



EBR Intel
Report 2019

B2B Winners



- BMIT Technologies
- Evolution Gaming
- GBG
- SBTech
- Trustly

Onboarding the hardest to verify and most vulnerable players

Millennials' identities are uniquely hard to verify, and young players are at risk of problem gambling.

Join our webinar to learn how gaming operators use our technology and exclusive data to tackle the twin challenges of onboarding and safeguarding.

**Tuesday 24th September
3pm (GMT)**

gbgplc.com/egr-webinar

GBG

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Going beyond the ordinary

Jack Mizzi of BMIT Technologies distinguishes the areas in which the firm is succeeding and what its upcoming plans are

Celebrating excellence

Scientific Games was **Crowned Platform of the Year** at the EGR B2B Awards 2019, hosted by comedian Glenn Moore at The Tower of London.

SG Digital's "well-rounded entry" won plaudits from an expert panel of judges which scored the Nasdaq-listed firm highly across all criteria for its Open Gaming System and Open Platform System.

Meanwhile, Kambi won the prize for Sportsbook Platform Provider, while fellow Nordic firm Yggdrasil saw off stiff competition to win RNG Casino Supplier.

Fredrik Elmqvist, Yggdrasil CEO, said: "We've been part of the EGR B2B Awards for many years now and it keeps getting better and better. Our sector is more competitive than ever but we're proud to be part of such an innovative and progressive industry."

Red Tiger, SBTech, Connexus Group, Sportradar and SportCaller were among the nominees to be victorious in more than one category, with Red Tiger winning Innovation in Mobile and Mobile Gaming Software Supplier.

SBTech won awards for In-Play Betting Software and

Sports Betting Supplier, with the provider hailing a successful 12 months.

Andrew Cochrane, chief development officer at SBTech, said: "All the team's hard work and commitment has paid off and we are delighted to win the prize for the Sports Betting Supplier of the Year for the first time."

Another winner was SolutionsHub Limited, which scooped the Cryptocurrency Services Supplier award.

Scout Gaming Group was also a big winner on the night after taking home the award for Fantasy Sports Supplier for the second consecutive year.

"We are very pleased that we are once again taking home the prize and think we are leading the innovation in this part of the sector," Andreas Ternström, CEO of Scout Gaming, said.

On behalf of everyone on the *EGR Global* team, I would like to congratulate all the shortlisted companies and winners, all of which are honoured in this special report.

Andy Roocroft,
group head of content

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SBTech
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sportradar



Skill games supplier

Digitain
COLLECTOR: SIMON WESTBURY, HEAD OF INTERNATIONAL BUSINESS DEVELOPMENT



Mobile gaming software supplier

Red Tiger
COLLECTORS: CHRIS LOONEY, COMMERCIAL DIRECTOR; AND TEAM



Acquisition and retention partner

SportCaller
COLLECTORS: PADDY McDERMOTT, PERFORMANCE DIRECTOR; ROMILLY EVANS, SQUARE IN THE AIR PR; AND ROB EGAN, BUSINESS DEVELOPMENT OFFICER



