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WEEK 40

FRIDAY 02 OCT 2020

**CAESARS ENTERTAINMENT
AGREES £2.9BN TAKEOVER
OF WILLIAM HILL; 888
INTERESTED IN EURO SALE**



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THIS WEEK

LEGAL ROUND-UP:

- £1.7m case for Betfred
- Crown Resorts updates
- PokerStars founder avoids prison

INDUSTRY NEWS:

- New UK VIP guidelines
- Scientific Games extends Flutter partnership
- 12/12 sponsors for GGA

GUEST COLUMNISTS & Q+A:

- Jean Venneman, Gaming Arts
- Simon Noy, Kambi



Caesars Entertainment has reached an agreement to acquire William Hill for approximately £2.9bn (\$3.7bn).

The deal will see the US operator's UK subsidiary, Caesars Bidco, acquire the entire issued share capital of William Hill, paying 272p in cash for each share, with the takeover subject to approval from the operator's shareholders.

Once given anti-trust and regulatory approvals, the takeover is expected to be completed in the second half of 2021.



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THIS WEEK IN NUMBERS

3

Matches into the new Premier League season Paddy Power waited to pay out on Fulham FC to be relegated, the second-earliest such settlement in the operator's history



10

Casinos in Cambodia that have reopened their doors to the public after being closed since April due to the coronavirus pandemic, with more expected to reopen soon



JPY200m

Amount (\$1.9m) the Japan Racing Association (JRA) donated to the local Government of Osaka to help battle the coronavirus pandemic, as part of a JPY5bn donation plan by the JRA



10 months

Time Kimihito Kamori, former chairman of tourism & hospitality company Kamori Kanko Co, has been sentenced to prison, after being found guilty of bribing lawmaker Tsukasa Akimoto on behalf of Chinese gambling operator, 500.com



The acquisition will focus on the US sports betting market, with Caesars believing the new combination will be able to utilise its assets to better serve its customer base and increase market access in the country.

Caesars expects the merger to generate between \$600m to \$700m in net revenue for 2021 in the US, and is seeking buyers for all William Hill's non-US operations, including its UK business.

888 Holdings has since been touted as a potential bidder for William Hill's European business.

Caesars Entertainment CEO Tom Reeg said: "The opportunity to combine our land based-casinos, sports betting and online gaming in the US is a truly exciting prospect."

"We look forward to working with William Hill to support future growth in the US by providing our customers with a superior and comprehensive experience across all areas of gaming, sports betting, and entertainment."

William Hill chairman Roger Devlin added: "The William Hill Board believes this is the best option for William Hill at an attractive price for shareholders."

"In terms of our UK and International businesses, we believe they have a strong future ahead and we will work with Caesars to find suitable partners to further the long-term growth prospects of these businesses."

Itai Pazner, 888 CEO, said: "We are going to look at any asset that can be relevant for us, and within that list, if that opportunity [to buy William Hill's assets] comes our way that could be relevant for us."

The Caesars deal is an expansion on the joint US venture which sees Caesars hold a 20% equity ownership with William Hill, which holds the remaining 80%, running online sports betting operations through Caesars' market access in each state.

Last week, it was announced William Hill was considering cash proposals from both Caesars and Apollo Management International, although any deal with Apollo would have led to the cutting of ties between the US operator and William Hill.

That led to William Hill shares skyrocketing by 43% in London on Friday 25 September, setting a new intraday trading record, ending the day at £312.20/\$396.74.

On Monday, it was announced Caesars was in advanced discussions to acquire William Hill, causing Caesars to price 31 million shares of its common stock at \$56.00 per share, selling to raise capital for the takeover.

Harry Barnick, gambling and leisure industries senior analyst at Third Bridge, told *Gambling Insider* that he believes Caesars Entertainment will benefit hugely from any data exchanges that result from its acquisition of William Hill.

He said: "William Hill has proven itself to be a good actor in the US after its almost unblemished delivery model in Nevada for the years that they've operated."

"With regulation being determined on a state-by-state basis, Caesars' large existing footprint in the US will put William Hill in a strong position to capitalise on the complex and changing market landscape."

"Any data exchange as a result of this deal, in particular around customer data, will be highly valuable at a time where customer acquisition costs are rising and competition is strong."

GI Verdict: Following Caesars' merger with Eldorado Resorts in July, which saw Eldorado acquire the operator for \$17.3bn, Caesars' footprint in the US will be further enhanced by the latest acquisition.

