



# WEEK 27

FRIDAY 8 JUL 2022

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IN THIS WEEK'S ISSUE:  
AN EXCLUSIVE CHAT WITH LUÍS FIGO & CALIFORNIA SHOWDOWN



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## THIS WEEK

GUSET INTERVIEW

Luís Figo,  
Brand Ambassador, Digitain

- **THRILLA IN MANILA:**  
"DADDY O" DENIES VIOLENCE
- **INTERNET VIKINGS**  
NAMES FOUNDER AS CEO
- **SPORTINGTECH BRINGS**  
BOBBY ON BOARD AS MD
- **PREMIER LEAGUE SEEKS**  
BACKING FOR BAN
- **WYNN RESORTS MULLS**  
MIDDLE EAST DEVELOPMENT

# WEEK 27

## FRIDAY 8 JUL 2022



# EXCLUSIVE Q&A: DIGITAIN SIGNS LUÍS FIGO AS BRAND AMBASSADOR

## SUN, SEA AND SPORTS BETTING: FLUTTER AND ENTAIN EYE CALIFORNIA



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## Football legend Luís Figo and Digitain Founder Vardges Vardanyan spoke exclusively to *Gambling Insider* about the supplier's new ambassadorship

► *Gambling Insider* was in attendance in Nice as Ballon d'Or and Champions League-winning ex-footballer Luís Figo signed an agreement with sportsbook and iGaming supplier Digitain.

Under the slogan 'cooperating with the legend,' Figo signed as brand ambassador alongside Digitain Founder Vardges Vardanyan, as the two parties look to embark on a long-term collaboration.

Former Portugal, Real Madrid, Barcelona and Inter Milan footballer Luís Figo praised the values of the gambling company as he held aloft a Digitain shirt with the number seven and 'Figo' written on the back.

Promoting the values of a long-term partnership, Figo sat down with *Gambling Insider* to discuss the deal, as well as reflecting on his playing career.

Vardanyan, meanwhile, believes the deal will elevate the whole iGaming industry, not just Digitain individually.

Figo exclusively told *Gambling Insider*: "For me, it was important to know a little bit about what the company is doing. It's a global company and, because it's a leader in this area, it was nothing but positive when the chance came to accept the partnership."

When asked by *Gambling Insider* about the thinking behind the partnership, especially considering the increasing trend of brand ambassadors among B2B gambling firms, Digitain Founder Vardanyan added: "Luís Figo is a living legend. I have much respect for him not only as an ex-professional player but also as a high-profile individual and social ambassador.

"He embodies the values that Digitain aspires to. He played with skill, professionalism and has the same love for the sport we do."

Look out for the full interview with Vardanyan in our upcoming *Sports Betting Focus* magazine.

Figo will also feature in the Play Hard section of *Trafficology*, looking back on his career and talking football.

Below, though, read his full Q&A on the industry side of things – and the partnership with Digitain:

### **How did the idea of this partnership first come to life?**

In this kind of situation, there's always an approach between my agent company and the third party. We discussed the agreement for a little while, in terms of involvement. For me, it was important to know what the company is doing; its background. I see that it's a global company and, because I'm used to a long-term relationship and because it's a leader in this area, it was only a positive for me to accept



the relationship. I'm very pleased to be here to announce this deal.

### **And the news about Vardges Vardanyan owning a winery is a bonus!?**

Oh yes (Figo laughs). But this is a connection, too. I believe nothing happens because it fell from the sky. We have something in common, for me it's a hobby but we have the same taste in wine.

### **What are you hoping to achieve from the collaboration?**

When I start a relationship, I always think it should be a win win. I try to be the most professional as possible in terms of what the company needs to improve, while increasing the awareness they already have in the global world. So I'm pleased to promote and help them increase that awareness. For myself, it's always important to be connected to a company that has good values and shows that it's growing and stable. They are committed with their values, to help me develop my value in the football world and society.

### **What made Digitain stand out above anyone else in the market?**

They are leaders – like I had to be for part of my career. They have developed some software that has increased and improved betting systems. They work with 150 operators around the world, so they're growing and are a stable company. For me, the most important thing is, since the football world opened the window to betting companies, to work with a company that is stable, recognised and legal. And one that makes the tools necessary to go in the right way in terms of entertainment.

