



Agent or Affiliate



Whitelable Skin



Turnkey Skin



API Skin



API Platform

Licence by

WePlay

WePlay

Client

Client

Client

Payment
Infrast. by



Client-owned
Mechant Account

Client-owned
Mechant Account

Client-owned
Mechant Account

Brand
Owner

WePlay

You

You

You

You

Fraud &
Ecology

WePlay

WePlay

WePlay

WePlay

WePlay

Marketing
CRM

WePlay

WePlay
(and client can add)

WePlay
(and client can add)

You

You

Business
Model

B2C
(Affiliate)

B2C
(Operator)

B2C
(Operator)

B2C
(Operator)

B2B
(Operator)