



PLAYMASTER GAMING CORPORATION LIMITED (PMBET)

Business Plan for
Submission to Tanzania
Investment Centre (TIC)

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1. EXECUTIVE SUMMARY

Playmaster Gaming Corporation Ltd, trading under the widely recognized brand PMbet, is one of Tanzania's leading gaming and sports betting companies. With over 70 retail outlets across the country, a strong online presence, and a diversified portfolio that includes sports betting, online casino, slot machines, and virtual games, PMbet has positioned itself as a leader in the fast-growing gaming industry.

The company is duly incorporated under the Companies Act (Cap. 212) and fully compliant with all regulatory requirements, including licensing from the Gaming Board of Tanzania and trademark registration of PMbet under the Trade and Service Marks Act (1986). With a current monthly turnover of TZS 950 million and annual turnover exceeding TZS 11.3 billion, Playmaster demonstrates robust financial performance, a strong asset base of TZS 1.59 billion, and a dedicated workforce of over 415 employees. The company's strategic growth plan focuses on expanding its retail network, strengthening its digital platforms, and investing in community-centered initiatives through CSR sponsorships in football, cultural activities, and youth development.

PMbet is now consolidating its presence by investing in permanent infrastructure, including its recently acquired TZS 700 million headquarters building in Kinondoni, Dar es Salaam. With projected growth of 10–15% annually, driven by increased advertising and customer loyalty, Playmaster Gaming Corporation is well-positioned for sustainable expansion.

2. COMPANY OVERVIEW

2.1 Corporate Information

- Company Name: Playmaster Gaming Corporation Ltd
- Trading Name: PMbet
- Incorporation: Registered under the Companies Act (Cap. 212)
- Headquarters: Plot No. 421, Block 42, Kinondoni, Dar es Salaam
- Business Sector: Gaming, Sports Betting, Online Casino, Virtual Games, Slot Machines
- Trademark: PMbet (Registered under Trade & Service Marks Act, 1986)

2.2 Vision, Mission & Core Values

- Vision: To be the most trusted and innovative gaming and sports betting brand in East Africa.
- Mission: To provide safe, regulated, and engaging gaming experiences through cutting-edge technology, transparency, and community empowerment.
- Core Values: Integrity, Innovation, Customer Focus, Responsible Gaming, and Social Impact.

2.3 Shareholding Structure

- (Extracted from latest BRELA Search Report – 20th August 2025)
- Gevorg Aznauryan – Shareholder
- Maurice Odhiambo Meshack – Shareholder

3. LEGAL & REGULATORY COMPLIANCE

Playmaster Gaming Corporation Ltd is fully compliant with Tanzanian regulatory frameworks, PMBET Key compliance documents include:

- Registered under the Companies Act (Cap. 212).
- Licensed by the Gaming Board of Tanzania for sports betting, online casino, and gaming machines.
- Holder of Internet Casino License (2025).
- Holder of Gaming License for sports betting and slot operations.
- Registered Trademark: PM Bet.
- Tax Compliance with monthly taxes amounting to TZS 378,074,000 (Gaming Tax, Withholding Tax, SDL, NSSF, Gaming Board Fees), totaling TZS 4.53 billion annually.
- Memorandum & Articles of Association, outlining the company's governance structure and shareholding.
- BRELA Company Registry Report (2025) which is confirming up-to-date registration and latest shareholding structure.

4. INDUSTRY OVERVIEW & MARKET POTENTIAL

The gaming industry in Tanzania is one of the fastest-growing segments of the entertainment and sports economy. Driven by youthful demographics, increasing smartphone penetration, and growing digital payments adoption, the sector continues to expand at double-digit growth rates.

PMbet is strategically positioned with both retail shops (over 70 outlets) and online platforms, giving it a nationwide reach and the flexibility to adapt to evolving market trends. With customer loyalty, advertising investment, and regulatory compliance, PMbet maintains a competitive edge in the industry.

5. PRODUCTS & SERVICES

- **Sports Betting:** Both retail and online betting on local and international sports.
- **Online Casino:** A wide range of casino games hosted online.
- **Virtual Games:** Instant digital gaming experiences.
- **Slot Machines:** Licensed and operational in selected outlets.
- **Retail Outlets:** Over 70 betting shops across Tanzania.