### **As an elite-level former footballer – and someone who players would have placed bets on – what is your personal opinion on sports betting in general?**

Generally, like I said before, in the football industry there is a lot of interest in betting. But since the opening of sponsorships and promotions to companies, it's important to work with companies that are registered, licensed and acting in regulated markets. They must produce entertainment in the right direction, not using betting for things that are not legal. So I think one of the reasons I chose Digitain was that they care about this; they produce the tools necessary for good, safe entertainment. They are going in that direction to protect the entertainment, which for me is the most important.

# THIS WEEK IN NUMBERS

## 5

People charged in connection to money laundering at Canadian casinos



## \$15m

Revenue reported by ESE Entertainment for Q2

## 8%

NGR rise reported by Entain for Q2



## 196%

Year-on-year GGR growth for May experienced by Denmark's land-based casinos

## 2

New casino proposals backed by Vietnam's Ministry of Finance



## SUN, SEA AND SPORTS BETTING: FLUTTER AND ENTAIN EYE CALIFORNIA

Flutter Entertainment and Entain are preparing a \$100m lobbying fund to combat California tribes over the legalisation of online sports betting.

The Golden State will soon see Flutter and Entain face off against local Native American tribes over plans to legalise sports betting in California.

The two European juggernauts are already building a hefty \$100m war chest to lobby for legalisation, a move opposed by California's tribal operators.

State-wide elections will take place on 8 November and the duo are teaming up to campaign for an addition to voters' ballot papers. For their efforts, Flutter and Entain hope to see online sports betting added and subsequently approved by California voters.

However, tribal casinos have expressed staunch opposition to the legalisation of online gaming. Flutter and Entain possess the resources to sweep up existing and prospective gamblers, competition which tribes feel they could do without.

But they're in for a tough fight. Leading the charge for legalisation is Dana Williamson, formerly a strategist to President Joe Biden's current health secretary.

So far, Flutter and Entain have the support of five other operators in the US, while their proposed bill will see tax revenue generated from online sports betting used to combat social problems, such as homelessness: a major concern for the state.

But not to be outdone, 61 Californian tribes have put forward a rival ballot,

entitled the California Legalize Sports Betting on American Indian Lands Initiative. This rival bill would only allow tribal locations, plus the state's four horseracing tracks, to offer in-person sports betting.

California's tribes also have the financial muscle to take on the two operators. They look set to match the \$100m fund amassed by Flutter and Entain, using the almost \$28bn tribal revenue generated nationwide in 2020.

And despite what looks like a united front, there is some dissension among the tribes' ranks. Two have backed the Flutter and Entain-led collective of operators, and specifically, their proposed bill: the California Solutions of Homelessness and Mental Health Act.

Chairman Jose Simon of the Middletown Rancheria of Pomo Indians said: "Don't believe those false attacks. The Solutions Act protects tribal sovereignty and will allow every tribe – not just those with big casinos close to big cities – a chance to benefit from online sports betting in California."

**GI Verdict:** This is set to be a hard-fought contest. In one corner, you have two European heavyweights with considerable resources and lobbying experience, plus a tempting offer in the form of extra tax revenue. On the other hand, the tribes boast existing political connections and the backing of local communities. Right now, it's difficult to say who will come out on top, but the tribes' home ground advantage is strong and will count for a lot.

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Year-on-year increase in betting handle reported by the Virginia Lottery for May

# 12

US jurisdictions where Jackpocket's lottery app is available after launching in Montana



# 10

Years that National Lottery PLC will operate Malta's National Lottery

## FOUNDER KAZUO OKADA DENIES "ILLEGAL AND VIOLENT INVASION" OF OKADA MANILA

Okada Manila Founder Kazuo Okada has refuted allegations that he staged an "illegal and violent invasion" of the casino amid an ongoing dispute.

In 2017, the Japanese businessman was ousted from his positions as CEO and Chairman of Tiger Resort, Leisure and Entertainment Inc (TRLEI) due to accusations of financial mismanagement.

He denied these claims and fought a legal challenge that led to the Supreme Court of the Philippines issuing a status quo ante order (SQAQO) earlier this year, reinstating Okada.

In June, reports emerged that he, accompanied by local police officers, had entered the casino on 31 May and had taken physical control, removing Director Hajime Tokuda by force.

However, in a lengthy statement, Okada has now denied that his takeover was violent and further refuted bribery allegations.

