

Si14 announced official agreement to open a representative office in Brazil

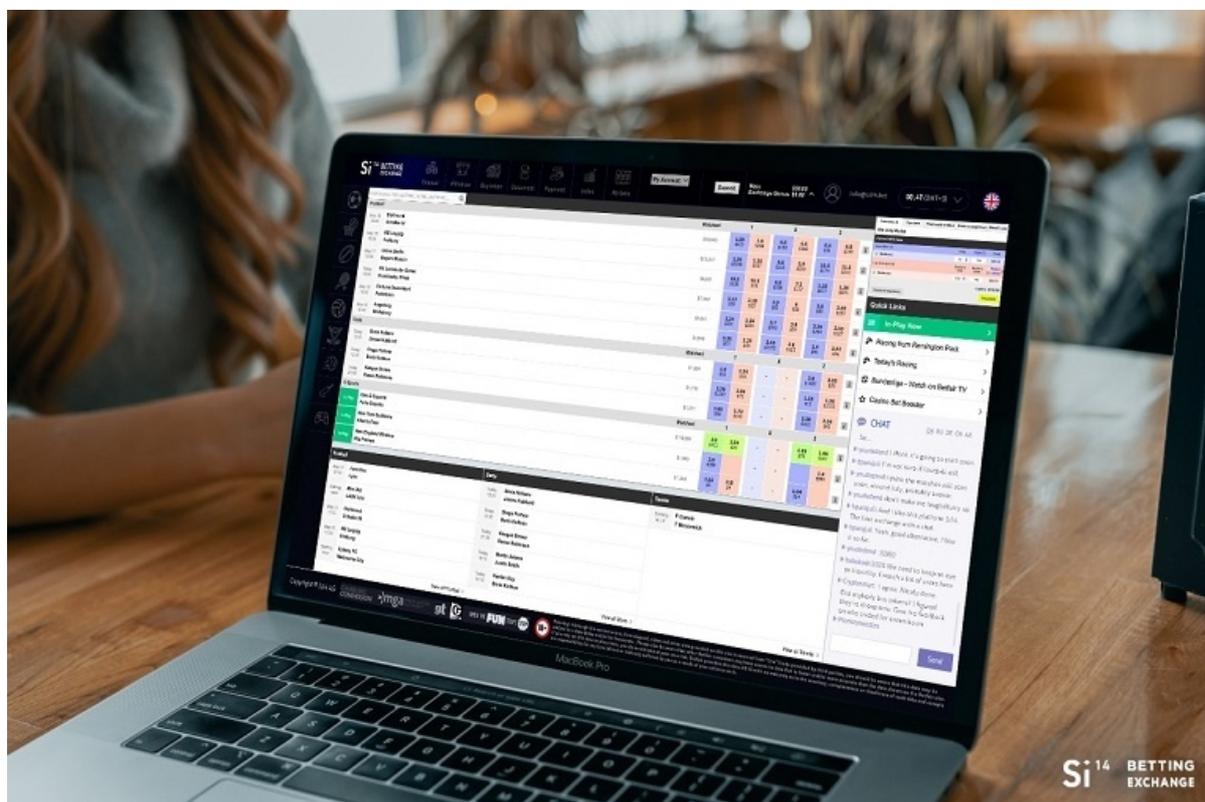
Si14 AG management concluded an official agreement in Brazil to open a representative office. The international peer-to-peer sports betting exchange allows to place bets from player to player. Unique software algorithms and created eco-system Si14.Bet works in the B2C sector and the B2B sector, providing position hedging services to bookmakers. “Brazil is one of the strategic markets for our company,” told company’s CEO Viktor Kopylov to GMB.



[Si14](#) allows users to strengthen themselves in the international betting market and further take a leading position due to the quality of service and financial model of the company. The company’s CEO Viktor Kopylov highlighted why the operator has made an entry into the betting sector and discussed Si14Bet’s plans for Brazil.

“The agreement is to acquire a significant player in the gambling market in Brazil. As we have a NDA I can’t mention the name yet but thanks to this agreement, at least 10% of the Brazilian market will be registered in the arsenal of the Si14Bet platform. Besides, we have several bidders for the purchase to grow up in the country,” revealed Kopylov.

The executive added that furthermore, *“the second agreement is concluded with more than ten betting companies introducing liquidity access to the Si14 Bet platform.”* Si14 works in the B2C sector and the B2B sector, providing position hedging services to bookmakers. In addition, these services of Si14 AG allow for a higher level of top betting placement.



