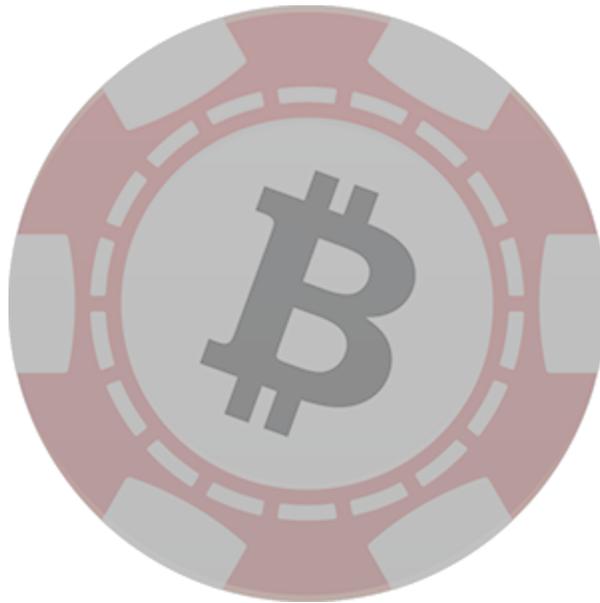


CasinoBitco.in

November 2013 Monthly Report

HavelockInvestments.com



Last Updated: 12/02/13

## Monthly Overview

CasinoBitco.in (Havelock Investments ticker symbol: CBTC) today announces monthly results for November 2013. The previous mid-month report for Nov 1st through 14th can be viewed here:

[https://docs.google.com/spreadsheet/ccc?key=0AmSWZWkGJ1V3dFpxZHVTN0x6ZldUeHRteWdBd1pMNXc&usp=drive\\_web#gid=15](https://docs.google.com/spreadsheet/ccc?key=0AmSWZWkGJ1V3dFpxZHVTN0x6ZldUeHRteWdBd1pMNXc&usp=drive_web#gid=15)

Overall, **we made excellent progress in November, and CasinoBitco.in earned a record 31.51 BTC in monthly revenue - and turned the corner to profitability.** Subtracting 17.8819 btc in expenses (including those in USD) at the month end USD rate, leaving **13.6281 in net earnings** for the month, or 43% of earnings - an excellent percentage and return. We'll continue to keep expenses to a minimum, and increase our return on revenue. We're extremely happy with our results and progress in November, and emphasize our business and development is progressing at least as well as anticipated, if not much better.

This is also great news for investors! The 13.6281 in net earnings will be fully disbursed as our first **dividend at 2 p.m. EST on Thursday, 12/14/12, in the amount of 45 satoshi (.00000045 BTC)** per unit on Havelock Investments. This represents a 5.45% dividend yield at the approximate current market price of .0001 - which we're proud to offer with the increase in bitcoin price. We expect to grow the dividend over time, and continue to pay out as much of our earnings into our monthly dividend as is reasonable based on our business objectives.

Overall, for the month of November, we earned +2.4 BTC in the sportsbook, and +29.11 BTC in the casino. The USD/BTC conversion rate applied for our monthly finances was \$900, up from \$200 in October - which had an interesting and significant impact across our business. While the increase in bitcoin price coincided with an influx of interest and new users, we began to notice a decrease in average bet, and will follow-up with more analysis on this topic in our blog or