It also highlights the importance of sports betting and online gaming in the industry, which is said to have a potential market value of up to \$35bn in the US. This move cements Caesars' all-round offering in both sports betting and online, putting it well and truly among the biggest players in the sector.

888 is another potential winner should it pursue William Hill's European arm.

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WORLDWIDE LOCATIONS

United States, Europe,
 Middle East, Asia, Latin America

Two years



The length of the new partnership Parimatch has signed with Premier League football club Everton, making the sports betting operator the official partner of the team in Europe and the Commonwealth of Independent States

5-a-side bet

The new accumulator offering Ladbrokes has launched, in partnership with Banach and Opta, allowing customers to create their own team from players in games across Europe's top football leagues



LEGAL ROUND-UP: £1.7M BETFRED CASE GOING TO SUMMARY JUDGMENT

A case against Betfred has seen an application for summary judgement before a High Court judge in October.

In November 2018, solicitor Peter Coyle spoke exclusively to *Gambling Insider* about a case involving Betfred and his client Andy Green.

Green won £1.7m (\$2.2m) playing one of Betfred's online casino games but the operator refused to pay out, claiming this was the result of a 'technical glitch'.

Betfred director Russell Young then offered Green £60,000 if he agreed to sign a non-disclosure agreement.

Green refused and supplier Playtech has since said evidence of the glitch was too confidential to be shared.

As such, Coyle has applied for a summary judgement that, if successful, would see Betfred pay Green £2m in total (including nearly three years' interest plus legal costs).

If this appeal is lost, however, Green will not lose his right to a full trial, where evidence of the alleged glitch will be analysed.

In quotes sent to *Gambling Insider*, Green said: "The last two and a half years have felt like hell on earth.

"You wouldn't treat an animal like I've been treated by Betfred, but hopefully the judge will accept the arguments put forward by my legal team and this nightmare will be over next month."

Coyle said: "An application for summary judgment is a high-risk strategy because we have to satisfy the judge that Betfred has no chance at all of defending its position at a full trial.

"To do that, we have to accept Betfred's case as it's been presented to the Court; namely that the blackjack game malfunctioned in some way.

"While Betfred's betting terms and conditions are incredibly complicated and span across numerous different documents, we are confident that, on their proper construction, the terms simply don't allow for Betfred to withhold payment when the alleged glitch is within Playtech's game and not Betfred's own software."

37%

Increase in revenue reported by 888 Holdings, up to \$379.1m, for the first six months of 2020, with profit before tax growing 130% to \$50.9m



3 years

Time operators must show they have been compliant, before obtaining licenses for the soon-to-be regulated online gambling market in the Netherlands, with the deadline for applications being 1 March 2021



LEGAL ROUND-UP: CROWN RESORTS TO SUSPEND JUNKET OPERATIONS UNTIL JUNE 2021

Crown Resorts has announced it will suspend all activity with junket operators until June 30, 2021, "while it undertakes a comprehensive review of its processes related to junket operators".

The announcement came after a public hearing held by the New South Wales Independent Liquor and Gaming Authority, which pointed out a lack of internal controls, especially related to money laundering and transparency.

The company also noted the suspension of junkets is "part of Crown's review of its compliance and governance processes". Additionally, Crown said it plans to hire for the new role of 'head of compliance and financial crimes'.

Despite the setbacks, the company confirmed it intends to open the Crown Sydney Hotel Resort on or around 14 December this year.

With gaming operations at full capacity, it will have a total of 30

table games across 12 private gaming salons.

There will also be 129 table games and 66 electronic table game terminals in two distinct gaming rooms. According to the statement, Crown's VIP program has contributed approximately 7% of Crown's normalised EBITDA over the last five years.

The decision follows further updates from the Crown Resorts hearing in Australia, which were described as "extraordinarily troubling".

The comment was made by Commissioner Patricia Bergin in response to hearing from CEO Ken Barton, formerly the company's CFO.

He claimed he had only learnt that one of the company's most important junket partners operated a cash desk at the casino in October 2019, when footage was leaked of potential money laundering.



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656.00

RAMSES' REVENGE

COMING SOON: 28TH OCTOBER

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THE WEEK IN QUOTES

“Gambling is often described as the hidden addiction and education is essential in preventing harm. Sports foundations like Leeds United’s have a very positive, strong influence on young people, and they also have a huge influence within the local community.”

