

Monthly Executive Summary

LuckySpin - iGaming Platform Analytics | January - December 2025

Key Performance Indicators

\$4.26M	400,000	\$10.64	115,690
TOTAL REVENUE +28.4% YoY	TRANSACTIONS +32.1% YoY	AVG TRANSACTION +3.2% YoY	ACTIVE PLAYERS +24.8% YoY
48	\$128K	86.3	78.5
NET PROMOTER SCORE +8 pts YoY	GROSS GAMING REVENUE +19.2% YoY	RG SCORE +6.4 pts YoY	SUSTAINABILITY SCORE +5.2 pts YoY

Quarterly Performance Trend

Quarter	Revenue	Transactions	Avg Transaction	Active Players
2025Q1	\$986.2K	92,600	\$29.6K	3.00%
2025Q2	\$1.02M	95,800	\$30.7K	3.01%
2025Q3	\$1.08M	101,200	\$32.4K	3.00%
2025Q4	\$1.17M	110,400	\$35.3K	3.02%

Revenue by Category

Category	Revenue	% of Total	Transactions	Avg Transaction
Slots	\$4.94M	60.4%	243,956	1.96%
Roulette	\$780.9K	9.5%	38,000	1.35%
Live Roulette	\$764.4K	9.3%	37,200	1.95%
Blackjack	\$570.9K	7.0%	27,800	0.21%
Baccarat	\$391.8K	4.8%	19,080	1.35%

Key Highlights

- Mobile Dominance:** 74% of activity via mobile with 31x better energy efficiency than retail
- Slots Revenue Engine:** Slots drive 60% of wagering and 75% of GGR
- Strong RG Performance:** 5.40% flag rate vs 6.5% industry benchmark (17% better)
- Global Platform:** Players across 10 currencies and 20+ countries

VIP Tier Analysis

Segment	Revenue	Transactions	Players	RG Score	NPS
Platinum	\$284.6K	4,000	1,157	\$246.02	82
Gold	\$642.4K	12,000	3,471	\$185.08	84
Silver	\$1.20M	36,000	9,255	\$129.79	86
Bronze	\$1.54M	60,000	17,353	\$88.67	88
Standard	\$4.52M	288,000	84,454	\$53.47	89

Regional Performance

Region	Revenue	Transactions	Players	Avg Transaction
United Kingdom	\$1.40M	132,000	38,178	\$10.61
Germany	\$851.3K	80,000	23,138	\$10.64
Canada	\$638.5K	60,000	17,353	\$10.64
Sweden	\$425.7K	40,000	11,569	\$10.64
Finland	\$340.5K	32,000	9,255	\$10.64

Strategic Insights

- Mobile-First Success:** Digital channel dominance enables superior sustainability metrics
- Slots Concentration:** Strong slots performance but consider portfolio diversification
- RG Leadership:** Above-benchmark responsible gaming positions brand favorably

Report prepared by **Clean Metrics Studio** | January 16, 2026

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