

# IAG Academy Awards 2024

Nomination for MEGASPORTSWORLD (MSW) in Winford Resort and Casino Manila

Category #9: Best Sports Betting Solution in an IR



## Executive Summary

MegaSportsWorld (MSW) is the premier destination for sports betting enthusiasts in the Philippines. Established in 2007, MSW stands as the country's longest-running and most esteemed government-accredited sportsbook.

Operating under the strict guidelines of licenses issued by PAGCOR, the regulatory authority for the Philippine gaming industry, MSW offers a comprehensive array of betting odds and markets across hundreds of leagues, spanning from mainstream favorites like basketball and tennis to niche sports such as cricket and rugby. MSW's services extend seamlessly across online platforms, retail outlets, and innovative video call channels through our MVP Service.

In July 2019, MSW proudly became the first fully accredited "Sports Betting System and Bookmaking Service Provider" in the Philippines, further solidifying its commitment to excellence and compliance.

Distinguished by its extensive network of outlet locations nationwide, MSW continues to expand, ensuring accessibility and convenience for its valued patrons. Currently, MSW has a total of 42 outlets which is more than any other local sportsbook. The flagship outlet is situated in the prestigious **Winford Resort and Casino Manila**.

## MSW in Winford Resort and Casino Manila

MSW has maintained a strong and enduring partnership with Winford Resort and Casino since its initial opening in 2017. Due to the outlet's success, MSW has undergone renovations to enhance its facilities, aligning with the high standards of the Winford Casino. The updated design features a sophisticated interior, additional screens for live game viewing, expanded betting stations, and new self-service stations on the second floor. Consequently, this location has been designated as MSW's flagship outlet. MSW at Winford is open 24/7.





*Ribbon-cutting of new MSW space in Winford Casino (Sep 2022)*



*MSW celebrates its 100<sup>th</sup> outlet launch in Winford Casino (June 2017)*

## MSW Business Support

MSW is bolstered by a diverse array of dedicated teams, each specializing in critical areas to ensure the seamless operation of the business. Our organizational structure includes:

- **24/7 Customer Support:** Providing round-the-clock assistance to address customer inquiries and issues promptly and effectively.
- **24/7 Technical Support:** Remote and onsite technical support to retail outlets nationwide.
- **Accounts Management:** Responsible for maintaining robust client relationships and managing financial accounts with precision.
- **Design & Development:** Conceptualizes and constructs physical enhancements in retail outlets.
- **Finance:** Focused on financial planning, analysis, and reporting to drive strategic decision-making and fiscal health.
- **Marketing:** Charged with developing and executing strategic marketing initiatives to enhance brand presence and drive growth
- **Business and Regulatory Affairs:** Ensuring compliance with industry regulations and managing business relationships with key stakeholders.
- **Business Intelligence and Fraud Analytics:** Analyzing data to uncover insights, detect fraudulent activities, and support informed business decisions.
- **Compliance and Audit:** Overseeing adherence to internal policies and external regulations, conducting regular audits to mitigate risks.
- **IT Development:** Focused on the development and maintenance of technological infrastructure, ensuring system reliability and innovation.
- **Trading:** Managing and optimizing trading operations to enhance market positioning and profitability.

These specialized teams work collaboratively to support MSW's operations, driving efficiency, compliance, and strategic growth across all facets of the business.

## Highlights

- **Longevity:** Longest and oldest government accredited licensed sportsbook in the Philippines.
- **Size:** By far, highest legal sports gross bets turnover in the Philippines.
- **Retail Presence:** Most number of outlets in the Philippines – currently with 42 outlets.
- **Staffing:** By far, more full-time staff support than anyone in the market.

## Conclusion

MSW has established itself as the leading sports betting brand in the Philippines through its exceptional product offerings, extensive retail network, and unwavering commitment to customer satisfaction. With a comprehensive array of sports and virtual sports offerings, MSW provides competitive, if not the best, odds in the market.

MSW in Winford Resort and Casino exemplifies the high standards of quality and service that define the brand. As MSW continues to evolve and expand, its vision is to remain the foremost trusted choice for bettors, renowned for its commitment to player safety, and professionalism.

