



NO RIZK - NO REWARD

WHY?

We believe in continuous innovations, are willing to take risks and have the courage to be different.

HOW?

Our designs are intuitive, simple to use and straightforward. We focus on automatic rewards and anticipate customers needs.

WHAT?

Casino, sportsbook and poker on all devices



BRAND & VALUES

VISION

Most liked online gaming site

MISSION

We give customers a smooth, fair and innovative gaming experience in a seamless cutting edge environment.

BRAND: THE LOGO



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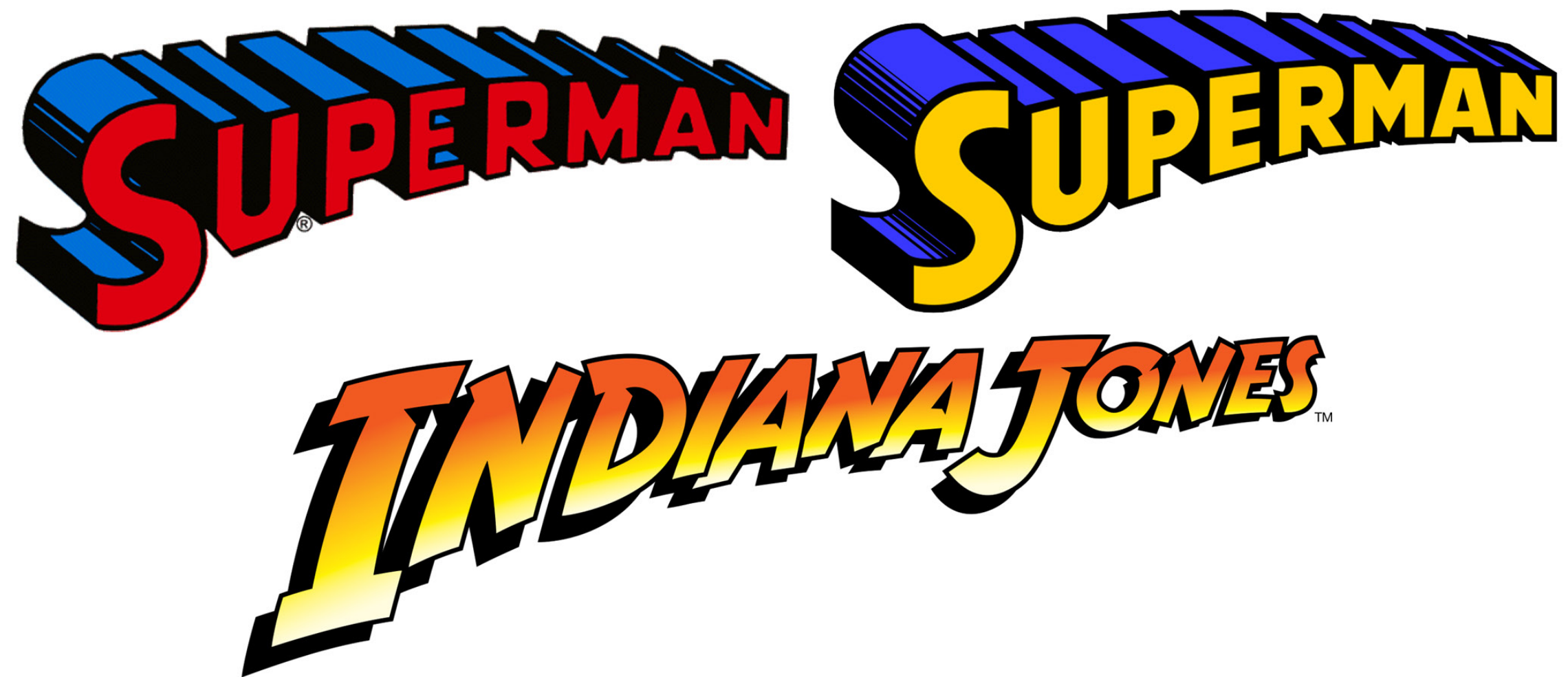
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BRAND: THE LOGO



1. Inspiration for the Rizk logo came from classic golden age comic book / movie typography.



2. Logo evolution



REAL
MONEY



LET'S REGISTER!

3 QUICK STEPS!



E-MAIL *

roger.murtaugh@lapd.com



MOBILE *

+358

PASSWORD *

Password

* Required fields

CONTINUE



RIZK
LEVELS



INSTANT MONEY
TRANSFERS



NO RIZK
- NO REWARD

BRAND SLOGAN

REAL MONEY
-NO BONUSES

PRIMARY MESSAGE

BRAND SUMMARY

Rizk promises online gaming customers that they can count on us for a fairer, simpler and more entertaining gaming experience, delivered in a no nonsense, non selling and edgy manner in order to evoke a sense of trust and interest.

Rizk style of communication is fresh, engaging and to the point, providing current and exclusive content.

Our core messages are innovation, fairness and simplicity.

VALUES

1. We share

- We nurture the culture of sharing in order to increase sense of community, internal motivation and innovations.

2. We respect

- We have high respect for coworkers, customers, authorities and competitors and promote a positive atmosphere.

3. We are eager to learn

- We want to know what customers needs are, how things could be done better and constantly seek for eureka moments. We give and take feedback.

4. We talk with people, not about people

- Our customers and our own challenges are solved promptly and with good communication. We take the initiative and are active.

WHAT SETS US APART (PRODUCT):

- Rizk Wheel truly increases customer loyalty
- Rizk Wheel rewards match customers stakes i.e. vip level and available on all devices
- intelligent interface and smooth navigation casino layout
- intelligent lobbies, we anticipate what customers want to do
- freespin game is selectable and freespins can be stacked
- cutting edge content and storytelling
- no small print
- no wagering requirements

WHAT SETS US APART (COMMUNICATION):

- confident and to the point
- colourful and humorous
- communication with purpose, less selling
- educating people with Rizk values through appealing storytelling, starring Captain Rizk and his loyal partner Rizky

