



Gambling, Betting & Gaming Practice Group (GBG)

Regional & Cross-Border Capability

Our footprint spans:

Kenya | Uganda | Tanzania | Rwanda | Nigeria | Zambia

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OUR PRESENCE



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OVERVIEW

CM Advocates LLP's Gambling, Betting & Gaming Practice Group (GBG) delivers premium, integrated legal and regulatory advisory services across the full spectrum of the gambling, betting and gaming industry in Kenya and across Africa.

We advise operators, investors, lenders, technology companies, payment service providers, regulators and public sector entities on complex, high-value and cross-border matters involving licensing, compliance, structuring, financing, transactions and dispute resolution in a rapidly evolving and highly regulated sector.

Following the enactment of the Gambling Control Act, 2025 and the Gambling Control Regulations, 2026, Kenya has transitioned into a high-threshold, prudential-style regulatory environment characterised by:

- Multi-layered licensing requirements
- Significant capitalisation thresholds
- Real-time regulatory supervision
- Full value-chain oversight (operators, infrastructure, personnel)

Our Practice Group is uniquely positioned to guide clients through this transformation by combining deep regulatory expertise, transactional strength, and commercial insight, in line with global law firm standards.

This enhanced Practice Group profile builds on our established **Betting, Lotteries and Gaming Practice Group** framework, which provides a comprehensive suite of services tailored to the sector's unique regulatory and commercial dynamics.

OUR PRACTICE GROUPS

1. Agriculture, Farms & Estates (AFE)
2. Aviation, Transport & Logistics (ATL)
3. Beauty & Wellness Practice
4. Blue Economy & Maritime Law Unit (BEMLU)
5. Capital Markets, Private Equity & Investment Funds (CPEIF)
6. Charities & Social Impact Practice
7. Civil Fraud, Asset Tracing & Recovery (CFAR)
8. Corporate Restructuring & Special Situations (CRSS)
9. Digital Assets, Crypto-Currency & Blockchain (DACB)
10. Disputes Advisory & Litigation Intelligence (DALIU)
11. Employment, Pensions & Rewards (EPR)
12. Energy & Transition Law (ETL)
13. Entity Setups, Governance & Compliance (ESGC)
14. Family Business Services (FBS) Practice
15. Fashion, Apparel & Luxury (FAL)
16. Financial Services, Innovation & Regulation (Fin-SIR)
17. **Gambling, Betting & Gaming Practice Group (GBG)**
18. Global Enforcement & Asset Recovery Centre (GEARC)
19. Government Advisory, Public Law & Regulatory Litigation (GAVEL)
20. Healthcare, Life Sciences & Pharmaceuticals (HLSP)
21. Hospitality, Travel & Leisure (HTL)
22. Hybrid Capital & Structured Finance (HCSF)
23. Intellectual Property & Technology Practice
24. International Trade & Investment
25. Immigration & Global Mobility Practice
26. Investigations, Compliance & Regulatory Defence (ICRD)
27. Mining & Extractive Industries (MEI)
28. Multilateral Organisations, Foreign Embassies & Consulates (MOFEC)
29. Natural Resources & Biodiversity (NRB)
30. Public Procurement & Strategic Partnerships (P2P)
31. Projects, Construction & Infrastructure (PCI)
32. Regulated Industries & Professionals (RIPP)
33. Sustainability, Climate Change & ESG (SCC & ESG)
34. Sports Law & Business Practice
35. WELL Practice (Wealth, Estate, Legacy & Lifestyle)

1. Entity Set-Ups and Company Secretarial Services

Our firm guides and assist new ventures and established companies alike, in forming legal entities optimized for the betting, lotteries and gaming industry's unique regulatory and operational challenges.

This includes advising on jurisdictional benefits, corporate structure, shareholder agreements, and initial regulatory compliance.

Our team ensures a solid foundation that promotes sustainable growth and resilience in a competitive market.

Accordingly, our services include:

- Business (company, partnership, etc.) registration.
- Company restructuring and corporate reorganisations.
- Drafting, negotiating and reviewing of Shareholders' Agreements and Partnership Deeds.
- Drafting of Articles and Memorandum of Association.
- Filing annual returns and statutory filings.
- Company secretarial support including meetings and minutes.
- Multi-jurisdictional structuring and holding company optimisation.
- Corporate governance frameworks aligned to OECD and global standards.
- Investor structuring for private equity and institutional participation.

2. Licensing, Regulatory and Compliance

Navigating the intricate web of licensing requirements and compliance regulations is our forte.

Whether dealing with online platforms or brick-and-mortar establishments, our expertise spans across obtaining initial licenses, renewals, audits and compliance checks with local and international gaming regulations.

- Advisory under the Gambling Control Act, 2025 and Regulations, 2026.
- Regulatory engagement with the Gambling Regulatory Authority.
- Compliance audits, investigations and enforcement defence.
- Cross-border regulatory compliance and licensing strategies.