Calling himself "Daddy O," the businessman said he, alongside Dindo Espeleta, court enforcement officers,

PAGCOR officials and police officers went to Okada Manila to enforce the SQAQO.

They negotiated with Tokuda, presenting the Supreme Court's decision and proceeded with "peaceful discussions."

Tokuda then surrendered his ID and left the conference room, said Okada, but when his lawyers arrived, "they intentionally shouted and made it seem as if we were violent, intentionally making it seem as if there was a dispute."

**GI Verdict:** It's hard to believe anyone who calls himself "Daddy O," let alone when that person is Kazuo Okada. The forceful takeover of Okada Manila has been widely documented, with a glut of video evidence detailing the chaos that ensued the night Kazuo and his group stormed the casino. Universal Entertainment, the parent of the operating company which ran Okada Manila before its takeover, Tiger Resorts Asia, has been pushing ahead with its 26 Capital merger to take Okada Manila public. This, Universal hopes, will give it greater legal standing in its ownership battle with Kazuo Okada for the Okada Manila resort.



## THE WEEK IN QUOTES

*“As well as further strengthening the group’s corporate governance structure, they each bring extensive and highly relevant skills and experience to our board which will be of significant benefit to the group as it delivers its long-term strategic objectives as an enlarged business post the completion of our acquisition of William Hill.”*

**Lord Mendelsohn, 888’s Non-Executive Chairman, on the appointment of Andrea Gisle Joosen, Andria Vidler and Randy Freer to the company’s board of directors**

*“I’ve been given every assurance by the Gambling Commission that this process was run properly, and it was run fairly, they were supported by very credible professional advisors from the legal and the financial services sector as they ran the process.”*

**Gambling Minister Chris Philp while discussing Camelot’s National Lottery legal challenge at a DCMS committee meeting**

## INTERNET VIKINGS NAMES RICKARD VIKSTRÖM AS NEW CEO

Internet Vikings has appointed Rickard Vikström as the company’s new CEO. Vikström assumed his role with the iGaming hosting service provider on 1 July 2022, replacing former CEO Peter Ekmark who will stay on as a board member.

Vikström, one of Internet Vikings’ founders, has over 20 years of industry experience, during which time he has spearheaded a range of successful businesses. He currently sits as an active board member with several other companies.

Ekmark said: “I am convinced that I could not be leaving the company in more capable hands. Rickard possesses all the right skills to take the Vikings to the next level, becoming the best hosting provider for the iGaming and sports betting industry.”

The appointment comes as Internet Vikings looks to focus on international growth and expansion, with development in North American jurisdictions being a primary objective for the company.

Vikström said: “I look forward to this exciting journey leading to new achievements. Currently, Internet Vikings is one of the fastest growing B2B companies in the sector, and I intend to keep this pace.

“I would like to thank my predecessor, Peter, for all the amazing work he has done with the company’s transition over the past three years. We truly appreciate his input. Peter will continue to contribute to Internet Vikings’ global mission by joining the board of directors.”

**GI Verdict:** The appointment of Vikström shows that Internet Vikings values its own. Joint-founding the company and working within the industry for over 20 years, Vikström’s expertise has been cultivated in-house over a long period. The timing of Vikström’s appointment appears strategic too, given Internet Vikings started its US expansion plans under a year ago, first migrating to Colorado in September 2021, before moving into Illinois and Indiana soon after.

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*“We heard many distressing stories at the Royal Commission of vulnerable patrons being encouraged to gamble beyond their means. The VGCCC will therefore be unflinching in its resolve to deal with the issues uncovered at the Royal Commission regarding Crown’s approach to responsible gambling, and to ensure the casino operator acts in line with its legal obligations and the community’s expectations.”*

**Fran Thorn, Chair of the Victorian Gambling and Casino Control Commission, on further disciplinary action against Crown Melbourne**

*“As the omnichannel table games experts, we see tremendous opportunity for growth and innovation by taking an active role in creating our own new content and continuing to work closely with our industry-leading development partners. Along with that, this new division will also be focused on channel expansion, bringing Galaxy titles to new online outlets.”*

**Galaxy Gaming President and CEO Todd Cravens on the launch of Galaxy Gaming Digital, a new online-focused division**

## BOBBY LONGHURST APPOINTED MD OF SPORTINGTECH

Sportingtech has changed its executive team by appointing Bobby Longhurst as its new Managing Director (MD).