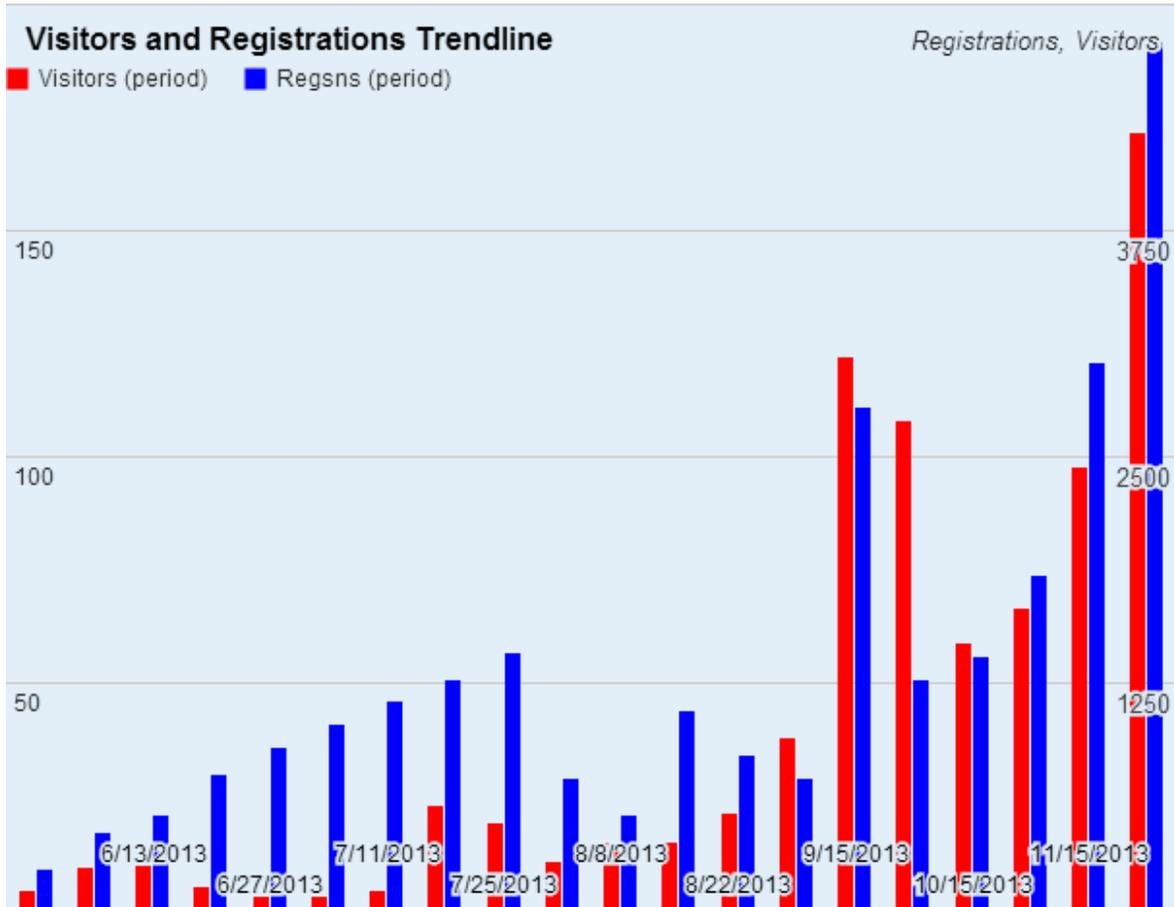


a future monthly report. We are watching closely how the price increase affects players new to bitcoin, and the overall adoption rate of bitcoin gambling. Overall, the increase in the price of Bitcoin had a somewhat inverse effect on our offering, although CBTC units still appreciated significantly in fiat terms.

In November, we increased our number of active players from roughly 575 to 905 (a 57% increase), and anticipate

reaching the 1,000 mark early in December, with a boost in sign-ups driven as we begin to attract affiliates with our newly launched program.

## Analytics



CasinoBitco.in traffic continues to reach all-time-highs, reaching over 6,700 unique visitors in November and 330 new sign-ups. Much of this can be attributed to our newfound success with SEO and organic search. Milestones reached included:

- 110% traffic increase, month over month (254% increase with organic search)
- 228% increase in new visits (307% increase with search)
- 176% increase in accounts created (543% increase with search)
- Average duration and number of pages visited increased 52% and 24%.
- Overall activity (measured by actions completed) increased 75%
- Traffic shifted from 35% international to 38% international
- We received visits from 119 countries in November - indicating bitcoin is truly a worldwide phenomenon!

Action in the casino and sportsbook, shown below, enjoyed steady growth - indicating the robustness and longevity of our current offering - and we expect increases in our action with the addition of roulette, redesigned blackjack, and additional sports options in December. Especially popular was football and basketball action in sports, with the following breakdown of action:

- 15% 1st or 2nd half wagers**
- 5% parlays**
- 15% moneyline wagers**
- 31% total wagers**
- 48% spread wagers (includes 1st/2nd half wagers)**

In the casino, blackjack drove the majority of action - although Baccarat and Hi-Lo contributed significantly as well. Next month, with the release of Roulette, we'll include a more detailed breakdown of casino play.

