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WEEK 37

FRIDAY 17 SEP 2021

**GLOBAL GAMING
AWARDS LAS VEGAS:
2021 SHORTLIST REVEALED**

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what it takes**

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FRIDAY 17 SEP 2021

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THIS WEEK

- **Mischief Managed:**
Paddy Power says farewell to Paul Mallon
- **No Jab no Job:** Resorts World issues vaccination mandate for new hires
- **Time's up:** Macau imposes clocks on slots
- **All systems go for Tipico:** US footprint expansion in deal with Caesars

GUEST INTERVIEW:

- **Naomi Barton, Portfolio Director, iGB Affiliate, Clarion Gaming**

SHORTLIST REVEALED

GLOBAL GAMING AWARDS LAS VEGAS: 2021 SHORTLIST REVEALED

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Global Gaming Awards Las Vegas 2021: American Executive of the year shortlist revealed ▼



we know what it takes

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Meet us at G2E

The upcoming Global Gaming Awards are just within reach, at the G2E trade show in Las Vegas, and this year they welcome two new categories. The Shortlist has been announced, and you can find out all you need to know about this year's show

▶ The Shortlist for the Global Gaming Awards Las Vegas is now ready and available to read.

Following the disastrous effects of the Covid-19 pandemic across all industries, the land-based gaming sector in particular was hit hard. However, land-based gaming is back with a bang and there is now something exciting for the industry to look forward to.

"I have every faith in the industry performing well after the repercussions it's had and it's great to finally have the shows back up and running again"
- Julian Perry

This year, not only is G2E back to Las Vegas, the most prestigious Awards in the gaming industry return for their eighth run, with the comeback of the Global Gaming Awards Las Vegas.

Gambling Insider and *Gaming America* COO, Julian Perry, said: "We are pleased to announce the return of the Global Gaming Awards, and hope to continue the growth and innovation even after the hit of the pandemic. I have every faith in the industry performing well after the repercussions it's had and it's great to finally have the shows back up and running again, albeit different to the 2019 show; it's still a success to have everyone on board this year."

Following last year's digital ceremony, due to the coronavirus pandemic, the renowned show is back with a non virtual vengeance, with full frontal socialising and much, much business to be made.

For over 20 years, G2E has offered an informative, efficient and gratifying means to connect and showcase innovation in the gaming industry, and hosting the prestigious Global Gaming Awards is certainly one of them.

While our virtual Global Gaming Awards was indeed a huge success for the Vegas edition last year, the return of the Global Gaming Expo (G2E) has allowed for the return of the physical Awards ceremony, at the Sands Expo on Monday 4 October 2021. Although restrictions have been eased around the world, slowly and surely, this year's show will still adhere to strict social distancing and safety precautions for all its guests. This year, all show participants will be required to provide proof of a Covid-19 vaccination.

At Least one dose of the FDA (Food and Drug Administration) approved vaccination is required to attend the event across attendees, exhibitors, media, speakers and AGA (American Gaming Association) and RX staff.

The Global Gaming Awards Las Vegas recognise and reward the gaming industry's strongest performers across the previous 12 months, with a primary focus on the Americas. These are the most trusted Awards in the sector and have gained respect among industry heavyweights, making this the must-attend event that kicks off G2E. The Global Gaming Awards Las Vegas are powered by leading B2B gaming publications *Gambling Insider* and *Gaming America*, in association with the Global Gaming Expo (G2E) and independently adjudicated by KPMG.

With Latin America being at the forefront of emerging markets in the gambling industry in recent years, the headline news ahead of this year's ceremony is an exciting prospect for all involved. With a growing economy since the pandemic, the focus on LatAm has been monumental across companies and operators alike.

This being said, two new categories have been created

"These two new categories show the diversity of the industry and the growing presence of two key areas"
- Julian Perry

specifically for the event: LatAm Property of the Year and Payment Solution of the Year. This additionally means there will be two Property of the Year categories, with one being dedicated specifically to North America.