Services rising star

Gutsy Ninja
COLLECTORS: POOJA CAPELLOS, CO-FOUNDER AND CPO; AND ARIS CAPELLOS, FOUNDER AND CEO



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KYC



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Virtual sports supplier

Inspired Entertainment

COLLECTOR: JOANNA HARRISON, INTERACTIVE ACCOUNT DIRECTOR



Innovation in slot provision

Microgaming

COLLECTORS: JAMES BUCHANAN, DIRECTOR OF GLOBAL OPERATIONS, AND TEAM



Data centre of the year

Continent 8 Technologies

COLLECTORS: GRAHAM FOSTER, ACCOUNT DIRECTOR; DAVID BLACK, MD EMEA; LUIS GARCIA, GM GIBRALTAR; AND TEAM



IT supplier

BMIT

COLLECTORS: JACK MIZZI, CMO; AND NICK TONNA, CCO



White label partner

Together Gaming

COLLECTORS: KLAS ROSENOVIST, BUSINESS DEVELOPMENT MANAGER; AND BENJAMIN DELSINGER, MANAGING DIRECTOR



Live streaming supplier

Betradar

COLLECTOR: ANDREW PALMER, SALES DIRECTOR (BETTING) UK



Marketing and PR provider

Fresh8 Gaming

COLLECTORS: SARAH McCHESNEY, CLIENT SERVICES DIRECTOR; AND TEAM



Esports betting supplier

UltraPlay

COLLECTOR: LYUBOMIRA PETROVA, CMO



Mobile services supplier

BetConstruct

COLLECTORS: DAVID WEBB, UK COMPLIANCE MANAGER; AND ARTUR MANASARYAN, REGIONAL DIRECTOR OF UK, VBET



Innovation in sports betting software

SportCaller

COLLECTORS: ROB EGAN, ROMILLY EVANS, AND PADDY McDERMOTT



Sports data supplier

Betradar

COLLECTOR: ALEX AMON, HEAD OF ODDS



Fantasy sports supplier

Scout Gaming Group

COLLECTORS: ANDREAS TERNSTROM, CEO; AND JOAKIM RENMAN, CCO



Innovation in payment solutions

Trustly

COLLECTORS: SAM BARRETT, DIRECTOR OF GAMING; AND TEAM



Innovation in mobile

Red Tiger

COLLECTORS: CHRIS LOONEY, COMMERCIAL DIRECTOR; AND TEAM



Innovation in RNG casino software

Betsoft Gaming

COLLECTOR: ANNA MACKNEY, ACCOUNT MANAGER



Poker network

Dragonfish

COLLECTORS: DANIEL FLESCHE, COMMERCIAL DIRECTOR; AND TEAM



Compliance and KYC supplier

GBG

COLLECTORS: ALEX LAFFERTY, BUSINESS DEVELOPMENT DIRECTOR – ENTERPRISE; AND ELLY BERRILL, CLIENT DIRECTOR



Lottery supplier

Lottoland

COLLECTOR: FERIAL ABARGHOIE, SENIOR ACCOUNT MANAGER, GAMEVY



In-play betting software

SBTech

COLLECTOR: LETIZIA ANGELO, GLOBAL COMMERCIAL DIRECTOR



Best customer service

Sportradar

COLLECTOR: DANIEL ROSSMANN, DIRECTOR OF CUSTOMER SERVICE



Corporate services supplier

Partis

COLLECTORS: DANIEL BEARD, PARTNER; AND JAMES MCKENZIE, BUSINESS DEVELOPMENT DIRECTOR



Data analytics partner

Optimove

COLLECTORS: SIGAL MAMISTVALOV, CUSTOMER SUCCESS MANAGER; AND INÉS MURIEL PALLARÉS, CSM



Payments company

Worldpay

COLLECTOR: NICHOLAS YEATES, SENIOR RELATIONSHIP MANAGER



Multi-channel supplier

FAST TRACK

COLLECTORS: CHRIS HIRST, CO-FOUNDER; AND SIMON LIDZÉN, CEO AND CO-FOUNDER



Affiliate software supplier

Income Access

COLLECTORS: SARAFINA WOLDE GABRIEL, VP STRATEGY; AND TEAM



Recruiter of the year

Pentasia

COLLECTORS: BRUCE GAMBLE, DIRECTOR, CONEXUS GROUP; AND TEAM



Live casino supplier

Evolution Gaming

COLLECTORS: FREDRIK BJURLE, DIRECTOR OF PRODUCTS; AND TEAM



Poker software supplier

Connective Games

COLLECTORS: SERGE MUKHANOV, CEO; AND TEAM



Bingo supplier

Playtech

COLLECTORS: JAMES NEWMAN, DIRECTOR OF CORPORATE AFFAIRS; AND TEAM



Sports betting supplier

SBTech

COLLECTOR: LETIZIA ANGELO, GLOBAL COMMERCIAL DIRECTOR

Harnessing technology

to power businesses.



bmit.com.mt



Mobile supplier

Play'n GO

COLLECTOR: PETTER VIKLUND, SENIOR KEY ACCOUNT MANAGER



Slot supplier

NetEnt

COLLECTORS: JAMES ELLIOTT, GENERAL COUNSEL; KAROLINA O'SULLIVAN, SENIOR ACCOUNT MANAGER; AND TEAM



Software rising star

VAIX

COLLECTORS: JAY KANABAR, ANALYTICS AND OPERATIONS DIRECTOR; AND ANDREAS HARTMANN, COO AND CO-FOUNDER



RNG casino supplier

Yggdrasil

COLLECTORS: STUART MCCARTHY, HEAD OF STUDIO PARTNERSHIPS; AND PER HEDÉN, CPO



Sportsbook platform provider

Kambi

COLLECTOR: CHRISTINA HARALAMBUS, GLOBAL CHIEF COMMUNICATIONS OFFICER



Platform of the year

Scientific Games

COLLECTORS: MARC BURROUGHS, DIRECTOR; AND LOUISE BURT, COMMERCIAL ACCOUNT DIRECTOR

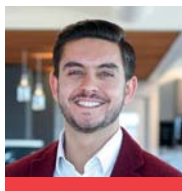
WORLD-LEADING

Sports Betting &
Platform Provider



SBTech
we know sports

Featuring: *Trustly*



Samuel Barrett

◆ Director of gaming
◆ Trustly

Samuel Barrett has over 10 years' experience working at some of Europe's biggest payments companies that specialise in offering alternative payments to the gaming industry. Prior to joining Trustly as director of gaming, Barrett held various management roles at Paysafe Group, ClickandBuy and leading UK FX brokerage World First.

Sticking around: unlocking player loyalty through faster withdrawals

Samuel Barrett of Trustly reflects on the insights gleaned from the firm's recent survey on finding out what bettors want from their chosen provider

Operators spend massive resources to attract players to their site, only to have them churn at countless points of friction. Off the bat, about 24% of players end up dropping out during the registration process, according to Jumio's *Mobile gaming registration and deposit abandonment* study. And even players that survive registration aren't guaranteed to proceed with a deposit: CRM specialist Optimove revealed that only one in three players who register makes a deposit within 24 hours. At this point, operators pour in even more money to reactivate their players.

Not to mention, many of those players will subsequently be lured away by sign-up bonuses and deposit promotions offered by other sites anyway, leaving operators with a poor return on their acquisition and reactivation investments. With such dismal retention rates, player loyalty can feel like a fallacy.

So what's an operator to do? In the past, some have tried to earn loyalty by introducing new games, deals or competing on bonuses, but beyond an initial boost, this approach has not led to long-term impact.

To understand what players really want, Trustly surveyed 1,700 people across nine EU markets. We found that providing a better payments and registration process means merchants don't have to rely on bonuses, which are under regulatory scrutiny at the moment.

According to the survey, almost all players – 94% – want instant access to their winnings, and 80% said they would gamble more frequently with a site that offered this.

This sentiment was especially strong in Spain and Poland, where over 90% of players stated they would gamble more often with instant withdrawals. And among valuable VIP players, the desire is even stronger: 87% say they would gamble more with instant withdrawals.

We found that providing a better payments and registration process means merchants don't have to rely on bonuses

Samuel Barrett | Trustly

Beyond offering speedier withdrawals, operators can differentiate themselves from the competition through a sleeker player experience. Take Trustly's Pay N Play, for example. In order to register at a Pay N Play site, all a player has to do is make a deposit via his or her trusted online bank – no redirect away from the gaming site is necessary. This drastically boosts conversion because by bundling the registration and deposit steps, there is no chance a player will register but not deposit.

