

SALES DECK

Prepared For: Gaming Operations Academy Cohort
January 2023



Our Organisation



Flexible.

480

services, 21 suppliers, 1 point of access.



Scalable.

200,000+

client customers onboarded annually.



Trusted.

300

million onboarding & monitoring transactions per month.



Proven.

99.9%

uptime.

W2 makes the complex, simple for you.

Since 2011 W2 has been on a mission to provide the very best regulatory compliance software but making the **process** as easy as possible. Your business can then focus on what **you do best**.

ABOUT W2

Complexity should never be a barrier to business and no organisation should suffer due to commercial or technical obstacles.

W2 is committed to delivering proven, innovative and reliable technology that makes it simple to manage and extract value from the KYC and AML supply chain to enable a seamless user experience and improve business.

W2 Management Team



We're a group of people who want you to succeed.



Warren Russell
Chief Executive Officer
Founder



Claire Roberts
Finance Controller



Alex Darby
Head of Development



Rachel Rawlings
Head of Product



Gareth Booth
Head of Operations
Data Protection Officer



Jess Whitehouse
Head of Customer Success



Lynsey Hoxha
Head of Channel Partnerships

Single Platform



W2 API

W2's API is the gateway to a myriad of databases – users can integrate fully automated workflows with supplier failover, removing single points of failure, create and manage 'cases', and control costs through our proprietary 'least cost first model'. All services can be switched, added or removed at the touch of a button without having to reintegrate.

W2 WEB PORTAL

The desktop portal enables to the API for those who don't want to integrate and/or perform real time searches, receiving instant results for investigation, remediation and case management purposes. All searches completed via the API or portal are held for review within a full audit trail.

ONGOING MONITORING

Once your customer is onboarded, the W2 monitoring solution performs routine scheduled screening to ensure that the risk to your business has not increased.

Frequency of screening and matching thresholds can be configured based on your own requirements.

Alerts can be allocated to specific system users. Databases can be segmented into different categories and can be screened against disparate, pre-determined data sources and at different frequencies depending on the risk profiles you apply.

Access a full online case management tool for reviewing & remediating alerts.



Services



W2 provides access to **480** services to **100+ clients** tailored to solve **compliance** issues. These services can be grouped by theme:

Global eKYC

- Access to major credit reference agencies.
- ID verification in 160+ countries.

Document Services

- Automatic and manual assessment of ID documents globally, including real time facial comparison.
- Authentication of utility bills and other proof of address documents.

Global KYB

- Access to global eKYB reports.
- Identify the financial risk of your clients.

Data Validation

- Standardise and populate address automatically to reduce infrastructure burden & improve customer journey.
- Cleanse name data to prevent bad data & improve verification flow.

Fraud Prevention

- Assess alternate risk vectors (emails) to increase assurance of ID verification.
- Verify the age of customers to ensure compliance with retail regulations.

AML Services

- AML assessment of individuals and entities against a variety of global PEP, Sanctions, enforcement and adverse media.
- Multiple data providers to match your risk requirements.

Our Customer Success

Check Out W2's Case Studies

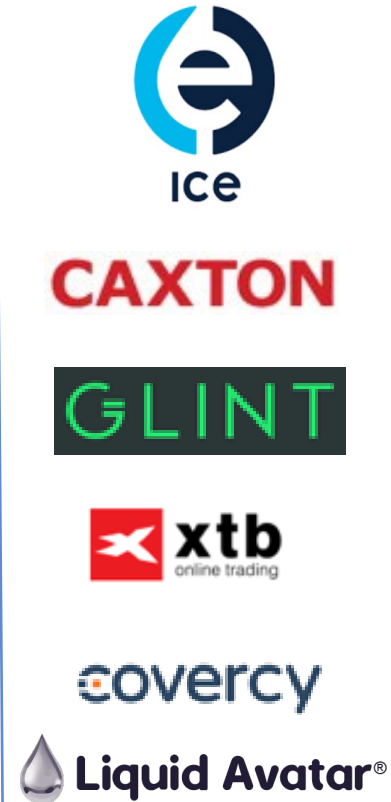
Payments



Gaming



Foreign exchange/ Currency trading



General



W2 Partner Network



Global Know Your Customer (eKYC)

Enable frictionless customer onboarding with W2's fully automated global KYC solution available in 160+ countries.

- ✓ Reduce customer drop-offs by offering an efficient and compliant onboarding journey.
- ✓ Maximise your revenue by onboarding more customers.
- ✓ Comply with current and future regulations.

