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# OCTOBER



## OCTOBER 2021 PRESS RELEASE HIGHLIGHTS

### PRESENTER GROUP

#### Betpoint Group rebrands to PressEnter Group

Operator unveils new corporate identity as it enters new chapter for the company with ambitious plans to continue to grow at pace

Betpoint Group, the dynamic online iGaming operator, is pleased to announce that it has rebranded to PressEnter Group as it continues to establish itself as a tier one organisation in the industry.

The rebrand to PressEnter Group marks the start of a new chapter for the company which has grown at pace over the past few years. It has gone from a single brand operator to a sizeable enterprise operating six online casino assets with a workforce that has quadrupled over the past year.

With tremendous momentum behind the business, driven in part by a new management team led by CEO Lahcene Merzoug, the operator believes that now is the perfect time to unveil a new corporate identity that matches its ambitions to become an industry power player.

PressEnter is based on the concept of pressing the "enter" button on a...

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### 1X2 NETWORK

#### Double Dutch: 1X2 Network launches in the Netherlands

lots and table games from the developer's 1X2gaming and Iron Dog Studio subsidiaries now available to operators in the just-opened regulated market

1X2 Network, the award-winning casino content provider and aggregator, has made its debut in the just-regulated Dutch market after receiving the necessary approvals from regulatory body, Kansspelautoriteit (KSA).

1X2 Network is permitted to offer online slots and table games from its 1X2gaming and Iron Dog Studio subsidiaries to operators licensed in the Dutch market, which officially opened its digital doors at the beginning of the month.

Entering the Dutch market forms part of wider plans to obtain certifications in key regulated markets. Currently, 1X2 Network is live in 12 jurisdictions – the UK, Isle of Man, Malta, Gibraltar, Sweden, Spain, Italy, Colombia, Romania, Greece, Germany and now the Netherlands.

Operators licensed by KSA can partner with 1X2 Network to offer their players games such as Megaways™ Jack, Rock the Reels Megaways™, 1 Million Megaways™ BC, Battle Maidens™ Cleopatra, Book of Loki and Smoking Hot Fruits.

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### AUTHENTIC GAMING / BETWAY

#### Authentic Gaming debuts in South Africa with Betway

Authentic Gaming has expanded into the South African market through existing operator partner Betway.

Through the deal, Betway players in South Africa will have access to the provider's studio-based casino titles and auto-roulette games, as the operator seeks to build out its live dealer offering.

"International expansion is a priority for Authentic Gaming right now and we are delighted to have entered the fast-growing South African market with our long-standing partner, Betway," said Authentic Gaming CCO Magdalena Podhorska-Okolow.

"We see huge potential for casino in the region and believe our suite of studio-based and auto roulette titles will add variety and quality to Betway's portfolio, allowing it to deliver a superior online experience to its players."

The company's entry into the emerging South African forms part of its wider strategy to enter regulated and regulating jurisdictions, and provide operators...

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### FSB

#### FSB names IGT veteran as VP of Program Management

Madinia Melanis joins award-winning sports betting provider as it continues to establish itself in the fast-growing North American market

FSB, the omnichannel sports betting and iGaming supplier, has strengthened its North American senior management team with the appointment of industry veteran Madinia Melanis as Vice President of Program Management.

Melanis joins from supplier giant IGT where she held several roles over a distinguished eight-year career. Most recently she was Senior Manager – Head of North American PlaySports PMO but has been US Sports Betting Regional Lead – Head of PMs and Bid Manager – Business Proposals.

As VP of Program Management at FSB, she will be responsible for on-boarding of FSB's North American client base ensuring an effective and seamless delivery experience. She has also been tasked with building out FSB's expanding retail and online delivery teams in the region.

Melanis has been given decision making oversight into new processes and procedures the North American Program Management team will implement in order to successfully align internal teams and increase visibility and collaboration with FSB's partners. She will officially begin her role at FSB on November 12th.

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## OCTOBER 2021 PRESS RELEASE HIGHLIGHTS

**GREEN JADE GAMES****Brian Walton to drive continued growth after Green Jade Games hire**

Brian Walton has been welcomed on board by Green Jade Games as commercial manager, as the casino games developer takes a “strategic step” of a key recruitment in Gibraltar.

In the role he will be responsible for supporting the developer’s operator partners to ensure both continue expanding, including leveraging the group’s gamification products and games.

Green Jade Games says that Walton represents “a natural fit for the business,” after the firm secured an array of new partners in Gibraltar.