Perry commented on the new categories: "These two new categories show the diversity of the industry and the growing presence of two key areas. Latin America is growing into such an important region that, soon, it will no longer even be considered an emerging market; so choosing a LatAm Property of the Year makes perfect sense to everyone at *Gambling Insider* and *Gaming America*."

"Secondly, the Payments Solution of the Year category is an absolute must-have, and I think we've seen that in the vast amount of nominees we could have had. Payments are just so important now, especially with the growth of cashless and digital payments within North America."

BetConstruct is the Lead Partner of the Awards. The full Shortlist for the Global Gaming Awards Las Vegas 2020 is now available to view here.

**VIEW
SHORTLIST**

THIS WEEK IN NUMBERS

1400

Interpol's Operation SOGA VIII has led to thousands of raids and the arrest of suspects across Asia and Europe



\$7.87bn

Las Vegas' gambling revenue reports from 2020 make it America's major betting hub



58.2 million

The number of geolocation transactions across 18 US states during the 2021 NFL Season, processed by GeoComply



50%

Gaming Realms has reported an increase in net revenue for its H1 interim results for the six months ending 30 June 2021



\$27.00

Sportradar Group announced the pricing of its initial public offering of 19 million Class A ordinary shares available to the public



GLOBAL GAMING AWARDS LAS VEGAS 2021: AMERICAN EXECUTIVE OF THE YEAR

► The Global Gaming Awards Las Vegas 2021 are delighted to announce the final Shortlist for the American Executive of the Year category, sponsored by Continent 8 Technologies. This is the only Award category that recognises the individual rather than the company.

The Global Gaming Awards are the most recognised, reputable and prestigious Awards in the gaming industry, mainly because of the fair and rigorous voting process, which ensures all winners are truly deserving.

Winners are chosen by a panel of 100 C-level industry executives, and KPMG in the Crown Dependencies independently adjudicates the entire voting process to ensure full fairness and transparency.

Additionally, every company or individual is shortlisted for a specific reason, which is then publicly announced in the official Global Gaming Awards Shortlist magazine.

"Our industry faced a lot of difficulties as a result of the Covid-19 pandemic but in the end we persevered and came out of it much stronger," said Julian Perry, COO of *Gambling Insider* and *Gaming America*. "The main reason for that is because of the many fantastic leaders that work tirelessly to drive their companies and the entire gaming industry forward. We can't possibly recognise them all but with this Award we can at least try and recognise some."

The Las Vegas edition of the event rewards companies and individuals with outstanding performance in the Americas region over the past 12 months. The final Shortlist was decided after a long and rigorous process. Thousands of self-nominations from organisations across the sector, as well as the recommendations of the Awards' independent Nomination Panel, were taken into account.

It is our absolute pleasure to share the full list of nominees in the American Executive of the Year category. The nominees are:

Laila Mintas - CEO, PlayUp US
Jay Snowden - President & CEO,

Penn National Gaming

Soo Kim - Chairman, Bally's Corporation
Anna Sainsbury - Founder and Chairman, GeoComply

Elaine Hodgson - President & CEO, Incredible Technologies

Joseph Pappano - Co-CEO, Sightline Payments

Kimberly Van Amburg - CEO, Casino del Sol

Adam Greenblatt - CEO, BetMGM

Terry Glebocki - CEO, Ocean Casino Resorts

Renato Ascoli - CEO Global Gaming, IGT

John Connelly - CEO, Interblock

Melonie Johnson - President & COO, Borgata Hotel Casino & Spa

Howard Glaser - Head of

Government Affairs and Special Initiatives, Scientific Games

Kim Nasuta - Vice President of Human Resources, AGS

Sheila Morago - Executive Director, Oklahoma Indian Gaming Association

Hector Fernandez - President, Americas, Aristocrat Gaming

Rebecca Paul Hargrove - President & CEO, Tennessee Lottery

Jason Robins - CEO & Co-Founder, DraftKings

Ellen Whittemore - EVP, General Counsel and Secretary, Wynn Resorts

Ernie Stevens, Jr. - Chairman, National Indian Gaming Association

Vickie Chen - Founder & CEO, Avia Games

Chris Bevilacqua - Co-Founder & CEO, Simplebet

Cassie Stratford - VP of Legal Affairs and Assistant General Counsel - Boyd Gaming

Richard Schwartz - CEO, Rush Street Interactive

Derek Stevens - CEO, Circa Resort

The American Executive of the year Award is sponsored by Continent 8 Technologies. BetConstruct is the Lead Partner of the Global Gaming Awards Las Vegas 2021, and other category sponsors include IGT, Interblock, Connective Games, Scientific Games, Greentube, Aristocrat and Casino Trac.

