

### Make smart decisions.

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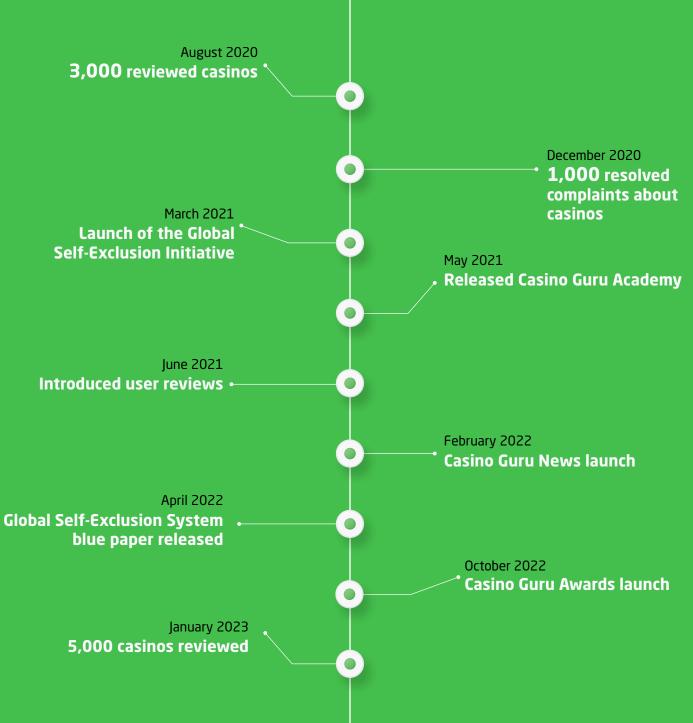
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## About us

Casino Guru is an affiliate website with the **biggest database of online casinos and online casino bonuses** containing up-to-date information on basically all online casinos on the internet. But we aim to be so much more than "just" a casino review website.

We are a team of 70+ full-time professionals (and many more part-timers) trying to change the gambling world for the better. We hold online casinos accountable for their actions and do everything we can **to make online gambling fairer and safer for everyone.** 

Our approach has always been to do **everything as well as we possibly can.** We want to have the best and most objective casino reviews, to have the biggest database of casinos and bonuses, to write the most helpful and truthful educational content, to create the most active online community of casino players... We have already succeeded in some of our goals, but others still need some work. But rest assured, we are working on it!

In our efforts to help players directly, we give them a place to submit a complaint about a casino that has treated them unfairly, carefully examining each case and facilitating a way for the player to reach out to the casino to get the issue resolved. Each case is judged in accordance with our **fair gambling codex**, lowering the casino's Safety Index in line with our methodology and informing other players about the casino's actions in its review if we find out that the player has been mistreated.

Keep on reading to find out more about Casino Guru, our ambitions, what we do to help online casino players all around the world, and how we do it.

## **Our history**

#### How Casino Guru grew from a small side project to one of top 3 websites about online casinos

#### Meet Jan and Lukas

The story of Casino Guru starts with **two software developers and good friends** – Jan and Lukas. They have known each other since they were 19 years old, they worked in the same field and even tried starting some projects together prior to Casino Guru. Fortunately for the online casino world, these failed, because had they not, there might be no Casino Guru at all.

But we are getting ahead of ourselves, let us get back to the beginnings.

Their journey into the online casino industry began when Lukas got an interesting job offer, which included an intriguing technological challenge – **to design a robust online casino software**, which will manage a high number of transactions and spins per second. He knew that Jan was an expert in designing scalable systems like this, so he reached out to him and they ended up working on it together.

Back then, neither of them was interested in online gambling, nor did they have any experience with it, so they **visited a gambling company in Malta to get at least a basic grasp of how things work in this industry**. Both Jan and Lukas found the entire concept of online casinos exceptionally strange at that point, but that was not an issue. Their job was to develop software, after all. They are good at that, so their lack of experience in the gambling ecosystem did not pose a challenge.