As the player makes a deposit, Trustly extracts necessary information from the player's bank account to fulfil KYC requirements and delivers the data to the operator, who can register the player account in the background. This means the player doesn't have to fill out lengthy forms or submit copies of bills or identification documents.

During this step, operators can also verify the player's identity and age, ensuring that he or she is allowed to play. It streamlines the registration and deposit steps, but it also ensures that operators stay compliant with increasingly strict KYC regulations.

When Trustly first introduced Pay N Play, many operators were sceptical that offering faster withdrawals could yield financial benefits. But more than three years later, as the game-changing product proves, faster withdrawals coupled with a frictionless player experience is the key to unlocking player loyalty.

In-banner betting and beyond

Soon, streamlined registration and instant withdrawals will be standard features on gaming sites. As a result, operators that don't offer a frictionless sign-up and payment flow will be left in the dust. So how can operators further differentiate themselves?

Trustly's latest innovation, In-Banner Pay N Play takes the player experience to the next level.

Imagine you're surfing the web, perhaps reading news about your favourite football team. In a banner to the right, you see an offer to bet on the score of tonight's match. You place a bet on your team directly within the banner, even though you've never visited that specific sportsbook site before. You simply choose the odds and select the amount

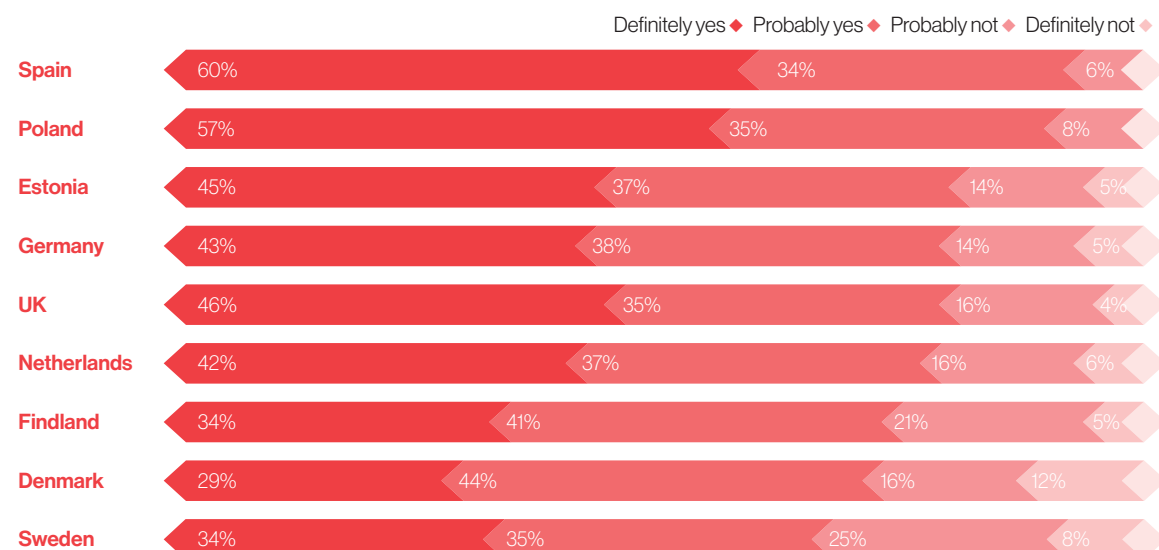


Trustly's team collect the Innovation in payments solutions award

you wish to bet, make a deposit by logging into your online bank via the iframe, and confirm your deposit with your bank's usual authentication method. You watch the game that evening and it turns out you made a smart bet. When you're ready to cash out your winnings, you navigate to the site and withdraw the money directly to your bank account.

It's hard to picture a smoother betting experience, as you never need to register an account or even leave the website you're surfing. ♦

Would you gamble more often with a gambling website that offers instant withdrawals?

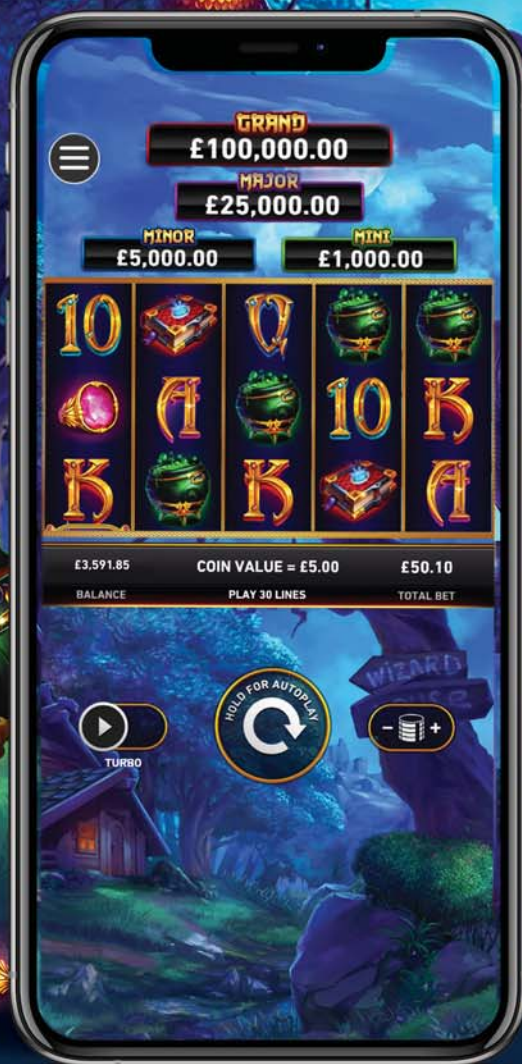


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Featuring: *Evolution Gaming*



Amy Riches
 ♦ Head of marketing
 ♦ Evolution Gaming
 Amy Riches is head of marketing at Evolution Gaming. Joining in 2013, this role sees her involved across corporate and product marketing for Evolution's world-leading live casino services.

