

# PitchDeck

NEW BUSINESS OPPORTUNITY



MOVAXL.COM

Office no 168

Dubai Silicon Oasis - UAE

Phone: +971-508-393-4937

In Good  
Company



Affiliate power meets  
strategic vision, together we  
scale smarter





# AGENDA

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- **Our Vision**
- **iGaming Affiliate Innovation**
- **Meet The Team**
- **Products & Services**
- **Open to Selling**
- **Our Future Path**

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# OUR VISION

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## iGaming Affiliate Innovation

We aim to revolutionize access to digital opportunity within the iGaming sector — by connecting expertise, technology, and reach through scalable affiliate structures. Our mission is to empower partners with the tools and insights needed to unlock their full potential.

Through collaboration, innovation, and a commitment to transparency, we're building an inclusive and forward-thinking affiliate environment. One where niche content thrives, traffic converts, and long-term value is created across borders.

Together, we shape an iGaming landscape that's not only profitable, but fair, inspiring, and open to those ready to build.

# MEET THE TEAM

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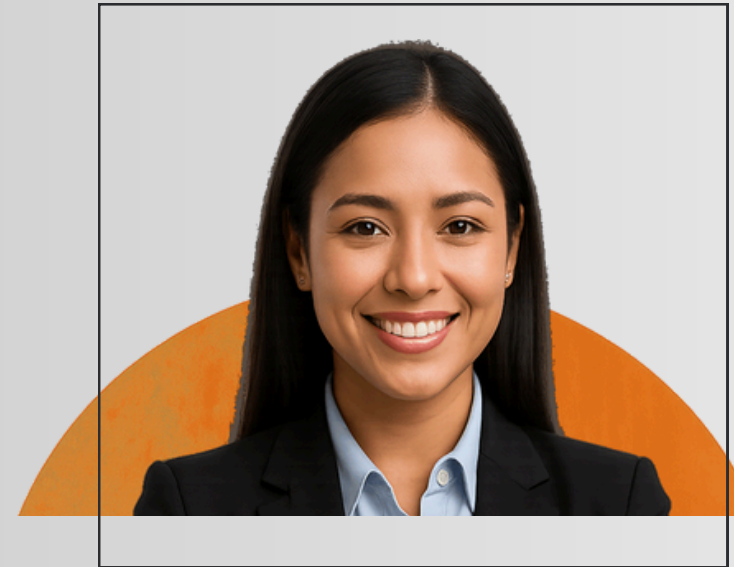
*Founder & CEO*  
**Henk Vinck**

For nearly 15 years, Henk has worked with fantastic brands to transform their vision and bring products to market. With his keen eye for design and talent for collaboration, he has redefined the way companies approach creativity and product development.



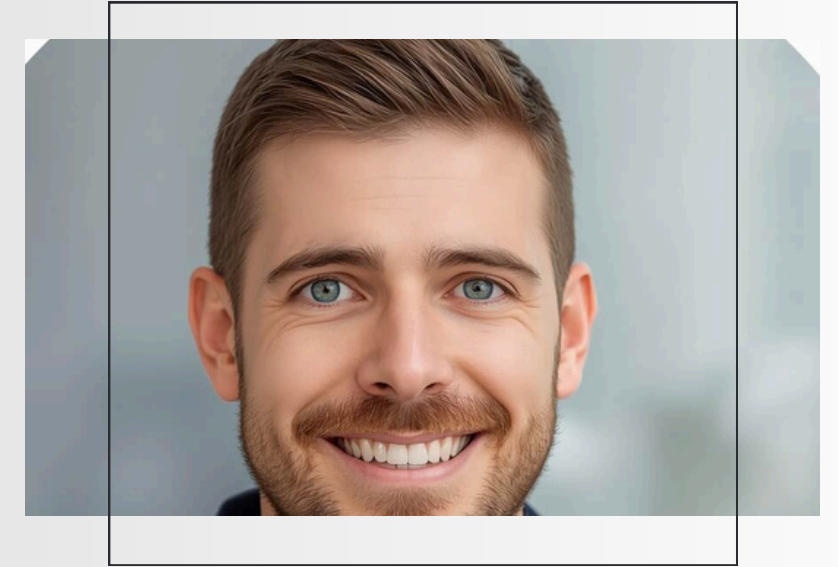
*Founder & CTO*  
**Margret Peters**

With her proven leadership skills in innovative technologies and finance, Margret now uses her expertise to bring new ideas to the creative industry. As a leader in the sector, she is committed to growth and innovation in a sector ripe for disruption.



*Chief Financial Officer*  
**Julia Jones Evans**

Julia oversees financial management and strategy at Movaxl. She is responsible for budgeting, financial reporting, and investment planning. With her expertise, she ensures the company grows sustainably, minimizes risks, and remains profitable.



*Chief Counsel*  
**Thorsten Müller**

Thorsten advising on all legal matters and corporate risks. With his experience in the creative and digital sectors, he ensures the company operates safely, compliantly, and with strong legal guidance.



