Reel Denmark Ltd. – 2014 Annual Accounts for online publication

The Provision of Gambling in Denmark and Greenland (if applicable)

Reel Denmark Ltd. ("REEL Denmark") acquired its online casino license with the Danish Gaming Authority on 01/01/12, and commenced the provision of online gambling in Denmark in accordance with the licensing requirements on 01/01/12, and in Greenland on 01/01/12.

Number and Division of Games

REEL Denmark offers Poker games. An overview of our games can be found here: http://www.pokerstars.dk/en/poker/games/

REEL Denmark's poker games is all based on commission. REEL Denmark receives a fee as percentage of the pot for cash games and a tournament fee for tournaments.

The amount of money withheld from players in temporary accounts at the end of 2014 due to that player identity was not yet fully confirmed was $2536.01.

Player Complaints

REEL Denmark received 773 complaints from its players regarding a number of differing topics where the players have shown some form of dissatisfaction.

REEL Denmark average response time in addressing players complaints was under 24 hours from receiving and logging the player communication.

Customer Complaints expressing dissatisfaction with the company in some form are flagged and recorded as a complaint.

These mainly relate to:

- ★ The policies and procedures of the company,
- ★ The support and customer service provided,
- ★ The performance and features of the products provided, including software, live tournaments and merchandise.

These emails are tracked and escalated where required, to ensure a satisfactory outcome for the customer.

Players who set a deposit limit/Self exclusion

Quarter 1

Type of Limit/Exclusion	Percentage of Players
Daily Deposit Limit	1.32%
Weekly Deposit Limit set	1.23%
Monthly deposit Limit Set	1.09%
Set Temporary Self-Exclusion	1.91%

Quarter 2

Type of Limit/Exclusion	Percentage of Players
Daily Deposit Limit	1.45%
Weekly Deposit Limit set	1.39%
Monthly deposit Limit Set	1.22%
Set Temporary Self-Exclusion	1.77%

Quarter 3

Type of Limit/Exclusion	Percentage of Players
Daily Deposit Limit	1.58%
Weekly Deposit Limit set	1.50%
Monthly deposit Limit Set	1.34%
Set Temporary Self-Exclusion	1.79%

Quarter 4

Type of Limit/Exclusion	Percentage of Players
Daily Deposit Limit	1.55%
Weekly Deposit Limit set	1.49%
Monthly deposit Limit Set	1.33%
Set Temporary Self-Exclusion	1.95%

Legislative Compliance

REEL Denmark complies with the compliance requirements set out in the Gambling Act and relevant secondary legislation. Such processes include (but are not limited to):

- Submission of the Yearly Report to the Danish Gaming Authority;
- Regular filing of AML, fraud and employee training reports;
- Compliance with KYC procedures for registration of players and players' funds deposits/withdrawals;
- Employment of measures to ensure only Danish players eligible according to residency can register/play;
- Closing/suspension of accounts for players' self-exclusion under ROFUS.

Marketing

We ensure that the regulations set out in § 36 of the Danish Gambling Act concerning the marketing of games are fully complied with by presenting players with fair and responsible information on their chances of winning. It is ensured that players' impressions of their chances of winnings are not inflated, so as to remain correct and balanced. Likewise, legislative guidelines concerning the use of celebrities for marketing and promotional activities or media are adhered to.

Relevant central departments involved in marketing are aware of the Danish rules. A dedicated country manager checks the marketing of games to ensure these comply with the requirements, as set out above, making any required amendments prior to the release of the marketing material. In cases of doubt the internal legal department is consulted, including local legal expertise to ensure compliance.

Bonuses

Rules concerning bonuses as set down in the relevant Executive Orders are strictly abided by. All bonus terms and conditions are available to players at all times during the availability of the bonus offer, and are explained in a clear, lucid manner. These terms and conditions are published and maintained in the same medium in which the bonus marketing takes place. Bonuses are not offered to individual players on terms that differ from offers or incentives available to other players, and our operational systems ensure that players have a minimum of 60 days in which to meet any terms and conditions associated with bonus payments.