We also paid out 5 btc to our lucky winner in the 1st annual CasinoBitco.in NFL survivor league - worth over 10x in fiat terms, what it was at the start of the contest! Congrats to our lucky 100,000th Blackjack hand winner as well:

Bigworm37 - NFL 2013 Free Survivor League - 5,000 credits  
 orzacton - Blackjack 100,000th Hand - 250 credits



## Funding

Despite the rising cost of bitcoin, we were still able to raise 125.94 btc (before fees) via Havelock's investment portal between 11/11 and 11/18. We sincerely thank all who participated up to this point for their patience and ongoing support!

At this time, we are tentatively planning on releasing some or all of the remaining 557,594 units from our previous offering in December via Havelock Investments, depending on market conditions.

## Marketing

### Marketing/Advertising Budget:

We continue to focus on product development, but planning is in the works for an advertising push in 2014. If you are or know someone interested in interviewing or discussing CBTC in the media, please contact: [affiliates@casinobitco.in](mailto:affiliates@casinobitco.in)

CasinoBitco.in continues to receive positive mentions, reviews, and links-in!

### November new sources:

<http://winwithbitcoins.com/>

<http://btcsportsbetting.com/>

<http://www.bitcoinsportsbookreviews.com>

<http://mentos.com>

<http://bitcoinreviewer.com/casinobitco-in-review/>

Further, our **SEO Ranks** for strong key words continue to climb Month over Month:

bitcoin casino: 8.2 → 4

bitcoin sportsbook: 7.6 → 3

bitcoin blackjack: 18 → 5

best bitcoin sportsbook: 10 → 2

bitcoin baccarat: 5 → 1

bitcoin gambling: 50 → 40

## Technical Product Accomplishments

1. Our industry leading **Affiliate Program** was rolled out late November and is already been actively used by many of our early and new users! From a technical perspective, this program is entirely automated and gives our referrers unmatched full financial transparency on the users they have brought to CasinoBitco.in while also releasing their weekly bonus into their CasinoBitco.in account every Saturday. More details can be found on <http://www.casinobitco.in/affiliates>
2. We successfully made it through our first **DDOS attack** this past week. While we absolutely anticipated a DDOS attack at some point in time - this attack surprised us as it was not only extremely calculated, but was massive for an operation like CasinoBitco.in. That said, our engineering team was able to successfully upgrade our CPUs and at the same time introduce new network rules to withstand the attack so that all customers could still access CasinoBitco.in.

## Near Term Product Developments

1. Our first order of business in December is to rollout HTML5 Roulette! We're proud to introduce Bitcoin's leading **Provably Fair HTML5 Roulette**, with full animation that is unmatched compared to other leading Bitcoin Casinos. This addition will be a promising new game that will ultimately add to CasinoBitco.in's bottom line with its 2.7% house-edge. Play for free here: <http://www.casinobitco.in/casino/roulette>
2. We will also be introducing **new betting options in our Sportsbook**, including teasers, the ability to buy points, and also the ability to wager on e-sports.
3. Also in December, we will be **Redesigning our HTML5 Blackjack** to animate a bit smoother while also adding sound effects (which can be disabled) to give the end user a richer experience when playing at CasinoBitco.in.
4. As our NFL Survivor pool has just ended with winners across each league, we will be introducing a **new Peer to Peer game** that is sure to be as much of a hit as our Survivor Pool was. More details will be published as we finish development.

## **About CasinoBitco.in:**

After months of forethought, groundwork & planning, CasinoBitco.in was launched in earnest in May 2013 with the vision of bringing the idea of bitcoin as a comprehensive online gaming chip to the masses. CasinoBitco.in is based in Panama with servers in Ireland and Hong Kong. With each passing week and the progress it brings, CasinoBitco.in becomes ever-closer to it's goal - appealing to the bitcoin gaming market through a truly unique hybrid of proprietary, entertaining casino games and sportsbook, and revolutionizing online gaming with "provably-fair" mechanics and the versatility of bitcoin.

Visit our social media platforms here:

<https://www.facebook.com/casinobitcoin>

<https://twitter.com/casinobitcoin>

## **Appendix**

View our public documents, including full P&L, here: [Public Drive](#)