

## **Why 8Xbet online betting platform is a very well-known in Vietnam?**

### **Betting:**

Betting and gambling have a long history in Vietnam, dating back to ancient times. However, the modern history of betting in Vietnam is closely linked with the country's political and economic development in the 20th century.

During the French colonial period, gambling was legal and widespread in Vietnam. After the country gained independence in 1954, the government initially maintained this stance, and many forms of gambling, including betting on horse racing and lottery games, were popular.

Today, sports betting and lottery games remain popular in Vietnam, and several legal casinos have opened in the country, mainly in tourist destinations like Da Nang and Phu Quoc Island. However, the government still takes a strict approach to illegal gambling and continues to crack down on underground operations.

### **8Xbet:**

Established in 2018 by Ryan Li, the 8Xbet story is one of ambition born of the desire to create something extraordinary. At its heart lies a deep love for sports, and a recognition that something was missing from the market. Millions of fans across the world hold their teams close to their hearts, ranging from big teams playing in the world's most lucrative leagues, to small-town teams, carving out a name for themselves in local lower divisions. The founders of 8Xbet were inspired by the realization that these fans were seeking a specialized sportsbook that could offer odds on matches, from high leagues to low leagues, with a level of expertise and precision never seen. With a determination to meet this need, they embarked on a mission to create a platform that would revolutionize the industry, and 8Xbet was born. Our founders aptly coined this passion 'Love the Game', and today we remain steadfast in fulfilling our brand promise with an extensive range of odds, progressively increasing sports sponsorships, and exclusive Brand Ambassadors. Additionally, we focus on branded casinos to enhance the thrill of gaming, showcasing our unwavering commitment to our brand promise of Love the Game.

8Xbet is a global online gaming company headquartered in Curacao. Our platform offers a range of services including sportsbooks, lottery, poker, casino, racing bets, and slot machines, and operates in compliance with the regulations set by the Curacao Gaming Control Board. Additionally, 8Xbet supports the use of cryptocurrencies as a payment method, providing convenience and accessibility to users. At 8Xbet, we live and breathe sports. Our passion for the game drives everything we do. We share our customers' enthusiasm for the thrill of competition and the pursuit of knowledge. We are committed to tackling challenges head-on and always pushing our-selves to be better. We understand that making an informed bet is about analysing facts and data to inform our actions. That's why we're dedicated to providing our customers with the most up-to-date information and insights. At 8Xbet, we are a community of sports fans who share a love for the game and a desire to be part of something bigger.

### **Brand Attributes:**

We always strive to deliver the best possible experience to our customers, and that means providing expert analyses, commentary, and information, along with the broadest range of odds in our leading sportsbook. We understand that consistency is key when building a strong brand,

but we also recognize the importance of adapting to the ever-evolving nature of the sports industry and the changing expectations of our audience. To ensure that we continue to exceed the expectations of our customers, we place a strong emphasis on trust and service. We believe that trust is earned, and we work hard to establish and maintain it through our commitment to transparency and fairness in everything we do. At the same time, we are always looking for new ways to improve our service and enhance the overall experience for our customers. Our success in the highly competitive sports betting industry depends on our ability to think and act differently. We are constantly challenging the biggest brands in the business, and we know that innovation is the key to staying ahead of the game. That's why we are always looking for new and exciting ways to engage with our audience, whether through cutting-edge technology, exciting promotions, or immersive casino experiences.