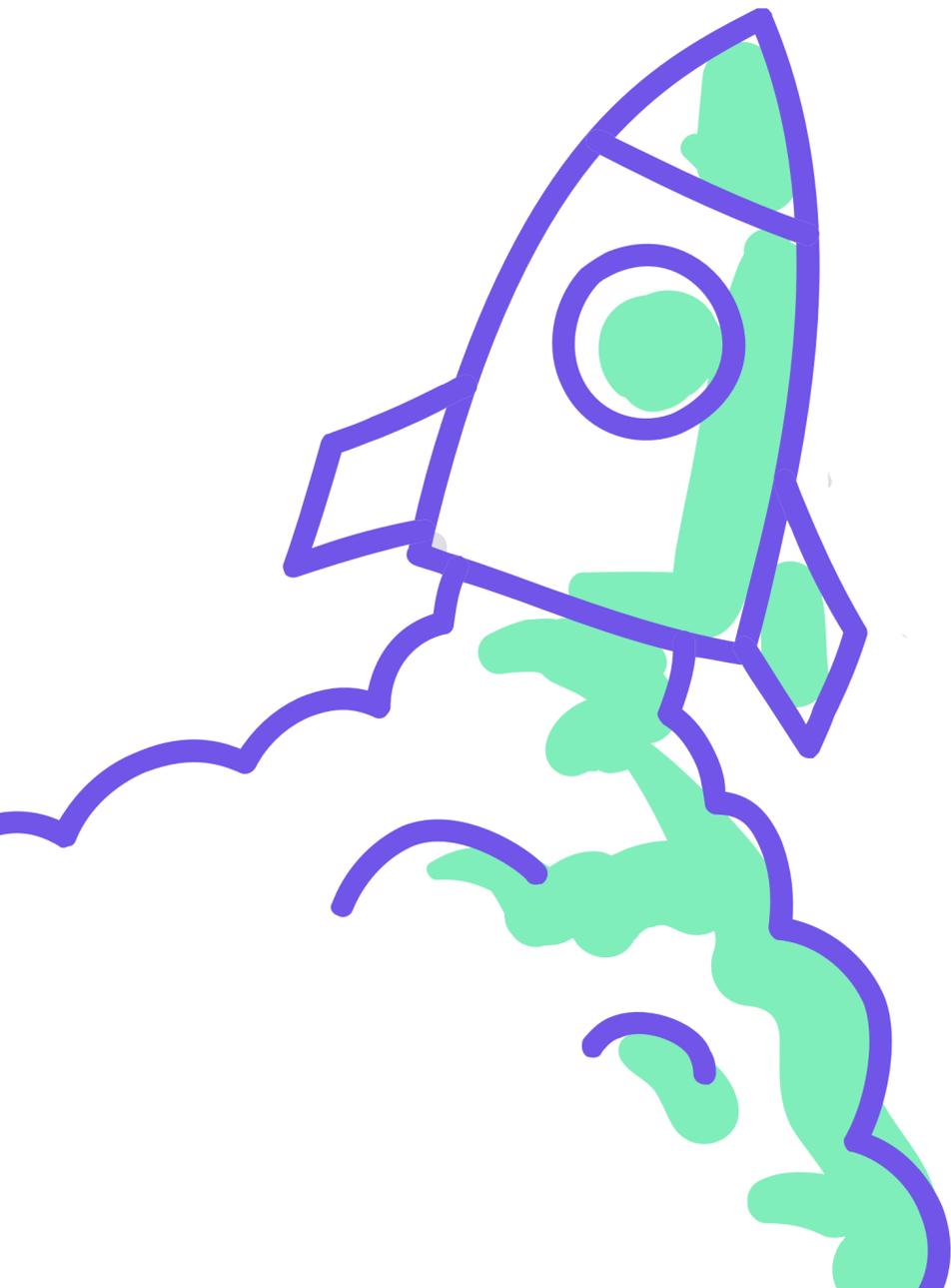
KNOW HOW

In Salsa Technology, formerly Patagonia Entertainment, we strongly believe that local industry “know how” & market experience vital factors for the success of a brand in Latin America are.

Latin America is our home and we have a total grasp on Spanish and Portuguese speaking markets throughout the region. We understand the markets, cultural nuances, people and the language. Most importantly, we know implicitly how to succeed in business for Latin America.