W2's KYC solution is designed to make your onboarding process as simple as possible. When a customer attempts to sign up to your brand, a KYC check will automatically perform in seconds to verify their identity.

The check will then either pass, refer, or fail. A pass will successfully onboard the customer, a refer will notify your compliance team to investigate further, and a fail will reject the individual from onboarding.



[Check Out W2's Country Coverage](#)

Anti-Money Laundering (AML)

Meet every point of the compliance journey with W2's range of AML solutions.

- ✓ Unify global sanctions, Politically Exposed Persons (PEPs), watchlist, and adverse media data through a single access point.
- ✓ Prevent money laundering at initial onboarding, through ongoing monitoring, and at point of payment transactions.
- ✓ Protect reputation and avoid fines without impacting the customer journey.

How it Works

- **Level 1**
 - Access to data on heads of state and high ranking Government figures around the world.
- **Level 2 - Everything included in level 1 plus:**
 - Regional, current and former PEPs.
 - Family members of PEPs.
 - Close associates of PEPs.
 - Financial Action Task Force (FATF) defined PEP categories.
- **Level 3 – Everything included in level 1 & 2 plus:**
 - Global sanctions lists.
 - Global adverse media.
 - A much broader spectrum of civil servants, political party officials, city Mayors, and more.
 - Global law enforcement wanted lists.
 - Regulatory enforcement actions.



Global Know Your Business (KYB)

Gain real-time access to official company filings from over 365 million entities in 160+ countries.

- ✓ Comply with current and future AML directives.
- ✓ Reduce onboarding time with instant access to reports via API.
- ✓ Simplify your compliance stack through a single access point.
- ✓ Ensure best in class data quality by accessing over 9000 data sources.

Identify businesses you work with based on financial risk factors or for business intelligence purposes.

Performing due diligence on business customers before they are onboarded saves clients reputational damage and resources by ensuring they only work with legitimate businesses, as well as meeting regulatory requirements.

Remove the headache involved in technical integration with W2's single API, enabling you to begin transacting in next to no time.



Document Verification

Authenticate customers across the globe with W2's manual and automatic document verification solutions.

Automatic Document Verification

Step one

Firstly, the document will be uploaded and the solution then automatically captures the image and crops it to ensure no unnecessary 'noise' is surrounding the picture.

Step two

The image is then verified, and you are notified of any unsuccessful checks, regions, overall results, meta data, the photo, and the signature.

Step three

Finally, your customer will be required to take a selfie. The facial comparison detects a face and asks the user to blink to ensure liveness. The selfie and the document are then compared, and a percentage match rate will be provided. You control the match rate thresholds, so dependent on the percentage result, the customer will pass or fail onboarding.

Manual Document Verification

This solution offers a global alternative to proof of identity and address compliance requirements to ensure minimum client drop off rates.

With every document reviewed by a highly trained fraud expert who checks more than just the template of the document – this services ensures that only legitimate customers are approved.



Fraud Prevention

Combat fraud by utilising W2's suite of fraud prevention data services and ensure an added layer of protection.

- ✓ Improve resilience of your CRM by protecting it from 'keyboard bashing' or false entries.
- ✓ Minimise loss from fraudulent activities using email risk assessment and mortality checks.
- ✓ Improve confidence in lead generation using salacious names checks and address lookup.
- ✓ Avoid reputational damage by identifying deceased or age-inappropriate individuals.

W2's range of fraud prevention services proactively detects fraud to help organisations safeguard intellectual property, save money, and avoid reputational damage. Combine services through custom workflows to defend your business against fraudsters.



Age Verification

Verify your customers' age in real time. Keep your business safe and secure with W2's age verification solution.

- ✓ Avoid reputational damage by identifying age-inappropriate individuals.
- ✓ Comply with regulatory requirement whilst offering a seamless onboarding journey.
- ✓ Customise your age thresholds to return a pass or fail result.
- ✓ Combine multiple services for stronger authentication of age.

Each of the W2 age verification services can be used individually or as a combined solution to improve match rates and customer acquisition.



Affordability for Gambling

Satisfy your player protection and safer gambling needs with W2's affordability solution.

