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**WEEK 07**  
**FRIDAY 16 FEB 2024**

**IN THIS WEEK'S ISSUE:  
NEW YORK & NEW ZEALAND**



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THIS WEEK

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# WEEK 07

FRIDAY 16 FEB 2024



ESPN BET BITES THE BIG APPLE



## SKYCITY FACES CIVIL PENALTY PROCEEDINGS



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## Penn Entertainment has acquired a sports wagering licence for the state of New York from Wynn Interactive. But does a spot in the Empire State guarantee success?

▶ Penn Entertainment has come to an agreement to acquire Wynn Interactive's New York mobile sports wagering licences. The transaction was reported to cost the operator \$25m, with Wynn having acquired its sports wagering licence from the New York State Gaming Commission in 2021.

It is expected that ESPN Bet will come to New York at some point this year. On the licence acquisition, Penn Entertainment CEO and President Jay Snowden called the move "an important development that will bring ESPN Bet to the largest regulated online sports wagering market in North America," and that "together with ESPN, we're building a brand that is synonymous with sports betting."

### The Empire State

When it comes to sports betting, New York has shown itself to have one of the most lucrative markets in the US. In October 2023, the Empire State became the first to surpass the \$2bn handle mark, with handle continuing to develop beyond this milestone in the months that followed (though it dipped to \$1.96bn in January 2024).

Furthermore, monthly gross gaming revenue (GGR) has been on an upward trend, generating \$211.5m in sports wagering GGR in January 2024. This is up 12.3% from the month prior, when GGR was reported at \$188.3m and up 40.2% from November 2023.

Despite the high handle and revenue available in New York, the Empire State does have its drawbacks for operators, primarily in the form of high taxation. With taxes at their current rate, even the largest operators are not guaranteed success in New York.

Currently, the taxation rate sits at 51% for operators. As a comparison, sports betting licence holders in Massachusetts are taxed at 15% for retail operations and 20% for online operations – more than half of the tax rate in the Empire State.

Even though taxes are high, the opportunity to make up for it is possible in New York. With monthly sports wagering profits now being recorded at over \$200m, a slice of the New York pie could go a long way for ESPN Bet and Penn.

### The ESPN Effect & WynnBet fallback

Despite ESPN Bet only coming onto the market in August of last year, it has already made a major impact on the landscape of the sports betting market. In Ohio's November sports betting revenue report, ESPN Bet was shown to be the third-highest grossing operator in the state, outperforming bet365 and BetMGM in the Buckeye State.

At the same time, Wynn Interactive's online sports betting and casino brand, WynnBet, has been making withdrawals from states across the US. The company left Massachusetts earlier this week, with players having until early March to withdraw their funds from the app. The app has also left a variety of other states post-launch before Massachusetts, with examples including, New Jersey, Tennessee and West Virginia.

### Penn'ed in the stars

ESPN Bet going to New York was a business move some had already predicted, with Sports Betting Dime's Robert Linnehan suggesting such an event may happen in November of last year.

In 2023's Week 47 edition of *GI Friday*, Linnehan said: "To be one of the top players, you have to be in the top markets. New York's the top market in the state... there are rumours it could open up this year to additional operators... When they expand the licences, I think the easier and quicker way would be some type of acquisition."

The solution for ESPN Bet? In Linnehan's mind, there was one that stood out: WynnBet. "WynnBet has ceased mobile sports betting operations in a lot of states after their announcement over the summer. They are basically evaluating what to do next in New York; you could see an opportunity for Penn and ESPN to maybe acquire that licence moving forward."

### GI Verdict


Penn Entertainment has already spent a lot on ESPN Bet. In the company's Q3 2023 results, it was noted that the company's net loss was significantly higher than the same quarter in 2022, reporting a net loss of \$725.1m compared to the prior year's loss of \$123.2m. Snowden explained: "Third quarter Interactive segment results reflect curtailed marketing in the US as we prepared to transition our online sportsbook to the ESPN Bet brand."


Making another purchase for the sake of ESPN's success is therefore no stranger to Penn. While success in New York is not a guarantee, the state's appetite for sports betting makes the licence acquisition from Wynn a logical decision, though to compete against FanDuel and DraftKings will be no easy task.


Speaking of DraftKings, Penn's former partner, Barstool, partnered with the online sportsbook this week. It seems, much like the residents of The Big Apple itself, businesses also move quickly when it comes to New York dealings – and with little sentiment!


