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WEEK 39

FRIDAY 30 SEP 2022

**IN THIS WEEK'S ISSUE:
GLOBAL GAMING AWARDS SHORTLIST**

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what it takes**

Meet us at G2E, Booth 2230



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THIS WEEK

- ANOTHER CEO DEPARTURE FOR THE STAR
- MACAU IN E-VISA BOOST
- ALLWYN SPAC CALLED OFF
- AN ARISTOCRATIC ACQUISITION
- BETFRED FINED £2.87M
- IS THE END NEAR FOR GREYHOUND RACING?

GUEST INTERVIEW

Martin Dachselt, CEO,
Bayes Esports

WEEK 39

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WILL NEW SKY BET CLUB RULES FIX AILING UK REVENUE?

GLOBAL GAMING AWARDS LAS VEGAS SHORTLIST REVEALED



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What is the cost of a free bet? Following a change to the Sky Bet Club rules, *Gambling Insider* analyses whether operator Sky Bet will lose customers through perceived greed, or if a calculated gamble can boost dwindling UK sports betting revenue

▶ What is the value of £5 (\$5.41) these days?

A lot less than it once was, given the pound sterling's recent plummet. But then, to the UK bettor, that makes a fiver an even greater expense than it used to be – especially during a cost-of-living crisis.

It's an interesting time, therefore, for operator Sky Bet to have changed its Sky Bet Club rules.

For years, if a UK customer wagered £25 a week with the brand – at odds of 1/1 or above – they would be rewarded with a free £5 bet (or equivalent prize). But Sky Bet has now changed the rules of its mainstay retention policy – billing the changes as something that will bring more choice to customers.

Indeed, players do now have a choice... to bet MORE each week to qualify for the free bet (£30) or to spend £20 on riskier options such as accumulators or BuildaBet markets.

As one of the standout features that kept Sky Bet ahead of its competitors, it was difficult to see an argument for fixing what wasn't broken.

However, a look at Flutter Entertainment's Q1 results reveals exactly why. Attributing reasons such as safer gambling measures and favourable sports results for players, Flutter's UK & Ireland sports betting revenue fell 21% year-on-year at constant currency, while online was down 32%.

By comparison, retail revenue was up 100% and gaming revenue was up 15% (both at constant currency); US sports revenue soared by 50%. Interim H1 results painted a similar picture: sports revenue was down 24% at constant currency – and, importantly, so were sportsbook stakes.

“As one of the standout features that kept Sky Bet ahead of its competitors, it was difficult to see an argument for fixing what wasn't broken”

So the financial motivation for Sky Bet's change is clear. Unless Flutter wants the brand to be a loss leader, the very same principles that attracted so many players – along with super price boosts etc – could be bringing revenue levels down. But the potential impact of the new Sky Bet Club rules – especially from a responsible gambling

perspective – is less clear. Again, we ask: what is the value of £5 these days?

Customers may well just spend the extra money (or choose the riskier option for less). But if the majority are seeking low risk in these uncertain times, could Sky Bet turn casual punters off, while encouraging players with potential addiction issues?

“Ultimately, if the Sky Bet Club is proving less profitable, the business case for the decision may speak for itself”

A key point here is that Sky Bet's self-deposit limits start by going up in sets of £25, and this cannot be manually altered by £5. This means that if a player with a £25 weekly deposit limit bets and loses that £25, to qualify for the free £5 bet, they would be forced to up their weekly limit to £50.

However, perspectives and the rationales that always ensue may differ, and they do here. Of course, upping the threshold needed to qualify for a free bet may be a decision which excludes bettors, but it can also help make the Sky Bet Club more exclusive. The operator may be able to better establish the target audience for its Sky Bet Club, creating more of a loyalty programme.


Catering to only a concentrated market of the most ardent and (hopefully) financially stable punters may help Sky Bet justify the existence of this important retention tool. By excluding those casual bettors who barely made the £25 cut for the free bet, Sky Bet has set its stall out by implying that the free bet scheme is for those who bet a lot.