6. ORGANIZATIONAL STRUCTURE AND GOVERNANCE

- Board of Directors
 - Mr. Gevorg Aznauryan
 - Mr. Mourice Odhiambo Meshack
- Management & Operations:
 - Operations Manager: William Estomih Kimonge
 - Marketing Manager: Tresfori Emmanuel Chale
 - HR Manager: Joyce Isdory Senya
 - Risk Manager: Deus Wantiku Nyakisakwa
- The governance model ensures accountability, operational efficiency, and adherence to regulatory standards.

7. MARKET ANALYSIS AND COMPETITIVE ADVANTAGE

- The gaming industry in Tanzania has experienced steady growth, which is driven by:
 - Increasing internet and smartphone penetration.
 - Strong sports culture, particularly football.
 - Rising disposable income among youth.
- Competitive Advantages of PMBET
 - Strong nationwide presence with over 70 shops.
 - Trusted brand identity and customer loyalty.
 - Compliance with Gaming Board regulations.
 - Continuous innovation in online platforms.
 - Strong marketing campaigns and CSR-driven goodwill.

8. STRATEGIC AND EXPANSION PLAN

Playmaster Gaming Corporation Ltd recognizes that sustainable growth requires a deliberate, structured, and innovative approach. The company has therefore outlined the following expansion strategies:

8.1 Infrastructure Expansion

PMbet recently acquired a TZS 700 million property at Plot No. 421, Block 42, and Kinondoni, which now houses its headquarters. The company's next step is to fully renovate and equip the facility with state-of-the-art operational, administrative, and customer service offices. By consolidating all functions under one modern headquarters, Playmaster will improve efficiency, enhance compliance with regulatory standards, and present itself as a stable, long-term player in Tanzania's gaming industry. The headquarters also provides a central hub for hosting corporate partners, regulators, and stakeholders, reinforcing transparency and trust.

8.2 Retail Growth

Currently, PMbet operates over 70 retail shops across Tanzania. The strategic plan is to scale this number to 100+ outlets within the next 3 years by opening new locations in high-footfall urban areas (Dar es Salaam, Mwanza, Arusha, Dodoma) and underserved secondary towns where gaming penetration is still low. This growth will be achieved through a combination of company-owned outlets and franchise partnerships, ensuring minimal capital strain while maximizing coverage. Each new outlet will follow standardized branding and compliance guidelines to safeguard regulatory approval and customer confidence.

8.3 Digital Innovation

Recognizing the rapid shift to digital gaming, PMbet is investing in advanced mobile platforms and online casino technologies. The focus will be on building user-friendly mobile applications, AI-driven risk monitoring systems to prevent fraud, and secure payment integrations with leading mobile money providers in Tanzania. Digital innovation also includes adopting data analytics to study customer behavior, personalize gaming experiences, and optimize marketing campaigns. This will ensure PMbet remains competitive against both local and international digital gaming operators.

8.4 Regional Expansion

As part of its long-term strategy, Playmaster is exploring opportunities in neighboring East African countries, starting with feasibility studies in Kenya, Uganda, and Rwanda. These markets share demographic and cultural similarities with Tanzania, making them attractive for expansion. The approach will be cautious and regulatory-driven, starting with partnerships and joint ventures with local operators. By leveraging its strong Tanzanian brand reputation, PMbet intends to replicate its operational model and CSR-driven approach across borders, positioning itself as a regional player in gaming.

8.5 CSR Integration into Strategy

Corporate Social Responsibility is not a side activity for PMbet but a core pillar of its growth strategy. By continuously supporting community sports, youth empowerment, and health-related activities, PMbet strengthens its brand loyalty and social license to operate. The company plans to introduce a structured CSR framework that allocates a fixed percentage of its annual profits to

community development. This will not only align with TIC's vision of sustainable investment but also secure long-term goodwill from the government and the Tanzanian public.

9. CORPORATE SOCIAL RESPONSIBILITY (CSR) STRATEGY

Play master Gaming Corporation understands that its success is tied to the welfare of the communities it serves. Over the years, the company has consistently sponsored football clubs, sports associations, and fitness initiatives across Tanzania.