# TAKING STOCK


TAKING STOCK SHARE PRICES COVER THURSDAY 8 FEB 2024 TO THURSDAY 15 FEB 2024 (10:00AM GMT)


**Betsson**  
109.10 SEK  7.9%


**GAN**  
1.56 USD  2.6%


**GiG**  
30.50 SEK  0.8%

**MGM Resorts**  
42.80 USD  7.8%

**Penn Entertainment**  
22.50 USD  0.2%

**Flutter Entertainment**  
208.10 USD  0.8%

**Light & Wonder**  
88.12 USD  3.1%

**Catena Media**  
8.36 SEK  18.2%

## SKYCITY FACES CIVIL PENALTY PROCEEDINGS

SkyCity Entertainment Group has been informed by the New Zealand Department of Internal Affairs that it faces civil penalty proceedings for non-compliance by SkyCity Casino Management Limited (SCML).

The New Zealand Anti-Money Laundering and Countering Financing of Terrorism Act 2009 is set to be filed on 16 February 2024, following on from a review of SCML's compliance with the Act.

SCML is a subsidiary of SkyCity and the holder of the casino operator's licence for the SkyCity Auckland, SkyCity Hamilton and SkyCity Queenstown casinos in New Zealand.

SkyCity has been provided with draft pleadings, which set out five causes of action that relate to significant compliance issues in relation to the Act.

The group has mentioned that, since late 2021, it has had in place a significant Anti-Money Laundering (AML)/Countering the Financing of Terrorism (CFT) enhancement programme, to address compliance systems and correct historical shortcomings. This process has involved investments in people and technology, as well as reviews of its processes and systems to identify the areas which require improvement.

If the New Zealand Department of Internal Affairs' claim is accepted in whole or in part by the High Court, Sky City would be subject to a civil penalty. The maximum

liability for this particular case would be NZ\$8m (US\$4.86m).

SkyCity commented on the matter, saying in a statement: "SkyCity is disappointed that it has not met the standard to which it needs to hold itself, and this has resulted in the action taken by the Department. SCML and SkyCity will engage constructively with the Department in relation to the proposed proceedings, with a view to resolving these matters expeditiously. Given that the matter will be before the Court, it would be inappropriate for SkyCity to comment further at this stage."

In recent months, SkyCity has faced other regulatory issues. In May of 2023, it was ordered to hold an independent review of the anti-money laundering, counter-terrorism financing and host responsibilities at SkyCity Adelaide, following on from the investigation that was enacted in 2022. Also, in September, SkyCity Casino faced temporary licence suspension over a compliance issue, relating to a complaint lodged by a former customer in February 2022 who had gambled at SkyCity Auckland casino from August 2017 to February 2021.

Near the end of 2023, SkyCity announced updated trading guidance, saying that it expected group FY24 EBITDA to be equal or below FY23.

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**MOVERS &****SHAKERS**

**NIKLAS LINDAHL**  
Global CMO  
*LeoVegas Group*

After nearly six years at LeoVegas Group, **Lindahl** has announced that he is leaving his position as Global CMO, a role he held for almost three years.



**MARK WEISS**  
Deputy CEO  
*GamCare*

**Weiss** will be Deputy CEO alongside his current position as Director of Communications and External Affairs at GamCare. Weiss has over a decade of experience in health policy and communications roles.



**EAMONN FAULKNER**  
COO  
*La Royale Gaming Investments*

Prior to this role, **Faulkner** was the COO at VideoSlots and brings with him over two decades of experience in the gambling sector, including at companies like Paddy Power and Betfair.



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7777 Gaming	Slotino	iGaming
MGA Games	bet365	iGaming
Light & Wonder	Harry Reid International Airport	Land-based
Greentube	Superbet	iGaming
Flutter	PMU	Sports betting
20Shots	Fabrizio Romano	iGaming



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## THE WEEK IN QUOTES

*"We take our betting integrity incredibly seriously at Yolo Group, and that's why joining the IBIA is such an important step for us. Our industry relies upon safeguarding sporting competition, and we'll be working closely with the IBIA to provide all the support we can to help provide a fun, fast and fair environment for sports betting."*

**Yolo group CEO Matthew D'Emanuele on the company joining the International Betting Integrity Association (IBIA)**

*"We are thrilled to go live in Delaware our sixth US state, which means we are now live in all regulated US iGaming States. This is a fantastic achievement in 20 months of going live. We're honored and excited that it was made possible with Rush Street Interactive, one of the country's top operators."*

**White Hat Studios CEO Andy Whitworth on expanding into Delaware through a partnership with BetRivers**

## SUPER BOWL ROUND-UP: PLAYERS GONNA PLAY, PLAY, PLAY

This week, the **Super Bowl** took the US by storm. Heightened interest in the sporting event resulted in a spike in the number of bets placed on the Big Game. **GeoComply** reported a 22.3% increase in the number of new online betting accounts created in the two weeks before this year's Super Bowl, with nearly 2 million users betting on the event for the first time.

