



# Ukash Merchant Case Study

*How an Effective Payments Strategy Delivered  
Success for a Mobile Casino*

*“Having Ukash as a payment option has been a significant factor in the growth of WinAsUGo™ in the UK”*



## Background

WinAsUGo™ is one of the leading mobile casino operators, having developed a unique state of the art proprietary technology and wireless gaming platform. A fully licensed and regulated company WinAsUGo™ is both owned and managed by gaming and mobile veterans and has been providing cutting edge games to players in the UK since 2001.

In September 2006 WinAsUGo™ added Ukash to their other payment methods (debit card, credit card, Neteller) as like many other operators they were aware of the number of potential players wanting to pay by cash.

## UK Growth

Since then payments by Ukash have increased to represent 15.5% of WinAsUGo™'s total turnover.

“Having Ukash as a payment option has been a significant factor in the growth of WinAsUGo™ in the UK. Integrating Ukash was straightforward and it has proven to be a popular, safe and secure choice for many of our players”, comments Gal Yefet, VP Sales & Business Development at WinAsUGo™.

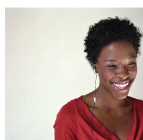
## Why Ukash?

- > Widely available to consumers
- > Ukash is free to use
- > Better rates and settlement
- > No costly charge-backs
- > Constant innovation

## Why Ukash?

There are a number of reasons why Ukash has been adopted by WinAsUGo™ including:

- > It's widely available to consumers around the UK & Europe
- > Ukash is free of charge to consumers
- > It has much better rates and a quicker settlement cycle than other mobile payments
- > There are no costly charge-backs as Ukash is prepaid
- > Constant innovation e.g. UkashMobile, Ukash cards, UkashOut



## ***“UkashOut has the potential to make a significant difference to our business”***

### **More than Payments**

In the 15 months since going live with Ukash, WinAsUGo™ has also benefited from an active promotion programme including:

- > Prominent banners at Ukash.com, visited by over 10,000 users per week
- > Email campaigns to the Ukash opted-in customer database
- > Successful bonus promotions to recruit new cash customers
- > Point of sale promotion on Ukash Cards at 1000 Ukash issuing locations in the UK



### **International Expansion**

“We’ll soon be taking WinAsUGo™ into other European countries so it’s good to know that we can make the most of Ukash when we do. Knowing that consumers in 20 countries around Europe can get Ukash to play at our casino is very comforting given that so few have regular debit or credit cards. We won’t have to make any changes to accept multiple currencies either!” adds Gal Yefet.

### **Getting Cash Out**

Quickly paying out players’ winnings is important to maintaining the good reputation of WinAsUGo™. But for the operator it’s a significant overhead both in time and resources.

WinAsUGo™ is looking forward to being one of the first casino operators to sign up for UkashOut, the new card-based solution:

- > Payment to ATM cards
- > Easy application and setup for the player
- > Uses existing Ukash integration
- > Fast payout direct to ATM card using automated processes



“UkashOut has the potential to make a significant difference to our business; it will streamline the processing of withdrawals without us needing to make significant technical changes plus we can use it to build more brand loyalty amongst our players”, concludes Gal Yefet.

### **Summary**

- > **Ukash has helped WinAsUGo™ achieve rapid growth in the UK**
- > **It has the potential to help WinAsUGo™ reach consumers in other countries**
- > **UkashOut will help WinAsUGo™ overcome a major administrative burden**

**To find out more contact Ukash:**



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Available now in the UK, Ireland, Spain, Germany, The Netherlands, Poland, Sweden and a further 13 European countries. Ukash is regulated as an EElectronic Money Institution (ELMI) by the UK Financial Services Authority (FSA)