

About Us

April — operated by Muskays Ltd. · Company No. C 110169 · Malta

April (aprilftd.com) is an affiliate marketing platform operated by **Muskays Ltd.**, a Malta-based company connecting trusted iGaming operators with a curated network of high-performing sub-affiliates. April is one of two performance-driven platforms operated by Muskays, alongside its sister platform Utopia (utopiaftd.com).

Our Story

Muskays was founded by a collective of professionals with **over five years of combined experience in the affiliate marketing industry**. Working across networks, agencies, and operator-side teams, we noticed a recurring pattern: in an industry full of opportunity, sub-affiliates were too often left without the expertise, the support, the financial backing, and the trust they needed to truly perform.

We built April to fix that.

What We Stand For

We operate on three core principles that shape every relationship we build:

- **Performance** — We work exclusively with licensed operators and hold ourselves to the same standards we expect from our partners. Performance is not a promise, it's our daily metric.
- **Transparency** — Clear payouts, clear commission structures, clear communication. No hidden conditions and no last-minute surprises — what you see is what you get.
- **Partnership** — Our sub-affiliates are not numbers in a dashboard. We share our expertise, support their growth, and treat each relationship as a long-term collaboration.

What Makes Us Different

A few things set April apart from most affiliate networks:

- **Weekly payments** — we process payments every week, with same-week turnaround on requests submitted by Wednesday. In some cases, we pay even faster.
- **We carry the cash flow risk** — we pay our sub-affiliates independently of when our advertisers pay us. Our partners get paid on time, every time.
- **Premium contracts** — we negotiate the kind of commercial terms that allow our top sub-affiliates to scale without limits.
- **Personalized support** — every sub-affiliate has a dedicated account manager who knows their business and is reachable when it matters.

Who We Work With

April works exclusively with **licensed iGaming operators** holding valid gaming licenses from recognized regulatory authorities. We verify licensing status before onboarding any advertiser, and we monitor compliance on an ongoing basis.

Where We Are

Muskays Ltd. is registered in Malta, the European hub for iGaming and digital innovation. Our team operates from our offices in Birkirkara, Malta.

Contact

For partnerships, advertiser onboarding, or any other inquiry, reach us at **admin@muskeys.com**.