Moreover just minutes before kick-off GeoComply saw a massive spike in traffic, totalling 14.75 thousand transactions per second (TPS). This was the highest TPS ever recorded on GeoComply's systems, almost doubling Super Bowl's peak last year.

The frenzy surrounding Chiefs' tight-end **Travis Kelce's** relationship with global star **Taylor Swift** had a notable impact on sports wagering. Operator **bet365** reported that 73% of all outright bets on Sunday were placed on the Chiefs compared to 27% on the 49ers. This disparity between the teams, despite the 49ers having better odds to win, nods to the media circus around Kelce's

relationship and the influx of 'Swifties' to the NFL this season.

Bets named after Swift's songs became a common sighting on sportsbooks, with bet365 introducing 'Begin Again' among others. A bet365 spokesperson commented: "On Sunday, we felt the full force of Travis Kelce's popularity. We saw more bets placed on Kelce to score a TD than we did on San Francisco to win the game, a trend that continued right up until kickoff."

The surprise result of the Big Game saw **sportsbooks** face **big losses**, with underdogs the Kansas City Chiefs taking the crown during overtime. Sportsbooks around the country favoured a 49ers win but the high number of bets on Travis Kelce and the Chiefs at large meant the public won big. BetMGM Senior Trader Tristan Davis commented on the results of this year's Super Bowl: "It was a bad Super Bowl for the sportsbook, many bettors had the Chiefs winning and overs on popular player props."



## Play Outside The Box

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iGaming Deck

> GAME AGGREGATOR

iGaming Labels

> WHITE LABEL



*“Slovakia is another step forward in our roadmap for 2024. It’s a country with great potential and one where we expect big things from our proven content. Our range of games is set to provide a diverse choice for players, beginning with our successful WinWays titles.”*

**Greentube Deputy Head of Global Sales Opher Ben Zvi on launching its range of slots in Slovakia**

*“We are thrilled to have obtained a full Ontario B2B gaming license, allowing us to expand in the fast-growing Canadian market. Ontario is the next milestone of our strategy to expand in regulated markets after successfully entering Spain, Colombia, The Netherlands and Denmark in 2023.”*

**Booming Games CCO Frederik Niehusen on the provider gaining its iGaming licence in the Canadian province of Ontario**

## FINANCIAL ROUND-UP: MIXED RESULTS TO END 2023

With it being halfway through February, several companies have been reflecting on their financial performances at the end of last year.

Despite **MGM Resorts** reporting record Q4 and full year 2023 results, much of this was driven by revenue increases for MGM China. This was especially seen in Q4 because of the removal of Covid-19-related entry restrictions in Macau, where net revenue increased 462% to \$983m. In the US, while Las Vegas Strip resorts saw slight increases in net revenue for both Q4 and FY, MGM’s regional operations decreased during both periods.

Affiliate **Catena Media** reported a difficult end to 2023 highlighting “a weak quarter as extensive investments deploy to secure future organic growth.” For both the full year of 2023 and the fourth quarter, the company saw a decrease in its revenue, most significantly in Q4

where it went down by 41% to €14.5m (\$15.5m) with revenue in North America decreasing by 43% to €12.3m during the same period. Adjusted EBITDA also dropped significantly during the fourth quarter of the year, by 88%, to €1.5m. CEO Michael Daly commented on these results saying he anticipated a challenging reporting environment until new investments gain traction in the second half of 2024.

Elsewhere, **Gaming Innovation Group** (GiG) reported a positive set of results for Q4 2023. Overall, revenue increased by 37%, meaning it was the “12th consecutive quarter of record-breaking revenue,” according to GiG Chairman Petter Nylander. Much of this growth in revenue, which was valued at €35.6m, was driven by media growth and platform expansion. Underlying EBITDA rose 32% to €14.2m, while GiG Media and Platform & Sportsbook saw revenue increases too.