Live casino product innovation on a new level

Amy Riches of Evolution Gaming provides insight into how the firm sees competition and continues to keep its focus on innovation

The past 12 months have been both an incredibly busy period for Evolution and a very tough period. Busy in terms of new product development and launches, and tough in terms of competitive activity and the pressure to continue to perform at the very highest level. That Evolution should retain the EGR Live Casino Supplier of the Year crown for a tenth consecutive year against this backdrop is, therefore, both extremely satisfying and humbling.

We are never content to sit back. Of course, intense competition is nothing new in the live casino industry. We know that each year the competition will more than likely continue to intensify as new providers enter the market and existing providers improve and expand their product and service offerings. We are always challenging ourselves to push further and set the bar even higher and to continue to create unique games that aren't available anywhere else. Our constant objective, therefore, is to strengthen our leading market position, to retain existing customers and help them to grow, to attract new customers and to provide the most unique, innovative and entertaining content out there. We know that to achieve this we must continue to develop our successful live casino platform further while focusing on a number of areas considered to be of strategic importance for our own continued growth. When we look back over this latest award period, what really stands out for me is our ramping up of product innovation to an entirely new level.

During this period, we accelerated our innovation effort with the aim to take Evolution live casino to the next level, using the latest technology and adapting our offering to more target audiences than ever before.

The foundations for this process had been put in place in 2018 with the launch of Lightning Roulette, which proved to be a landmark release.

Lightning Roulette is an extended live roulette game that delivers a new player experience through a mix of RNG features that give the traditional Roulette game a whole new dimension. Not only was the Lightning Roulette extremely well received by players, it also went on to win several awards, including Product Innovation of the Year at the Global Gaming Awards at G2E Las Vegas, as well as EGR's Game of the Year at the EGR Operator Awards.

With products like MONOPOLY Live and Deal or No Deal Live, we believe we have taken the entire Live Casino industry to the next level

Amy Riches | Evolution Gaming

Building on this success – and from what we learned from our Dream Catcher money wheel before that – we invested considerable resources in further product innovation ahead of 2019. In particular, we partnered with the huge powerhouse brands Hasbro and Endemol Shine to create, respectively, MONOPOLY Live and Deal or No Deal Live. Both new titles are game show games that redefine live casino, and both are exclusive to Evolution.

With products like MONOPOLY Live and Deal or No Deal Live, we believe we have taken the entire live casino industry to the next level. MONOPOLY Live is a special edition of our Dream Catcher money wheel, in which the world's most popular board game meets live casino – complete with augmented reality, 3D Bonus rounds built around the adventures of MR. MONOPOLY, and with the chance of big multiplier wins. It's a multi-level game that really does redefine live casino in so many ways.

To transfer this famous, much-loved board game to online was a huge challenge but one we have enjoyed immensely and of which we are very proud.



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On the back of MONOPOLY Live's record-breaking first month, a number of our licensees said it was the most powerful live casino cross-sell tool ever created.

Deal or No Deal Live is another truly entertaining game concept. With this game we wanted to stay 100% true to the TV show format that people know so well. So there's the familiar, engaging presenter and, of course, the thrill of waiting for the banker's offer. But now online players can play along in the live game show from wherever they happen to be. Like MONOPOLY Live, this is a multi-layered game. In Deal Or No Deal Live, players go through the qualifying round to take part in the actual game show. Having qualified, they then get the chance to top up the prize values in any of the 16 briefcases. The game also has a mix of RNG elements, including multipliers, so again players have the chance to win big.

Multipliers have been a recurring feature in our recent games and they are working very well in attracting new player types. But an even stronger theme running through these games is entertainment. Our focus now is very much on providing world-class entertainment, where we see services like YouTube and Netflix as our main competitors. We are no longer just in the gaming business, we are in the entertainment business – and our product roadmap reflects this.

It has been the most exciting time imaginable and we have achieved a great deal of momentum in getting these new games ready and out into the world. It's taken a huge team effort and we've had some of our best minds at work to make these super-complex studios become a reality.

With our new game show games category offering players a great variety of titles such as Dream Catcher, Lightning Roulette, MONOPOLY Live and Deal or No Deal Live, we have carved out a whole new segment in live casino.

Importantly, we have seen large numbers of first-time players flocking to these games. These are first-time players who had never entered the world of live casino before, and they are thoroughly enjoying the experience.

Of course, variety and choice remain key watchwords in our product roadmap, so the focus hasn't been exclusively on game show style games. We have also brought dice well and truly into the live casino world with Super Sic Bo and Lightning Dice, an extension of our Lightning brand.

Other new titles that have come out of this busiest-ever new product development period are Infinite Blackjack and Free Bet Blackjack (both offering



Fredrik Bjurle, director of products and team, Evolution Gaming, pick up the Live casino supplier award

unlimited seats at the Blackjack table rather than the traditional seven seats), Side Bet City (a stunning, 80s-themed poker variant), 2 Hand Casino Hold'em, and two First Person games (First Person Lightning Roulette and First Person Dream Catcher). The last two games are part of our growing RNG offering in which every game, uniquely, comes with a 'Go Live' button that can take players directly into the equivalent live version of each game.

The net result is that there are now more reasons than ever for players of all kinds to be attracted to live casino. As we've said before, it's not enough for us to offer just traditional table games. Today's live casino is about so much more. We are always looking to push to the next level and to provide operators and players with what they are searching for, all the while making sure it's the absolute best gaming experience available anywhere.