Little did they know that one day they would be running a casino-related website with the (very much realistic) goal of becoming the best of its kind in the world.

Jan and Lukas worked on the same project for some time, but Jan moved on to the game development branch of the company later on. There, he **got to know another segment of online gambling** – experience that comes in handy when running a website like Casino Guru.



One of early versions of Casino Guru.

#### The best birthday gift ever

Working on these projects, Jan and Lukas **became well-versed in the online gambling industry**. They got to know the key concepts and understood how it all works. It was in June 2015, eating lunch together, when they had an idea to use their knowledge to start a little side project on their own. Their ambitions were not high back then – they only wanted to build a small project that could earn them some extra income.

They started working on their brand-new project on the weekends. Jan's expertise included in-depth software analysis, so he decided to take on **analyzing the online casino ecosystem** to find a good approach to designing their new website. During the analysis, he realized that designing a system that would account for all the complex relationships in this ecosystem will be a much more difficult task than they first expected. But he continued, and data structures designed back then are at the core of the project to date.

As time went on, Jan decided to give himself a birthday gift and **quit his job to work on Casino Guru full time** – a decision aided by underperforming colleagues and less-than-ideal situation at work. This meant losing the stable income of a software developer, but Jan's ambitions and being fed up with his colleagues ultimately pushed him towards this direction.

The countless hours Jan and Lukas put into their project are most likely one of the main factors contributing towards Casino Guru's success, but a lucky coincidence can help make things easier every now and then. For example, when working from a coworking space, Jan randomly met an amazing graphic designer Matej, who ended up doing the first major redesign of Casino Guru later on. One of many coincidences without which Casino Guru most likely would not be as good nowadays, or maybe would not exist at all. Who knows...?

#### The first 13 cents

The full-time focus paid off, as about a month later, **in May 2016, the first version of Casino Guru was launched.** However, it was very far from what it is today and still required a lot of work and talented coworkers to keep improving it.

Even though Casino Guru was already launched, **it was not getting many visitors** and things did not seem to improve as quickly as Jan hoped. That lead to him having to get a job as a software developer again, working 8 hours per day there and then continuing to work on Casino Guru in the evenings and over the weekends.

It was all extremely tough and, as many startups do, Jan and Lukas considered calling it a day and giving up on the entire project, so they gave themselves an ultimatum. If the project does not start making money by the end of the year, they quit. Luckily, things started getting better soon after, **the project made its first 13 cents and the number of visitors started growing**. 10 daily visitors, 20 daily visitors, 100 daily visitors... Their hopes had significantly increased, but there was still a long way to go to make up for all the effort and finances they have invested in Casino Guru.



#### Journey to the top

They kept working, the number of visitors kept rising, and so did the revenue. It was too early to call it a success back then, **but Jan and Lukas knew they had to make the most of it and keep growing**. They also ramped up the hiring process to find more people to help them along the way.

The project, as well as the team behind it, kept getting bigger and bigger. There have been some setbacks along the way, but there has not been anything that the team Jan and Lukas put together could not handle.

The core values and strengths of the project, such as being started by people with a **methodical approach to things and good moral values**, have helped during the period of growth and have remained relevant even as the project became one of the biggest ones in its field.

They have also shown that a gambling-related project can succeed when done honestly and with moral values, without trying to lure people using false information and half-truths, which does not seem to be so common in this field even today.

Along the way, **Casino Guru has set out to become the #1 website of its kind on the internet**. We are not quite there yet, but we are not too far from it either. We believe we are getting closer and closer each day, thanks to our values and qualities, and only time will tell whether we reach this goal or when.

## Casino Guru in numbers



**complaints** about casinos, submitted by players who have been treated unfairly.

730

We also push casinos to behave more fairly, thanks to which **we got** 

9



We have helped resolve

casinos to alter their previously unfair rules.

#### Forum

## Number of registered users **138 582**

Number of all posts **41** 169

The Casino Guru community is growing. Here are the statistics 7 months after forum launch.