Our skilled and dedicated team has over 15 years’ experience and the necessary local industry intelligence to differentiate us from the rest.

At Salsa Technology we place huge emphasis on working in partnership with our clients. We create, implement and maintain successful business strategies for our clients. This is what we do on a daily basis. Success is what sets us apart from our competitors.



MARKETING STRATEGY

User experience is key for success too, this is why our team has the training and intelligence to operate successfully across all major marketing disciplines.

A robust marketing plan plays an integral role in the overall business strategy. Our marketing experts and consultants offer the best marketing and planning services to suit our clients gaming business. In addition, we provide the perfect tools and experience for acquisition, retention and reactivation initiatives.

OPERATIONS

Thanks to the extensive experience of our teams gained from within the operational world we have vast expertise on ensuring marketing strategies are always delivered.

Our teams understand how to plan and then follow-up the process into a successful operation.





PRODUCT MANAGEMENT



SPORTS BETTING

Salsa Technology has a specialized marketing service exclusively built for sports betting.

Considerable resources have been assigned to grow and deliver a truly standout sports betting experience. Sports betting is a thriving market given that the Latin American population exceeds 600 million and there is a passionate sporting culture throughout.

Companies looking to maximize the Latin American opportunity are able to generate significant revenues from this vertical to boost business.



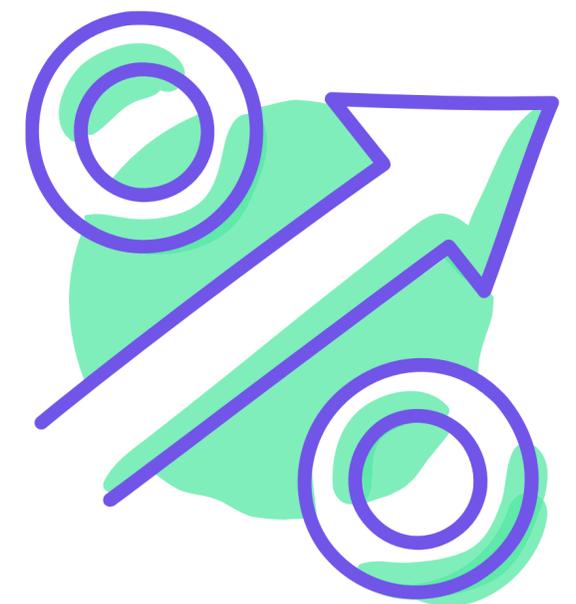
SPORTS BETTING

The key sports betting marketing services include:

SPORTS TRADING:

The trading department oversees 100% of the operation of the Sports Vertical. We have a team of professionals with extensive experience in managing multiple sites. Among the responsibilities are:

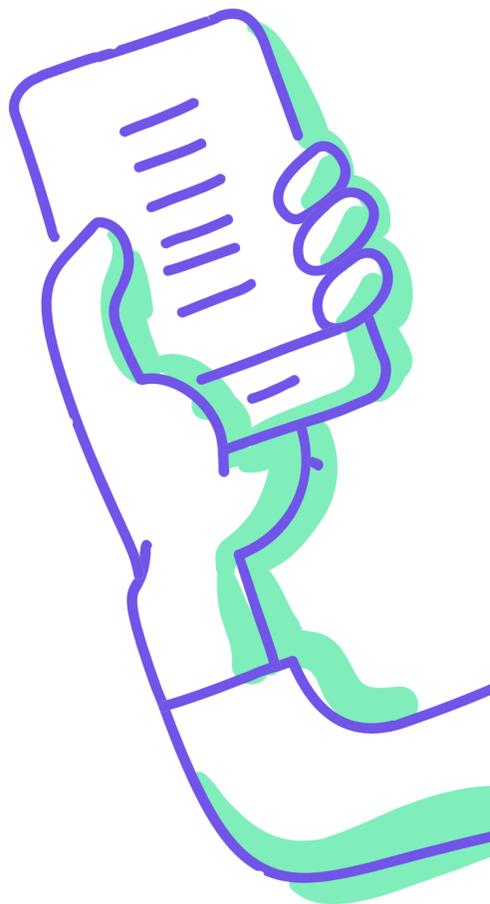
- ➔ **Risk Control**
- ➔ **Configuration** of markets, events, personalization
- ➔ **Monitoring**
- ➔ **Obtaining** results
- ➔ **Power** of analysis and resolution



SPORTS BETTING

User Experience (constant site improvements, for desktop and mobile versions, to allow for quick adaptation).