Young Gamers and Gamblers Education Trust’s (YGAM) Yorkshire and Humber education manager Amy Bussey, on its partnership with Leeds United football club, aimed at educating young people in the region on gambling risks

“The PointsBet team is incredibly excited to become the first legal sportsbook partner in Chicago Bears history. Since launching our fast and differentiated mobile sports betting app in Illinois, we’ve been thrilled by the reception from Chicago sports bettors.”

PointsBet US CEO Johnny Aitken comments on the operator signing a new partnership with NFL team Chicago Bears, the team’s first sports betting sponsor



LEGAL ROUND-UP: POKERSTARS FOUNDER ISAI SCHEINBERG AVOIDS PRISON SENTENCE

PokerStars founder Isai Scheinberg has been sentenced to “time served” and a \$30,000 fine, and will avoid a prison sentence, following his initial indictment on Black Friday in 2011.

Scheinberg faced multiple charges, including conspiracy to defraud the US, bank and wire fraud, and money laundering.

Having avoided arrest until 2019, he was detained in Switzerland and surrendered to US federal agents in January 2020.

In March, he pleaded guilty to one count of operating an unlawful internet gambling business.

In a statement to pokerfuse, Scheinberg said: “I am pleased that Judge Kaplan has determined today not to impose a prison sentence in my case.

“PokerStars played an important role in creating today’s global regulated online poker industry by running an honest and transparent

business that always treated its players fairly.

“I am particularly proud that in 2011, when PokerStars exited the US, all of its American players were made whole immediately.

“Indeed, PokerStars reimbursed millions of players who were owed funds from other online companies that could not or did not repay those players.”

In January, *Gambling Insider* reported that Scheinberg had been taken into custody in New York City after voluntarily travelling to the US to face charges.

The US Government and Scheinberg had been negotiating a deal and made significant progress in those negotiations.

“We have an agreement in principle on the basic terms,” federal prosecutor Olga Zverovich said at the time.

PokerStars was founded in 2001 by Isai and his son Mark Scheinberg. Today, it forms part of Flutter Entertainment.

“The BGC was set up last year with the aim of leading a race to the top in terms of standards within the regulated betting industry. The new Game Design Code of Conduct is another example of our determination to address concerns head on and meet our safer gambling commitments.”

Betting and Gaming Council CEO Michael Dugher talks about the new code of conduct its members will need to adhere to, which focuses on the design of online games to improve player safety

“At Tipico, we knew that New Jersey would be the perfect state for us to kick-start our business in the US because of its sophisticated mobile sports betting audience and mature regulatory and licensing environment.”

Tipico US managing director, Adrian Vella, comments after the Malta-based sportsbook operator received regulatory approval to launch its mobile sports betting app in New Jersey

GAMBLING COMMISSION ANNOUNCES NEW RULES FOR VIP PROTECTION

The Gambling Commission (GC) has released strict new guidance for UK-based operators on the treatment of VIP customers.

The guidance aims to combat the “irresponsible incentivisation” of high-value customers to greater strengthen customer protection in the market.

In October last year, the GC published three challenges to the UK industry, with the aim of increasing focus on safer gambling and reducing gambling harm for customers. Within these challenges, the incentivisation of high-value customers was one area the Commission was hoping to see improvement.

From June to August this year, the GC ran a consultation process, in which senior members of the UK industry discussed how they could improve VIP standards with a draft code.

As a result of that consultation, the Commission has published a series of checks, which must take place before an operator makes a customer a VIP. These checks include source of funds, occupation and identity verification, in addition to ongoing gambling harm checks. Operators must also ensure

spending is affordable and sustainable as part of a player’s leisure spend.

Operators will be required to assign a senior executive to oversee the VIP scheme, making that individual personally accountable for the safety of high-value customers.

These measures must be in place from 31 October.

GI Verdict: VIP customers are the lifeblood of the UK gambling industry, and an increased focus on their protection really is beneficial to all.

It is clear that although these rules have been released as guidance, the Gambling Commission will be taking stricter action if they are not adhered to. Neil McArthur, CEO of the GC, said that this could even result in a ban of such schemes – something that would be incredibly detrimental to an industry so reliant on the high-value revenue stream.

Here, the fate of the industry is in its own hands. Although the new rules may pose some short-term challenges for operators, the long-term benefits of customer protection are truly priceless.

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William Hill
277.10 GBp  27%

Caesars Entertainment
56.95 USD  8%

888 Holdings
255.00 GBp  40%

Newgioco
2.08 USD  12%

Crown Resorts
8.84 AUD  -3%

SCIENTIFIC GAMES SECURES FIVE-YEAR FLUTTER PARTNERSHIP RENEWAL; HIRES NEW BOARD MEMBER

Flutter Entertainment has renewed its partnership with Scientific Games for a further five years.