Mark Taffler, chief commercial officer at Green Jade Games, explained: “Brian is a great hire and a natural fit for the Green Jade team. He is experienced, skilled and incredibly passionate about the games and products that we design...”

[READ THE FULL STORY](#)**PRESENTER GROUP****PressEnter Group to open brand-new Malta HQ**

Operator unveils plans to open new offices at a press conference hosted by Malta’s Minister for Economy and other dignitaries

PressEnter Group will soon move into a brand-new office in Malta, which was officially announced at a press conference yesterday with the Minister for Economy Silvio Schembri in attendance.

The dynamic operator behind some of the world’s most exciting online casino brands, will now occupy several floors of the state-of-the-art, newly built Ferries Business Centre, located in Silema which also boasts beautiful views over Valletta. The space has been designed by interior design specialists DesignHub Malta, to specifically meet PressEnter Group’s requirements, which is to provide a fantastic and optimum working environment for team members, so that they can achieve their full potential.

Striking the right balance between work and play is at the heart of the PressEnter company culture so the new office has also been designed as a home away from home for employees. This includes a fully stacked kitchen, a games room, a large penthouse terrace with beautiful views and even a mini golf course.

When considering where to build on the foundations of this fast-growing...

[READ THE FULL STORY](#)**SCOUT GAMING / BETANO****Scout Gaming to provide fantasy sports product to Betano Brazil**

Scout Gaming, a provider of B2B daily fantasy sports, sportsbook and fantasy sports betting products, has added Kaizen Gaming’s Betano Brazil to its list of operator partners.

The agreement will see Scout Gaming provide its fantasy sports and fantasy player odds product to the Betano brand, in particular to players in the Brazilian market.

Betano players will be able to play fantasy sports and bet on fantasy players’ odds for the first time across desktop and mobile thanks to Scout Gaming’s proprietary sportsbook and bet slips.

Andreas Sundal, Chief Product Officer at Scout Gaming, said: “We are extremely proud to be able to increase our global reach with our fantasy and sportsbook products by entering the Brazilian market together with our valuable partner Kaizen Gaming.

“South America is a highly interesting market when it comes to both fantasy and sports betting, and we are very happy to be working with Betano, one of the most established and popular brands in the market. This forms part of wider efforts to grow our product range and enter more markets.”

[READ THE FULL STORY](#)**SWINTT****Swintt in igaming deal with The Mill**

Swintt, the online casino content developer, has signed a deal that will see it provide igaming platform provider The Mill Adventure with its suite of popular slots.

By joining forces with Swintt, The Mill Adventure will be able to make the developer’s games available to its players for the first time with slots set to be rolled out at big-name brands such as Frank & Fred, Klirr and Casinobud.

This includes titles such as Lone Rider XtraWays, the first slot to feature the developer’s innovative XtraWays engine.

Players can increase the winning potential by collecting XtraWays icons that drop at random across all reels. They then expand and contract based on the symbols collected.

[READ THE FULL STORY](#)**STAKELOGIC / MICROGAMING****Stakelogic Award-winning Slots Available via Microgaming**

The current partnership deal between Stakelogic and Microgaming software has been taken to another level.

The provider of excellent slot releases has just decided to include its games via the Microgaming brand and spread its presence to new regulated markets. Its customers will now be able to enjoy innovative content that has just come out of the Stakelogic studio.

Microgaming aggregation platform supplies customers in 20+ regulated markets with some of the biggest titles in the iGaming market. The inclusion of Stakelogic slots will cement the company’s position as one of the most in demand software brands in the industry.

Stakelogic slots will be available to a wider audience alongside games from a selection of independent gaming studios and content providers who deliver their products across the Microgaming platform. Some of the most attractive games will be Midas Wilds, Black Gold 2 Megaways, and Extreme Megaways.

The inclusion of Stakelogic slots on the platform will provide Microgaming players with a selection of unique features that they have likely never seen before. The most significant is Super Stake mode, allowing players to place an...

[READ THE FULL STORY](#)**LIVE 5****Live5 expands reach in Canada with British Columbia licence**

In-demand developer receives approval to launch its content on British Columbia Lottery Corp’s PlayNow online gambling brand

Live5, the exciting slot game developer, has strengthened its position in the fast-growing Canadian market after securing the necessary approvals to launch its content in British Columbia for the very first time.

The certification, awarded by the British Columbia Gaming Enforcement and Policy Branch (GEPB), means the developer can now integrate its titles, via Scientific Games, with the British Columbia Lottery Corporation and its PlayNow online betting brand. This will see players given access to hugely popular titles including, Sheba, Orb of Osiris, Win In Rome & Minotaur.