Longhurst comes from three years at Pronet Gaming, where he was CCO. He also has experience as Commercial Director of SBTech – now DraftKings – and as Business Development Manager at Sporting Solutions.

Sportingtech’s new MD brings several senior executives with him to Sportingtech, including Colin McDonagh as Chief Sales Officer, Daniel Stone as Head of Marketing and Anthony Murphy as Head of Commercial Account Management.

The provider plans to meld the expertise of its new executives, to extend its reach in emerging and regulated markets worldwide.

One such territory is the Latin American market, where a range of operators use Sportingtech’s flagship Quantum platform.

Furthermore, Sportingtech wishes to expand its lottery products, sports

betting and casino offerings under the guidance of its new executives.

Longhurst said: “I am delighted to be joining Sportingtech at such an exciting time in its development, as I believe we have a great opportunity to make a real impact in the industry.

“We have a very talented team in place and I’m very pleased that we can add some further management experience to it, to build upon the success the company has enjoyed to date.”

**GI Verdict:** A spate of senior appointments usually signals a change in direction, but Sportingtech appears to be staying the course.

Expansion is the name of the game, and the company’s new appointees have been brought on board to support this goal. Longhurst’s experience when it comes to online gaming, and in a range of markets to boot, makes him a good fit for the MD role given Sportingtech’s expansion plans.



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## PREMIER LEAGUE ASKS CLUBS TO VOLUNTARILY DROP BETTING BRANDS AS SHIRT SPONSORS

The Premier League has reached out to England's top football clubs seeking support for a voluntary ban on betting sponsorships.

According to Sky News, the top-tier division wants clubs to voluntarily drop gambling brands as their main shirt sponsors to avoid a government-mandated embargo.

Clubs are being asked to phase out such sponsorships over the next three years, though any existing contracts that expire no later than the 2024-25 season will be allowed to run their course.

At minimum, 14 clubs would need to support the proposal for immediate adoption and have reportedly been issued a strict deadline to respond. One club executive told Sky News that they had only been given days.

This comes after reports in May indicated that Premier League clubs may be forced to drop betting companies as their main shirt sponsors under rumoured government plans.

Reports at the time suggested that the

government's forthcoming White Paper on gambling reform would include a shirt sponsorship ban, but more recent developments indicate this has now been dropped.

Instead, the government is looking to reach a compromise with the Premier League. However, an imposed embargo has not been entirely ruled out.

According to the top-tier English football division, the government will seek a legislative ban if a voluntary agreement is not reached, hence this new proposal.

**GI Verdict:** A ban would seem to be on the cards one way or another. The only question that remains is whether clubs will submit willingly or be compelled by the government. According to reports, the big six sides – Arsenal, Chelsea, Liverpool, Manchester City, Manchester United and Tottenham – are all expected to support a ban, but that's only half a dozen clubs out of 20 and 14 are needed. If an embargo is coming either way, a voluntary ban would be in their best interests.

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# WYNN RESORTS LAYS OUT PLANS FOR \$2BN UAE RESORT PROJECT

Wynn Resorts CEO Craig Billings has detailed the company's plans to open a \$2bn integrated resort project in the UAE, as it seeks to develop and grow the brand worldwide.

As the UAE is a limited supply market, Wynn will hold the only gaming licence in the region, therefore giving the company exclusive access to the high volume of tourists and visitors to the region.

Built on the man-made Al Marjan Island in Ras Al Khaimah, the resort is currently scheduled to open in 2026, with Wynn aware of "opportunities to develop beyond that." The location will work to further increase Wynn's global presence and accessibility with "95% of the world's population within an eight-hour flight of the Wynn brand."

Billings said: "There has been tremendous modernisation and

progression in the UAE. The Dubai airport sees more than 80 million passengers a year. There's an amazing amount of inbound visitation from Europe, the Middle East, India and other surrounding countries. We believe there will be a robust cash-based business like we have here. We see it as a real extension of our brand."

**GI Verdict:** This is fascinating and somewhat of a surprise, given the strong anti-gambling sentiment in the Gulf state. Were Wynn to be successful in its bid to construct the casino, it would mark a major feat in a region where gambling is deeply scorned. It would surely be a foreign-player-only location; however, tourism figures are known to be high in key UAE cities. Location will be critical then, but if and when Wynn pulls this off, they will be the only major operator reaping in revenue in any of the Gulf states.