The extension will see Scientific Games continue to provide its OpenSports technology to the betting operator across its global brands, which include Paddy Power, Betfair, Sky Bet and FanDuel.

Commenting on the extension, Rik Barker, CIO of Flutter Entertainment UK and Ireland Division, said: "We're very pleased to renew our partnership with Scientific Games.

"While we take great pride in our proprietary technology and product development capabilities, Scientific Games' OpenSports technology has been a key part of our sports betting platforms for many years."

Scientific Games expanded its partnership with Flutter in February. Through the extension, Scientific Games will provide FanDuel with technology for its online and mobile sports betting in the US.

Scientific Games has also announced the appointment of a new independent member to its board of directors. Former Barclays Bank CEO, Tim Throsby, will join the company's board from 1 October 2020.

"We are delighted to have a financial leader of Tim's calibre join our board," said Jamie Odell, executive chair of Scientific Games.

"Tim brings extraordinary financial and operational leadership experience. I'm confident Scientific Games will greatly benefit from his expertise as we continue to execute on our strategy to drive growth across our business and unlock value for our stakeholders."

GI Verdict: This is the 20th anniversary of the partnership between Scientific Games and Flutter (in its previous form) which, so far, has been an extremely beneficial one for Scientific Games.

Flutter's ownership of FanDuel places Scientific Games technology at the forefront of the rapidly expanding US sports betting industry, while Flutter's many other brands have offered opportunities to grow in a number of regulated markets across the globe.

So far, the supplier has had a difficult 2020, announcing \$198m in net losses for Q2 and a 36% revenue decline year-on-year. However, this deal extension will provide some reassurance for the future.

GLOBAL GAMING AWARDS LAS VEGAS SECURE 12/12 CATEGORY SPONSORS THROUGH FABICASH

FABICash will sponsor the Slot of the Year Award at the Global Gaming Awards Las Vegas 2020, meaning all 12 categories will be sponsored this year.

The feat demonstrates the prestige of the much-respected Awards ceremony, along with the fact the Judging Panel is 100-strong for the second year in a row.

The Awards, in their seventh year but going virtual for the first time due to the COVID-19-enforced cancellation of G2E 2020, will see companies battle it out across 12 competitive categories.

The virtual ceremony will take place at 1.30pm Eastern Time on Tuesday 27 October, being broadcast on G2E's official platform, as well as on YouTube and LinkedIn.

FABICash is a national cash access, Title 31 AML Compliance and online sports betting company

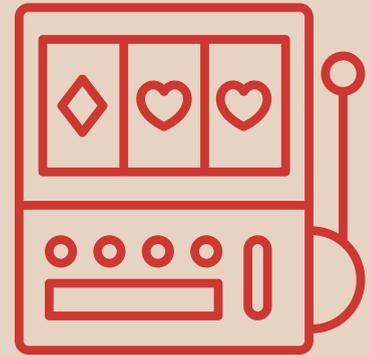
that services over 200 casinos throughout North America.

The company has been in the industry since 1996, providing reliable ATM, cash advance, check cashing, Title 31 AML Compliance and online sports betting services in the gaming industry.

Gambling Insider COO Julian Perry said: "It's a privilege to welcome FABICash on board to sponsor the competitive Slot of the Year category.

"It is also simply fantastic to see all 12 categories sponsored, as it recognises the stature and meaning of the Awards. Thank you to all our partners."

The Awards are powered by *Gambling Insider* and *Gaming America*, in association with G2E, with BetConstruct returning as Lead Partner of the Awards for the fourth time.



The Awards are independently adjudicated by KPMG, with the full Shortlist now available to read here, detailing every single category and nominee:

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NEVADA, LAS VEGAS STRIP FALL

Nevada's gaming revenue fell 22.08% year-on-year to \$743.039m in August as the Las Vegas Strip dropped 39.19% to \$317.30m.

August was Nevada's second full month of operations since reopening, though casinos are still operating at 50% capacity.

Nevada's revenue was a slight decline vs. July's \$756.793m and the Strip declined 3.90% vs. July.

The Strip fell due in part to baccarat's low hold this year vs. last year. Baccarat would have declined 17% with the same hold both years.

However, there was improvement in the Las Vegas Locals Market, which grew 10.30% vs. last year and up 0.29% vs. July.