Live5 is a rising star slot developer that has quickly built a reputation for launching quality slots that deliver a thrilling and highly entertaining player experience. With momentum now behind the studio, Live5 continues to expand into new markets around the world.

This includes Canada, where it already holds a licence with Loto Quebec, as well as key jurisdictions such as UK, Spain, Sweden, Italy, Denmark and Malta jurisdictions.

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**ESPORTS TECHNOLOGIES**

**Esports Technologies expands to Malta**

Esports Technologies has announced plans to open a new office in Malta, scheduled to be operational on 15 November 2021.

The new location will house the majority of the Esports Technologies team and direct European market operations, and will work closely with the company’s Dublin office. The group also has an office in Las Vegas.

“The additional office location will help accelerate Esports Technologies’ aspirations to expand into Western Europe, including the UK, Germany, France, Italy, Spain, Belgium, Denmark, Netherlands and Ireland,” a statement from the group read.

“Malta, a multilingual country and a hotbed for tech and blockchain, has worked closely with the private sector to establish the country as a global leader in the esports sector.”

The Malta office will have an open floor plan with a modern design incorporating esports themes, and will also feature an esports-focused leisure area with gaming consoles.

“Europe’s esports engagement is on a steep growth trajectory, and we foresee tremendous growth in its esports wagering market,” said Esports Technologies CEO Aaron Speech. “With its educated and talented workforce, strong tech infrastructure, and business-friendly environment, Malta offers the ideal location for us to create new opportunities across Europe...”



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**LUCKSOME GAMES**

**Lucksome Founder Bryan Upton: “We Are Pushing the Limits of Tech to Deliver Great Stuff”**

Bryan Upton is to iGaming what Rolling Stones are to rock. His extensive career has taken him through some of the most respected brands across the industry, including NetEnt and IGT, and he did a four-year stint with OpenBet.

Since August 2020, Upton has chosen to pursue a more creative outlet of the iGaming experience, getting behind Lucksome, his brainchild studio focusing on delivering online casino games created by a small team of professionals.

The last several months have seen the introduction of Loki: Lord of Mischief and Joker Maxima, which elicited positive reviews from players and industry observers. We sit down with Upton to ask him about his motivation behind Lucksome and what is next for Team Lucksome.

**Q: You have been with Lucksome for over a year now. Can you help us understand what has been achieved so far and what the brand’s distinct qualities are?**

**A:** Most of it is getting up to speed. We are a new team, using a new tech stack in a true start-up style. We have started from scratch in many ways, setting our game behavioral standards, designing our reel timings, and creating our UI. We put all of that into our first game, Divine Links, which was a test of all the hard work, detail, and initial assumptions we put together. We’re now up to speed with an expanded team and have kicked off a lot more games projects and should be on target to deliver more, higher-quality games next year. We, of course, spent a lot of time on our brand. There’s no point living a brand that the team is at odds with.

Lucksome is playful but serious about games and transparent about how we have put them together. The world is full of content, so we ask the question to our players: “Is this game for you? If it is, you will enjoy it as we made it for you. If not, there are other games out there for you to enjoy.” That way, we can deliver the best gaming sessions and experiences. This is all wrapped up with our Tagline “Games to Treasure.” We want players to know what we are about, and not wasting their limited time, making it worthwhile for them is always the goal.

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**STAKELOGIC / BETAVIACASINO**

**In-demand software providers strengthen their position in the nascent Dutch market by offering full suite of games via Relax Gaming platform**

Following hot on the heels of their partnership deal with BetCity.nl this month, slot innovators Stakelogic have announced they will be reinforcing their position in the Dutch iGaming market by offering games at the Play North’s New Dutch Brand BataviaCasino.nl.

Having established themselves as one of the most sought-after software providers on the market, Stakelogic will make their full suite of games available at bataviacasino.nl through their previously-established partnership deal with Play North Ltd. & Relax Gaming, who will provide the site’s gaming infrastructure.

The deal between Stakelogic and BataviaCasino.nl is the second agreement with a company with a new Dutch license that has been unveiled by the group in the past week – and with the Dutch iGaming market only recently opening up for operators, it further cements their intention to take the country by storm.

Needless to say, the new deal means that Dutch customers will now have access to Stakelogic’s impressive catalogue of games, including much-anticipated upcoming releases such as Apes of Doom and Joker Drop, both of which are scheduled to debut over the next few weeks.

