



UNLOCKING **GAMBLING** MARKETS IN AFRICA

GO-TO-MARKET RESEARCH & ADVISORY · 26+ AFRICAN MARKETS

riact.africa · RESEARCH IN ACTION

A go-to-market agency that gets stuck in.

RIACT is a research and advisory partner built for one job: helping gambling and consumer brands enter, understand, and win African markets. We pair on-the-ground research at scale with operators who have actually run growth in these markets, not consultants who send a deck and disappear.

Local, not parachuted

Field networks embedded in-market — urban and rural, formal and informal trade.

Operators, not theorists

Our team has run acquisition, VIP, and affiliate growth in these markets first-hand.

Partners, not vendors

We work alongside your team through execution, not just at the proposal stage.

Present where it counts. Connected everywhere else.

17

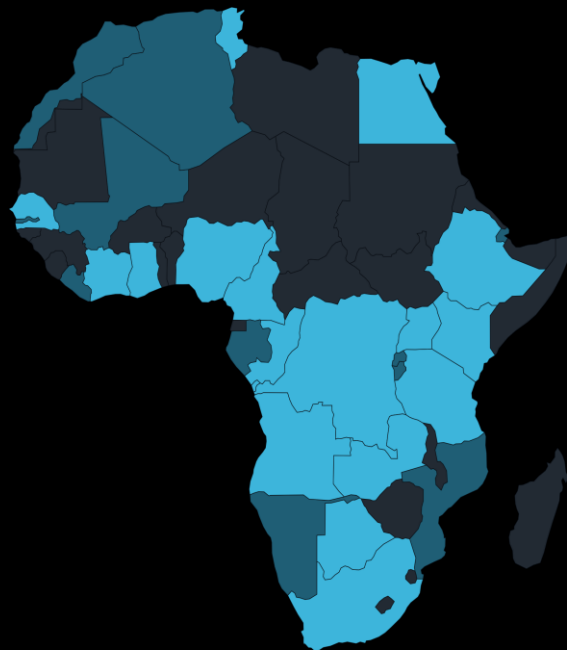
CORE GAMBLING & ALCOHOL RESEARCH MARKETS

Core markets — direct field presence

RSA · Nigeria · Kenya · Tanzania · Ghana · Uganda · Zambia · Egypt · Côte d'Ivoire · Senegal · Cameroon · Angola · DR Congo · Congo · Botswana · Ethiopia · Tunisia

Wider network reach — 26+ countries

Activated via partner networks for scaled fieldwork and rapid market entry.



NOT JUST AFRICA

We switch on any market **in under two weeks.**

Africa is our home ground — but the methodology travels. We've stood up live, in-market consumer insights in under two weeks across four countries outside of Africa, including UAE, and Saudi Arabia.

< 2

WEEKS TO LIVE INSIGHT

From brief to ground-truth data,
in any market, in under 2 weeks.

PROVEN ACROSS 3 CONTINENTS



RAPID [RIACT Activation Protocol]

Our proprietary protocol for standing up live, in-market insight anywhere — fast. You see the stages. The engine that makes them run in under two weeks stays under the hood.

R

Recon

Market scoped, target roles and channels mapped against the brief.

A

Activate

Geo-controlled field network switched on in-market within days.

P

Probe

Real people in real roles interviewed — the landscape from the inside.

I

Interpret

Signal extracted, structured, and pressure-tested against the question.

D

Deliver

Decision-ready insight handed over — and we stay in to action it.

The stages are visible. The methodology that compresses them into < 2 weeks is RIACT's IP.

Real people. Real roles. Real Insights.

We don't model a market from a desk. We send geo-controlled field teams to interview the people who actually run it – and we capture the digital and physical journeys step by step.

Geo-controlled fieldwork

Our technology verifies that every survey and audit happens where it's meant to – real locations, real time-stamps, no desk substitutes.

Real people, real roles

We interview operators, agents, retailers and players to unpack marketing and payment landscape dynamics from the inside.

Journey-step extraction

For digital products & online gambling, we map UX/UI at each step of the key user journeys – sign-up, deposit, bet, withdraw.

Physical-world equivalent

In FMCG, the same rigour becomes retail audits, share-of-shelf and share-of-mouth – the offline version of the funnel.

The reach behind the work.

300+

VETTED FIELD RESEARCHERS & AGENTS

On-the-ground capacity across urban and rural Africa.

26+

AFRICAN COUNTRIES IN NETWORK

17 core markets with direct presence, plus wider reach.

20+

LEADERSHIP EXPERIENCE IN-MARKET

Across the MEA region, working in regulated sectors

5+

VERTICALS OF DEEP EXPERTISE

Gambling · Alcohol · FMCG · Beverage · Media · Crypto

Operators who've **done the work.**

RIACT's leadership has run African gambling operations at the very top – from sportsbook CEO to leading turnaround. We've sat in the operator's chair, so our insights answers the questions operators actually ask.

Sportsbook leadership

Operator-level roles up to CEO and country manager at leading African betting brands.

Market entry & launch

New-market launches taken from zero to breakeven, plus turnarounds of underperforming markets.

Ground-truth research

Building reliable in-market data networks — the discipline behind every RIACT engagement.

Regulatory & commercial

Licensing, compliance and route-to-market navigated across complex African jurisdictions.

End-to-end, from intelligence to activation.

01

Market Intelligence

- Market sizing & TAM
- Regulatory & licensing landscape
- Competitive landscape mapping
- Financial & FX insights

02

Consumer & Persona

- Player persona profiling
- Behaviour, triggers & motivations
- Vertical & game preference mapping
- Spend & payment behaviour

03

Acquisition & Activation

- New-user acquisition testing
- Affiliate & KOL networks
- CPA campaign design
- On-ground brand activation

Most agencies send a deck. We get in the trenches with you.

THE TYPICAL AGENCY

- Sells a report, then disappears
- Desk research from a capital city
- Generic frameworks, no operator lens
- Hands over findings, not outcomes
- You execute alone

RIACT

- Embedded as a growth partner
- Field teams physically in-market
- Operator-built insight, not theory
- Accountable to outcomes, not slides
- **We execute alongside your team**

Deep in the verticals that matter.

Gambling & iGaming

Sportsbook, casino, fast games.
Acquisition, regulation,
competitor and persona
intelligence across regulated and
emerging markets.

Alcohol & Beverage

Distribution, shelf and
consumption research across
formal and informal trade — from
modern retail to township and
on-premise.

FMCG & Media

Retail audits, share-of-shelf,
route-to-market and channel
intelligence for fast-moving
brands entering or scaling in
Africa.

A critical source of truth, helping brands navigate and flourish in Africa's complex market landscape.

BRANDS WE'VE WORKED WITH

Trusted by operators across regions and sectors

From global gambling operators to fast-growth challengers — brands our team has worked with



Includes brands engaged directly by RIACT and operators where our leadership has held senior roles.



Let's unlock your next market.

Tell us the market and the brief. We'll tell you what's really happening on the ground — and how to win it.

hello@riact.africa · rifact.africa

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