Plus, ultimately, if the Sky Bet Club is proving less profitable for the operator, the business case for the decision may speak for itself. So although paying an additional £5 a month may put off some of Sky Bet's long-established customer base, it shows the operator has confidence in its players to remain loyal. And, although the UK may react negatively to Sky Bet raising the asking price for a free bet, its terms still fall in line with safer gambling ethics far more than its operating cousins in the US.


In six months, will we even remember Sky Bet Club's main offer used to be £25, not £30?


TAKING STOCK

SHARE PRICES COVER THURSDAY
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SEPTEMBER (12:00PM GMT)


Kambi
159.50 SEK  4%


Aristocrat
33.64 AUD  2%


Sands China
26.45 USD  14%

Wynn Macau
6.92 USD  17%

Galaxy Entertainment
5.94 USD  11%

The Star Entertainment
2.61 AUD  3%

Tabcorp
0.955 AUD  2%

APE
0.036 HKD  3%

THE FULL GLOBAL GAMING AWARDS LAS VEGAS SHORTLIST REVEALED

Gaming America and *Gambling Insider* are pleased to share the Shortlist for this year's Global Gaming Awards Las Vegas.

After months of anticipation, the full Shortlist for the Global Gaming Awards Las Vegas is now available to read.

The Global Gaming Awards are the most trusted and prestigious Awards in the industry, due to the strict rules and procedures put in place throughout the shortlisting and voting processes.

Every company and individual is nominated for a reason, which is available to read in the official Shortlist magazine. Companies and individuals were nominated following a period of self-nominations.

Additionally, the *Gaming America* and *Gambling Insider* teams asked independent consultants for their opinion and recommendations before deciding on the final Shortlist.

"Every year we say this is our strongest Shortlist so far, but every year that is indeed the truth," said Julian Perry, Editor-in-Chief of *Gaming America* and *Gambling Insider*.

"Our industry gets better, stronger and more innovative month after month, so of course it's normal that the nominations we receive for the Global Gaming Awards will be stronger year after year," he added.

This year's event will reward operators and suppliers across 15 categories. The latest addition to the categories list is Sportsbook Supplier of the Year, which was added due to the phenomenal growth sports betting has seen across the US and Canada, something that

would not be possible without the industry's top suppliers.

The winners will be decided by a panel of over 100 C-level industry executives, including Brooks Pierce, President & COO of Inspired Entertainment; Anna Sainsbury, CEO & Founder of GeoComply; Richard Schwartz, CEO of Rush Street Interactive; Anika Howard, CEO of Wondr Nation; Derek Stevens, CEO & Owner of Circa Resort & Casino; Kelly Carpino, CEO of the Wyandotte Tribe of Oklahoma.

The voting process is independently adjudicated by KPMG in the Crown Dependencies to ensure full fairness and transparency.

BetConstruct is the event's Lead Partner and category sponsors include IGT, CasinoTrac, Aristocrat Gaming, White Hat Gaming, Interblock Gaming, Relax Gaming, Novomatic, Aruze Gaming, Bragg Gaming, Velvix, Amelco, EGT and Light & Wonder.

Winners will be revealed at a luncheon ceremony on 10 October. The event will be live-streamed for those who can't be in attendance.

Voting is now closed; you can read the full Shortlist for this year's Global Gaming Awards Las Vegas by clicking on the below.

CLICK HERE 
TO READ THE FULL
SHORTLIST MAGAZINE >>

THE LATEST ISSUE OF **GAMING AMERICA**
IS OUT NOW **CLICK HERE TO VIEW**



ANOTHER CEO LEAVES THE STAR, BUT COMPANY TO DO “WHATEVER NECESSARY” TO OPERATE SYDNEY CASINO

Geoff Hogg tendered his resignation as Acting CEO of the group. The operator's board has accepted his resignation, which includes all Hogg's other positions at The Star. It is not the first CEO resignation at The Star this year.

