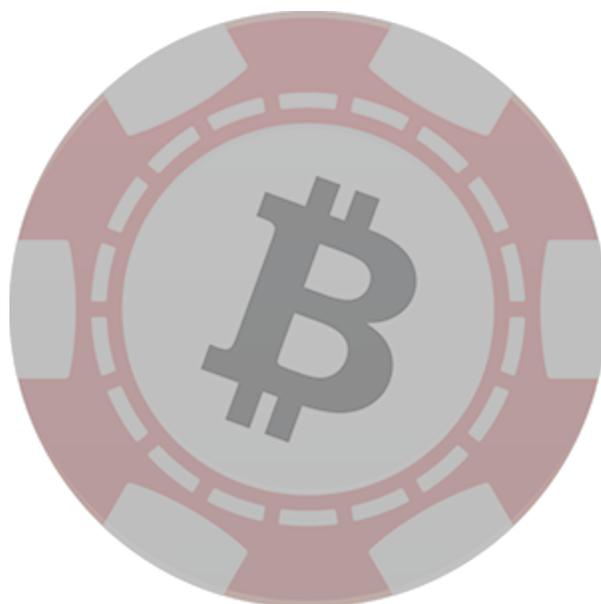


CasinoBitco.in

February 2015 Monthly Report

HavelockInvestments.com



Last Updated: 3/12/2015

Monthly Overview

Public Metrics Document:

https://docs.google.com/spreadsheet/ccc?key=0AmSWZWkGJ1V3dFpxZHVtN0x6ZldUeHRteWdBd1pMNxc&usp=drive_web#gid=15

Monthly Results:

-120.40 btc Sportsbook Revenues,
+ 34.95 btc HTML5 Casino Revenues
+ 8.1805 btc Bit777/Peerbet Revenues + Peer Games
= -77.2695 btc in Combined Revenues
+47.8455, in 3rd Party Risk Refunds (add-back)
= -29.424 btc Net Income for February 2015

February is the second month of Q1, 2015.

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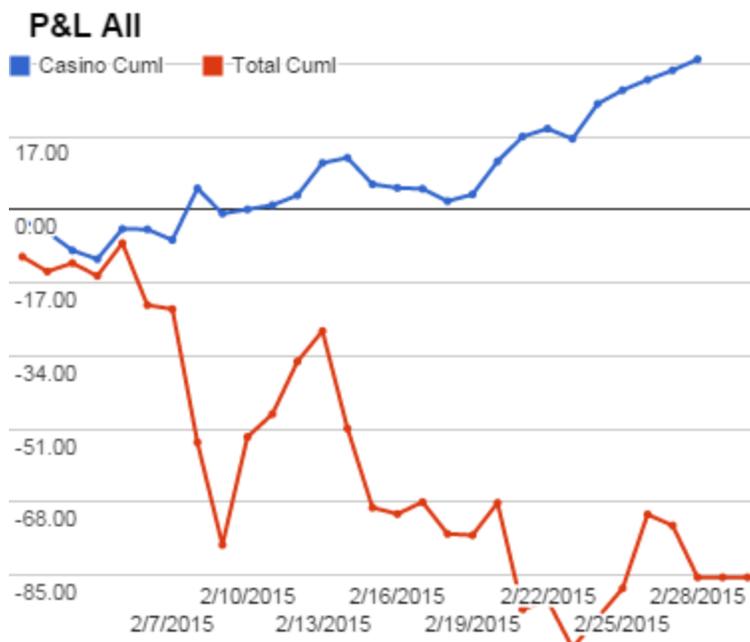
Although we had a disappointing February in various verticals of our business, continued repeat play in the Casino and PeerBet/Bit777 was promising and has led us to make some short-term strategic decisions with respect to our Sportsbook Operations which we will detail in this report.

After continued sharp and professional action leading to losses in the sportsbook of 120.40 btc in February, **our odds provider who shared our risk in exchange for a cut of the profits has decided to break their contract with us, effective March 1st.**

Overall this wasn't a terrible position for us as we felt there were many service, support, and product issues from this provider preventing us from successfully creating a top-tier, marketable and consistent bitcoin sportsbook product. While we spent tangible resources on developing a new Sportsbook User Experience which we felt could compete with our top competitors, we have to put this effort on the shelf as we find a new provider.

While putting the Sportsbook on hold is a difficult decision, we've turned our focus in March to retooling the book short term to take on action ourselves with lower limits, and to increased development on our new **Bitcoin Mobile Casino, SEO Betterment Efforts** and **Bitcoin Multiplayer Peer-to-Peer Casino** products.

(Screenshot juxtapositioning frustrating condition of sportsbook versus casino in Feb)



Bit777/PeerBet.org

Bit777 and Peerbet.org performed relatively well in February, with improved traffic compared to previous months. Total combined profit was ~19.727 btc, with house bankroll wins of 8.18 btc in PeerBet.org.

