

America's Multi-Billion Dollar Gambling Revolution

Wednesday, January 16, 2019 12:00:00 PM (GMT)

FN Media Group Presents Safehaven.com Market Commentary

LONDON, January 16, 2019 /PRNewswire/ --

For decades, the gambling industry has been stuck in a legal limbo, with black market bookies and murky underground clubs mopping up billions in potential profits. But the floodgates are about to open to the general public. Mentioned in today's commentary includes: **Great Canadian Gaming Corp.** (OTCPK:GCGMF), **The Stars Group Inc** (NASDAQ:TSG), **Las Vegas Sands Corp.** (NYSE:LVS), **Scientific Games Corp** (NASDAQ:SGMS), **Activision Blizzard** (NASDAQ:ATVI).

That's because a key law outlawing online gambling across the United States has just been overturned. And one of the most exciting and profitable segments of the burgeoning gambling industry is sports betting, where tens of millions of people across the globe are looking to win big. NBA commissioner Adam Silver estimates the illicit sports betting industry could be worth more than \$400 billion per year, and it's all about to become legal.

One of the most promising players in the game is BRAGG, formerly Breaking Data Corp. ([BRAG.V](#); [BKDCF](#)) If it performs like its peers, BRAGG could soon be worth much more than its current value, roughly \$25 million.

22 MILLION POTENTIAL CUSTOMERS: THE LARGEST SINGLE PUBLISHER FACEBOOK PAGE IN THE WORLD

BRAGG has a captive audience and has simply been building goodwill, waiting to monetize them. The company's media property [Give Me Sport](#) has a monthly user base of 31 million.

The [Facebook page for Give Me Sport](#) has 26 million fanatic members, and the traffic on the site is immense. Compare that to major brands like ESPN which has only 19 million fans. ESPN is a major media brand, worth \$28 billion, and Give Me Sport's user count blows it out of the water.

POISED TO ENTER A NEW UP TO \$5.2 BILLION MARKET

In May 2018, the U.S. Supreme Court made a landmark ruling, striking down the Professional and Amateur Sporting Protection Act (PASPA). PASPA had made it illegal to bet on sporting events in all but a handful of U.S. states. But now online betting will be offered across the country.

The floodgates of sports betting could be about to open. 99 percent of all betting in the U.S. is based in the black market. Legalization in some states, which could happen as early as next year, could open up a legal betting market worth up to \$5.2 billion.

If 2018 was the year of a marijuana revolution, 2019 could be the year that sports betting goes mainstream. But it's a sector that's received virtually no attention, one with a high barrier to entry. That's what makes BRAGG ([BRAG.V](#); [BKDCF](#)) so unique.

STATES ARE CASHING IN AND INVESTORS MIGHT TOO

Striking down PASPA was the first step. The U.S. federal government can't outlaw sports betting. What individual states can do is legalize it, and tax the proceeds. New Jersey already does this: in September, the state reported \$184 million in betting, with \$24 million in revenue for the betting venues. More states are expected to cash in on sports gambling as a source of state revenue.

The barriers to breaking into online gambling are high. Margins on gambling are slim, with the house taking maybe \$3 for every \$100 on the table. Online operators need millions of users and tons of daily traffic; DraftKings, for example, relies heavily on its 10 million returning customers.

Few companies can do so successfully, and competition from players like DraftKings and FanDuel, as well as more established betting houses, makes it a tough climate for start-ups. But that's precisely what makes

BRAGG such a strong contender.

WHY BRAGG?

Here's a run down the reasons why BRAGG ([BRAG.V](#); [BKDCF](#)) is set to take the world of online gambling by storm:

- A team of experienced executives, who once ran the second biggest poker site in the world and generated \$450 million revenue. This is a team primed for big things.
- A user base of sports fans on Facebook larger than ESPN or Sky Sports, a rabid fandom of 26 million and a Facebook presence larger than all its competitors.
- An incredible media property, Give Me Sport, and an online-gaming platform, Onyx, that is well-suited to online gambling.
- Tremendous early growth: since April 2017 Give Me Sports UK monthly traffic has increased by 5 million, while revenue has grown by 30 percent. Revenue growth from Oryx has been even more impressive: 414 percent year on year.

STRONG REVENUE GROWTH AND THEY ARE JUST GETTING STARTED MONETIZING THEIR 31 MILLION FANS

The industry leader, the popular fantasy sports and online sports betting venue DraftKings, has about 10 million users, compared to Give Me Sport's 26 million, and made \$2.9 million in August in New Jersey alone. DraftKings isn't public, but its reported valuation is more than \$1 billion.

By comparison, BRAGG is just starting up its online sports betting business, has a large base of member sports fans who will be offered the opportunity to bet through BRAGG's new platform, and BRAGG's estimated market cap is about \$25 million.

It has more users than DraftKings, an online gaming platform almost ready for market, and mounting buzz. The key difference between DraftKings and BRAGG is that BRAGG haven't monetized their fans for sports gaming... YET. If BRAGG can carry out their well thought out business plans, they should give DraftKings a run for their money.