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# THE WEEK IN NUMBERS

## 51%



Increase in female bettors wagering on the Super Bowl this year reported by BetMGM, sparked by Taylor Swift's attendance

## \$358.8m

Q4 net loss for Penn Entertainment, as it pursues an ESPN Bet strategy with significant up-front costs



## 62%



Of Gen Z have visited a casino in the last year, a higher percentage than Millennials

## FINANCIAL ROUND-UP – FDJ, BETSSON AND MONARCH

It was certainly a busy week when it came to financial results with even more companies releasing end-of-year figures.

**La Française des Jeux (FDJ)** reported that revenue in 2023 had reached €2.6bn (\$2.8bn), reflecting growth of 6.5%, while recurring EBITDA grew 11.3% to €657m and net income was €425m, a rise of 38.1%. The majority of the revenue came from FDJ's lottery ventures which made €1.9bn over the course of the year, around 73.1% of the operator's total revenue. In October 2023, FDJ completed the acquisition of ZEturf Group, which it has cited as a significant contributor to its online gaming revenue. ZEturf is a provider of online horserace betting, but FDJ mentioned how 20% of online sports bettors go onto play their online poker games, suggesting synergy between its offerings.

Elsewhere, **Betsson** has released its Q4 2023 as well as full-year results. Overall, it

was a positive outcome for the company, showing growth for both its revenue and EBITDA, most significant was its full year 2023 EBITDA which went up 52% to €262.7m. In its fourth quarter numbers, there was a slight decline of 5% in its sportsbook revenue, though this was attributed to the absence of the World Cup which of course took place in November/December 2022, while active customers decreased by 6% during the same period. In reaction to the results, Betsson's share price actually dropped by 7%.

Meanwhile, **Monarch Casino & Resort** released its fourth quarter and full-year results for 2023 showing mixed figures. While revenue grew in Q4 by 6.3% to \$128.2m and in the full year 4.9% to \$501.5m, profitability actually went down. In the fourth quarter, net income decreased 18.9% to \$18.2m and for the whole of 2023, net income declined by 5.8% to \$82.4m.

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International Airport in  
Las Vegas

# GI FRIDAY

## THE DEBRIEF

New York released its sports wagering numbers for January and once again it was a record-breaking month for the Empire State.

There was a drop in overall mobile sports wagering handle to \$1.96bn from \$2.04bn in December, after there had been three consecutive months in which it had gone beyond the \$2bn mark, but mobile sports wagering gross gaming revenue certainly was a record breaker.

In January, New York recorded \$211.5m for its mobile sports wagering handle, a 12.3% increase from December when it was valued at \$188.3m, the highest total in 2023.

When it came to individual operators, FanDuel once again led the way when it came to mobile sports wagering gross gaming revenue, posting \$109.2m, the first time that a sportsbook has surpassed \$100m in monthly revenue when it comes to sports betting.

Sports betting in New York overall continues to show significant growth.

The United States Census Bureau published some figures this week highlighting the top 10 state government sports betting tax collections for Q3 2023. New York dominated the list at \$188.5m, equivalent to 37% of total tax revenue and gross receipts from sports betting in the US.

Tax revenue of course is key in generating funds for various state programmes such as for education, law enforcement, among many other things, and as sports betting continues its upward trajectory in the Empire State so will the tax revenue that is generated from it.

Senator Joseph Addabbo has long called for the legalisation of online casinos in New York and has recently referenced the strength of the state's mobile sports betting market as justification for it.

With these latest figures the positives once again appear to outweigh the negatives surrounding mobile sports betting and online casino.

**\$94.4M**

Revenue reported  
by Detroit casinos  
for January 2024



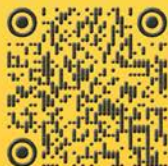
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## IOWA GAMING REVENUE

Iowa has reported its gaming revenue for January 2024, comparing year-over-year earnings. Overall, gaming revenue was in a decline at the start of the year, down 9.3% for a total of \$138.5m. Of this, \$116.4m was made by revenue sources outside of sports betting (down 14.5%).

Of the 19 reported operators, the highest revenue generator was Casino Queen Marquette, which made \$22.1m. It also reported the highest year-over-year revenue change, up 40.6%. Diamond Jo Dubuque reported the second-highest January revenue at \$13.5m (up 18.6%), with Horseshoe in third, making \$13.3m.

Of the operators in the report, only five reported a year-over-year revenue increase. These were the previously mentioned Casino Queen Marquette and Diamond Jo Dubuque, as well as the three Wild Rose venues in the state. Clinton was up 22.9% (making \$5m), Emmetsburg was up 15.7% (making \$4.5m) and Jefferson was up 10.7% (making \$5.5m).