Very often operators and players do not know precisely what it is they are searching for, but that is the role of innovators and product developers – to come up with fresh, different ideas that surprise and delight. Already we have our minds focused on the next wave of live casino innovations that will meet that challenge! ♦

DISCLAIMER

The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and character as well as each of the distinctive elements of the board and the playing pieces are trademarks of Hasbro for its property trading game and game equipment. ©1935, 2019 Hasbro. All rights reserved.

Deal or No Deal Live is based on the Endemol Shine Group television format Deal or No Deal © 2003. Deal or No Deal Live Project © 2017 Endemol Shine Group IP B.V. Deal or No Deal is a registered trademark of Endemol Shine Group IP B.V. Used with permission. All rights reserved.

Featuring: *SBTech*



Andrew Cochrane

◆ Chief development officer
◆ SBTech

Andrew Cochrane is an experienced egaming and sports betting commercial executive. In his role as chief development officer at SBTech, he manages international business development and expansion, revenue management and commercial partnerships for the leading egaming supplier.

Industry pioneers

Andrew Cochrane of SBTech discusses the firm's awards success and what the future holds

EGR Intel: What do you put the company success down to and can you map out the wins of the last 12 months?

Andrew Cochrane (AC): We have been in business for 10 years and really pioneered the space, achieving some significant milestones along the way but particularly in the last 12 months following the repeal of the federal US PASPA legislation.

To that end we have won some of the industry's biggest sports betting and platform technology contracts across established and newly regulated markets including the UK, US and the Nordics.

We created history by becoming the first supplier to announce sportsbook technology partnerships in the newly regulated US market with Churchill Downs, Golden Nugget and Resorts Casino, just weeks after the repeal of PASPA.

Since then we have rapidly become the go-to sportsbook platform supplier, having won several major public procurement processes due to our innovative, proven, revenue-generating platform and sportsbook technology that is recognised as the number one for speed to market, localisation and flexibility. This includes wins across four regulated US states to date with several tier-one partners, most recently being selected as the supplier of choice for the Oregon Lottery as well as furthering our partnership with Churchill Downs in the newly regulated state of Pennsylvania.

In May this year we launched of the most significant new brands into the competitive UK market, powering Gamesys' new sportsbook brand Virgin Bet after agreeing a landmark five-year full platform deal. We were selected by Gamesys due to the depth of next-generation platform and sportsbook APIs.

Also, earlier this year we were named Sports Betting Supplier of the year at the annual EGR Nordics Awards with judges praising our achievements in the region for providing highly innovative, best performing sportsbook products to several of the industry's

major brands for more than a decade.

The team's hard work and commitment has paid off and we were delighted to win the prize for the Sports Betting Supplier of the Year for the first time. We've secured some of the industry's largest and most strategically significant deals in the last year and this is just reward for everyone's efforts.

To also win In-Play Betting Software Supplier for the fourth year in a row is testament to our innovative product suite of in-play sports betting products that continue to deliver a unique user experience for players and outstanding results for our customers.

If we all thought the industry was fast moving 15 years ago when I first started in gaming, we were wrong, it's moving quicker than ever before... and I'm going from one plane to another to discuss the significant opportunities that exist for tier-one brands in regulated and newly regulating markets today.

After 10 years in business we are undergoing huge positive, transformational changes and all for the right reasons

Andrew Cochrane | SBTech

EGR Intel: After a highly successful decade in the industry, what do the next 10 years hold for the company?

AC: After 10 years in business we are undergoing huge positive, transformational changes and all for the right reasons. Over the last decade we have all had to adapt to a vast number of market changes, but now that change is on our own terms thanks to a combination of rapid regulated market growth and our success in winning some of the biggest gaming and lottery sportsbook platform technology deals in the last 18 months in the UK, US and the Nordics.

We are in the midst of an extensive recruitment drive across the entire business including the sales and commercial, account management and marketing teams. This is all to do with scaling the business in line with our rapid growth at the same time as en-



SBTech won two major prizes at the EGR B2B Awards 2019, claiming Sports Betting Supplier of the year and best In-play Betting Software, the fourth consecutive year the company has achieved this accolade

ensuring we continue to offer exceptional products and services to our existing customers across 15 regulated markets.

The business is rapidly maturing and naturally moving into a more corporate phase. This is all part of our growth strategy. We are deliberately maintaining a great balance of being an entrepreneur-led business alongside introducing a host of new policies, procedures, rules of engagement, due diligence, and KPI management. We're taking all the good parts of a blue-chip global organisation but keeping that drive and passion. Existing and potential customers can see that, hence our winning position in so many recent large procurement processes.

EGR Intel: What do today's egaming customers want from a supplier?

AC: Customers don't want to deal with a slow-moving business, they want a technology partner that understands what makes them and the markets they are in tick. We spend a huge amount of time with customers, as well as their end customers working on exactly the right solution for them. What are their specific attributes and how can we best help them as a B2B provider? We select the right solutions within our toolkit to drive revenues forward in a responsible manner.

This is so important in today's market. We offer our partners a range of egaming and sports betting solutions, but in a responsible and compliant way,

supporting their return on investment back into local communities and good causes. CSR is becoming increasingly important and we're seeing that in the many RFPs we work on. We take great care in ensuring our product offering and processes are compliant and responsible and that we are the right partners to deal with. We've had a huge amount of success with that.

Let's not forget, however, that our success and growth has also been down to our proprietary product solutions and innovations such as PulseBet, ActionBet, Exploding jackpots and Betbuilder, as well as the customisation and personalisation we offer – making sure solutions are unique to specific markets, understanding what clients want and building it, especially around areas such as bespoke trading solutions.

The market is entering a more responsible and mature phase with personalisation and differentiation driving product development, however we have been ahead of that curve for some time. For us it is now about continuing to win further tier one, regulated market contracts, and following a structured, long-term growth plan with the right systems in place to forecast deals coming in and the best ways to resource them.

