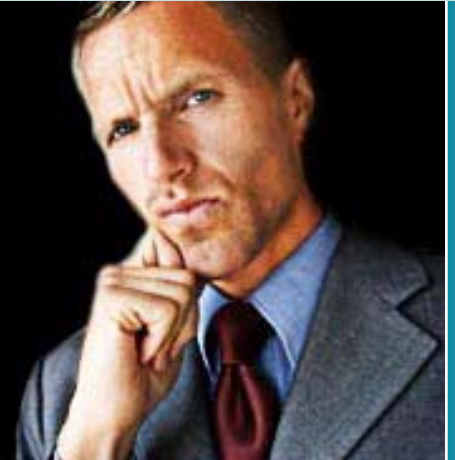


WHAT IS A WLP?

Find out more about White Label Partners (WLP) and Melita Gaming Network's two types of WLP's. Learn which partnership best suits your needs.



What is a WLP?

Two Types of Partnership

In online gaming, a white label is a product of an online gaming network that makes it possible for partners to employ the network's gaming infrastructure. Each partner has its own customized design that appears as an independent stand-alone product to its players. All the necessary software and services are completely provided by the network. Melita Gaming Network (MGN) is an online gaming platform for white label partners. MGN offers two types of partnerships, a Marketing Partnership or a Licensed Partnership.

White Label Partner

Get into the Game

You are only four steps away from running your own online poker and backgammon business.

- ▶ **Form a Maltese company**
- ▶ **Sign the contracts**
- ▶ **MGN provides the website and the client**
- ▶ **Launch your poker and backgammon site**

Marketing Partner vs. License Partner

With MGN, you do not need your own Maltese gaming license. Operate as our marketing partner instead.

Your customers will remain your customers and we will provide the software and the website skinned with your brand.

Marketing Partnership

A Marketing Partnership (MP) refers to the license agreement between two operators or more operating under the same license. The Marketing Partnership is a very cost effective and quick way for getting into the game, as all licensing fees do not need to be paid plus license processing is waived which normally takes many months. There are some differences in business operations for a non-license-holder with a Marketing Partnership. However, a Marketing Partner is not an affiliate but operates as a stand alone gaming operator.

Licensed Partnership

A Licensed Partnership (LP) refers to the individual gaming license an interested partner must obtain to operate their gaming site under the authority of the LGA within the MGN Network. The advantage is having your company listed as a license holder and the ability to advertise this on your own website (with the marketing partnership the license holder must be named instead). A Licensed Partner also has direct access to his customer accounts, but also must pay the licensing fee in upwards of €10,000 according to which level license you would want. An upgrade from a Marketing Partnership to a Licensed Partnership is possible at any time.

Contact us

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