Ben Heap has been appointed to the role of Executive Chairman on an interim basis, effective immediately and until the commencement of Robbie Cooke as the incoming Managing Director and CEO.

Cooke, currently serving as Managing Director of Electronic Funds Transfer at Point of Sale (EFTPOS) machine provider Tyro Payments, was named as the new CEO of The Star in June, but a start date has yet to be finalised.

Also this week, The Star said it is willing to do “whatever necessary” to hold onto its flagship casino licence.

Accepting the findings of an inquiry that stated the operator was unfit to hold a licence in Sydney, The Star said it has developed a remediation plan,



outlining actions to address the failings mentioned in the inquiry report, in a bid to run the casino under strict supervision.

The inquiry, led by Adam Bell SC, found evidence of an extensive compliance breakdown that led to money laundering, large-scale fraud and even criminal infiltration.

The operator said its remediation plan will involve a “multi-year transformation of the governance, accountability and capabilities, culture, and risk and compliance management practices of

the organisation.”

The Star added: “We intend to do whatever is necessary, in consultation with NSW Independent Casino Commission (NICC), to restore The Star Sydney to suitability.

“We submit that the appropriate action NICC should take is to allow The Star Entertainment Group (TSEG) to continue to operate the licence, under strict supervision and being held accountable to the milestones on the remediation plan. Achieving those milestones should give NICC confidence that TSEG has restored suitability.”

GI Verdict: It's been yet another messy week for The Star, with the group doing its utmost not to appear desperate in its bid to operate its flagship casino.

Whether or not Hogg's resignation is good or bad in this respect remains to be seen, with The Star adamant that the new faces of the company are capable of turning a new leaf. But we've heard it all before.

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MACAU CASINO STOCKS SOAR AMID PLANS TO REINSTATE E-VISAS

Macau casino stocks have surged the most in six months amid news that the city is set to resume issuing electronic visas and allowing Chinese group tours in late October or early November.

Chief Executive Ho Iat Seng over the weekend announced that eVisas and package tours will be reinstated following discussions with China's central government. Such offers have been suspended since January 2020 amid the Covid-19 pandemic.

A Bloomberg Intelligence gauge of Macau's six licensed casino operators showed overall gains of more than 10% on Monday morning. Sands China rose 16% to HKD20.50 (US\$2.61), with SJM Holdings and Wynn Macau up around 14% and 10% respectively, according to RFI.

Analysts said the news about eVisas came earlier than expected, with JPMorgan noting that the move was the most significant easing of restrictions since Macau's border with China reopened two years ago.

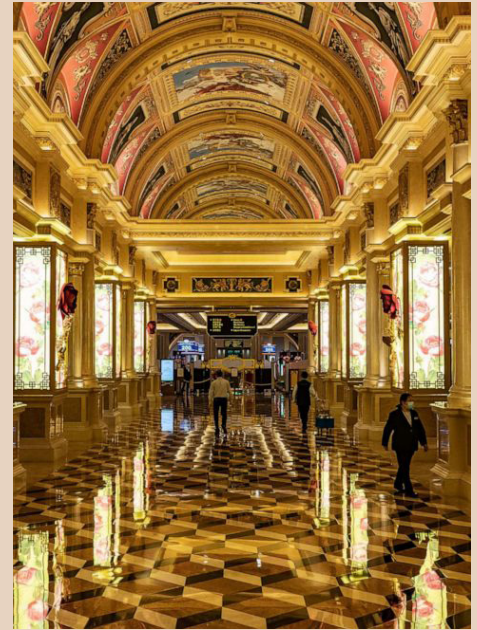
JPMorgan Analyst DS Kim explained that the move should "alleviate friction for a Macau trip, as well as signal to many that it's okay to visit Macau."