The industry may be changing, but there's one thing we will never change, and that is our passion for creating memorable experiences for operators and their players. ♦

Featuring: **GBG**



Alex Lafferty

♦ Gaming director
♦ GBG

Alex Lafferty is gaming director at GBG, the global identity data specialist. With deep sector experience, Lafferty works closely with GBG's gaming clients to ensure they continue to increase customer engagement, grow their business and enable regulatory adoption.

Compliance and KYC Supplier of the year, 2019

Alex Lafferty of GBG identifies how the firm has been guiding its clients since the introduction of GDPR and reflects on their awards success

With the introduction of the General Data Protection Regulation (GDPR) in May last year, we've worked closely with our clients to help them understand and meet their new responsibilities.

Our industry-leading identity software, ID3global, offers our customers the security and peace of mind that the data they are processing on behalf of their customers is accurate and up to date.

Given the considerable apprehension around the introduction of GDPR, the GBG team worked alongside customers to create bespoke solutions for each business' individual needs. For example, we reviewed all of our data suppliers in advance of GDPR to assure full readiness for the new regulation.

This led to us changing our supplier in Spain to guarantee ourselves and our customers full compliance. We then undertook a big project to transfer clients to the new data set in time for the changes.

LCCP compliance and responsible gambling

Similarly, when the Gambling Commission (UKGC) announced upcoming changes to its licence conditions and code of practice (LCCP) in February this year, GBG supported hundreds of operators to get their current records up to date, ensure that they are compliant with new regulation and strengthen their ID and age verification software and processes.

Many organisations already trust GBG to support with regulatory and compliance requirements, including over 80% of the EGR Gaming Power 50, such as: SkyBet, Ladbrokes, 888,

Casumo, Bet365, LeoVegas and PlayTech. We worked closely with these customers, and many more to ensure they had a thorough understanding of what these new regulations meant for them and of the new levels of compliance that they must adhere to.

Responding to our customers' ongoing demands in this area, GBG will soon launch a new educational dataset which will support onboarding match rates.

Currently, GBG offers four different databases which include a hard date of birth match, helping us stand out from our competitors, such as credit reference agencies, who only traditionally use credit data. GBG has recently processed millions of records for the likes of Bet365 and SkyBet to ensure their player data was up to date ahead of the LCCP changes.

The past 12 months have presented regulated markets with some big compliance challenges and we're proud to have helped our clients to meet their regulatory requirements

More broadly, GBG has worked hand-in-hand with operators to understand the many challenges they face this year, most notably in striking the right balance between providing a fast and frictionless service, while taking preventative measures to minimise fraud, counter money-laundering activities and ensure the wellbeing of vulnerable players.

With responsible gambling increasingly at the forefront of political, media and industry agenda about the gambling sector, GBG responded to high demand from operators to know more about their customers and increase their social responsibility. We created GBG Predator, which enables

gambling organisations to create triggers that flag up when they should intervene, in real time, for good and bad.

This vast customer behavioural analysis can allow operators to build customer profiles and target promotional activity to maximise revenue, while also providing the ability to protect vulnerable customers in line with social responsibility. It is this thorough understanding of the needs of our customers that keeps GBG at the front of the pack.

Rank relies on GBG to look beyond KYC for its growing customer base

Rank Group, one of the UK's top gaming operators, chose GBG to help manage the identity of its customers in October 2017. GBG's ID3global solution, with its ability to verify over 4.4 billion people globally through a single API, enables Rank Group to process accurate and up-to-date customer data of its 2.8 million customers, while fully ensuring compliance regulations are met.

Rank Group specialises in the regulated gaming segment of the entertainment market, through its brands such as Grosvenor Casinos, Mecca Bingo and Enracha. Delivering an outstanding customer experience is one of its main business objectives.

GBG ID3global helps Rank Group check its customers are who they say they are within the matter of a few seconds, while tackling the risks of identity fraud and threats arising from money laundering. The solution creates a seamless experience for customers by conducting an electronic identity verification check in the time of a typical web page load. The technology employs traditional and emerging data sources and means Rank can depend upon a customisable platform that supports quick and confident decision-making.

With the help of ID3global, Rank Group, one of the UK's top gaming operators, has achieved a 6% uplift in customer verification on a month-to-month basis for its flagship brands – Grosvenor Casinos and Mecca Bingo.

By optimising the player journey, GBG has allowed Rank Group to consistently work against its main business objective while fully ensuring that compliance regulations are met.

Rory Howard, Rank Group's director of payments and customer diligence, said: "GBG helps us add value with its best-in-class datasets. Its account management team and product innovation really help us deliver a best-in-class service to our players."

'Absolutely delighted'

We are absolutely delighted to have won Compliance and KYC supplier of the year at the 2019 EGR Awards.

In a highly competitive segment, we believe this award recognises the fact that we continue to acquire and invest in products that add significant value to our gaming partners.

This not only ensures that operators using our services remain compliant and avoid regulator fines, it also allows them to put their customers at the forefront of what they do, enabling a fluent acquisition journey and enhanced customer experience.

To learn more about how GBG can help your business meet its KYP and compliance obligations, visit www.gbgplc.com. ♦



Featuring: **GBG**



Alex Lafferty

♦ Gaming director
♦ GBG

Alex Lafferty is gaming director at GBG, the global identity data specialist. With deep sector experience, Lafferty works closely with GBG's gaming clients to ensure they continue to increase customer engagement, grow their business and enable regulatory adoption.

Compliance and KYC Supplier of the year, 2019

Alex Lafferty of GBG identifies how the firm has been guiding its clients since the introduction of GDPR and reflects on their awards success

With the introduction of the General Data Protection Regulation (GDPR) in May last year, we've worked closely with our clients to help them understand and meet their new responsibilities.

Our industry-leading identity software, ID3global, offers our customers the security and peace of mind that the data they are processing on behalf of their customers is accurate and up to date.