Of the operators reporting a decrease, the biggest was seen by Q Casino, which was down 29.4% (making \$2.8m). This was followed by Terrible's Lakeside and Isle Bettendorf, which were both down 22.7%, making \$3m and \$4.6m respectively.

Of the casinos reported, the smallest contribution to Iowa's January gaming revenue was also Q Casino. This was followed by Terrible's Lakeside, Catfish Bend (making \$3.5m) and Wild Rose – Emmetsburg.

Total sports betting revenue was \$22.1m, up 33.4%. In this metric, the operator with the highest year-over-year growth was Terrible's Lakeside, up 107.7% (making \$0.03m). The biggest contributor to this figure was Diamond Jo Dubuque, making \$8m (up 36.5%).

## IOWA GAMING REVENUE FOR JANUARY

ALL SOURCES REVENUE	REVENUE (M)	CHANGE (%) YEAR-OVER-YEAR
Q casino	\$2.80	-29.4
Terrible's Lakeside (Affinity)	\$3	-22.7
Catfish Bend	\$3.50	-20.4
Wild Rose - Emmetsburg	\$4.50	+15.7
Prairie Meadows	\$4.60	-11.2
Isle Bettendorf (CZR)	\$4.60	-22.7
Wild Rose - Clinton	\$5	+22.9
Harrah's (CZR)	\$5.10	-11.8
Wild Rose - Jefferson	\$5.50	+10.7
Hard Rock	\$6.50	-15.6
Grand Falls (Elite)	\$7.10	-8.2
Isle Waterloo (CZR)	\$7.20	-14.3
Rhythm City (Elite)	\$7.40	-17.4
Riverside (Elite)	\$8.10	-19.4
Diamond Jo Worth (BYD)	\$9.10	-3.8
Ameristar (PENN)	\$13.30	-13.1
Horseshoe (CZR)	\$13.30	-18.4
Diamond Jo Dubuque (BYD)	\$13.50	+18.6
Casino Queen Marquette	\$22.10	+40.6
<b>Total</b>	<b>\$138.50</b>	<b>-9.3</b>
<b>Total (excl sports betting)</b>	<b>\$116.40</b>	<b>-14.5</b>

**GI**  
FRIDAY**GUEST****COLUMN****DAVID NAVARRO,**  
*NEVADA REGIONAL PRESIDENT,  
ENTERPRISE BANK & TRUST*

### *Navarro discusses leaving nothing to chance – and protecting casinos and gaming businesses against cyber fraud*

While the gaming industry is constantly adapting to minimise on-premise losses from sophisticated card counting, machine tampering devices and unscrupulous staff, a recent high-profile cyber attack demonstrates how digital vulnerabilities have dramatically changed the nature of threats the gaming industry is facing.

In September of 2023, hackers gained access to customer information for one of the world's most prominent gambling firms – MGM Resorts International. According to the company's regulatory filings, the data breach involved customers' private data including contact information, gender, date of birth and driver's licence numbers. Forced to temporarily shut down its systems, MGM anticipated a \$100m impact to its third quarter because of the attack.

The MGM incident served as a wake-up call across the entire gaming industry, offering a stern reminder that increased and necessary reliance on technology will require taking vigorous steps to protect against new external threats.

#### **It's about more than just money**

Recent data from the FBI has indicated that gambling institutions are a growing target for ransomware attacks. While the large amounts of money are an obvious reason, there is value in the vast number of entry points to personal information. Due to the regulatory demands placed on gambling activity, casinos and third parties are required to heavily monitor and collect information about their interactions with clients and workers in addition to handling their cash flow.

When you combine large amounts of money and proprietary data, it's not much of a surprise that data thieves see a very enticing target. Casinos should also approach their own partnerships and assets as more than transactional. A dependable series of plans and relationships across vendors, employees and financial partners is key.

In particular, banking partners can provide more than a place to hold the accounts that criminals seek out. Review opportunities with your bank to find vulnerabilities, prevent incidents and minimise disruptions.

#### **Knowing the threats is the first step in prevention**

Simply put, cyber criminals utilise every method at their disposal. Knowing the variety of channels cyber criminals could use to breach an organisation can inform better plans for protection.

One of the more well-known attack methods used to breach systems is called phishing. Phishing is a scheme conducted via email and social engineering campaigns to manipulate or deceive users into divulging compromising information by communicating through these channels. In many gaming organisations, there are also third-party vendor systems and internal systems with remote access that may have significant vulnerabilities. These can be used by hackers to encrypt servers for ransomware, and compromise and steal the desired data. Wearable gaming devices, traceable casino chips and other customer experience technologies can also provide access to larger systems.