We use various forms of bonus offers in our marketing promotions. In 2014 we have had promotions with deposit bonuses, including a bonus for new customers where we match the first deposit 100% up to $20USD. There are no play through requirements and this is withdrawable immediately. We have also had other deposit bonuses for both new and existing customers. These bonuses have had a play through requirement, a time limit for when the play through had to be completed as well as other terms and conditions.

In addition, we have used promotional competitions where customers, in addition to their normal play, get the chance of winning free prizes in the form of merchandise, free tourney tickets and in some cases cash prizes.

Finally, in some promotions we have offered tournament tickets or small cash prizes to players signing up for the specific promotions.

VIP Program

The PokerStars VIP Club gives rebates to its frequent players via VIP programs called VIP Player Points (VPPs) and Frequent Player Points (FPPs). Every PokerStars real money player is eligible to earn points at our tables which can be spent on rebates, merchandise, to enter online tournaments, and to qualify for major live events.

When a player plays at PokerStars, they can earn points for each raked hand they play in our cash games, and for every tournament fee paid in our multi-table or Sit & Go tournaments.

More detailed information on our VIP program can be found here: http://www.pokerstars.dk/en/vip/

Responsible Gaming

REEL Denmark ensures that players are provided with the necessary tools to prevent unhealthy gaming behaviour and to enable players to play responsibly. All of the Responsible Gaming options available to the player cover the Licence requirements relating to preventing unhealthy gaming behaviour and promoting responsible game play.

While we adhere to the executive order and assure we have mandatory features, we also have additional options for players to help control their gambling and spending.

In addition to a 24 hour "cooling off" period and a 30 day self-exclusion we also offer 60, 120 and 180 day self-exclusion periods. We also have the ability to self-exclude a player for any length of time (custom self-exclusion options).

We also offer both table limits and tournament buy in limits. As part of bankroll management, we can block a player from playing at a higher stakes. This option also applies to tournament buyins.

Once a player chooses to self-exclude our internal system automatically suspends any marketing materials.

More information and full details of REEL Denmark Responsible Gaming Policy, including the self-exclusion procedure, is always available here:
http://www.pokerstars.dk/en/about/responsible-gaming

Anti-Money Laundering

REEL Denmark ensures that internal Fraud Management Procedure rules are in place in order to ensure adequate monitoring and communication procedures, including customer identification, awareness, investigation and noting obligations, risk assessments, risk management, communication and control in order to forestall and prevent money laundering and financing of terrorism. REEL Denmark ensures that all employees engaged in registration, exchange and actual gambling activities are made aware of the internal rules and obligations applicable to the Danish market.

Dedicated teams are employed in the monitoring of players activity in relation to REEL Denmark's AML obligations and requirements.

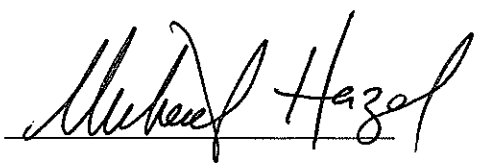
Management Information

The revenue and profitability on the Danish market in 2014 has been acceptable by the management, and corresponds to the current strategy, which will be maintained for 2015. Reel Denmark Limited has experienced satisfactory response on the marketing campaigns and promotions that have been run during 2014.

The product portfolio of Reel Denmark Limited seems to meet the demands from the Danish market and the market share on the relevant markets in Denmark have been maintained at an acceptable level.

The major event of the year was Amaya Gaming Inc's purchase of PokerStars including also Reel Denmark Limited. Amaya Gaming is a publicly traded company, and its purchase of the Rational Group to which Reel Denmark belongs and which operates the PokerStars brand will not cause any significant changes on management and operation of its business in Denmark.

The management expects its business in Denmark to continue the positive trends and performance on its existing products in 2015.



Michael Hazel
Authorised representative