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Christchurch City has the most pokie machines per 1,000 residents in the whole of New Zealand

41,000

The total number of people who contacted the National Gambling Helpline in 2020/21, according to GamCare



178 metres



The Star's super tower has hit a new high point in the Gold Coast's construction plan

PADDY POWER SAYS GOODBYE TO PAUL MALLON AS HE LEAVES FOR LUCKY GENERALS

Paddy Power 'head of mischief' Paul Mallon has stepped aside to join Lucky Generals as its special ops lead.

Mallon's 10-year tenure at Paddy Power was an eventful period in the company's history. During this time, he led several successful campaigns as well as the brand's highly publicised media stunts.

Memorable Mallon moments include such highlights as TV spots with Peter Crouch and Colm Meaney, Eric Cantona's "Brexit Bunker", the "Fan Denial" social series, a drive-through confession box, "Shave the Rainforest" and "Rainbow Laces."

Under his leadership, Paddy Power also sponsored Brighton Pride in 2018, making the betting company one of the UK's first big-name brands to openly promote LGBTQ+ rights, equality and inclusion.

Posting on his LinkedIn page, Mallon thanked Paddy Power in a heartfelt message that read: "After an incredibly good time and 10 years at the sublime Paddy Power, I've transferred to the mighty Lucky Generals (with huge

thanks to the colleagues, agencies and customers who made working for PP such a pleasure)."

Mallon joins Lucky Generals in a new role created for him at the company, whose responsibilities will blend PR, social, content and guerrilla marketing.

Mallon will report to Lucky Generals Founder Andy Nairn, who said: "Clients are increasingly asking for non-traditional ideas that will make a genuine impact in popular culture — and that's always been a sweet spot of ours. But now, we want to take things up a notch by hiring a real specialist."

"Having worked with Paul we know he's the best in the business and are looking forward to letting him loose on our own clients."

GI Verdict: A sad and exciting time for Mallon, who will undoubtedly be missed by Paddy Power, for his personality and of course his ingenious initiatives.

A new challenge awaits, but it's safe to say Lucky Generals has inherited one of the best in the arena.

THE WEEK IN QUOTES

“Success for GiG and our clients is based on integrity, loyalty, and long-term trust. These core values support the building of GiG’s presence in North America.”

David Elmore, VP Sales for North America for Gaming Innovation Group (GiG) on its expansion in the US

“The level at which this company is bringing new products to life is one that I have never seen before. This is owed to the investments made in not only our own technology but the people that create it.”

Andreas Ternström, Scout Gaming CEO, talking about the company’s success over the second half of 2021

LAS VEGAS OPERATORS RESORTS WORLD AND WESTGATE ISSUE VACCINE MANDATES FOR STAFF

Resorts World has become the latest Las Vegas operator to issue a vaccine mandate for its employees.

As of 13 September, all new hires must now present proof of vaccination before they can start work, the operator has revealed.

This comes in the wake of a similar announcement by the off-Strip Westgate casino resort, whose CEO David Siegel stated on Friday 10 September that it will require all workers to be vaccinated by 15 October.

Siegel recently told staff in a memo that he survived a tough battle with Covid-19 in July and encouraged employees to seek vaccination as soon as possible.

“The doctors who treated me told me that had I not been vaccinated, I likely would not be here today to share this story with you,” said Siegel. “The antibodies in my blood from being vaccinated helped me fight the virus and, to put it simply, the Covid-19 vaccine saved my life.”