### Visitors

Visitors by ag	e	55-64	18-24
18-24	24.68%		
25-34	26.66%	45-54	
35-44	19.64%		
45-54	13.54%		
55-64	8.78%	35-44	25-34
65 +	6.7%		



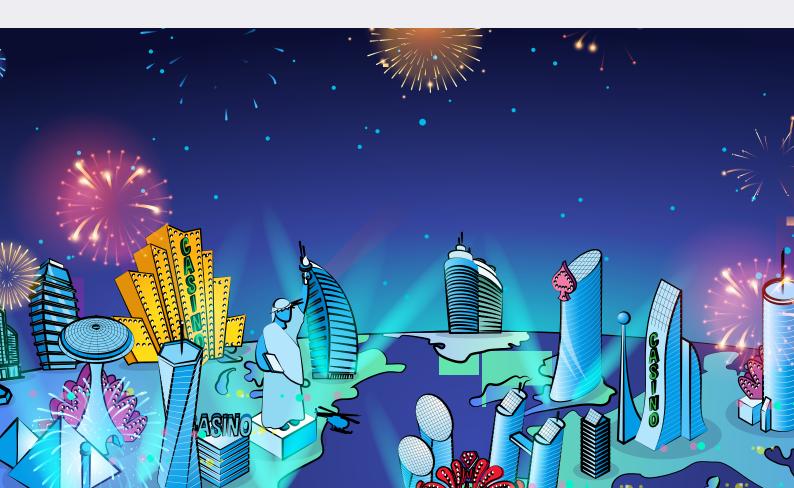
Visitors by gender	
men	59.46%
– women	40.54%



## **Casino Guru quality**

#### Changing the online gambling world for the better

As mentioned in the beginning, **our approach is to do everything as well as we possibly can**, in order to help players and make gambling fairer and safer for everyone. Now, let us take a look at what we do in more detail.



#### **Refining player safety and game fairness**

Online casinos are regulated by various authorities across the globe, each with their own set of rules and standards. However, we have noticed that **many of them do not require casinos to follow certain rules that we think should be followed**. That is why we have created our fair gambling codex, which makes its way into many of the things we do.

In the fair gambling codex, we describe specific problematic situations that cause friction between players and casinos – the type of friction that often results in unhappy players and complaints when handled incorrectly by casinos. We took a look at each issue from the perspective of both players and casinos to understand their standpoint, and we found **the best way for the issues to be handled in order to create a fair and safe relationship between the player and the casino.** 

Whenever we encounter a new type of issue, we brainstorm ways for it to be handled in a way that does not give either of the involved parties an unfair advantage, we research their feasibility in the online gambling industry, and, once everything is settled, we add it to the codex.

The result of this endeavor is a set of instructions and guidelines for both players and casinos, which, if followed by both involved parties, could eliminate most issues between them and **create a safe online gambling environment**.

#### **Objective casino reviews not for sale**

Our casino reviews have always been data-oriented. Over the years, we have perfected a strict methodology, which **allows us to review each online casino website objectively**, and created a rating system that makes comparing casino sites possible in an unbiased way.

The main metric we focus on is a so-called **Safety Index**, which describes how casinos treat their players, and how likely players are to be able to withdraw their winnings without running into issues that are quite common at dishonest casinos. Casinos with an honest approach to gambling generally have a high Safety Index, while those with bad intentions are rated badly.

The main factors influencing the Safety Index are the casino's size and players' complaints. If a casino is visited by a large number of players and does not have many justified complaints, we can be almost sure that it values fair gambling and its players. Smaller casinos can struggle to pay out big winnings to players, and it is also a clear sign when players complain about a certain casino much more than they do about another one.