- ➔ **Contact** with suppliers (sourcing new opportunities, products and services).
- ➔ **Campaigns** (banners, promotions, mailing service, etc.).
- ➔ **Analysis** and investigation of data (the study of results, analysis of users and events).
- ➔ **Strong** relationships (working together with the team of traders, contact with all departments to enhance results).
- ➔ **Development** of strategies (plans and creative ideas to boost the business).
- ➔ **Monitoring** process (control in all processes, acquisition, activation, retention and reactivation).



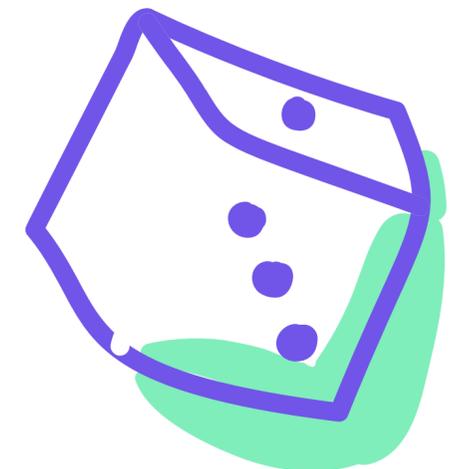
CASINO

At Salsa Technology, we firmly believe that player user experience is a vital factor for success. Therefore, our casino team has been especially trained to meet every players' entertainment expectations.

THIS IS ACHIEVED BY:

- ⇒ **A deep understanding of the Latam casino market:** we have more than 15 years' experience in dealing directly with players in the largest markets in Latin America.
- ⇒ **Knowing the needs and wants of each player:** working together with the best game providers in the world, we truly know the tastes and preferences of the Latam player.
- ⇒ **No Latam market is exactly the same,** a one-size-fits-all approach will not work. We know what content works where.

Our commitment to casino leads us to demand the very best from ourselves, providing each operator with the exact product requirements, as well as the analysis and management of these products and markets to reach the highest possible yield.



BINGO

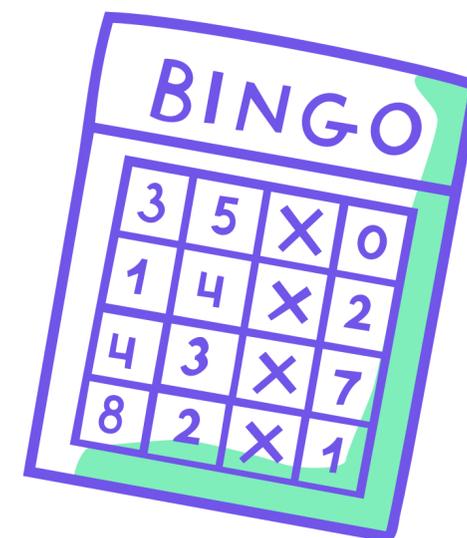
As a company that began its first foray into the world of iGaming through Online Bingo, we are proud to say that we have the most capable and best-prepared team to manage a Bingo operation.

Over the years, we have gained a vast amount of experience from bingo players and the key profile traits within the online market in every region of LATAM/Brazil.

This knowledge is what guides us to create campaigns, newsletters and promotions that appeal directly to them and make Online Bingo the most dynamic and fun experience on the site.

Furthermore, we have spent almost a decade entertaining Online Bingo players through our Room Hosts, providing them with attention and entertainment 24 hours a day, every day of the year. This experience and capacity help place us at the forefront of the market in Online Bingo room management.

All chat rooms are moderated meticulously to ensure an enjoyable and safe environment.