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## RELAX GAMING NAMES SIMON HAMMON NEW CEO

Relax Gaming has found a new CEO in the form of its own Chief Product Officer (CPO) Simon Hammon, who will take over from Tommi Maijala.

Hammon has served for close to five years as Relax Gaming's CPO, and his move into the top job will be the latest step in an over decade-long career in iGaming.

Before joining the company in 2018, the industry veteran served as CPO for supplier NetEnt, a role he held from 2011 until his move to Relax.

Maijala, meanwhile, has been CEO since November 2019 and will remain with Relax until the end of 2022 to support Hammon's transition to the top job.

"We're absolutely delighted to announce Simon Hammon as Relax Gaming's newest Chief Executive Officer," said Chairman of the Board, Patrik Österåker, commenting on Hammon's appointment.

"Relax is continuing steadfast on its journey to claim an ever-larger



footprint in the gambling industry, and we believe Simon with his experience, knowledge and vision is the perfect person to lead the team in the coming years."

Hammon was likewise enthusiastic

about his promotion, remarking: "I'm truly honoured to take on the position of Chief Executive Officer at Relax Gaming.

"As a company, we've continued to grow from strength to strength over the last few years and we represent a world-class offering across all verticals.

"Of course, a company is only as strong as the people who embody its mission, and I'm blessed to have a team who are so passionate about what they do and want to see Relax taken to the next level."

**GI Verdict:** Promoting someone to CEO rather than looking elsewhere seems increasingly rare nowadays, but clearly Relax sees something in Hammon.

Watching him speak and represent the brand, it seems clear why. Always a spokesperson for its values and products, Hammon is a driving force for Relax.

The step up to CEO is, naturally, not one without its challenges, though, and international expansion will surely be top of Hammon's agenda.

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## NEVADA MAY REVENUE

Fantini Research partners with *Gambling Insider* to provide weekly gaming industry data. This week, we look at Nevada's gaming revenue for May.

ALL-SOURCES REVENUE	MAY REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Nevada	\$1.300bn	+5.71
Las Vegas Strip	\$731.525	+11.62
Clark County	\$1.127bn	+7.13
Downtown LV	\$78.860	+5.25
North LV	\$25.416	-5.16
Laughlin	\$46.720	-2.94
Boulder Strip	\$88.531	-0.47
Mesquite	\$15.393	-0.04
Balance of County	\$140.957	-1.30

Las Vegas Locals Market	\$254.905	-1.42
Washoe County	\$87.552	-4.82
Reno	\$62.89	-4.46
Sparks	\$13.827	-7.95
North Lake Tahoe	\$2.169	-8.94
Balance of County	\$8.657	-1.02
South Lake Tahoe	\$17.516	-13.69
Elko County	\$36.269	+8.57
Wendover	\$23.478	+4.56
Balance of County	\$12.790	+16.80
Carson Valley Area	\$12.361	+1.35
Other Areas	\$18.967	-3.38

STRIP COMPONENTS	MAY REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Blackjack	\$84.041	+11.67
Baccarat	\$131.471	+24.18
Total Games	\$340.449	+14.56
Total Slots	\$391.076	+9.18

TABLE DROP	MAY REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Blackjack	\$738.497	+37.09
Baccarat	\$770.639	+61.45
Total Games	\$2.277bn	+35.55
Slots	\$4.684bn	+8.50

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# GI

## THE

### DEBRIEF

#### FRIDAY

There was plenty of travel for *Gambling Insider* this week, first in Nice for the exclusive signing of Luís Figo's contract with Digitain (see our *GI Friday* top story). The whole industry was on the move later on, however, at iGB Live in Amsterdam, as iGaming delegates met up with absolutely zero Covid-19 restrictions - a welcome sight. Our video interviews that were broadcast on LinkedIn covered a few big topics within a fast-developing news climate. We spoke to Relax Gaming CCO Nadiya Attard about Simon Hammon's appointment as the new Relax CEO. We also then touched on the UK Gambling Act review with Ygam - before Chris Philp promptly resigned amid a week of British political turmoil. What will that mean for the review now? Perhaps the UK Government has bigger issues to deal with. For iGaming, the regulated Dutch and Ontario markets were the main talking points. But another show done and the industry moves forward at pace once more.



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