3. Representation Before Courts and Authorities

We represent our clients in litigation, mediation, arbitration and regulatory matters relating to betting and gaming disputes, including fraud, regulatory violations, IP disputes, tax disputes and data breaches.

- Strategic regulatory defence and enforcement response.
- Judicial review and constitutional litigation
- High-value commercial arbitration and cross-border disputes.

4. Debt Recovery Services & Advisory

Our Team offers expert legal advisory in all areas of debt recovery and assists entities in the betting and gaming sector in recovering outstanding receivables.

- Cross-border debt recovery strategies. Insolvency, restructuring and enforcement of securities.

5. Anti-Money Laundering (AML) Guidance

We ensure that companies implement comprehensive AML policies and procedures to reduce financial crime risks and maintain regulatory compliance.

- FATF-aligned AML/CFT frameworks
- Transaction monitoring and suspicious activity reporting systems.
- Enterprise risk assessments and regulatory reporting.

6. Due Diligence in Gambling-Related Mergers and Acquisitions

We provide strategic counsel on mergers, acquisitions and corporate structuring, including full due diligence on regulatory compliance, financial health, IP and employment liabilities.

- Private equity and venture capital transactions.
- Distressed asset acquisitions and restructuring.
- Post-merger integration and regulatory harmonisation.

7. Tax Advisory

Our tax advisory services address both domestic and international taxation issues in the gaming sector, including structuring and dispute resolution.

- Betting, gaming and lottery tax structuring.
- Transfer pricing and cross-border tax planning.
- Tax dispute resolution and litigation.

8. Immigration and Global Mobility

We assist with immigration processes for investors, executives and workforce mobility across jurisdictions.

- Investment permits, work permits and residency solutions.
- Global mobility structuring for multinational operators.

9. Protection of Intellectual Property Rights

Our services include patents, trademarks, copyrights and IP enforcement for gaming innovations and platforms.

- IP monetisation strategies.
- Licensing frameworks for gaming technology and platforms.

10. Sponsorship Agreements

We draft and negotiate sponsorship and partnership agreements for gaming entities, including sports and eSports partnerships.

- Strategic commercial partnerships and brand monetisation.
- Regulatory-compliant marketing and promotions.

11. Commercial Arrangements / Agreements

We assist in drafting and negotiating a wide range of commercial agreements including franchising, joint ventures, software licensing and platform agreements.

- Complex technology and platform agreements.
- Outsourcing, SaaS and infrastructure contracts.

12. Data Protection

We assist clients in compliance with the Data Protection Act, 2019, including DPIAs, DPO services and regulatory filings.

Enhanced:

- Cross-border data transfer frameworks (GDPR-aligned).
- Cybersecurity governance and breach response.

13. Employment and Labour Relations

We provide comprehensive employment advisory including contracts, disputes and union negotiations.

- Executive compensation and incentive structures (ESOPs).
- Remote workforce and platform-based employment models.

14. Advising Directors on Roles and Responsibilities

We advise directors on governance obligations under the Companies Act and gaming laws.

- Board governance frameworks and fiduciary risk management.
- Regulatory accountability and director liability.

15. Real Estate Services

We provide real estate advisory including leases, conveyancing and property acquisition for gaming operations.

- Large-scale casino and gaming infrastructure projects.
- Real estate structuring for regulated operations.

16. Registration of Charity Organizations

We assist gaming companies in establishing CSR vehicles such as PBOs, trusts and foundations.

17. E-Commerce and Payment Solutions

We advise on payment systems, digital wallets, cryptocurrencies and regulatory compliance for online gaming transactions.

- Fintech integration and payment licensing.
- Cross-border payment structuring.

18. Cybersecurity and Fraud Prevention

We assist clients in implementing cybersecurity frameworks and fraud prevention systems.

- Incident response and digital forensic investigations
- Platform security audits and compliance

19. ESG Compliance for Betting, Lotteries and Gaming

We advise on ESG compliance, responsible gaming and governance frameworks.

- Responsible gambling policies aligned to global standards.
- Sustainability and impact frameworks.

OUR CLIENTS

We act for:

- Gambling and betting operators (land-based and online)
- Lottery operators
- Gaming technology companies
- Fintech and payment service providers
- Investors, lenders and private equity funds
- Regulators and public sector institutions

OUR APPROACH

We adopt a client-centric, commercially driven and globally benchmarked approach, combining:

- Multi-disciplinary legal teams
- Deep sector expertise
- Proactive regulatory engagement
- Practical, business-focused solutions

WHY CM ADVOCATES LLP

- Full-service legal capability
- Market-leading regulatory expertise
- Strong regional footprint
- Proven track record in complex transactions
- Alignment with international best practices

CONTACT US

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