Player investor profit of ~11.547 btc took place due to various small campaigns we've made on Peerbet.org. We encourage investors to leverage these winnings and invest in the bankroll to attract larger players! 2.37 of these wins are attributable to Altcoins, with 56% of profit resulting from Peerbet, 24% Darkcoin, and 33% Dogecoin.

Marketing/SEO

Serious effort and thought continues to go into SEO / Marketing strategies. In February, we focused on improving our SEO footprint through additional backlink and site and content improvement strategies. Showing what a cut-throat industry we operate in we have identified that CasinoBitco.in has been hit by 'negative SEO SPAM' as a competitor or hacker has spammed links to CasinoBitcoi.in across 1000's of domains resulting in Google dropping our domain authority considerably. We have been working extremely hard on course-correcting this issue and our working with SEO experts on a variety of solutions.

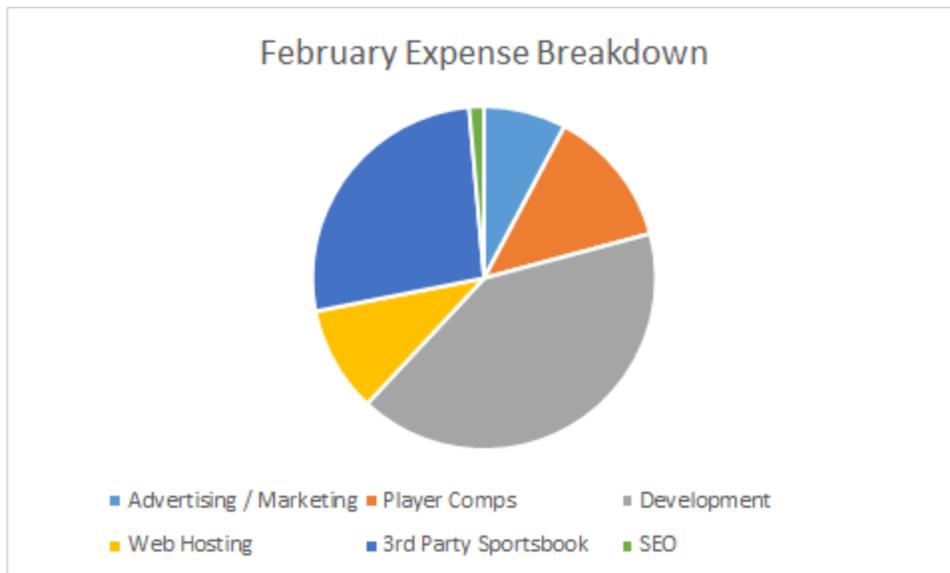
We continue to tout our industry-best "comp" program and are in the works for more marketing strategies including VIP program and player leaderboards. Screenshot below shows some of our on-site improvements in February based on "Moz Crawl Issues".

Screenshot showing list of SEO issues at CasinoBitco.in



Expenses / Investment back into the Company

Full P&L with exact breakdowns of expenses is located in the appendix of this document, some callouts are below



Technical Product Accomplishments

CasinoBitco.in / Casino

We continued refining the responsive variations of our HTML5 Casino Games in February, and will carry over a bit of this work into March. More importantly, **a first for CasinoBitco.in**, we also began construction of a new Peer to Peer Game of Strategy which will launch exclusively on CasinoBitco.in in the April timeframe! More details forthcoming as we near beta testing.

CasinoBitco.in / Sportsbook

With our Odds provider breaking our contract, we've been aggressively pursuing other providers that can be a better fit for us moving forward. We remain invigorated in terms of our changed strategy and still have plans for a grand relaunch mid-Q2, leveraging the learning we've encountered through the past year!

PeerBet

We finally rolled out WebSockets for Peerbet! Based on the uptick of traffic, and revenues in February we do think the work we've done improving the backend, and frontend the past few months is gaining traction!

Near Term Product Developments

Below is not inclusive of all items in flight, just a high level overview

CasinoBitco.in / Casino

Aside from finishing up development of our first Peer to Peer Strategy Game ("Bitcoin Rush"), we are making a variety of infrastructure changes necessary to support Bitcoin Rush which will launch in April. Included in those changes will be efforts to move the blog back to the main site in a way that is more SEO-optimized than our previous attempts.

CasinoBitco.in / Sportsbook

Development effort are on hold until we find a new Odds Provider.

PeerBet

With our recent WebSockets rollout, we are continuing down another redesign for PeerBet.org which will build upon the work we've accomplished recently. Included in this redesign will be

2FA authentication, and a much more modern look and feel, which is consistent with the redesign of the CasinoBitco.in Casino games.

About CasinoBitco.in:

After months of groundwork, CasinoBitco.in was launched in earnest in May 2013 with the vision of bringing bitcoin as a comprehensive online gaming chip to the masses.

CasinoBitco.in is based in Panama. With each passing week and the progress it brings, we are ever-closer to our goal - appealing to the gaming market through a truly unique hybrid of proprietary, entertaining casino games and sportsbook, and revolutionizing online gaming with “provably-fair” mechanics building upon 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](#)