Additionally, players at bataviacasino.nl will also be able to find Stakelogic’s full range of classic slots and premium releases, with the former offering them retro, fruit-themed fun and rewarding bonus features while the latter introduces them to innovative payline technology and unique game modes.

The most notable of these of these patented Stakelogic gameplay additions is, of course, Super Stake™. An optional feature that can be purchased by players who double their current bet, Super Stake™ can be found across a wide range of slots and provides access to additional incentives such as extra wilds and scatters symbols, as well as enabling players to buy directly into the bonus round in some cases.

Available on popular games such as Midas Wilds, 9 Pyramids of Fortune and Extreme Megaways™, Super Stake™ is an exciting new addition for...

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**ZINGBRAIN / GAMINGTEC**

**ZingBrain link-up to drive Gamingtec’s personalisation**

Gamingtec is aiming to provide “a truly personalised experience to each customer,” after partnering with ZingBrain to utilise the group’s artificial intelligence engine.

This will permit casinos and sportsbooks powered by the turnkey platform provider to leverage ZingBrain’s Zing AI tech, which makes recommendations to players based on multiple data sources, behaviours and preferences.

It is hoped that this will heighten the personalised customer experience, and, in turn, drive engagement, increase wagering activity and maximise the lifetime value of each customer.

“We go to great lengths to ensure that our operator partners have access to ground-breaking tools and features that allow them to deliver a truly personalised experience to each customer and with Zing AI they will be able to do just that,” explained Sapar Karyagydyev, CEO at Gamingtec.

“Zing allows players to enjoy a similar user journey and content recommendation experience used by some of the most popular entertainment platforms in the world, and to be able to bring this to an online sportsbook or casino is absolutely game-changing.

“It is partnerships like this that have enabled us to emerge as a leading platform and content provider and we look forward to seeing our partners leverage the tremendous capabilities Zing AI has to offer.”

ZingAI is offered by a casino and sportsbook recommendation system, which tracks user behaviour on an operator’s site, via games played, bets placed, and overall journey.

From this, each system delivers recommendations including different bets that can be placed and games that can be played. This is displayed on specific widgets or via filtering content that is already on the site, such as odds and markets and new games, based on previous behaviours.

Vladislav Artemyev, CEO at ZingBrain, added: “This industry is pioneering and progressive in so many ways, but we believe that it still lags behind others...”

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## OCTOBER 2021 PRESS RELEASE HIGHLIGHTS

### ESPORTS TECHNOLOGIES

#### Esports Technologies' Groundbreaking Odds and Modeling Technology Selected as Esports Business Summit Awards Finalist for Innovative Use of Technology

Esports Technologies, Inc. (Nasdaq: EBET), a leading global provider of advanced esports wagering products and technologies, has been named a finalist for the 2021 Tempest Esports Business Awards for excellence in the industry. The company was nominated in the Innovative Use of Technology category for its real-time odds modeling and simulation system. The system, detailed in several pending patent applications filed by Esports Technologies in August 2021, employs advanced automated models to instantly generate odds and betting markets for broad esports betting use.

Each year, the Tempest Awards shine a spotlight on the esports industry's most innovative companies and executives, with categories that span production, talent, and technology. Judged by key members of the esports community, these awards serve as some of North America's top honors for the brands, the teams, the leagues, the players, and the business leaders driving the competitive gaming industry.

The 2021 ceremony will be held tonight, October 19, at the HyperX Esports Arena located at the Luxor Hotel & Casino in Las Vegas.

Joining Esports Technologies as finalists in the Innovative Use of Technology category are Electronic Arts for the Apex Legends Global Series, Cisco & Riot Games at the 2020 League of Legends World Championship and 2021 Mid-Season Invitational, Allied Esports for the CS:GO Legend Series, and the Overwatch League's "Project Aloha."

Bart Barden, COO, Esports Technologies, said, "We are deeply honored to be nominated as one of the standout innovators in the business of esports. It's truly a testament to our world-class quant and modeling team. This recognition by the Tempest Awards further validates our dedication to state-of-the-art who..."

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### STAKELOGIC

#### Stakelogic rolls-out Malta live dealer studio and corporate website

Stakelogic has pulled back the curtain on a pair of new developments, after holding the grand opening of its Malta-based live studio as well as launching a fresh corporate website for the division.

These developments are said to form part of a wider effort of transitioning from a B2B slot studio to a provider of casino content for all stakeholders, including players, with the debut of Stakelogic Live "a major driver".