SERVICE

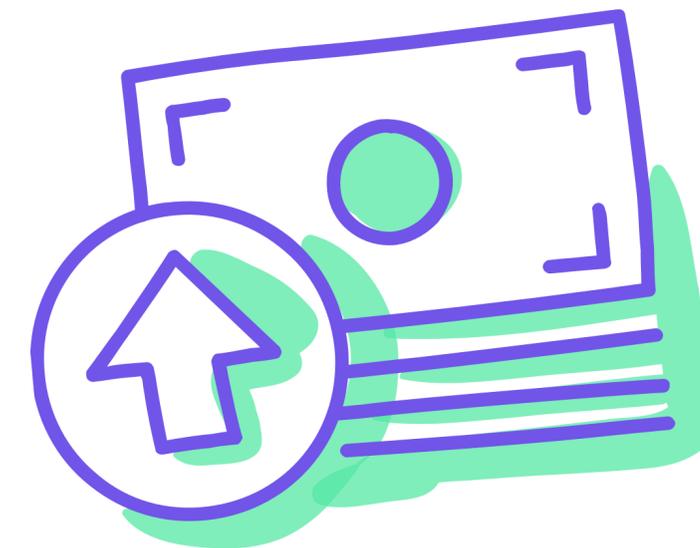


PAYMENT PROCESSING

Salsa Technology has acquired all the local knowledge and expertise on what payment processes are best for each individual Latam market.

This covers placing deposits, paying out and fund returns.

Salsa Technology has excellent relationships with all the leading payment processors across the globe.



FRAUD PREVENTION

Fraud is a practice that can infect any business, especially online gaming, often without the company having an awareness that there has been an issue. Salsa Technology offers a first-class fraud prevention service.

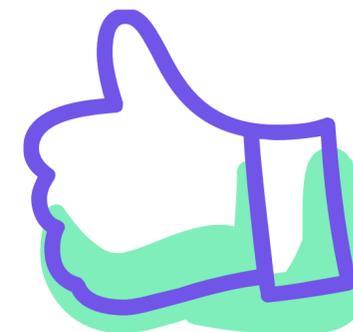
SALSA TECHNOLOGY HIGH-QUALITY FRAUD OPERATORS AND SOFTWARE FOCUS ON:

- ➔ **Advanced** analytics to detect fraud.
- ➔ **24/7 supervision** of player activity across different areas of the site (Sports, Casino, Bingo, Poker), as well as the wrongful use of bonuses and any other activity that could damage the company.
- ➔ **Monitoring** of deposits, withdrawals and player earnings.
- ➔ **Detection** and response to potential fraud.
- ➔ **Screening** of potential clients.

Our ultimate goal is to increase income and be a significant benefit for our clients.



SOCIAL MEDIA / MEDIA BUYING



Our mission as a team is to build, sustain and improve the connection between the brand and its audience. Social networks are a fundamental extension of digital marketing and user experience.

Considering this, we permanently monitor the brand and relevant competition, prioritizing the speed and quality of responses, as well as content.

We communicate brand development and build an interactive community with users and potential customers.

Salsa Technology works tirelessly on branding, visibility, image and digital presence, and instigates ongoing analysis and communication strategies.

We create and manage optimized profiles for each social network. We generate dynamic content and measure its reach in real time.

We listen to our customers and measure the demand to create an offer to meet that demand. We are responsible for humanizing the brand, making it accessible, friendly and reliable. We manage blog content, networks, apps and audio-visual products.

We have a presence on Facebook, Twitter, Instagram, Google +, LinkedIn and Pinterest. Our work allows our clients to thrive and gain the best publicity to showcase the power of Salsa Technology.

CONTENT CREATION

At Salsa Technology, we value the importance of content as a strategic tool to promote our products within the online market.

Our content department is responsible for best language practice, working seamlessly in Spanish, English and Portuguese to ensure a friendly and clear message. We believe a good marketing strategy should always be supported by reliable content.

LOCALIZED TRANSLATIONS

Our content team is specialized in handling and communicating content for every localized market. Taking care to ensure the message is clear and relatable - whichever country you are based in.



DESIGN

Salsa Technology design team brings together branding, web design, promotional design and animation to develop a unique brand identity for each client, according to their personality, audience and objectives.

In a highly competitive market, it is crucial to differentiate yourself from the competition and offer a truly unique experience.

To achieve this brand identity, the experience must be seamlessly delivered across all levels. Each visual element is considered, generating a coherent vision both online and offline, with constant updates.

A comprehensive and seamless communication strategy is achieved through:

- ➡ Site Design
- ➡ Landing Pages
- ➡ Newsletters
- ➡ Promotional Graphics
- ➡ Videos
- ➡ Banners
- ➡ Press Notices
- ➡ Printed Materials

All these elements help deliver a simple and intuitive experience where users can quickly find what they are looking for.





CALL CENTRE SUPPORT



LOCALISED CUSTOMER SERVICE TO COVER, URUGUAY, PERU AND MEXICO.

Salsa Technology Customer Service is available 24 hours a day, 365 days a year.