# PRODUCTS & SERVICES

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We develop and manage affiliate websites that promote trusted online casinos within the iGaming sector. Our platforms are built for conversion, credibility, and niche-focused content, with a strong emphasis on SEO and international scalability.

We offer partners access to a scalable affiliate infrastructure with proven traffic, transparent data, and room for collaborative growth.

## **Our services include:**

- Affiliate publishing – content-driven promotion of licensed online casinos
- International domain development – multi-country affiliate sites with localized focus
- SEO & traffic optimization – structured for organic growth and long-term performance
- Flexible partnership models – performance-based, co-management, or full transfer options

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# PRODUCTS AND SERVICES



## *Servicing Creative* **Industries**

We support creative teams in the iGaming space by building affiliate platforms that connect content With conversion — \*Industries casino, entertainment, digital media



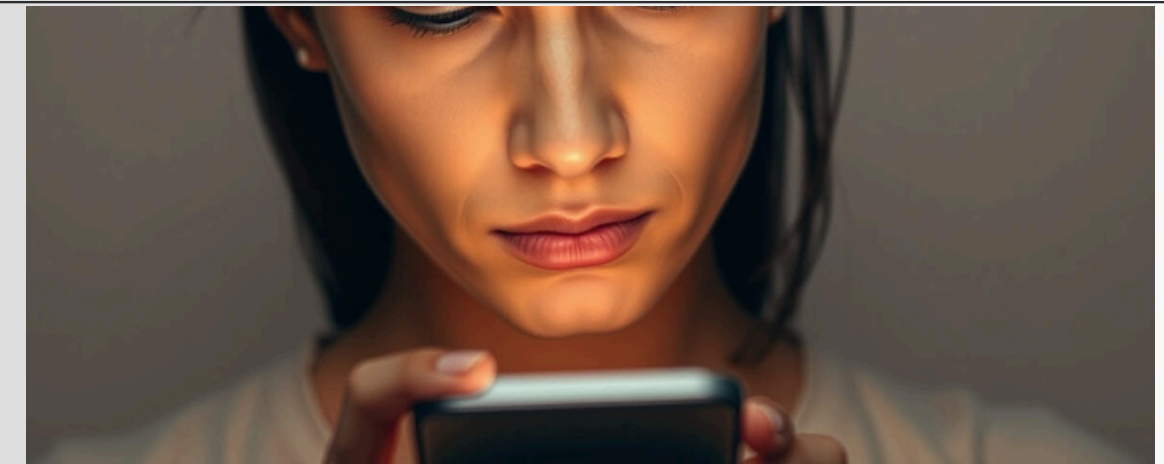
## *Simplifying* **Technology**

We streamline affiliate operations with ready-to-launch websites, clear SEO structures, and scalable models. Technology: smart frameworks, automation, analytics



## *Solving* **Affordability**

We solve growth challenges by combining niche targeting with performance-driven strategies and transparent data. Affordability flexible models, low entry barriers



## *Innovating* **Creative Finances**

We innovate by bridging traditional casino expertise with digital affiliate systems built for global reach. -+ Creative Finances monetization through smart content and partnerships

# COMPETITIVE ANALYSIS

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We took a step back to survey our industry's competitive landscape, in order to gain insights that would allow us to better serve our clients. We achieved that and also gained a deeper understanding of our place in the creative industry.





# PRODUCTS

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## Demographics

We target high-intent audiences across multiple regions, tailoring content to player behavior, age, and interest.

## Personalisation

Our platforms adapt to user intent — from geo-targeted offers to content that matches playing style and device.

## Emerging Content Niches

We explore untapped iGaming verticals like crypto casinos, niche slots, and localized betting trends.

## Analytics for Advertisers

We provide transparent performance data — from click-through to conversion — enabling smarter ad spend and ROI tracking.

# OPEN TO SELLING AFFILIATE CASINO WEBSITE

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## *Open to Selling*

At Movaxl, we're open to exploring the sale of one or more of our affiliate websites in the online casino space. Each site has been built with care, strategic intent, and a focus on long-term performance.

## *Affiliate Casino Sites*

Whether you're looking to expand your portfolio, enter the iGaming market, or simply want to explore what's possible — we're happy to connect. No pressure, no obligations — just a conversation.



*Feel free to reach out anytime: [info@movaxl.com](mailto:info@movaxl.com)*

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

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# OUR FUTURE PATH

## Quarterly plan 2026-2027

### *Adapt* Q1

- Launch of 2 websites
- Barcelona Igaming Expo
- mplementation of affiliate sites
- Initial content

### *Evaluate* Q2

- Launch of 2 websites
- Site maintenance
- Establishing contacts with affiliates
- SEO correction

### *Launch* Q3

- Launch of 1 website
- Site maintenance
- Establishing contacts with affiliates
- Initial content

### *Monitor* Q4

- Launch of 2 websites
- Site maintenance
- Establishing contacts with affiliates
- SEO correction

### *Iterate* Q1

Global reach, Local impact, Movaxl powers your iGaming expansion.

Join us in revolutionising access to  
ideas and emerging technologies.





# Thank you!

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