We consider other factors, too, but focus on the abovementioned qualities, because we consider them to be of utmost importance to the overall online gambling experience. While other casino traits like bonuses, game selection, responsible gambling features, customer support quality, etc. can also be important – and we do take note of them when reviewing each casino – the most important factor is **being able to gamble safely and without the fear of being mistreated by a casino**. At least we see it this way, and that is why the Safety Index is the main tool we use to characterize each online casino and its quality. And **casinos cannot simply buy a higher Safety Index** for themselves. The only thing they can do to improve it is to start treating their players better and resolve the complaints about them submitted by mistreated players.



#### 17 full-time specialists helping mistreated players

Player complaints had been a **part of our casino review methodology** even before we decided to create a system to help players with them directly. Our casino review team used to search the internet for public complaints about each reviewed casino, and their findings were then used in the casino's Safety Index calculation, as described above.

However, as we were working with complaints more and more, **we realized that we could use our platform to help resolve issues between players and casinos directly**. This is why we have created our complaint resolution center that allows players to submit a complaint about any casino by which they feel to have been mistreated, tricked, or scammed.

Our complaint resolution team currently consists of **17 members**. These facilitate the communication between the player and the casino, carefully examining each case and evidence provided by both parties.

If we determine that the player has, in fact, been mistreated by the casino, we **try to leverage our position to get the casino to rectify the situation**, and if they do not do that, the complaint gets mentioned in their review and influences their Safety Index.

The aforementioned fair gambling codex plays a vital role in this, serving as a guideline for what we consider to be fair and what we do not.

#### Giving players an opportunity to learn

Knowing how casinos operate and how casino games work is key to making **good gambling-related decisions**. We put a lot of effort into our educational articles, helping players to understand the rules of different types of casino games, the mathematics of casino games, how to choose a good casino, how casino bonuses work, etc.

We hope that this content helps players understand that playing casino games is not a way to make money or solve their financial issues, because they are configured to give a statistical advantage to the casino. Many players gamble with unrealistic expectations, and it is content like this that **can help them prevent running into issues** later on.

We also started producing **educational videos** and publishing them on our <u>YouTube channel</u>, creating a way for people to learn about important gambling concepts in an easier-toconsume way.



#### Community that breaks the language barrier

**The Casino Guru website is available in 17 languages**. Therefore, when we wanted to create a place for casino players to share their thoughts, discuss gambling-related subjects, and get to know each other, we had to think outside of the box.

We decided to implement a first-of-its-kind **multi-lingual forum that allows users to communicate even if they speak different languages**. We use automatic translations to translate all forum posts to a language understood by the user, which helps us break the language barrier between casino players from different countries and create a community unlike any other.

Our forum is still pretty young, so the number of active users is not as high as those of casino-related online forums with years of history. That said, our community is quickly growing, and our active users seem to be happy with it. And that is what matters to us.



#### Up-to-date information verified by testers

Because the Casino Guru website is available in so many languages and does not focus on any particular market, **we need our data to be relevant for visitors from all around the globe**.

**Our database contains pretty much all online casino on the internet** (currently over 5,969 casino sites), thousands of casino bonuses and free casino games. Keeping all of this up-to-date and delivering the best possible results to users regardless of where they come from is not an easy thing to do.

Luckily, we do not have to do it alone. We are working with testers from all around the world to fine-tune our data **and make sure the information we are delivering to our visitors is correct and relevant to them** based on their location.

# Helping make online gambling safer

It is not a secret that gambling can turn into a problematic habit for many players. We deeply care about this topic and **do everything in our power to help make online gambling as safe as it can possibly be**. Below, you can find some of the things we do to achieve this goal.



### Creating a Global Self-Exclusion System (GSES)

To this date, the most ambitious journey we've embarked on is the decision to create a **global self-exclusion system**, which will allow individuals to block their access to virtually all legitimate online gambling opportunities worldwide. Since all self-exclusion options available to players as of now can be bypassed in one way or another, we believe that the currently available responsible gambling tools offered by online operators **do not create an effective barrier between struggling players and opportunities to gamble online.** 

That is why we've introduced the idea of the **world's first global online gambling self-exclusion scheme**. The Initiative was launched in March 2021 and since then, we've been working hard to turn it into reality. Earlier this year, we published a **blue paper** outlining the proposed technical implementation of the GSES, discovered problematic areas, and their proposed solutions.