Downtown Las Vegas dropped \$6m vs. July while the Boulder Strip grew by double digits compared to last year.

Areas like North Las Vegas and Mesquite, however, showed significant improvement from July as they grew year-on-year in August.

AREA	AUGUST REVENUE (M)	YEARLY CHANGE (%)
Nevada	\$743.03	-22.08%
Las Vegas Strip	\$317.301	-39.19

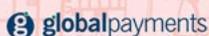
AREA	AUGUST REVENUE (M)	YEARLY CHANGE (%)
Clark County	\$593.948	-25.07
Downtown LV	\$35.557	-21.54
North LV	\$19.754	+1.84
Laughlin	\$35.123	-9.44
Boulder Strip	\$70.915	+29.62
Mesquite	\$10.645	+9.48
Balance of County	\$104.654	+1.63



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NEVADA LAS VEGAS STRIP FALL

AREA	AUGUST REVENUE (M)	YEARLY CHANGE (%)
Las Vegas Locals Market	\$195.323	+10.30
Washoe County	\$76.272	-12.06
Reno	\$55.038	-14.82
Sparks	\$12.496	-6.71
North Lake Tahoe	\$2.307	-14.01
Balance of County	\$6.431	+6.55
South Lake Tahoe	\$21.889	-7.57
Elko County	\$25.921	-3.59
Wendover	\$17.214	-8.29
Balance of County	\$8.707	+7.28
Carson Valley Area	\$9.934	+0.61
Other Areas	\$15.074	+9.49

STRIP COMPONENTS

MAJOR STRIP SEGMENTS	AUGUST REVENUE (M)	YEARLY CHANGE (%)	WIN PERCENTAGE	
			2020	2019
Blackjack	\$37.388	-49.24	12.69	15.25
Baccarat	\$43.649	-55.27	8.28	15.18
Total Games	\$143.516	-45.30	11.44	15.54
Total Slots	\$143.516	-33.00	7.16	7.77

TABLE DROP	2020	2019	PERCENT CHANGE
Blackjack	\$294.626M	\$478.570M	-38.44
Baccarat	\$527.162M	\$642.754M	-17.98
Total Games	\$1.25BN	\$1.68BN	-25.43
Slots	\$2.427M	\$3.336M	-27.25

RACE BOOK AND SPORTS POOL	NEVADA	AUGUST REVENUE (M)	WIN PERCENTAGE	
			2020	2019
Race Book	\$2.946	-9.33	15.79	15.36
Football	-\$3.396	-126.83	-155.86	17.50
Basketball	\$7.561	N/A	3.90	-15.48
Baseball	\$9.005	+34.56	5.14	3.74
Total Sports Book	\$16.986	-9.33	3.58	6.51

GUEST INTERVIEW



JEAN VENNEMAN
CHIEF COMMERCIAL
OFFICER, GAMING ARTS

Venneman speaks to Gambling Insider about how Gaming Arts has adapted during the coronavirus pandemic

How did the pandemic affect Gaming Arts in the first instance, both in terms of business and internal practices?

It definitely impacted us. Every company has their stories. Ours is we launched our very first bank of slot machines in April 2019, so we were barely a year old on the slot side when the pandemic hit. We were just starting to gain our footing; we had some of our missteps when we first starting launching our product, as we had some connectivity issues. So there were little bumps in the road we ironed out in the first several months, and then we just started gaining steam, and then the pandemic hit. That was a big bummer for us, no question. We kind of had to make a decision, because we were such a fledging company: Do we stop now or do we carry on? But we decided we're going to move forward and see

what happens on the other side – we believe in the company and the product. We didn't believe it would be this long lasting, but I also don't think we could have predicted there would be the shiny bright spots that there have been since.

How did Gaming Arts respond and what measures did you take?

Internally, we definitely went down to the bare minimum we could. However, we were working furiously. Our owner David Colvin is an inventor and he has a number of patents based on the UVC technology. So we did find it an opportune time for this technology to be ideal for what's going on in the world. One of the things we did to help the industry is to poll many customers and ask if they had technology to help clean the chips, cards and machine screens, and if it would that be useful. We had mixed responses, so we refined in that area the technology we thought would be most helpful, which we think is more related to table games.

The other way that's worked well for us and our customers, which was sort of accidental to be honest, was we had a niche product called Casino Wizard, which is a multi game with four table games in it. We anticipated that would be a nice niche product in general in the market when we started working on it a year and a half ago. It turns out

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we brought it out at maybe the exact right time because we've seen unbelievable success with the game, probably because in some cases the pits didn't open. Or the tables are open but the players just aren't that interested or comfortable sitting at the table right now still, so they prefer a more isolated experience sitting at the machine.