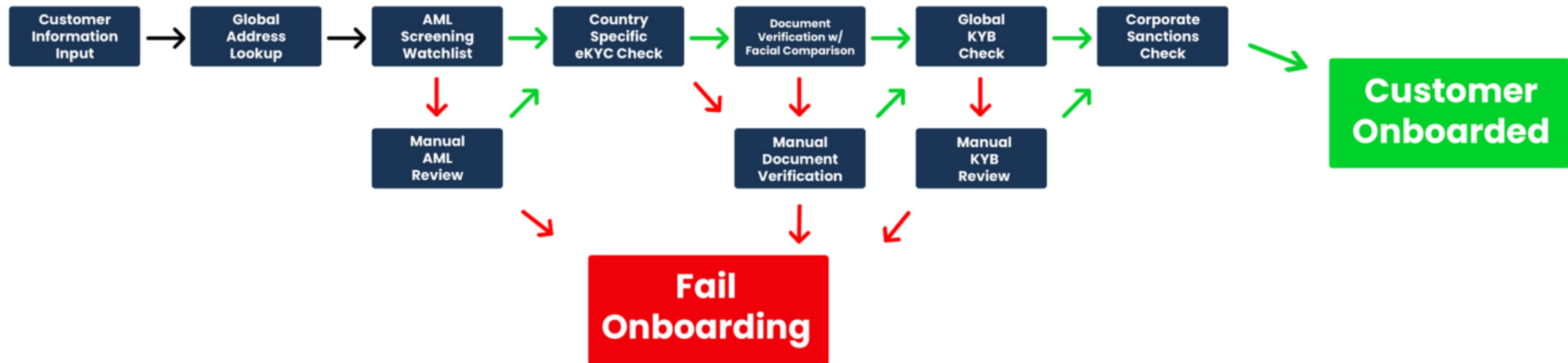
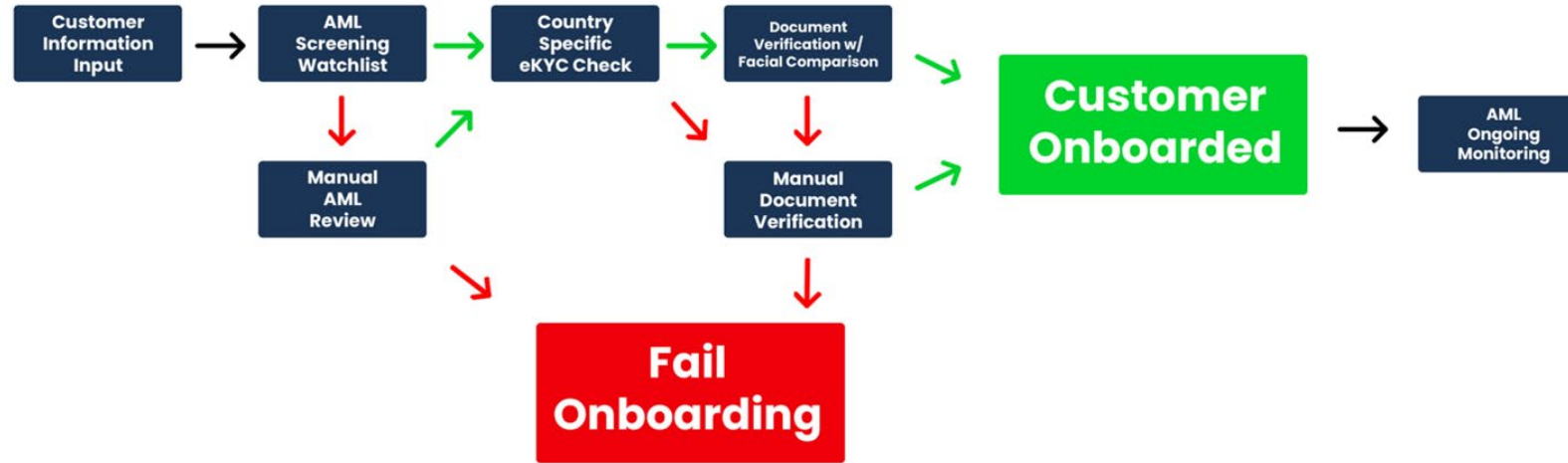
- ✓ Verify declared income without the need for documentation.
- ✓ Understand previous loan application purpose and amount.
- ✓ 50+ data indicators from public, third-party, and self declared sources.
- ✓ Analyse player population with batch database review.

Combine data assets from multiple sources at individual, demographic, and geographic level on a where available basis.

Built to provide as clear a picture as possible without intruding into the customer journey, this solution allows you to gain insight into affordability indicators to protect your players, comply with regulation, and avoid potential fines and reputational damage.



Onboarding Workflow Examples



REGTECH ON DEMAND.



#Simplified
#Regulatory
#KnowYourCustomer
#Payments
#Betting
#KnowYourBusiness
#Real-time
#Platform
#Compliance
#Anti-MoneyLaundering
#Seamless
#Proven
#Innovative
#FraudPrevention
#Reliable
#Trusted