All Stakelogic Live games have been designed and developed in-house, with its gaming portfolio currently consisting of multiple tables covering offerings such as roulette, blackjack, baccarat & game shows. Trained dealers host each game and interact with players.

Furthermore, the website will provide information about its growing suite of live dealer games which are streamed from its aforementioned studio.

Visitors will also be able to catch up with the latest news about Stakelogic Live as well as browse job opportunities within its growing live dealer team. The new Stakelogic Live website comes shortly after the company revealed a major brand redesign.

Anthony Sammut, head of Stakelogic Live, said: "We are pleased to launch both our live studio and new Stakelogic Live corporate website providing a one stop shop for operators, affiliates, players and other stakeholders to learn more about our incredible suite of live dealer games.

"We see huge potential in the live casino vertical and have developed and are developing a suite of games that deliver a superior player experience. Our new website will allow us to showcase our live casino titles to operators, players and other stakeholders."

Most recently, Stakelogic strengthened its presence in the Netherlands' newly...

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### PRESENTER GROUP

#### Operator PressEnter Group adds Western-themed online casino brand to its portfolio

Rapid Casino is PressEnter Group's 6th site and will launch to players in core regulated markets. Players will be able to access 2,000+ slots, table, and live casino games from Pragmatic Play, Play'n GO, NetEnt, Relax Gaming, Big Time Gaming, Nolimit City, and Hacksaw Gaming.

Online casino operator PressEnter Group has grown its roster of popular brands with the addition of its sixth site, Rapid Casino, a Western-themed casino.

Rapid Casino is licensed by the Malta Gaming Authority and will launch to players in PressEnter Group's core regulated markets. Players can access more than 2,000 slots, table, and live casino games from the most in-demand providers in the market, this includes Pragmatic Play, Play'n GO, NetEnt, Relax Gaming, Big Time Gaming, Nolimit City, Hacksaw Gaming, and more.

Rapid Casino promises to reward players for their loyalty via a range of promotions and bonuses. This includes "Most Wanted" where the casino's sheriff picks the luckiest player that week for a special reward. The higher the multiplier the player lands, the higher the chance of winning a big cash prize.

The operator's existing sites include 21.com, Justspin, NitroCasino, NeonVegas, and UltraCasino.

Players follow the story of Trae Rapid, the son of two enslaved people in Mississippi, who escapes and then taught the ways of the cowboy and told stories of the West and its frontiers by The Old Gunslinger. When The Old Gunslinger is murdered, Trae embarks on a mission to seek revenge and over the coming years, the legend of Trae Rapid is born. Players join Trae at the Wild Spins Saloon where they can write their own big-win legend.

Lahcene Merzoug, CEO of PressEnter Group, said: "Rapid Casino is a strong addition to our impressive portfolio of online casinos and promises to deliver a..."

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### SWINTT

#### Swintt aiming to hit new heights after Tanya Axisa hire

Swintt had lauded the recruitment of "another key industry figure," as the online casino content developer further strengthens its ranks via the addition of Tanya Axisa as head of account management.

In the role, she will be responsible for providing both support and the strongest customer experience possible to partners of the group.

"Swintt has already made its mark by becoming one of the most up-and-coming software suppliers in the industry and I'm thrilled to be given the opportunity to join such a talented and experienced team," stated Tanya Axisa, head of account management at Swintt.

"I'm excited for the challenge ahead and believe that with the experience I've built up over the past seven years, I'll really be able to contribute to driving the company forward as we look to achieve our goals of becoming a tier one game provider for casino platforms around the world."

Having previously worked as both an account manager and senior account manager at BetSoft and Quickspin respectively, Axisa arrives with over seven years' experience for the role and around fifteen years in the gaming industry in general.

During her most recent stint with Swedish game studio Quickspin, she was responsible for handling many tier one operators.

David Mann, chief commercial officer at Swintt, explained: "Tanya arrives at Swintt with a wealth of industry experience and I have no doubt she'll prove to be an invaluable addition to our team."

"Having already managed and supported a number of big-name operators in her previous roles, Tanya has the perfect skill set to take our account management department to the next level."

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## CONNECTIVE GAMES

### Connective Games CEO Serge Mukhanov: "We Bring Our Offer to a Global Audience and Add Innovation to the Industry"

Connective Games is a respected name in the online poker industry with more than 15 years of experience in building localized poker products and powering some of the biggest brands in the market. The company operates in more than 12 countries and has developed 500+ gaming solutions to cater to all tastes and player preferences.