However, the success of the project is dependent on a global cooperation, which is why we're now in the process of teaming up with as many subjects in favor of the Initiative as we possibly can. We hope that once enough partners are on board, the Initiative can finally take off, and a fully functioning and reliable global selfexclusion system that will **effectively block self-excluded players from further gambling harm** will be implemented.

To make sure the impartialness of the whole System is ensured, we are planning to establish an independent organization overseeing all processes. We believe that the GSES and its self-exclusion processes should be based on industry best practices and research conducted by professionals, which is why we've also teamed up with industry experts to create **international self-exclusion standards** that will also be available to operators and regulators wishing to improve their self-exclusion tools and better protect vulnerable players.

The journey is long, but we are determined to make it to the finish line.

## Educating the industry through Casino Guru Academy

Sharing best practices with the rest of the industry is a goal we've set out to achieve with a project called Casino Guru Academy. The idea to create an **educational portal that offers free interactive professional courses** focused on best practices in customer service, player experience, and other important areas of online gambling came to fruition in 2021, and the project has been successfully educating industry professionals ever since.

Since its launch, the Academy has covered three important areas: customer support, casino bonuses, and safer gambling, with **many more modules currently in the making**.

Aiming to enhance the relationships between casinos and their customers through interactive educational courses, Casino Guru Academy hopes to mitigate the common problematic areas between them. At Casino Guru, we believe that educated individuals tend to make wiser decisions, and we consider **knowledge to be a necessary component of a sustainable and safer gambling experience**.

Being a website with the biggest database of online casinos, we have been witnessing situations which could have been handled differently for many years. This, combined with the hundreds of player complaints submitted to our Complaints Resolution Center every month, fueled our decision to find yet another way to **make gambling better and safer for everyone**. And we have found it!

## Getting casinos to be fair towards players

The abovementioned initiative is a long-term ambition, but there are also ways we try to help in the present, too. When helping players with complaints, we often **witness players being unfairly mistreated by casinos**, as well as casinos not doing enough to protect them.

When this happens, we try to leverage our position to get casinos to resolve the issue in a fair way, and to **stop using similar unfair practices in the future**.

Similarly, when reviewing online casinos, we always read their Terms and Conditions in full, **looking for any unfair and predatory conditions that might be used against players**. If we find some, the casino's Safety Index is lowered, and we warn players against the unfair practices in our review. If a casino wants to get a better rating from us, we explain the situation and tell them that they need to edit their T&Cs to get it.

Combining these two approaches, **over 458 online casino websites have already changed their T&Cs and/or started treating players better thanks to us**, getting at least a bit closer to the values and ways of dealing with problematic issues described in our fair gambling codex. And we see that as a major win.

## Educating players about the dangers of gambling

Last but not least, in our effort to make online gambling safer for players, we have decided to create **best-in-class content about gambling addiction and ways to gamble more safely**.

It is absolutely crucial to give players the information they need to be able to make good gambling-related decisions, whether it is finding out that their habits are problematic and how to deal with them, or just reading about a safe approach to gambling. That is what we do in our problem gambling section.

Going one step further, **we have made the problem gambling section separate from the main part of the Casino Guru website**, not displaying any potentially tempting information to visitors reading about problem gambling and/or ways to gamble safely. These visitors might be in a vulnerable place when reading, so displaying the types of information most of our visitors come looking for – like casinos, bonuses, or free games – could be potentially harmful.

To make the problem gambling section even more separated, we added a warning pop-up message, which is displayed when a visitor wants to exit the section and browse the regular content of the Casino Guru website.

## You are about to leave the Casino Guru safe mode

Currently, you are browsing Casino Guru in a safe mode, which only allows you to browse our content related to problem gambling and responsible gambling practices. If you proceed, you will leave this mode and start browsing the full version of our website.