Given the considerable apprehension around the introduction of GDPR, the GBG team worked alongside customers to create bespoke solutions for each business' individual needs. For example, we reviewed all of our data suppliers in advance of GDPR to assure full readiness for the new regulation.

This led to us changing our supplier in Spain to guarantee ourselves and our customers full compliance. We then undertook a big project to transfer clients to the new data set in time for the changes.

LCCP compliance and responsible gambling

Similarly, when the Gambling Commission (UKGC) announced upcoming changes to its licence conditions and code of practice (LCCP) in February this year, GBG supported hundreds of operators to get their current records up to date, ensure that they are compliant with new regulation and strengthen their ID and age verification software and processes.

Many organisations already trust GBG to support with regulatory and compliance requirements, including over 80% of the EGR Gaming Power 50, such as: SkyBet, Ladbrokes, 888, Casumo, Bet365, LeoVegas and PlayTech. We

worked closely with these customers, and many more to ensure they had a thorough understanding of what these new regulations meant for them and of the new levels of compliance that they must adhere to.

Responding to our customers' ongoing demands in this area, GBG will soon launch a new educational dataset which will support onboarding match rates.

Currently, GBG offers four different databases which include a hard date of birth match, helping us stand out from our competitors, such as credit reference agencies, who only traditionally use credit data. GBG has recently processed millions of records for the likes of Bet365 and SkyBet to ensure their player data was up to date ahead of the LCCP changes.

The past 12 months have presented regulated markets with some big compliance challenges and we're proud to have helped our clients to meet their regulatory requirements

Alex Lafferty | GBG

More broadly, GBG has worked hand-in-hand with operators to understand the many challenges they face this year, most notably in striking the right balance between providing a fast and frictionless service, while taking preventative measures to minimise fraud, counter money-laundering activities and ensure the wellbeing of vulnerable players.

With responsible gambling increasingly at the forefront of political, media and industry agenda about the gambling sector, GBG responded to high demand from operators to know more about their customers and increase their social responsibility. We created GBG Predator, which enables

gambling organisations to create triggers that flag up when they should intervene, in real time, for good and bad.

This vast customer behavioural analysis can allow operators to build customer profiles and target promotional activity to maximise revenue, while also providing the ability to protect vulnerable customers in line with social responsibility. It is this thorough understanding of the needs of our customers that keeps GBG at the front of the pack.

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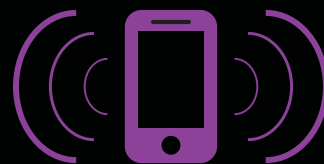


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Market & Competitor Analysis

Featuring: *BMIT Technologies*



Jack Mizzi

◆ CMO
◆ BMIT Technologies

Jack Mizzi is chief marketing officer at BMIT Technologies. A seasoned B2B marketer with focus on IT, datacentre, cloud and telco services, Mizzi is responsible for marketing and product. He held this post for several years, during which the company has completely transformed its product offering and repositioned itself into a leading IT organisation, listed on the Malta Stock Exchange.

Going beyond the ordinary

Jack Mizzi of BMIT Technologies distinguishes the areas in which the firm is succeeding and what its upcoming plans are

As the saying goes, a chain is only as strong as its weakest link, and this fits perfectly with the realities of online gaming operators. The constant focus on launching innovations to end-users or deploying solutions and platforms to B2B clients requires both breadth and depth in terms of skillset and resources, but also the ability to ensure that everything performs to a tee, all the time.

This is where service providers such as BMIT Technologies play a critical role. Winners of the 2019 IT Service Provider EGR award, the recently publicly listed company [MSE: BMIT], has further extended its services portfolio as it continues to serve its wide base of online gaming customers, ranging from innovative start-ups and small operators, to mid-size B2B and B2C operators to some of the largest gaming operators worldwide.

Originally known as a datacentre provider, BMIT Technologies has actually continued to invest in this area, with the announcements of the opening of yet another datacentre in Malta – a €10+ million investment in a purposely-built facility, designed to be Tier 3 certified once inaugurated in 2020. This investment complements the company's other two datacentres in Malta, and its points of presence in Italy and Germany. As with all its facilities, the new datacentre will also be interlinked to BMIT's high speed international private network, which provides one-of-a-kind speeds and security features for all BMIT Technologies customers.

Customers' demands for cloud solutions and hybrid cloud set-ups is on a continuous rise, and in this context BMIT Technologies has adopted a multi-pronged approach to ensure that customer requirements are satisfied. Over these last years, the company has deployed a number of public cloud

services, related to computing, storage, productivity and hosting, as well as a number of managed private and hybrid cloud services. These allow customers to tap into BMIT's pool of technical experts and platforms, and define the optimal infrastructure requirements, which generally ensure a pay-as-you-go, scalable solution, which grows as business grows. Topping these offerings are a range of managed IT services, which allow customers to fully or partially delegate the management of their infrastructure to BMIT Technologies, and therefore further optimise their investments and resources.

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Jack Mizzi | BMIT Technologies

In the context of increasing hybrid cloud requirements, as well as the deployment of services over global cloud platforms, BMIT has also announced a strategic partnership with Microsoft, which would allow it to deploy a range of managed services over Microsoft's Azure platform globally. Additionally, the company will also be enabling hybrid cloud capabilities on Azure through Azure Stack, starting from Q4 2019, as it addresses regulatory and compliance requirements of customers wishing to deploy services on the cloud.

Security requirements and compliance concerns have always been top-of-mind topics for CEOs, CTOs and CSOs across organisations, and as infrastructures become increasingly complex across platforms and sometimes across jurisdictions, security and compliance matters can become nightmare subjects unless handled appropriately. BMIT Technologies' comprehensive security portfolio covers services and solutions such as managed firewalls, backups



Jack Mizzi, CMO, and Nick Tonna, CCO, pick up the IT supplier award

and disaster recovery solutions, unified threat management, remote access solutions, and more recently, productivity-related security options.