BRAGG (BRAG.V; BKDCF) should be able to successfully transition to major revenues in online sports gaming, based on its sports fan user base of 31 million. But for now, it's flying way under the radar.

Other companies shaking up the gaming industry:

Great Canadian Gaming Corp. (OTCPK:GCGMF)

Great Canadian Gaming has made a name for itself over the past 36 years. It has built a dynasty in Canada and the United States with properties located across the continent. The gaming industry leader has built its reputation and following on integrity, service, and through the support of the communities surrounding it.

Given its recent earnings reports, GC has been labeled as undervalued by many investors, and key indicators suggest the same, especially with a new gambling boom set to explode in North America right around the corner.

The Stars Group Inc (NASDAQ:TSG)

In December, Stars Group secured a major partnership with the National Basketball Association in order to use data and league marks across their digital sports betting offerings.

Scott Kaufman-Ross , Head of Fantasy & Gaming, NBA explained, "This dynamic partnership will be another way to create authentic fan engagement with league logos and official NBA betting data, while leveraging Stars' global expertise to further optimize the fan experience."

Las Vegas Sands Corp. (NYSE:LVS)

Las Vegas Sands is an iconic developer and operator of high-class luxury resorts and casinos around the world. Starting with just a single property a little under 30 years ago, Sands has grown to become an

international powerhouse with business and leisure establishments in Las Vegas, Macao, Singapore and more.

Recently, higher-than-expected gambling revenues in Macao sent gaming stocks soaring, and though the hype has died down a little, it's clear the gaming industry is gaining speed once again, especially in Asia where LVS owns multiple high-performing properties.

Scientific Games Corp (NASDAQ:SGMS)

Even though Scientific Games is headquartered in Las Vegas, make no mistake about it, they are a global company with a presence on six continents. And their presence is far reaching. From digital gaming solutions to innovative lottery and sports betting products used across the planet, Scientific Games aims to take their customer's revenue and the players' experiences to the next level.

In December's SBC awards, an awards ceremony comprised of esteemed industry professionals, Scientific Games surprised attendees with the performance of the company's OpenBet sportsbook tech.

Activision Blizzard (NASDAQ: ATVI)

Activision and Blizzard merged in 2008 creating a relative supermajor in the gaming industry. The two companies have churned out some of the biggest hits in the gaming industry including World of Warcraft, Diablo, Call of Duty and more.

And now, in the competitive world of e-sports, a relatively new betting segment, titles like Heroes of the Storm and Starcraft have gained millions of players and even more spectators. The result? Huge tournaments featuring major purses and even television features on ESPN and more.

By. Charles Kennedy

****IMPORTANT! BY READING OUR CONTENT YOU EXPLICITLY AGREE TO THE FOLLOWING. PLEASE READ CAREFULLY****

FORWARD-LOOKING STATEMENTS. Statements in this communication which are not purely historical are forward-looking statements and include statements regarding beliefs, plans, intent, predictions or other statements of future tense. Forward looking statements in this article include that the gaming industry continues to grow; that a bigger investment opportunity than casinos may be in growth stocks like Bragg; that GiveMeSport's new website will start with sports betting before expanding into the other areas including casino games, e-sports, poker and lottery products; that Bragg Systems may have a system that would be accepted by gamers; that it can leverage the Give Me Sport fan base into sports betting through Bragg's platform to drive adoption and growth; that Bragg can protect its intellectual property; the size of the potential sports gaming market; that Oryx gives it the gaming platform to break into the online sports gaming and betting market; that more states in the US will legalize sports gaming; and that Bragg's revenues will continue to increase; and that the company intends to grow and acquire assets across the full spectrum of gaming verticals in multiple jurisdictions. Forward looking statements involve known and unknown risks and uncertainties which may not prove to be accurate. Actual results and outcomes may differ materially from what is expressed or forecasted in these forward-looking statements. Matters that may affect the outcome of these forward looking statements include that markets may not materialize as expected; gaming may not turn out to have as large a market as thought or be as lucrative as thought as a result of competition or other factors; fans who like sport may not be converted to online sports gamblers; Bragg may not be able to offer a competitive product or scale up as thought because of potential inferior online product, lack of capital, lack of facilities, regulatory compliance requirements or lack of suitable employees or contacts; Bragg intellectual property rights applications may not be granted and even if granted, may not adequately protect Bragg intellectual property rights; and other risks affecting Bragg in particular and the gaming industry generally. The forward-looking statements in this document are made as of the date hereof and the Company disclaims any intent or obligation to update such forward-looking statements except as required by applicable securities laws.

Risk factors for the online sports gaming industry in general which also affect Bragg including without limitation the following: Competitors may offer better online gaming products luring away Bragg's customers; Technology changes rapidly in the business and if Bragg fails to anticipate or successfully implement new

technologies or adopt new business strategies, technologies or methods, the quality, timeliness and competitiveness of its products and services may suffer; Bragg may experience security breaches and cyber threats; regulators may impose significant hurdles to online gaming companies; Bragg's business could be adversely affected if consumer protection, data privacy and security practices are not adequate, or perceived as being inadequate, to prevent data breaches, or by the application of consumer protection and data privacy laws generally; The products or services Bragg distributes through its platform may contain defects, which could adversely affect Bragg's reputation.