Following a federal order by President

Joe Biden, Las Vegas has seen its major operators scramble to institute vaccine mandates.

All businesses with 100 or more employees must now make the choice between seeing their workers vaccinated against Covid-19 or face weekly testing.

Both Wynn Resorts and Las Vegas Sands require their employees to be vaccinated or tested every week.

This marks another bump on an already rocky road for the \$4.3bn Resorts World Las Vegas that opened its doors in June.

While tourists have returned to Vegas, visitation numbers are below pre-pandemic levels, and this move could further harm the operator.

GI Verdict: Whether people are in favour of the vaccine or not, it seems like it will be the only way forward in getting Vegas back to what it was before the pandemic.

With the order coming from the very top, it may not be long before every operator follows suit in issuing vaccine mandates for staff.



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ABOUT US

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.



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“An online casino operator has a duty of care, and this project completion shows we have. This truly shows we’re not only compliant within the field of responsible gambling, but we also take the extra step.”

Jan Wienk, Marketing Manager and Head of Product Development for L&L Europe, discussing the launch of BetBlocker in Dutch language

“Anyone working at or visiting our sites will need to be vaccinated. We’re doing our best to ensure a safe environment and we want that across all our facilities.”

Crown Resorts Chief Executive Steve McCann on the operator’s Covid-19 policy

TIME’S UP: MACAU IMPOSES CLOCKS ON SLOTS

Macau has imposed a rule requiring all operators to feature flashing clocks on their slot machines.

The city brought its Electronic Gaming Machine Technical Standards version 2.0 into force, it confirmed to GGRAsia.

Macau’s regulator, the Gaming Inspection and Coordination Bureau, will offer a grace period in which gaming equipment manufacturers must retrofit existing slot machines with the necessary software.

In addition, they must ensure new slot machines supplied to the Macau market feature a clock as standard by the end of 2024.

In response to a query by GGRAsia, the regulator stated: “The purpose of a clock on the gaming machine is for the promotion of responsible gaming. All machines will need to be retrofitted with the clock by the end of the year 2024.”

In accordance with the 2.0 technical

specifications, slot machines must feature a time display in a 12-hour clock format in the bottom-right corner of the player main screen.

The clock must also flash at the start of a new play session, and then at least once every 10 minutes for the duration of the same play session.

The regulator reiterated this last point to GGRAsia: “As stated in Section 4.5 (3) of the standards: ‘There shall be no hidden or undocumented touch points or buttons anywhere on the player interface that affect game play and/or that impact the integrity or outcome of the game, except as provided for by the game rules.’”

GI Verdict: Problem gaming is being tackled at every opportunity. When problem gamers play, they play, and they don’t play against time that’s for sure. This clock is one way of tackling the issue to crack down on gamers playing inappropriate hours and implement reasonable limits.

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SHARE PRICES COVER THURSDAY
9 SEPTEMBER TO THURSDAY 16
SEPTEMBER (10:30 AM GMT)

Flutter Entertainment ↓ 3%
14,935.00 GBp

Gaming Innovation Group ↓ 2%
19.28 NOK

Scout Gaming Group ↑ 10%
29.60 SEK

Crown Resorts ↓ 3%
9.46 AUD

Caesars Entertainment ↑ 1%
107.33 USD

ALL SYSTEMS GO FOR TIPICO: US FOOTPRINT EXPANSION IN DEAL WITH CAESARS

Global sportsbook operator, Tipico, has announced a new agreement with Caesars Entertainment. The 10-year deal has a 10-year renewal term and offers Tipico instant access to launch an online sportsbook in Indiana and Iowa (pending state licensing and approvals) with the possibility of future expansion to additional states.

Tipico's Indiana partner will be Harrah's Hoosier Park Racing & Casino and, in Iowa, its partner will be Isle Casino Hotel Bettendorf. The deal also involves various rights to iGaming market access, pending legislative approval for online casino operations in each state.

"We look forward to establishing our brand presence in the mid-west and introducing our highly scalable, proprietary multi-state sports betting experience to players in Indiana and Iowa."