Kim added that the lack of eVisas has been "the most common push-back we heard", saying that group tours had previously accounted for around 25% of Chinese visitors to the region prior to the pandemic.

According to Kim, mass GGR could recover to 25-30% of pre-Covid levels in the fourth quarter of 2022, increasing to around 85% by the end of 2023. It could also be enough to see some concessionaires return to profitability before the end of 2022.

GI Verdict: Macau has been one of the worst-affected regions in the entire global gaming industry in recent years, with its land-based casinos forced to watch the likes of Las Vegas casinos return to at least a glimpse of the glory days.

It will take Macau another few years for further recovery to take place, but



the reintroduction of eVisas is a major step for the city, and will be welcomed with open arms by operators, the government and indeed those planning to travel to Macau.



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THIS WEEK IN NUMBERS



\$148m

Deal completed by Bally's Corporation to purchase The Tropicana's non-land assets from Penn Entertainment and Gaming & Leisure Properties, in Las Vegas

9pm

Watershed on gambling ads wanted by German Commissioner for Addiction and Drug Issues Burkhard Blienert



2023

Return for the PokerStars Players NL Hold'em Championship

ALLWYN AND COHN ROBBINS MERGER OFF

A proposed merger between lottery operator Allwyn and special purpose acquisition company Cohn Robbins is now off.

As a result, Allwyn will stay a private company; it remains, however, "committed" to joining the public market in due course.

The lottery operator says that despite strong indications of support from investors regarding the potential merger, the proposal comes at a time of "significant" market volatility, with concerns about inflation, interest rates and a potential recession.

This U-turn decision comes after investors offered commitments of almost \$700m to support Allwyn's combination with Cohn Robbins.

The operator also intends to hold off its plans for expansion in the US, until its plans to be publicly listed are achieved.

Allwyn CEO Robert Chvátal said: "Allwyn was encouraged by the feedback from many leading investors, demonstrating the attractiveness of our business

to the investment community.

"However, due to the prolonged and increasing market volatility, we and Cohn Robbins have decided not to proceed with the proposed business combination.

"We are grateful to the firm's founders, Gary Cohn and Cliff Robbins, for their support over the past year and hope to work with them again in the future."

GI Verdict: As witnessed over the years, many cancelled partnerships in the gambling industry have not been particularly mutual.

While there may be more at play in this decision between Allwyn and Cohn Robbins, it is seemingly more mutual than not, with both groups leaving the possibility of a future merger open.

The decision is understandable, particularly given the continuously volatile marketplace, along with Allwyn's impending takeover of the National Lottery, which it must have a huge focus on if it is to run a successful licence.

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2,500

Games in clubs and pubs across NSW in joint venture between Gaming Dynamics and Quick Custom Intelligence

\$79m

Deal completed by Churchill Downs Incorporated to purchase Ellis Park Racing & Gaming in Henderson, Kentucky



175

Philippine Offshore Gaming Operators (POGOs) to be banned from the country

BANNED

ARISTOCRAT BUYS US-READY ROXOR

This week, Aristocrat announced it had agreed a deal in principle to acquire UK-based iGaming supplier Roxor Gaming.

Roxor has an operating licence in the US state of New Jersey, which Aristocrat and Roxor now plan on using as a foothold in the market for expansion.

While the deal is still subject to regulatory approval and customary closing conditions, it is expected to complete early in 2023.

Noel Hayden, Executive Chairman, Roxor Gaming Board, said of the deal: "I am delighted to see this deal signed, as I feel it brings together two great companies that complement each other perfectly.

"Roxor holds a very important place in my heart, as the team and the games we have built have delivered so much to so many over the last 20 years. I couldn't be more excited for Roxor Gaming and the road ahead."

Meanwhile, Mitchell Bowen, CEO, Online RMG, Aristocrat, added: "Roxor is a great fit for Aristocrat and this

acquisition is another step forward in Aristocrat's strategy to scale in online RMG. We look forward to growing together with the talented Roxor team."