If you feel like you struggle to keep your gambling habit under control, we strongly recommend staying in the safe mode and seeking help.

I Understand, leave the safe mode

Stay in safe mode



## Frequently asked questions

#### Is it safe to play in online casinos?

It depends on what 'safe' means in this context.

If it means that players are able to play real-money casino games online without the fear of being scammed by an unscrupulous casino, then online gambling can be safe, as long as players choose a fair and safe casino to play at. Some casinos have a really fair approach towards gambling and do not use any predatory practices to increase their profits. However, there are many casinos that do not honor these practices and jump on every opportunity to enrich themselves at the expense of players that have not done anything wrong. That is why **it is extremely important to select a good casino to play at**, and why we have developed a methodical casino review and rating methodology to help players do just that.

If 'safe' means 'without any possible negative effects on life', then no. **There are always risks involved when one gambles**, and playing in an online casino is no exception. A person always risks losing money, and there is also a risk of developing a gambling addiction, which can have a detrimental effect on life. Time has shown us that we cannot eliminate gambling and gambling-related issues altogether, but we can educate players on how gambling works and what the risks associated with it are. That is why we put a lot of effort into creating high-quality educational content about gambling addiction and everything associated with it to help players as much as we can.

## What is the role of Casino Guru in the online casino industry?

Casino Guru has multiple roles within the industry. Here are the most important ones:

**Casino database.** Our database of online casinos, casino bonuses, and casino games is one of the biggest in the industry.

**Casino review website.** Our honest and methodical casino reviews help players choose the right casinos and therefore avoid being scammed or mistreated while playing.

**Community.** Our forum gives players from all over the world an opportunity to talk to other casino players, breaking the language barrier thanks to automatic translations.

#### Source of informational and educational content.

Our educational content – mostly articles and videos – helps players understand the basic concepts of how online casinos and casino games work, while also informing them about the dangers of gambling, how to avoid and/or overcome them.

**Complaint resolution center.** *Players can submit a complaint about a casino that has mistreated them. Our dedicated Complaint team then does everything in our power to find out what really happened and help players get the justice they deserve.* 

**Improving the industry.** With over 458 online casinos that have already changed their T&Cs to reflect the principles outlined in our fair gambling codex, we are slowly moving the industry towards a fairer and safer gambling environment.

## What makes Casino Guru stand out from other online casino-related websites?

Here are some of the qualities that we consider to be our main advantage or something that differentiates us from other websites in this industry:

**Visitors first.** *Visitor satisfaction is our key priority, not casino satisfaction. We are strict towards casinos and their behavior, and we think that players should be protected and able to enjoy online casino games in a fair and safe way. We work towards that, instead of trying to please casinos by writing nice but not truthful things about them.* 

**Informing instead of promoting.** *Our goal is to inform our visitors, not to get them to play and wager money online. We focus on providing useful* 

and truthful information and allowing our visitors to make their own informed decisions.



**Methodical approach.** Almost everything we do follows a strict methodology that we fine-tuned over time to be as good as possible. This allows us to do things objectively, produce reproducible results, and minimize user errors.

**High ambitions.** *We try to do everything as well as possible, striving to be the best in the industry. This also influences what we do and how we do it.* 

**Global presence.** Casino Guru is available in 17 languages, allowing visitors from all over the world to access the information we have about online casinos and online casino games. We also operate a multilingual forum with automatic translation functionality, thanks to which users can easily communicate even if they do not speak the same language.

#### How do you rate and review online casinos?

**Our casino review process is data-focused and methodical**. The information presented in each review, as well as our rating of each casino, is based on the data collected by members of the Data team, which we also refer to as 'casino review team' for this reason. They meticulously collect all relevant information about all

casinos and record it in our system, following a strict methodology to make sure the reviews remain objective and unbiased.

