



ABOUT ARB INTERACTIVE

ARB Interactive, Inc. (ARB) is the largest American-owned and operated Social Plus operators, proudly developing the world's best social video game experiences. Our flagship platforms—Modo Casino and Publishers Clearing House (PCH)—bring safe, engaging, and responsible entertainment to millions of U.S. players every day.

As an U.S.-based company, we pay taxes in every state where we operate, employ hundreds of American workers, and partner with trusted U.S. financial institutions and technology providers. We built our business model on responsible play standards, including advanced age verification, geolocation, anti-money laundering reviews, spending limits, self-exclusion tools, and 24/7 player support.

We are committed to maintaining the highest standards of transparency, consumer protection, and compliance under existing consumer protection and sweepstakes laws, not gaming statutes.

On October 15, 2025, ARB was named one of the top 50 U.S. Startups by LinkedIn. This Top Startups list highlights those U.S. growing fast and attracting attention from investors, public business and jobseekers. LinkedIn examines different elements of growth, demand, investor and jobseeker interest and inhouse talent to compile its list. To be eligible, companies must be U.S.-based, fully independent, privately held and 5 years old or younger.

UNDERSTANDING THE SOCIAL PLUS MODEL

Online social casino-style games are designed for entertainment—not gambling. Players can enjoy gameplay for free at any time, with ongoing access to free virtual coins and multiple Alternative Methods of Entry (AMOE) that ensure no purchase is ever required to play or win.

These Social Plus promotions follow decades-old U.S. sweepstakes principles—the same framework used by household brands like McDonald's Monopoly and Pepsi's promotional games—and are governed by well-established federal and state consumer protection laws.

Key distinctions between Social Plus and gambling:

- Social Plus Coins have no cash value and cannot be redeemed or traded.
- No purchase is necessary to play or win.
- Social Plus platforms operate under clear federal and state consumer protection regulations.
- Social Plus is an entertainment-only model with built-in player safeguards and controls.



ECONOMIC AND COMMUNITY IMPACT

ARB Interactive and the Social Plus industry contribute millions of dollars annually to state and local economies through Marketing, Advertising, Employment and Tax Revenue. A regulated and clearly defined Social Plus sector could further strengthen state revenues by unlocking untapped potential through consumer protection frameworks that allow for fair oversight without stifling innovation.

PUBLIC SUPPORT FOR RESPONSIBLE ENTERTAINMENT

Millions of Americans participate in legitimate social gaming, Social Plus and sweepstakes promotions each year. In states where proposals have sought to restrict these activities, tens of thousands of consumers have contacted legislators to voice opposition, demonstrating broad public understanding of the difference between lawful social gaming and real-money gambling.

Our players, including over 50,000 in Minnesota alone, value the ability to play for fun, responsibly, and safely on platforms compliant with U.S. law and oversight. Blanket bans or misclassification of legitimate sweepstakes models would eliminate entertainment options, harm U.S. jobs, and make consumers more vulnerable to unregulated foreign operators.

A CALL FOR THOUGHTFUL REGULATION

ARB Interactive supports reasonable, modernized regulation that:

- Enhances consumer protections through transparency and oversight.
- Maintains player choice and access to safe, lawful entertainment.
- Encourages economic development through job creation and tax revenue.
- Ensures clarity for regulators and partners without imposing anti-competitive or overly punitive restrictions.

We urge policymakers to engage with industry leaders, consumer protection experts, and state regulators to design frameworks that balance innovation, consumer safety, and economic opportunity.

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