9.1 Current and Past CSR Initiatives

- Sponsorship of Singida Big Stars (TZS 350M) and Coastal Union (TZS 350M) for the 2024/25 season.
- Previous sponsorships included Ken Gold SC, Pamba Jiji SC, and Dodoma Jiji SC, demonstrating continuity and commitment.
- Sponsorship of the Wasafi Jogging Initiative, providing jerseys, logistics, and supplies for community fitness and awareness campaigns.

9.2 Future CSR Direction

Going forward, PMbet plans to implement a structured CSR policy with defined focus areas:

- **Sports Development:** Expanding beyond football to include athletics, netball, and basketball, ensuring nationwide youth participation in sports. PMbet intends to allocate annual budgets specifically for grassroots programs, training academies, and school tournaments.

- **Youth Empowerment & Education:** Establishing partnerships with vocational centers to sponsor IT and entrepreneurship training for young Tanzanians. This initiative aligns with PMbet's digital innovation strategy by creating a pool of tech-savvy youth who can be employed in the gaming sector.
- **Health & Wellness:** Supporting community fitness programs and collaborating with NGOs on campaigns against gambling addiction. PMbet intends to position itself as a responsible gaming leader, balancing profitability with social responsibility.
- **Cultural Sponsorships:** Recognizing Tanzania's rich cultural diversity, PMbet will continue sponsoring cultural events, festivals, and music programs that bring communities together.

9.3 CSR as a Strategic Advantage

CSR is more than philanthropy; it is brand positioning. Every sponsorship increases visibility, strengthens customer loyalty, and builds trust with regulators. By institutionalizing CSR, Play master ensures that its growth benefits not only its shareholders but also Tanzanian society at large. This strategy makes the company a model investor under TIC's sustainable development framework.

10. FINANCIAL OVERVIEW

10.1 Current Financial Performance

- Monthly Turnover: TZS 950M
- Annual Turnover: TZS 11.39B
- Employees: 415
- Monthly Salaries: TZS 117M

10.2 Assets & Investments

- Total Assets: TZS 1.59B
- Headquarters Property: TZS 700M

10.3 Tax Contributions

- Monthly Taxes: TZS 378M
- Annual Taxes: TZS 4.53B
- Gaming Tax – 290M
- Withholding Tax – 2.9M
- SDL – 4.5M
- NSSF – 23.4M
- Gaming Board Fees – 57.1M

10.4 Financial Projections & Growth Outlook

- Projected Growth: 10–15% annually
- Growth Drivers: Advertising, Customer Goodwill, Expanding Retail & Digital Operations

11. SWOT ANALYSIS

Strengths

- Strong brand (PM bet)
- Nationwide presence (70+ shops)
- Strong financial turnover
- Fully licensed & compliant

Weaknesses

- High tax obligations impacting margins
- Dependence on gaming regulations
- Limited diversification outside gaming
- Technology adoption costs

Opportunities

- Expansion into East Africa
- Growth of mobile & digital gaming
- Rising youth population & smartphone use
- CSR-driven brand trust

Threats

- Regulatory policy changes
- Increased competition
- Economic fluctuations
- Negative perceptions of gaming

12. CONCLUSION

Playmaster Gaming Corporation Limited (PMBET) stands as a well-structured, compliant, and socially responsible gaming company with a strong financial base and strategic vision for growth.

The company's acquisition of its headquarters, its consistent tax contributions, nationwide retail presence, and CSR commitments position it as a reliable partner for Tanzania's economic and social development.

This business plan demonstrates PMBET's readiness to expand responsibly and sustainably while aligning with TIC's mandate to promote investment that benefits the Tanzanian economy.

13. ANNEXES

- Memorandum & Articles of Association
- BRELA Company Registry Report (2025) confirming up-to-date registration and latest shareholding structure
- Internet Casino License (2025)
- Gaming License for sports betting and slot operations
- Registered Trademark Certificate for PMbet under the Trade & Service Marks Act (1986)
- Certificate of Incorporation
- Taxpayer Identification Number (TIN) Certificate
- Tax Compliance Records (monthly and annual contributions)
- CSR Sponsorship Agreements/Records (Singida Big Stars, Coastal Union, Wasafi Jogging, etc.)
- Organizational Structure Document
- Financial Records (turnover, salaries, assets, tax payments, projections)
- Property Ownership Documents (Headquarters building – Plot No. 421, Block 42, Kinondoni)