DISCLAIMERS

PAID ADVERTISEMENT. This communication is a paid advertisement and is not a recommendation to buy or sell securities. Safehaven.com, Leacap Ltd, and their owners, managers, employees, and assigns (collectively "the Company") has been paid by the profiled company or a third party to disseminate this communication. In this case the Company has been paid by Bragg seventy thousand US dollars for this article and certain banner ads. This compensation is a major conflict with our ability to be unbiased, more specifically:

This communication is for entertainment purposes only. Never invest purely based on our communication. Gains mentioned in our newsletter and on our website may be based on end-of- day or intraday data. We have been compensated by Bragg to conduct investor awareness advertising and marketing for Bragg. Therefore, this communication should be viewed as a commercial advertisement only. We have not investigated the background of the company. The third party, profiled company, or their affiliates may liquidate shares of the profiled company at or near the time you receive this communication, which has the potential to hurt share prices. Frequently companies profiled in our alerts experience a large increase in volume and share price during the course of investor awareness marketing, which often end as soon as the investor awareness marketing ceases. The investor awareness marketing may be as brief as one day, after which a large decrease in volume and share price is likely to occur.

We do not guarantee the timeliness, accuracy, or completeness of the information on our site or in our newsletters. The information in our communications and on our website is believed to be accurate and correct, but has not been independently verified and is not guaranteed to be correct. The information is collected from public and non-public sources but is not researched or verified in any way whatsoever to ensure the information is correct.

SHARE OWNERSHIP. The owner of Safehaven.com owns shares and/or stock options of this featured company and therefore has an additional incentive to see the featured company's stock perform well. The owner of Safehaven.com will not notify the market when it decides to buy or sell shares of this issuer in the market. The owner of Safehaven.com will be buying and selling shares of the featured company for its own profit. This is why we stress that you conduct extensive due diligence as well as seek the advice of your financial advisor or a registered broker-dealer before investing in any securities.

NOT AN INVESTMENT ADVISOR. The Company is not registered or licensed by any governing body in any jurisdiction to give investing advice or provide investment recommendation. ALWAYS DO YOUR OWN RESEARCH and consult with a licensed investment professional before making an investment. This communication should not be used as a basis for making any investment.

INDEMNIFICATION/RELEASE OF LIABILITY. By reading this communication, you agree to the terms of this disclaimer, including, but not limited to: releasing The Company, its affiliates, assigns and successors from any and all liability, damages, and injury from the information contained in this communication. You further warrant that you are solely responsible for any financial outcome that may come from your investment decisions.

RISK OF INVESTING. Investing is inherently risky. While a potential for rewards exists, by investing, you are putting yourself at risk. You must be aware of the risks and be willing to accept them in order to invest in any type of security. Don't trade with money you can't afford to lose. This is neither a solicitation nor an offer to Buy/Sell securities.

DISCLAIMER: Safehaven.com is Source of all content listed above. FN Media Group, LLC (FNM), is a third party publisher and news dissemination service provider, which disseminates electronic information through

multiple online media channels. FNM is NOT affiliated in any manner with Safehaven.com or any company mentioned herein. The commentary, views and opinions expressed in this release by Safehaven.com are solely those of Safehaven.com and are not shared by and do not reflect in any manner the views or opinions of FNM. FNM is not liable for any investment decisions by its readers or subscribers. FNM and its affiliated companies are a news dissemination and financial marketing solutions provider and are NOT a registered broker/dealer/analyst/adviser, holds no investment licenses and may NOT sell, offer to sell or offer to buy any security. FNM was not compensated by any public company mentioned herein to disseminate this press release.

FNM HOLDS NO SHARES OF ANY COMPANY NAMED IN THIS RELEASE.

This release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E the Securities Exchange Act of 1934, as amended and such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. "Forward-looking statements" describe future expectations, plans, results, or strategies and are generally preceded by words such as "may", "future", "plan" or "planned", "will" or "should", "expected," "anticipates", "draft", "eventually" or "projected". You are cautioned that such statements are subject to a multitude of risks and uncertainties that could cause future circumstances, events, or results to differ materially from those projected in the forward-looking statements, including the risks that actual results may differ materially from those projected in the forward-looking statements as a result of various factors, and other risks identified in a company's annual report on Form 10-K or 10-KSB and other filings made by such company with the Securities and Exchange Commission. You should consider these factors in evaluating the forward-looking statements included herein, and not place undue reliance on such statements. The forward-looking statements in this release are made as of the date hereof and FNM undertakes no obligation to update such statements.

Contact Information:

Media Contact - FN Media Group LLC

e-mail: editor@financialnewsmedia.com

U.S. Phone: +1(954)345-0611

SOURCE Safehaven.com

Countries: United Kingdom, United States

Industries: Agriculture, Entertainment & Leisure, Gambling & Casinos

Languages: English

Primary Identifiers: ATVI-US, LVS-US, SGMS-US, TSGI-CA

Related Identifiers: ATVI-US, LVS-US, SGMS-US, TSGI-CA, TSG-US

Subjects: Investment Opinions