At what stage of the recovery is Gaming Arts and the wider industry in terms of business levels compared to pre-COVID?

Our success is dependent on our customers' success and we've seen that, on the operator side, that's been mixed. We've noticed some areas have rebounded quite well, where other areas are still struggling. It's interesting because it also goes in and out, everybody didn't just reopen and that was the end of it. We had states like Florida that opened and closed again. Then we had the South that was dealing with hurricanes, and California with the fires. Our customers have gone through so much, which we feel for them. But I would say overall we're probably at 70% levels from prior.

We have our slot segment but also our bingo segment as well; not all the bingo rooms are opening yet, though several are with limited capacity. So if I had to hazard a guess for where we are in total in the US, we've got about 25% to go – maybe a little bit more. And it also depends on the area.

Considering March's total shutdown, 70% is a good number though.

Yeah, I've been pleasantly surprised that certain pockets of the country have rebounded very well. The US isn't affected by the pandemic equally – some areas flare up and others get better. But we have definitely had pockets where we clearly tell the players are more interested in coming to play, especially as their other entertainment options are more limited.

Moving forward, however, a lot is dependent on the pandemic and the regional focus you highlighted. What are Gaming Arts' plans in the coming months?

We're with everybody, trying to do everything we can to be as good a partner and as helpful as we can. We're still launching new product but not flooding the market with product as we know the appetite might be less than before. But everybody is craving to see some level of normalcy and also newness. So we continue to work with our customers to make sure they're working well enough. Our company mantra is: our game styles are fun for the gambler. We just released a couple of series of games that are truly entertaining and fun. During these times, maybe a super serious game isn't as appealing, so we've got a few light-hearted theme packages that have come out, namely a series called Dice Seeker that players are enjoying.

GUEST COLUMNIST



SIMON NOY
HEAD OF TRADING, KAMBI

Noy discusses how to revolutionise the bet builder, as the product develops and enters into a new phase of growth

There can be no doubt that the goal of putting the consumer in control drives much of the modern landscape in multimedia entertainment.

Providing a service which allows for a genuinely on-demand experience has become a priority in any number of industries competing for customer leisure spend, with the likes of film, sports broadcasting and music all noticeably influenced by this aspiration.

In turn, giving bettors the ability to drive their own experience is a trend which sports betting must continue to embrace. From its loose early conception in the form of request a bet, a powerful integrated bet builder has become a crucial element any forward-thinking sportsbook must prioritise.

Now a vital component in the sports betting ecosystem, bet builder has markedly boosted the power of operators to allow players to drive their own experience. However, that is not to say it has been deployed everywhere entirely free of hiccups and limitations. Many bet builders still suffer from clunky user interfaces, or a lack of key features such as in-play and cash-out.

While the modern player now expects some ability to construct their own bets from their chosen operator, attempting to harness its full potential without careful consideration of the depth of features required, or how to facilitate a smooth player journey, is unlikely to lead to long-term player retention.

EXPANDING THE SCOPE

Recognising the potential that constructing this technology in-house would unlock, Kambi developed its bet builder into the core of its platform, allowing greater flexibility for further enhancement.

To provide an example of its new product in action, Multi Builder:

- Player combines a match winner and over/under points in a basketball game
- Adds a bet builder combination in a football match
- Adds a bet builder in an ice hockey match
- Places the Multi Builder bet in in just one click

Better technology exponentially increases the size of the menu, offering odds on demand and lifting the limitations on player freedom to a far greater extent than the traditional bet builder.

While all of this functionality should be deployed in such a way as to be quickly and easily accessible to the bettor, the power and sophistication under the hood required to do so with zero friction shouldn't be underestimated; underlining the importance of having a strong sportsbook core in meeting the needs of the modern player.

Expertise in both proprietary pricing and risk is crucial to offering the bettor an excellent experience.

While aiming to provide a new level of freedom to bettors seeking to build new unique bets with unlimited possibilities is fundamental, the value in not overwhelming players seeking a more curated experience was equally important to recognise.

Put simply, a better bet builder unlocks endless possibilities for the bettor, while at the same time facilitating a more curated journey for less familiar players, thereby delivering an altogether superior and smoother experience suited to every category of bettor.

“Now a vital component in the sports betting ecosystem, bet builder has markedly boosted the power of operators to allow players to drive their own experience”

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