Meanwhile, Josh Morris, General Manager, Roxor Gaming, further commented: "This deal has happened at the perfect time for Roxor Gaming as we look to expand, and grow through new partnerships in the US and UK markets.

"Aristocrat has a huge heritage of global success, and I feel the combination of Roxor and Aristocrat brings a significant opportunity to build the most entertaining and widely adopted iGaming solution in the market".

GI Verdict: The deal makes sense for Aristocrat; as it takes on a new iGaming supplier, it expands its presence within the US market.

Earlier this year, Aristocrat announced it had seen a 23% revenue increase for the first six months of the year – totalling AU\$2.75bn (US\$1.92bn). So, the undisclosed deal isn't a significant risk for Aristocrat, as it has more potential benefits to it than drawbacks.

THE WEEK IN QUOTES

"We had a big focus on increasing our Benelux-based partnerships this quarter and the deal with Napoleon is one of the success stories of these efforts. We're delighted to be able to offer our games to their players and we're certain this is the start of a very successful relationship."

Stakelogic Sales Manager Neil Tanti on the partnership with Belgian operator Napoleon Sports & Casino

"We have been delighted with the smooth integration of our award-winning games across the 888 sites. Romania is an exciting growth market for us and one where we are already well-known, so we are looking forward to a very successful launch with 888."

Betsoft Gaming Head of Account Management Anastasia Bauer upon the group launching its slot gaming titles in the Romanian market on 888casino

BETFRED FEELS THE WRATH OF THE GAMBLING COMMISSION

This week, the Gambling Commission fined Betfred £2.87m (\$3m) for anti-money laundering and social responsibility failures.

The UK gambling regulator found that there were 'no controls in place to prevent large levels of high velocity spend by new customers', and that safer gambling triggers were set too high when customers' spend increased considerably.'

The operator was also not accounting for money laundering and terrorist financing risks in connection with the business, not following guidance issued by the Commission in regard to the effective implementation of controls, procedures and policies, as well as failing to put the Money Laundering Regulations' measures in place.

As a part of the fine, the betting operator has also received an official warning from the UK regulator.

Leanne Oxley, Gambling Commission

Director of Enforcement and Intelligence, said of the failings: "This is a further example of us taking action to investigate and sanction alarming failures. Where standards do not improve, tougher enforcement will follow."

GI Verdict: The fine for Betfred is a significant punishment from the Commission; back in August, LeoVegas was ordered to pay half the amount that Betfred paid for similar failings, £1.32m – which means that Betfred's sins were evidently far more serious breaches of code.

In recent months, the Commission has handed out fines to many operators and companies that have failed the UK code – including settling on a £17m fee for Entain, which the firm is keen to stress wasn't strictly a fine.

Though, it is hard to see a company paying out £17m to a regulator for pure innocence.

RETURN TO HADES'S LAIR AND SPIN THE REELS OF THE UNDERWORLD



UK ANIMAL CHARITIES DEMAND GREYHOUND RACING BAN

"We aim to offer a best-in-class gaming experience by continuously adding the newest slot machines to our 7,000-plus slot floor. Our players will be thrilled that they can be the first to experience this exciting new slot franchise."

Yaamava' Resort and Casino COO of Gaming Kenji Hall commenting on Jewel of the Dragon, the new slot franchise launched with Light & Wonder

"We need to have more controls over where pokie machines are located and how many there are. Because we know they are in neighbourhoods where we already have high levels of deprivation, where people are struggling."

Auckland Councillor Josephine Bartley calling for changes to the way the pokie machine industry is regulated in New Zealand

The RSPCA, Dogs Trust and Blue Cross have jointly condemned greyhound racing, which they claim is plagued by "significant welfare issues" that "have not been resolved and cannot be resolved."

While they acknowledged "some improvements" have been made in regard to welfare, they argued that greyhound racing is "inherently dangerous for the dogs involved."