We have a professional team with proven experience and attention to detail across three languages: English, Spanish and Portuguese.

We also have a team of coordinators and supervisors who permanently support the operation optimizing resources and ensuring excellent quality.

The customers can contact us via phone, WhatsApp, chat or email.



LOCALISED CUSTOMER SERVICE TO COVER, URUGUAY, PERU AND MEXICO.



AT SALSA TECHNOLOGY WE OFFER:

- ➔ Personalized attention: taking into account the needs, tastes and customer preferences.
- ➔ Kindness: courteous and helpful assistance. We always make the client feel that they have come to the right place.
- ➔ Quick response time: we have efficient processes and the right platforms to handle customer issues quickly and provide the highest customer experience standards.
- ➔ Friendly Environment: our staff work in a modern environment, attentive to hygiene and environmental care. We prioritize occupational health, and this is true in each client relationship.
- ➔ Registration and derivation of contacts: our state-of-the-art technology collaborates by streamlining processes and generating reports and management indicators.

CALL CENTRE SUPPORT

We follow processes directly aligned with the C.O.P.C (Customer Operation Performance Center). These standards are defined management practices, key metrics and training for customer-focused service operations, designed to:

- ➔ **Deliver** customer satisfaction through the improvement of service and quality.
- ➔ **Increase** revenue.
- ➔ **Reduce** the cost of providing excellent service, through forecasting transactions, analysing historical data and supplying the necessary equipment.

COPC can significantly reduce costs while improving the quality of service and customer satisfaction.

We provide our clients with management reports and metrics to ensure accurate details are provided, number of transactions every 30 minutes, TMO (average operating time), number of transactions per agent, the standard of service, measures of attention, dropout rate, among several other indicators.



QUALITY & ASSURANCE

Our quality checking functionality is responsible for evaluating the quality of transactions generated with customers. It evaluates the professionalism, accuracy of the information provided to the end user, the processes and identifies the causes of mistakes to streamline the operations area.

All dialogue with clients is evaluated through a random and representative sample. It is based on an evaluation form that focuses on the critical points in the conversation, in addition to highlighting opportunities for soft skill improvements.

We always provide high-quality care to maintain precision standards greater than 95%.

Our quality plan is based on:

- ➔ **Provide** quality service by phone, chat, email, WhatsApp.
- ➔ **Effective** management.
- ➔ **Following** up with potential dissatisfied customers.
- ➔ **Suggesting** for areas of improvement.



QUALITY & ASSURANCE

The existing controls ensure the compliance of the company's quality management system. At the same time, these controls improve the efficiency of the processes. The main criteria used for measurement, analysis and improvement are the following:

- ⇒ **The measure** of customer satisfaction.
- ⇒ **Monitoring** and measurement of the service.
- ⇒ **Analysis** of the data and the need to carry out improvement actions, either corrective or preventive.

To apply these quality control measures, the Quality Department, along with other areas of the business, work to a specific framework in each of the company's services.

For each new service incorporated, a start-up meeting is held between departments to determine the exact needs of the customer and the specifications of the Global Quality Plan.

We care about being aligned with our customers, providing them with the standard of excellence and best user experience they deserve.



LOCALISED SALES APPROACH

Personalization, omnichannel, speed, precision and feedback are the keys to the success of any marketing and sales campaign.

For these to flourish, the best technology platform is required to automate these processes and monitor the performance of all marketing campaigns and sales management.

At Salsa Technology, we offer this technology and more based on:

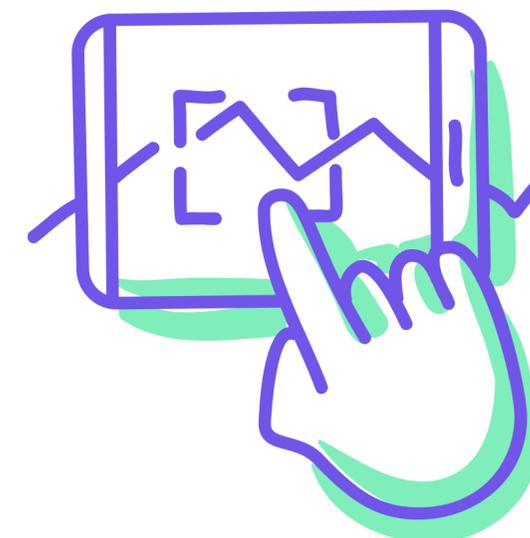
- ➔ **Automatic dialers**
- ➔ **Optimization** of outgoing campaigns
- ➔ **Systems** for sending emails, SMS, WhatsApp
- ➔ **Business** intelligence



LOCALISED SALES APPROACH

WE RUN A VARIETY OF CAMPAIGNS:

- ➡ Welcome Call: we welcome new users, and conduct a survey to learn more, in addition to offering services appropriate to their tastes and needs.
- ➡ New customers: campaigns to attract new users.
- ➡ Reactivation: get the users that were with us, to come back and remain active.
- ➡ Retention: contact specific customers to offer them new services and products in order to retain them and gain their loyalty.



