

First significant Codexa platform upgrade to bring key compliance and gaming improvements

InFocus Group Holdings Limited (ASX: **IFG**) (the **Company** or **InFocus**), a data analytics and software solutions company, is pleased to provide an update on the Company's InFocus Gaming Technologies division (**IFG iGaming**) with the launch of the first significant Codexa platform upgrade.

Codexa is the Company's next-generation sweepstakes casino platform developed entirely in-house by IFG iGaming. Codexa is presently targeting the US sweepstakes casino market, offering a white-label platform to prospective gaming operators as well as a limited commercial launch under IFG iGaming's own brand.

This new platform upgrade delivers two significant product improvements – bringing a VIP casino floor gaming experience to the online gaming market, and a newly developed compliance backoffice for prospective operators which streamlines key Anti-Money Laundering and Know Your Customer (AML and KYC) processes.

Highlights:

- New upgrade to Codexa, a full-featured sweepstakes casino platform built by IFG iGaming
- Premium UI/UX redesign bringing the style and social feel of a VIP casino floor to the online space, with social interaction functions such as in-app chat and peer-to-peer chip and coin transfers between players
- New backoffice developed in-house by IFG iGaming includes an AI-enabled compliance engine and other AML and KYC automations intended to streamline operations for prospective operators
- New systems make Codexa materially easier to run with a smaller team, reducing the cost and complexity of operating a gaming business, improving accuracy and scalability
- Socially driven player experience on Codexa includes coin-transferring on platform and chat functionality
- Gamification and other AI-enabled features have been developed which will be launched following completion of patent applications in progress

Chief Executive Officer and Executive Director, Ken Tovich, commented:

"The response to our initial launch of Codexa confirmed what we believed – that we have built a platform capable of competing with the best in the sweepstakes market, with the market drawing favourable comparisons to established leaders in the space.

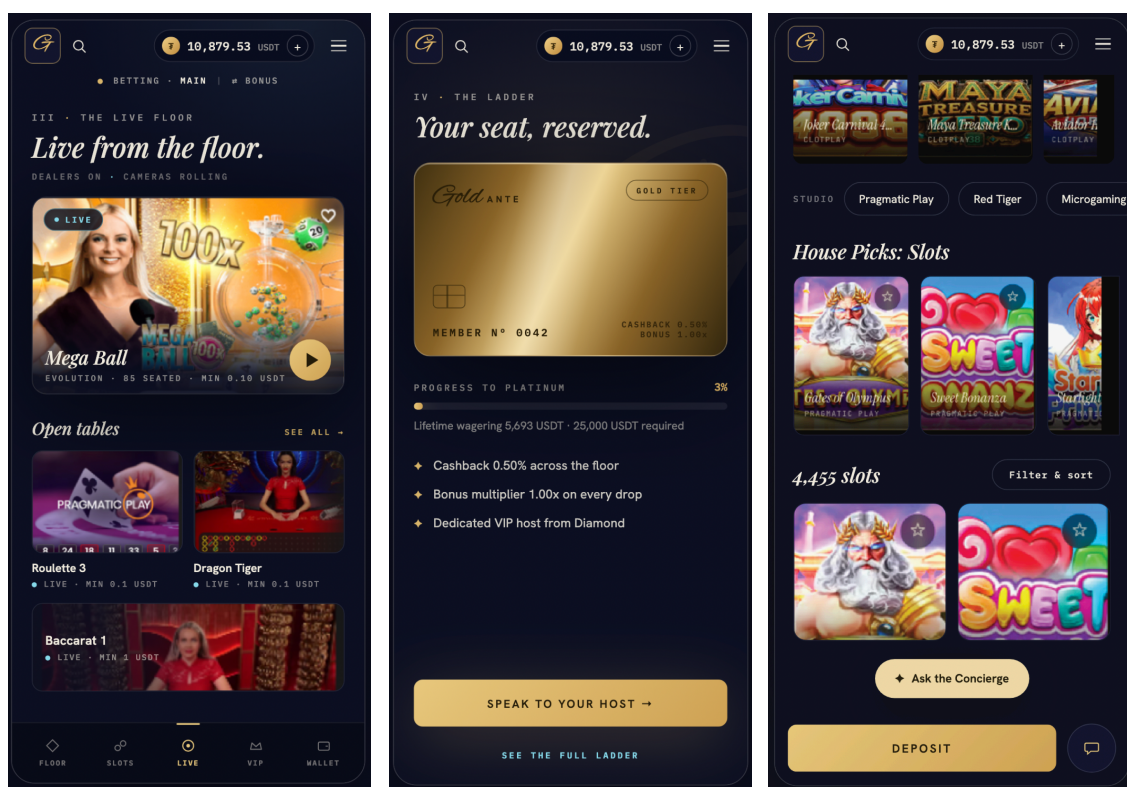
"This upgrade takes Codexa to another level. On the player side, we are bringing the style, energy and social feel of a VIP casino floor into the online space, with features such as in-app chat and, in due course, the ability for friends to transfer chips and coins between one another. On the operator side, we have built an AI-enabled backend that makes the platform meaningfully cheaper and simpler to run, with a smaller team, which we believe materially strengthens Codexa's appeal to prospective white-label customers.