"It's shocking that more than one dog a day is dying due to racing which our review has determined is inherently unsafe and compromises their welfare at almost every stage of their lives: it simply isn't acceptable," said Chris Sherwood, RSPCA Chief Executive.

He added: "We want to see greyhound racing consigned to the past."

To this end, the RSPCA, Dogs Trust and Blue Cross have publicly declared their support for a five-year "phase out" of greyhound racing.

However, the Greyhound Board of Great Britain (GBGB) has said it is "deeply

disappointed" by the charities' support for a ban and emphasised the work being done to safeguard dogs' welfare.

In an open letter to the RSPCA, Dogs Trust and Blue Cross, the GBGB urged collaboration over condemnation, and attributed this latest call to "animal rights extremists."

"The RSPCA's approach to greyhound racing has always been the same as its approach to horseracing," the organisation wrote. "But today's announcement shows the true agenda of the animal rights extremists who hold substantial sway."

GI Verdict: With greyhound racing under the media microscope, will the political powers that be throw these animal welfare charities a bone to garner more public support? In the short term, probably not. However, there should be one question on everyone's mind: is their bark worse than their bite i.e. will we see a more concerted lobbying effort going forward?

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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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DELAWARE – AUGUST REVENUE

Fantini Research partners with *Gambling Insider* to provide weekly gaming industry data. This week, we look at total gaming revenue in Delaware for August.

Delaware Park generated the most revenue for August, making \$15.5m. Despite posting the highest income from one destination in the state, its figures were down 3% year-on-year.

Harrington made the highest year-on-year gains for August, generating 4% more revenue than it did in August 2021.

Unsurprisingly, it was slots which generated the most revenue of any vertical, making \$31.5m for August. Despite generating the most of any game type, revenue was down 7%.

ALL-SOURCES REVENUE	AUGUST REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Harrington	\$9.530	+3.81
Delaware Park	\$15.539	-2.90
Bally's Dover (BALY)	\$12.799	-9.72
Retail	\$0.036	N/A
Total	\$37.903	-3.70
Same Store	\$37.548	-3.67

SLOTS	AUGUST REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Harrington	\$8.104	+0.71
Delaware Park	\$12.669	-5.87
Bally's Dover (BALY)	\$10.771	-12.01
Total Slots	\$31.544	-6.53

TABLE GAMES	AUGUST REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Harrington	\$1.045	+22.94
Delaware Park	\$2.148	+4.58
Bally's Dover (BALY)	\$1.515	-2.28
Total Table Games	\$4.708	+5.70

IGAMING	AUGUST REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Delaware Park	\$558,272	+82.25
Harrington	\$326,657	+71.40
Bally's Dover (BALY)	\$412,044	+46.24
Total iGaming	\$1.297	+66.57

SPORTS BETTING	AUGUST REVENUE (M)	CHANGE (%) YEAR-ON-YEAR
Bally's Dover (BALY)	\$101,243	-1.56
Delaware Park	\$162,795	-11.03
Harrington	\$54,472	-41.42
Retail	\$35,934	N/A
Total Sports Betting	\$354,444	-6.43

**GI**
FRIDAY**GUEST****INTERVIEW****MARTIN DACHSELT,**
CEO, BAYES ESPORTS*Dachzelt discusses the company's new single-integration Bodex system and what it offers betting operators***For those who might not be as well-versed with the terminology, what are the main issues betting operators face when talking about odds?**

Esports is very dynamic by nature; new game titles appear and disappear, events are rescheduled, interest shifts. At the same time, fans also want a new kind of experience: faster and more engaging. This all gives rise to a new generation of specialised odds providers, which focus on covering a small subgroup of the ecosystem. A sportsbook that wants to provide a full product would need to devote resources to multiple integrations.

Each integration costs precious time and resources that only the largest players in the industry are able to devote. Bodex is changing this as we speak by connecting multiple providers to the customer through a unified odds interface. Bodex aims to solve a lot of problems for bettors by integrating odds from different traders.