TRAINING

Training is a fundamental pillar to nurture the knowledge that every employee must have to guarantee customer satisfaction.

Having expert personnel, with thorough training in every element relating to the service - product, Customer Service, Sales, Marketing, plus a strong communication skills, is the perfect combination to achieve the highest quality of service.

WE PROVIDE TRAINING IN SEVERAL DISCIPLINES:

⇒ **Product** and service

⇒ **Rapid** adaptation to the world of work

⇒ **Tools** in customer service

⇒ **Handling** complaints and claims

⇒ **Sales** technique

⇒ **Management** of objections

⇒ **Roll play services** appropriate to their tastes and needs.





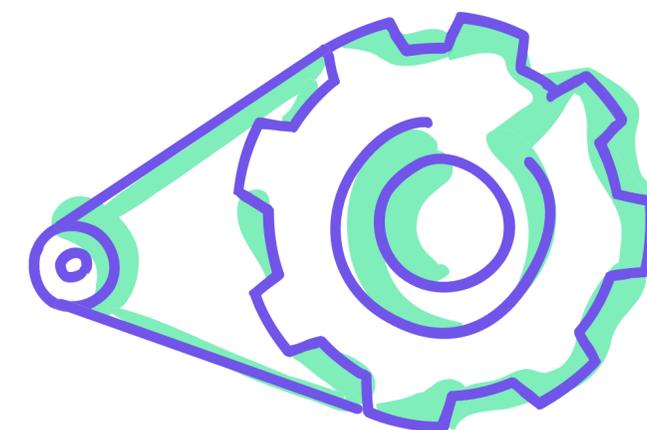
CORPORATE SERVICES



LOCAL STRUCTURE SET-UP & IMPLEMENTATION

Salsa Technology has partnerships in place with Co-Works around the Latam region which makes it simple to coordinate, plan and install a local presence.

This includes offices, hardware based on specific requirements... everything that has to do with setting up an office where required by the client. Each legal corporate framework and strategy is carefully considered.



RECRUITMENT AND HUMAN RESOURCE MANAGEMENT



Employment Management is essential to a successful operation, we help design and implement the best talent search selection strategies, hiring and training.

We provide services aligned to the business strategy and talent management, to achieve greater satisfaction and development of human capital.

From Human Resources we can assist our clients in Employment Management, designing and implementing the best talent search and selection strategies.

We provide services aligned to the business strategy and talent management, to achieve greater satisfaction and development of human resources

RECRUITMENT AND HUMAN RESOURCE MANAGEMENT



We offer assessment tools for talent traits and skills that contribute to the best decisions made on behalf of our clients.

OUR SERVICES:

- ➡ **Search and selection:** we execute the process of search and selection of candidates in their entirety, including the elaboration of recruitment strategy, interviews and evaluation of final applicants.
- ➡ **Recruitment:** through the design and execution of the recruitment strategy, we provide our clients with relevant candidates relating to the required profile.
- ➡ **Psychometric evaluations:** we measure the degree of adequacy of several candidates for a vacant position. We evaluate the aspects of personality, aptitudes and competencies according to the requirements of the area and compile a Professional Report for final decision-making.

LICENSING ADVISORY

We can assist our clients in advising on market licensing based on their targets and business strategy.

Salsa Technology has excellent relationships with the regulatory authorities and know the best legal firms across Latin America.

We provide advice, information and best practices for structuring and applying for an iGaming license.



WE MAKE IT HAPPEN!



GET IN TOUCH



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URUGUAY

Montevideo, Zonamerica

BRAZIL

Florianopolis, SC, Acate

São Paulo, SP, Campo Belo

MEXICO

Ciudad de Mexico,

Interlomas

PORTUGAL

Lisbon, Cascais