The partnership with Caesars follows numerous others in the US:

in July 2021, Tipico had announced an agreement with Gannett, thanks to which Tipico gained exclusive access to the power of the USA Today Network, and the USA Today Sports Media Group. The group has also signed its intention to open a technology hub in Denver, Colorado, which is expected to generate hundreds of jobs in the area.

The company's plan is to launch its mobile sports betting app in Iowa during the fourth quarter of 2021, and in Indiana during the first quarter of 2022, after receiving regulatory approvals.

GI Verdict: This approach and agreement between Tipico and Caesars marks an important step into expanding Tipico's US footprint. The expansion plans prove big hopes for the future of the company, already operating in New Jersey and Colorado with additional market agreements before the end of the year.



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RETURNING TO LAS VEGAS THIS OCTOBER

globalgamingawards.com/vegas



REVENUE REPORTS: IOWA

Iowa gaming revenue rose 16.30% to \$151.683m vs. August 2019 and 24.23% year-over-year.

Sports betting revenue jumped up 119.87% year-over-year to \$6.605m. The state first launched sports betting on August 15, 2019, though not all licensed locations began operating right away.

Iowa casinos do not currently have capacity restrictions. They operated at 50% capacity through most of August last year.

ALL-SOURCES REVENUE	AUGUST REVENUE (M)	CHANGE (%)	
		2019	2020
Wild Rose - Jefferson	\$4.095	+70.38	+57.32
Rhythm City (Elite)	\$9.896	+46.71	+23.32
Grand Falls (Elite)	\$7.244	+32.73	+14.39
Wild Rose - Clinton	\$3.548	+31.61	+34.99
Wild Rose - Emmetsburg	\$3.141	+30.07	+37.77
Riverside (Elite)	\$10.426	+27.91	+17.93
Diamond Jo Dubuque (BYD)	\$7.702	+24.72	+46.86
Hard Rock	\$8.094	+23.67	+20.80
Diamond Jo Worth (BYD)	\$9.261	+19.38	+17.74
Catfish Bend	\$4.081	+18.69	+23.63
Isle Bettendorf (CZR)	\$6.650	+18.52	+34.31
Horseshoe (CZR)	\$18.094	+15.98	+28.89
Isle Waterloo (CZR)	\$8.185	+12.40	+25.07
Ameristar (PENN)	\$15.164	+7.59	+13.28
Terrible's Lakeside (Affinity)	\$4.803	+4.15	+21.88
Q casino	\$4.636	+3.10	+10.84
Harrah's (CZR)	\$6.521	+0.26	+80.04
Prairie Meadows	\$18.280	-0.47	+12.87
Casino Queen Marquette	\$1.861	-10.06	+31.26
Total	\$151.683	+16.30	+24.23
Total, excluding sports betting	\$145.079	+13.11	+21.82

MULTIPLE PROPERTIES			
Elite	\$27.151	+35.27	+18.83
Caesars	\$38.896	+13.05	+35.31
Wild Rose	\$8.394	+11.71	+43.57
Boyd	\$15.092	+9.06	+29.38

SPORTS BETTING	AUGUST REVENUE (M)	% CHANGE 2019	OPERATORS 2020	
Grand Falls (Elite)	\$0.195	+783.62	+159.62	Elite
Diamond Jo Worth (BYD)	\$0.755	+701.56	+82.33	DKNG/RSI
Catfish Bend	\$0.322	+637.39	+208.61	FLTR/MGM/ENT
Horseshoe (CZR)	\$0.383	+108.73	+97.92	
Ameristar (PENN)	\$0.658	+36.93	+92.43	PBH
Riverside	\$0.181	+12.55	-0.45	
Q Casino	\$0.059	-16.42	-41.53	CZR
Terrible's Lakeside (Affinity)	\$0.040	-36.61	-53.34	Betfred
Isle Waterloo (CZR)	\$0.089	-43.75	-50.85	CZR
Rhythm City (Elite)	\$0.039	-60.78	-45.55	DKNG
Isle Bettendorf (CZR)	\$0.059	-61.24	-44.57	DKNG/RSI
Prairie Meadows	\$0.149	-71.99	-78.46	CZR
Harrah's (CZR)	\$0.024	-75.48	+58.96	SCR
Hard Rock	\$0.145	+5,386.42		Elite
Diamond Jo Dubuque (BYD)	\$1.116	+1,639.67		FLTR
Wild Rose - Jefferson	\$1.092	+632.64		CZR
Wild Rose - Clinton	\$0.691	+509.90		CZR
Wild Rose - Emmetsburg	\$0.607	+459.94		CZR
Total Revenue	\$6.605	+205.52	+119.87	
Handle	\$108.418	+1,164.15	+115.48	