"Underpinning all of this is a compliance engine we have built entirely in-house – covering anti-fraud, AML and KYC. We believe this technology is a genuine differentiator. Its strength is such that we are now able to have discussions about the potential future acceptance of credit card payments, and we believe it has applications well beyond gaming. We are actively exploring some of these opportunities, including in the payments space."

Upgraded player experience and backoffice increase attractiveness for potential white-label operators

This upgrade to Codexa has been designed as a comprehensive enhancement across both the player-facing experience and the operator-facing backend.

The player experience has been rebuilt around a premium, luxury aesthetic intended to replicate the style and social atmosphere of a VIP casino floor in an online setting. New social features include in-app chat between players. The Company has also developed functionality enabling peer-to-peer transfers of chips and coins between friends, which is on the product roadmap for future release.



Screenshots of new Codexa platform upgrades on mobile

This second version of the platform has been heavily optimised for mobile play. Graceful degradation technology enables a user experience that has both high-resolution interactive elements for capable devices and simpler interfacing for slower connections or less-capable mobile devices. The Company has also integrated AI-enabled features such as a personal AI-powered concierge which can provide personalised gaming recommendations based on a users playing history and inferred preferences.

For operators, the upgrade introduces an enhanced commercial backend incorporating new AI-driven features. This tooling is designed to reduce the cost and operational complexity of running a gaming platform, enabling operators to manage the platform with a leaner team while improving scalability. The platform also now includes a loyalty system which can be customised for each white-label operators clientele and preferences.

At launch, Codexa will be integrated with game providers to offer over 6,000 games. Each white-label operator will be able to customise both the providers and the number of games they make available on their platform.

Together, these enhancements are intended to make Codexa a more compelling proposition for prospective white-label licensees – consistent with the Company's core commercialisation strategy.

The previous goldante.com technical preview has been taken offline pending deployment of the upgraded platform.

A proprietary, in-house AI compliance engine

A central component of the upgrade is a proprietary AI-driven compliance engine, developed entirely in-house by IFG, spanning anti-fraud, anti-money-laundering (AML) and know-your-customer (KYC) processes. The engine incorporates real-time transaction monitoring, identity verification and sanctions screening.

The Company believes the strength of this compliance technology is a significant differentiator. In particular, the robustness of the Company's AML and KYC processes is expected to support discussions regarding the potential future acceptance of credit card payments on the platform, and provides prospective white-label customers with added confidence that comes from compliance technology developed by an ASX-listed software company.

The Company notes that the acceptance of credit card payments remains subject to a range of factors, including third-party payment processor and card network requirements, and no assurance can be given as to if or when such functionality will be available.

These new back-office capabilities materially reduce the team required to run a gaming operation when using the Codexa platform. The Company intends for this to create opportunities to target potential white-label operators outside conventional operators – for example targeting social media personalities with large followings that may not otherwise be in the gaming industry by reducing the cost of entry and complexity of operation. Further iterations and feature launches will further advance this thesis.

The Company also believes the compliance engine has potential applicability beyond the gaming sector, and is actively engaging with payment platform operators and other compliance-heavy sectors where the technology could have novel applications.

Patentability of key developments

The Company is preparing patent applications in respect of certain elements of the technology developed within Codexa. The Company does not intend to disclose further details of the subject matter or jurisdictions of these applications at this time in order to protect its intellectual property position.

Multi-track commercialisation strategy

IFG continues to pursue its multi-track commercialisation strategy for Codexa primarily encompassing white-label licensing and managed services to third-party operators, limited commercial operations in the United States., as well as entertaining future opportunities to divest the IFG iGaming business unit.

Whilst each arrangement may differ depending on the scale of the white-label operators intentions, the Company expects revenues from white-label operators to include a monthly licencing fee, a percentage fee charged on gaming revenues, and managed services fees such as IT infrastructure, deployment, and maintenance..

This announcement has been authorised for release by Ken Tovich, CEO and Executive Director of InFocus Group Holdings Limited.

For further information, please contact:

InFocus Group Holdings Limited
e: info@ifghltd.com.au
p: +61 8 9465 1091

Reign Advisory Pty Ltd
e: IFG@reignadvisory.com
p: +61 2 9174 5388

About InFocus Group Holdings Limited

InFocus Group Holdings Limited (**IFG**) is a data intelligence and software solutions company with proven expertise in data analytics as well as software and platform development. IFG operates four main operational units: InFocus Analytics, the Frugl Grocery app, and software development consultancy houses Onify and Prodigy9. InFocus has also now launched two strategic business units, InFocus Digital Ventures and InFocus Gaming Technologies, aimed at the digital assets and iGaming sectors, respectively. Together, these business units provide IFG with enterprise-scale capabilities across data analytics, business intelligence, software and platform development, cybersecurity, artificial intelligence and machine learning, and team augmentation.