business
for sale

BUSINESS REPORT

Date: **5th September 2026**
Business Reference:**38363**

About the Business:

Licensed Gambling Operator Seeking Investment – Online & Retail Gambling Channels

Rare entry point into a licensed bookmaker business with two active revenue channels — online betting and retail gambling terminals — and a scarce licence already in hand. Turnover and profit are both projected to grow substantially over the next 12 months as the site rollout continues

Licensed Gambling Operator Seeking Investment – Online & Retail Gambling Channels

Sector: **Services**

Asking Price:

R **4,000,000**

Monthly Profit:

R **101,015**

Asset Value:
R **8,725,000**

Stock Value:
R **0**

Yearly Net Profit :
R **1,212,178**

Business Report

Fully describe the business's activities?

The company is a licensed sports betting operator regulated by the Eastern Cape Gambling Board. The business operates through two complementary channels:

1. Online Sports Betting

The company offers a comprehensive online betting platform accessible to customers throughout South Africa. Customers can register, deposit funds, place wagers on local and international sporting events, and withdraw winnings through a secure, regulated online wagering system.

2. Retail Betting Operations

In the Eastern Cape, the company operates a retail terminal network by placing self-service betting terminals within existing hospitality and gaming establishments, including pubs, taverns, restaurants, sports bars, and licensed Limited Payout Machine (LPM) venues. This asset-light model allows the company to expand rapidly without the capital costs associated with establishing traditional betting shops.

The company partners with venue owners who provide floor space for betting terminals in return for a share of the gross gaming revenue generated at their premises. The company supplies and manages all technology, betting software, hardware, compliance, licensing, reporting, customer support, and operational oversight.

Core Activities

The business's principal activities include:

Operating a fully licensed online sportsbook.
Deploying and managing retail betting terminals.
Recruiting and supporting venue partners throughout the Eastern Cape.
Managing customer registrations, deposits, withdrawals, and account verification.
Offering betting markets across a wide range of local and international sporting events.
Ensuring full compliance with gambling legislation, regulatory requirements, anti-money laundering obligations, and responsible gambling standards.
Providing technical support, maintenance, software updates, and terminal management.
Conducting marketing and customer acquisition initiatives for both online and retail channels.
Managing financial settlements, reporting, taxation, and regulatory submissions.
Revenue Streams

The business generates income primarily from:

Gross Gaming Revenue (sports betting margin).
Betting activity generated through online customers.
Betting activity generated through retail terminals.
Future expansion opportunities through strategic partnerships, branded retail outlets, and additional licensed betting locations.
Competitive Position

The company has developed a scalable distribution model that enables expansion into smaller community-based venues that are generally uneconomical for large traditional betting shops. This creates a growing retail footprint while simultaneously driving customer acquisition for the company's national online platform.

The business combines regulated online wagering with a physical retail presence, positioning it as a hybrid betting operator capable of generating recurring revenue through both digital and land-based channels with relatively low incremental expansion costs.

How does the business operate on a daily basis?

The company operates on two tracks. On the ground, the business installs and runs retail betting terminals at partner sites under site-partnership agreements — currently live at Joan of Arc (Cambridge, East London), which is still in its test phase, with 8 further sites already ECGB-approved and ready for activation and 14 more sites currently going through the licensing application process. In parallel, The company runs its own national online wagering platform, which is fully approved and live to customers across South Africa.

What Advertising/Marketing is carried out?

For current activity. The company plans to put new investor capital toward marketing and customer acquisition for the online platform, so this is an area the business intends to build out rather than one that's fully resourced yet.

What competition exists?

The company doesn't compete head-to-head against named operators. Its main point of difference is against traditional LPM/route-operator licensees: they can only place terminals in venues that hold a liquor licence, while in this instance the retail betting licence allows installation into qualifying sites without that requirement, which meaningfully widens the pool of viable locations versus theirs.

How could the profitability of the business be improved?

The stated growth/use-of-funds plan is: activating the approved and future site pipeline toward a target of at least 400 terminals installed within 18 months; funding terminal hardware and site fit-out as the retail footprint scales; growing the national online platform in parallel through marketing, customer acquisition, and technology; and working capital to support the business through its next phase of expansion. In short, the R 4 000 000 it is for terminal rollout, site activation, marketing, technology and working capital as well as paying off the loan accounts

When does the current lease end?

The company operates through site-partnership venues rather than its own head-office premises.

What are the main assets of the business?

The company's ECGB bookmaker's licence itself which is the most valuable asset in that it takes years to apply and especially a long time to secure the license. The retail betting terminals installed (or to be installed) at partner sites; and the national online wagering platform and its underlying technology.

Strengths?

A scarce, hard-to-replicate ECGB bookmaker's licence that took years to secure and is one of the biggest barriers to entry in this market.

A retail licence that lets the company install into qualifying sites without a liquor-licence requirement, widening its site universe versus traditional LPM/route operators.

Two independent revenue engines — retail terminal GGR and 100%-retained national online revenue — so the business isn't reliant on one channel. Online revenue is not shared with retail venue partners and therefore provides the company with a higher direct economic interest, subject to taxes, platform charges and operating costs.

A licensed, de-risked growth pipeline: 8 sites already ECGB-approved and ready to activate, 14 more in application.

An operating structure already proven with an LPM site partner, giving the company the template for scaling into further venue networks.

New bookmaker licences are subject to an extensive regulatory application, investigation and approval process, creating a significant barrier to entry.

Weaknesses?

No audited historical trading financials yet — all figures put forward are projections and estimates

Opportunities?

Activating the pre-cleared pipeline of 8 approved sites plus 14 in application

Growing toward the target of at least 400 terminals installed within 18 months

Growing the national online platform in parallel with the retail rollout.

Threats?

Entering of new bookmaker licences

What is the reason for the sale?

The company is looking for an investor to assist in funding the rollout of the business targets. Organic growth is an option but will take a long time to reach the set goals. The equity raised will be utilised for this purpose. It's structured so both sides benefit: the investor gets a stake in the growth, and the company gets the capital to fund it.

The company is looking for a strategic partner to help fund and accelerate its next phase of growth. Two structures have been put forward for discussion:

Scenario 1
R4,000,000 for a 60% equity stake. R 2 000 000 would be utilised to settle loan accounts in the company and the balance would be for the expansion. Keep in mind that this opportunity transfers the majority shareholding to the investor.

Scenario 2, a loan of at least R4,000,000 on a 3-5 year term, which would leave full ownership and control with the company.

Both are starting points, and alternative mutually beneficial structures remain open for discussion.