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GUEST INTERVIEW



NAOMI BARTON,
PORTFOLIO DIRECTOR
– IGB AFFILIATE,
CLARION GAMING

Barton previews the upcoming iGB Live! in Amsterdam, with Gambling Insider

How have preparations been going for iGB Live! Given the unprecedented nature of this being a comeback event, so to speak?

Organising what will be the first major live gaming event to take place since ICE London in February 2020 was never going to be an easy or straightforward task. I have to say that the unpredictable nature of Covid and the response to the pandemic with governments travelling at different speeds - and sometimes even in different directions - has made things, shall we say interesting! My reflections responding to this with just weeks to go is that the iGB Live! and iGB Affiliate Amsterdam story is all about the strength of partnerships and the power of collaboration. I have to say that our customers have been absolutely outstanding in their support, my team has been brilliant, frequently going the extra distance, and the venue team at the RAI could not have worked harder in terms of lobbying the Dutch Government as well as the civic authorities in Amsterdam. Clearly no one in the team is going to take anything for granted and we are all so focused on delivering the best possible event for all of our stakeholders. Everyone who is part of what will be the first major live event in the gaming space for 19 months will in their own way be making a little bit of history.

What are the main focuses going to be for attendees?

The industry hasn't had a chance to meet face-to-face for such a long time that I think a key focus will be the opportunity to connect with customers and colleagues, and have the type of conversations that so often end up generating new ways of doing things and creating outstanding new products and services. Those products and services may come to market some way down the line but the important thing is the idea

originated at a live event - which is what in-person is all about. In this sense, facilitated networking will be an important part of the iGB Live! and iGB Affiliate experience. Among other initiatives we will be launching a new esports feature which we are branding as The iGB Live! Esports Streamers. Essentially this is an esports betting, education and engagement feature located on the show floor. Led by Ryan Hart - the most successful fighting game professional of all time - attendees will witness an original iGB Live! streamed Street Fighter V (SFV) esports tournament. Clarion Gaming's analytics partner Escharts, esports data company Bayes and payment provider Skinsback will be on hand to present a tailored education agenda to help delegates deepen their knowledge of esports betting, plus learn about its huge potential and how it can work for them.

How will the events be different compared to previous years - and what will be the same?

You described it as the 'comeback' show and 2021 will be different in many ways. I hope it's going to be a celebration of the business and of course the people within it who make the sector so dynamic and exciting to be a part of. I've just mentioned The iGB Live! Esports Streamers, which will be delivering something totally new, and we've also been working with a creative agency to help bring our Reconnect show theme to life; and make attending iGB Live! and iGB Affiliate Amsterdam a positive visual experience for everyone.

Finally, what are the safety measures and precautions in place for the event?

With the Netherlands dropping the 1.5 metre social distancing as an official coronavirus measure from 25 September, we are dealing with this under two main headings. **Entry:** all iGB Live! attendees will be able to enter by showing proof of full vaccination status, or a negative Covid Test. This test will be offered free of charge at the RAI, and results are given in 15 minutes. You are then free to enter. **Cleaning and hygiene:** we have increased our hygiene measures, focusing on additional cleaning at regular touchpoints. Customers can also access all show information digitally from their own smartphones and via the Swapcard show app. I'm confident that in partnership with the RAI we have the right measures in place without compromising the visitor experience.

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we know what it takes

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