These schemes especially threaten smaller and/or tribal casinos that may have fewer resources available.

Outside of traditional ransomware attacks, there is also account takeover fraud. This scheme involves utilising a customer's personal information to withdraw funds or unique loyalty benefits from the victim's account. It can result in severe financial consequences in terms of refunds or payouts as well as eroding brand trust.

Most of these same risks pertain to online gaming services, but one recurring scheme involves Distributed Denial of Service (DDoS) attacks, a current method which involves overwhelming a target service's systems with requests. DDoS causes service disruptions allowing the perpetrator to increase disconnections from outside parties, manipulate rankings/payouts or outright winning head-to-head games to secure financial prizes.

#### **Raising the bar to lower the risk**

Effective plans to address fraud start with strong protections, especially against digital and financial threats.

Casino and gaming operations require navigating a sophisticated regulatory model, making casino banking, gaming-related businesses and related financial relationships sophisticated, as well. Luckily, reliable partnerships help ensure that gaming companies can access the tools and expert support required for preventing fraud in today's environment. ▼

Cyber criminals operate at a sophisticated level, frequently testing and probing for new vulnerabilities in businesses' systems and processes. They use their findings to continually refine and implement new methods of breaching susceptible operations in creative ways. In short, fraudsters are evolving their schemes at a rate that makes it increasingly difficult to keep up with.

The good news is there are several preventive safeguards that gaming operations can implement. Best practices for preventing breaches include:

- Work with all applicable vendors on verifying the security to their networks and computers that house sensitive information. Also, set up appropriately safeguarded access to internal systems as needed.
- Regularly review account authorisations to make sure employees who have left the company or changed job duties do not have unnecessary access to any systems. At the same time, routinely monitor and update any online banking user IDs and access levels as necessary.
- Reinforce user education and skill reinforcement for all employees, including management and executives, so they can remain the most valuable measure to protect against scams. Cyber crimes are largely successful because the hack occurs through behaviors rather than systems.
- Requiring all employees to receive regular, ongoing education and training related to fraud prevention best practices and policies, regardless of rank or seniority. Banks with specialised knowledge of the gaming industry can provide valuable resources to educate individuals on safely interacting with financial information.

As cyber incidents due to fraud are becoming more of a "when, not if" eventuality in any industry, cyber insurance and cyber liability policies are becoming more prominent in the gaming and gambling industry as well. While cyber policies are an integral component of protection, a strong financial services partner is a necessity for incident response planning.

### How the right bank is your partner against cyber crime

For casinos and their unique mix of operations ranging from entertainment to finance, protecting the business and its clients is difficult without the right help. In particular, the range of digital and on-site exchanges of money creates a complex series of banking challenges and vulnerabilities to address.

Fortunately, a collaborative financial partnership will provide the responsive, specialised expertise necessary to manage all the moving parts for any gaming firm preparing for specific threats. Here are some important protection measures that banking partners can assist with:

- Addressing vulnerabilities through strong safeguards that reduce instances of fraud perpetrated through financial account information or systems.
- Identifying opportunities to balance the level of transaction protection without negatively impacting overall business operations or customer experience.
- Providing qualified banking professionals who are well versed in the gambling space, possessing the ability to make sure industry-specific financial numbers are accurate and free of potential suspicious activity.
- Recommending industry partners that can assist with the protection and response, especially when coordinating needs with outside vendors and third parties.

### Minimising fraud and losses

In the event of a data breach, a banking partner will be fully prepared to respond with the appropriate access limitations. However, maximising recovery and minimising interruption after the incident is where other partners, including cyber insurance providers, cybersecurity vendors and legal aid take a more central role.

The most important step is to immediately communicate any suspicious transactions to the financial institution, especially in the case of ACH or wire transfers. With a limited recovery window for these transactions, expedited attention is key to preventing further loss. In collaboration with law enforcement and other relevant response parties, a banking partner can often quickly assess fraud and keep a verified cyber attack from devolving.

Taking a proactive approach to heighten cybersecurity is a step casino and gaming industry leaders increasingly view as necessary. While the initial investment in time and resources may be daunting, a prevention plan that properly utilises tools, controls, policies and continuous education can make proactive mitigation of risk possible. Along with the right banking partnership, cybersecurity vendors and insurance providers, creating and maintaining an effective long-term plan ends up being both practical and economical. ▲

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