Gone are the days when productivity products are seen as distinct from the rest of the company's core IT systems. With employees working from different locations and requiring continuous access to company resources, CTOs are increasingly looking at solutions which allow for flexibility and ease of access without compromising the security of the organisational data. Microsoft Office 365 is most likely the most obvious choice for these requirements, as it provides a pay-per-use truly complete suite of solutions, with different plans: from the popular Word, Excel and PowerPoint to increasingly useful tools such as Teams, combined with SharePoint, which allows for easy collaboration, document share and communication all in one software.

All services are constantly being updated with new features – with the beautiful addition for technical teams that they need not worry about deploying and managing updates themselves. BMIT Technologies have handled some of Malta's largest Office 365 implementations, with responsibility to deploy, migrate and power up thousands of users across

different Office 365 plans. Microsoft's step-up from Office 365 is Microsoft 365, which bundles Office 365, Windows 10 and mobility security features together, and all for a pay-per-use monthly fee. BMIT have added Microsoft 365 to their portfolio, complete with a range of managed deployment options, to facilitate adoption.

The enabler for this full suite of IT services is a continuous investment in training and certifications. BMIT Technologies' prides Microsoft Gold Partner and HPE Gold Partner status for a number of competencies, as well as other industry-leading certifications from a number of other global players. This reflects itself in the capability of the company to understand requirements, propose solutions and eventually deploy and manage systems to the customer's full satisfaction.

Following BMIT Technologies' successful IPO earlier this year, and the eventual listing on the Malta Stock Exchange, the company is now aiming at extending further its full suite offering, as well as embarking on a growth journey, which will see it explore new technologies and new markets.

Further information about BMIT Technologies may be found at bmit.com.mt ♦

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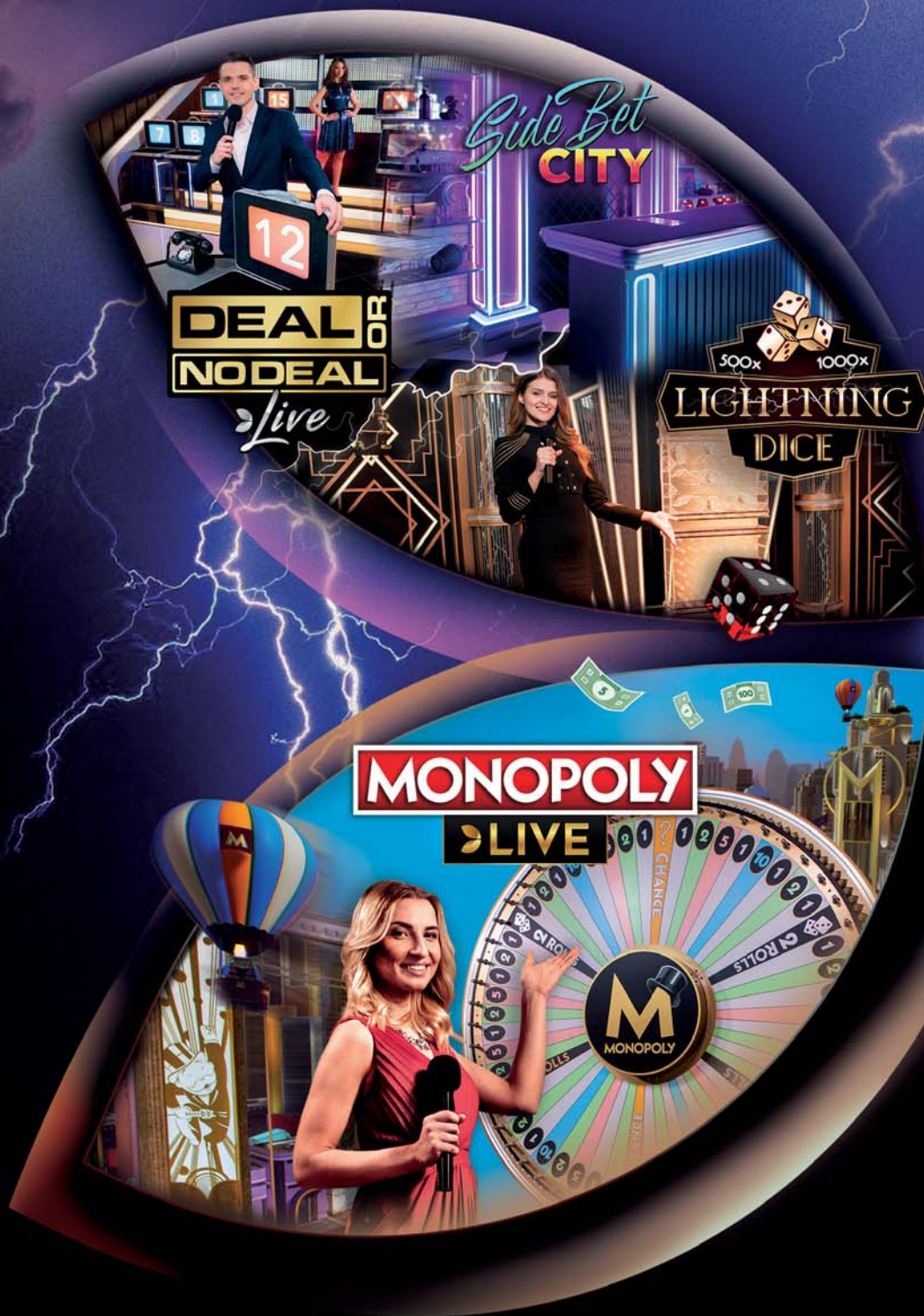
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