Brazil is one of the strategic markets for Si14. At the moment, not a single sports betting exchange is represented in Brazil. There are a lot of bookmakers but no centralized P2P exchange.

“Our platform without advertising companies has received many pre-registrations, indicating a direct interest in civilized sports betting exchange. In Brazil, our company plans to operate officially. Today we are setting up a legal entity and plan to take over 10% of the betting market in Brazil,” explained Kopylov.

Regarding if company have a local partner yet In Brazil, Si14’s CEO told GMB that company is currently considering several applicants for the role of general partner: *“Perhaps with your publication, we can attract even more prominent market players, who would be interested in opening a representative office in Brazil on exclusive conditions from our Swiss company”*.

Si14Bet is currently based in Switzerland and so for the platform to expand into different markets as Brazil it will need to garner more operating licenses, which is its plan. Moreover,

the firm is serviced by the TOP Bank of Switzerland, providing immediate security for players' funds.

Kopylov stated: *"Si14 does not make preferred sports. We focus on all markets for sporting events. Of course, the main sports will be highlighted with a wider service line such as – Football – Tennis – eSport – Volleyball – Ice Hockey – Horse racing and others. We have been in the betting market for a long time and we know the pain of the industry. With this information, our company has taken into account all points and made a platform from which no one will leave. Besides, we have innovative solutions that are not found in the betting market."*



Si¹⁴ BETTING EXCHANGE

INTERNATIONAL PEER-TO-PEER SPORTS EVENT BETTING EXCHANGE,
ALLOWING PLAYER-TO-PLAYER BETTING.

VIKTOR KOPYLOV
CHIEF EXECUTIVE OFFICER & PRESIDENT,
Si14 AG

ABOUT THE SYSTEM

- OUR ODDS ARE ALWAYS FAIR
- WE MAKE PAYMENTS ACCORDING TO THE GAIN
- WE VERIFY A CLIENT ONCE (NO REVERIFICATION)
- WE PROVIDE QUICK WITHDRAWAL OF CLIENT'S FUNDS
- WE HAVE NO ACCOUNT LOCKS FOR UNCLEAR REASONS
- WE HAVE NO TURNOVER REQUIREMENTS FOR WITHDRAWAL
- WE HAVE NO SANCTIONS AGAINST UNWANTED PLAYERS
- WE ENCOURAGE "ARBITRATION", "FORKS" AND POSITION HEDGING
- WE HAVE LARGE CAPACITY OF A MAXIMUM BET AMOUNT

According to Kopylov, company has a lot of experience in working with syndicates, operators, and end-users. So they have tools in arsenal for bookmakers and operators with end-users. Their exchange model is a classical betting exchange, like a stock market, with supply and demand. When a buyer and seller meet on price the bet is struck. There will be only 1% commission charged, in our case charged on a winning bet. This is one of our unique selling points.

"Our market is both B2B and B2C. We can provide services of hedging positions to bookmakers, when they can't decide their own odds, we become providers of liquidity for the bookmakers. We can secure a high volume of matched bets through a low commission rate. The lower we set the percentage the more professional bettors will come to our website. One more reason why the Si14 betting exchange will be of interest to bettors is that we don't close markets while an event is continuing live," the Russian executive commented.

Resident of Russia's Novosibirsk, Si14 CEO Viktor Kopylov, along with his parents, launched this exchange to rival giant Betfair. He wanted to allow the arbitrage bettors to work without being blocked and without their stake amounts being limited.

Kopylov added: *"Imagine a regular user who decides that there's a dangerous attack in a match. He or she decides to place a bet. What problems will be faced? There will be 3 things that can happen after pressing the "Place a bet" button A) waiting for 5-8 seconds. B) the bet may be calculated with 1.00 odds c) the bet will not be placed. In our case we don't close the market. We receive data from WyScout, Sportradar, other scouts, we have something like a stock market and that means supply and demand we can work with."*

"We have several unique trade offers. For example, we have automated trade systems where a user can create a robot working on "if - then" conditions. For example, if there is a goal, then withdraw money. We have developed this product with an intuitive interface on our own. Another unique trade offer we have is introducing all the sports events into MetaTrader together with MetaQuotes. We'll get all the users who work on Forex, CFG and other financial platforms. This is the question of liquidity," the executive concluded.

Source: GMB