How did you manage to do this, and what is the most important aspect of Bodex you would like to point out?

The idea of Bodex is quite simple itself. At Bayes Esports, we take odds feeds from various odds providers and unify the format of the feeds. However, the execution and actually putting it into practice requires quite a lot of underlying infrastructure to be built. The key component to this is creating centralised databases that keep track of the mapping between the disconnected ID systems of the providers.

On top of this core concept, we are adding a plethora of

exciting features. Once we are able to map each fixture across a set of providers, we can allow the customer to completely customise their product by combining tournaments, markets or event products across various providers.

For betting companies, what are the most direct advantages Bodex offers?

Ultimately the single integration is the main driver of value with Bodex. We believe in modernising the betting products and providing a more engaging experience for punters. Some of the few ways Bodex tackles this is by maximising coverage, enabling access to specialised providers and my personal favorite: shifting focus towards live odds and the exciting interactions it fuels.

Does aggregating odds from different traders provide any type of risk and how is that risk mitigated?

The topic of risk is very much on our radar and we are tackling it from multiple angles. We have very strict criteria for the providers we onboard onto the Bodex platform. Providers we choose primarily work with machine learning-based odds supplemented by trader input. This ensures that the risk of human error and potential arbitrage opportunities are as low as possible.

On top of this, we are adding additional exciting safeguards to further minimise risk. Something we are adding is being able to benchmark and compare the quality of odds. Through expanding on our internal prediction infrastructure, we want to ensure we are able to vet the quality of the odds that we receive and detect arbitrage opportunities when they present themselves. To speak further on the topic of risk, we are simultaneously working on being able to provide a risk management solution alongside Bodex to give operators a full product package.

I understand that this might also mean Bayes Esports will try and include more sports in the future – what does this plan look like?

We took a lot of learnings away from the experience with building products in esports. As the industry evolves, I am confident that what we learn can be applied to level up the world of traditional sports. Especially for sports that, similarly to esports, are highly driven by live events. This is where our background can really help deliver an odds solution that shines.

**THE LATEST ISSUE OF GAMBLING INSIDER
IS OUT NOW [CLICK HERE TO VIEW](#)**

GI THE DEBRIEF FRIDAY

Outside of our main *GI Friday* stories this week, updates from around the global gaming industry take us to three different continents. In **North America**, A New York bettor has filed a lawsuit against BetMGM, accusing the operator of sending constant free bets his way – to prevent him from reporting game glitches to regulators. In a lawsuit filed in New Jersey’s Superior Court, Sam A. Antar alleged that BetMGM’s online blackjack and other games repeatedly disconnected from the servers, often while he had favourable hands, wiping out potential winnings.

The lawsuit said his winnings were not available to him until he deposited more money into his account. The situation reportedly fuelled Antar’s compulsive gambling habits, which included over \$29m in places bets across a nine-month period.

In **Asia**, SJM Resorts has appointed Daisy Ho as its new Managing Director. As noted by SJM, the appointment has been approved by the Chief

Executive of the Macau SAR. Ho was elected to the SJM Board of Directors in March 2019 and is also an Executive Director of SJM Holdings Limited, where she was appointed as Chairman in 2018.

In **European** news, operator Parimatch has signed a new deal with Newcastle United, which becomes the latest Premier League football club to partner with the online brand.

The company also has agreements with Leicester City, Aston Villa and Chelsea FC in place – which Aston Villa recently extended by a further season.

Finally, we end our *Debrief* back in **North America** – specifically Canada. Kambi has agreed to provide the Mohegan Fallsview Casino Resort and the Casino Niagara Resort with its retail sports betting platform in Ontario.

The new partnership is still subject to approval but, when complete, it will see Kambi’s full suite of services offered to customers at both resorts. Across the two properties, 36 kiosks will be installed and plans to turn Casino Niagara’s sports bar into a retail sportsbook are underway.

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