The main way indicator of casino quality we use across Casino Guru is called 'Safety Index'. The two main factors that influence it are:

**The casino's revenues.** *Small casinos can sometimes struggle to pay out players that win big, and their quality has not been proven by a larger number of players yet. Consequently, we cannot be as certain about their fairness, which is why big casinos tend to be safer for players and generally have a higher Safety Index from us.* 

**Player complaints.** If players complain a lot about a certain casino, it is a clear indicator that the casino is doing something wrong (as long as the complaints are justified). We analyze each complaint and assign it a classification. Based on the classification and disputed amounts, all complaints are then used in the Safety Index calculation.

**Terms and Conditions.** *Every rule outlined in the casino's General and Bonus Terms and Conditions (T&Cs) should be in line with fair play. To uncover any hidden, unfair, or predatory rules, we thoroughly read the T&Cs of every casino in our database – so that you don't have to. Any deviations from the principles of fair play are reflected in the casino's Safety Index.*  There are many more factors that go into the Safety Index, including related casinos, using predatory rules, running fake games etc. To learn more about them and to get to know our review process in more detail, read an <u>article about our casino reviews</u> on the Casino Guru website.

Can casinos buy a better review, a higher Safety Index, or a better position in the list of best online casinos?

**Our casino reviews follow a strict methodology and are not for sale**. Casinos cannot just buy a higher Safety Index – we are not willing to jeopardize our own reputation and the independence of our reviews by accepting money from any casino.

Casinos can increase their Safety Index by stopping using unfair practices against players, resolving their player complaints, or by simply growing in size and increasing their revenues. But they cannot buy it.

When it comes to positions of casinos a user sees in our list of best online casinos, these are determined based on a number of factors, the most important ones being the casinos' Safety Index and the visitor's country of residence and language preferences.

Casinos cannot just buy a better position. We are not willing to give a bad casino a better position and place it higher than another one that we consider to be a more suitable fit for players from a certain country. However, near the top of the list and

especially in countries with multiple great casinos that we consider to be of the same quality, we are willing to give the better position to the casino that offers us better affiliate conditions.

## Can casinos get their review changed or deleted if they do not like it?

No, we do not change or delete our reviews just because a casino does not like them. We are happy to change our review if the casino really has changed, so the casino will have to implement improvements to turn their unfavorable review into a better one. For example, we will happily change our review if a casino removes a predatory rule from their Terms and Conditions, but **we are not willing to jeopardize our integrity by implementing changes that are not truthful.** 

As for removing reviews, we aim to be the biggest online casino database with information about all online casinos on the market, so we will not just delete a review on request. We want to give as much value to our visitors as possible. Removing reviews would go against that.

#### Why are some casinos listed higher than other casinos that have a higher Safety Index?

The Safety Index is a great indicator of the casino's integrity and the probability of players getting their winnings paid out. However, it does not tell the entire story. The Safety Index is global, and there are also many **country-related factors** that are also important, such as language support, payment methods, licenses, overall user experience, etc.

We consider all casinos with aHigh or Very high Safety Index to be really good and very unlikely to withhold legitimate winnings from players, so we also use other criteria to sort the individual casinos at the top of our lists of recommended casinos for individual countries, not just the Safety Index itself.

#### You claim to have the biggest online casino database, but I can only see a part of it. Why is that?

Our database consists of thousands of online casinos; however, we cannot display all of them in certain countries because of local regulations. If you see can find only a limited number of casinos on our website, it is because of this.

## Do you use e-mail marketing or any other active forms of marketing?

We only send e-mails to visitors who have actively subscribed to our newsletter mailing list. We do not send out any unsolicited e-mails nor use any active forms of marketing. Most visitors come to our website because they are looking for something related to online casinos and our website can help them find it.

We have always followed a principle of **not creating new gamblers and not pushing people to play**. Active marketing would go against that. We focus providing gambling-related information to people looking for it.

#### Did not find answers to your questions? Contact us!

If you have more questions or would like to learn more about the Casino Guru project or online gambling in general, feel free to reach out to us – we are happy to talk! You can find our contact information <u>on our website</u>.





#### Make smart decisions.