Today, Connective Games collaborates with more than 100 partners in developing new products and it has launched 22+ poker rooms which combined offer one of the largest liquidity pools in the world. The company holds multiple licenses and certifications from the likes of the Malta Gaming Authority, iTech Labs, and GLI to name just a few.

From building state-of-the-art poker solutions to developing social gaming experiences, the Connective Games team has its hands full. We sat down with Connective Games CEO Serge Mukhanov at Connective Games, to learn more about how it plans to continue to disrupt the online poker world over the coming months.

**Q:** Last year we saw a spike in online poker traffic around the world brought on by lockdowns. Traffic peaked around March and April and then started sliding down. What is the outlook for 2021? Have there been any lasting gains for online poker traffic since 2020?

[READ THE FULL INTERVIEW](#)

## CEGO

### CEGO CEO Allan Auning-Hansen: "We Have Created a Winning Formula for Regulated Gaming and We Are Bringing It to New Markets"

Allan Auning-Hansen was appointed chief executive officer at CEGO in early August, bringing a wealth of experience to the operator. His new role finds him at the helm of the company's flagship iGaming brands Lyckost and Spilnu which have been looking to expand beyond their home market of Denmark.

CEGO's global push has already begun, with the company obtaining a license from the United Kingdom Gambling Commission (UKGC) and Auning-Hansen settling in nicely. He has been looking to take a more hands-on role after being a part of the company's board prior to his promotion, and now he has the opportunity to steer the future of what he describes as an incredible organization.

Today we sit down with Auning-Hansen to discuss CEGO's growth strategy and how far the company is willing to go in the international iGaming market. As he points out, he's keen to take CEGO to the next level. Read our conversation below and find out what's next for CEGO.

**Q:** Is CEGO an exclusively Danish brand these days or is the focus shifting towards other markets in Europe and beyond?

**A:** CEGO made its debut in Denmark with the launch of spilnu.dk in 2012. We entered the market with a different proposition to our rivals by focusing on casual and recreational players. It proved to be a formula for success..

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## PRESSENTER GROUP

### The bumpy road to Dutch regulation

As the Dutch market finally launches with just 10 licensees and many global heavyweights on the sidelines, can the country fulfil its potential given the prohibitive tax regime?

### How have you been preparing for Betpoint's entry into Netherlands?

The Netherlands is a market that we are watching very closely. At present, we are doing a lot of exploratory and preparatory work which includes studying the regulations to understand exactly what we need to do to ensure that we are ready for when the market officially opens and we decide to enter.

### When will you submit your licence application?

We have not set a specific timeline for submitting our licence application. First, we need to continue to scope out the market and then decide when is the right moment to enter. Timing is critical, both in terms of ensuring the market is where it needs to be for it to be viable for us but also in terms of ensuring that we are ready to enter with the best product and player experience from the get-go.

[WATCH THE FULL INTERVIEW](#)

## FSB

### FSB HR Manager Harvinder Badala: "We've Shone a Torch on the Path forward with Rubik Talent"

FSB and Rubik Talent have embarked on an equality quest in the iGaming industry. The pair has shortlisted four candidates from underrepresented groups who are joining the industry for an opportunity to hone their skills and advance their knowledge of key operations.

FSB will allow the candidates to develop their expertise over the course of the next two years with the potential for them to progress to permanent employment at the end of the 2-year program. Both Rubik Talent and FSB have responded readily to the project which, they say, resonates with their corporate values.

As the program is about to start this fall, we approached FSB to inquire about their motivation in participating in this initiative as well as speak about diversity or lack thereof in the iGaming and sports betting industry.

### Q: Why teaming up with Rubik Talent and why now?

**A:** At FSB we get contacted by a lot of recruiters, but this felt like a different kind of proposition. Robin MacDonald, co-founder of Rubik Talent, and I worked closely and based on the vision Rubik presented, the project made sense to us on a number of levels. The key selling point was this merging of talent and diversity and the benefits of that.

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## CONTINENT 8

### Nick Nally, MD for the Americas at Continent 8 Technologies, talks about the technical and infrastructure advances made recently that allow operators and suppliers to enter emerging markets like US sports betting.

While the opening of new markets, the announcement of mergers and acquisitions, and the launch of the latest games are the stories that most often make the headlines, the technological and infrastructure advancements made in recent months and years are just as crucial to driving growth across the sector.

In order to enter these new markets and offer players the latest games or betting opportunities, operators require an ever-more advanced technical set-up and one that is compliant with what can be complex regulation.

This is certainly the case for those entering the US for the first time due to the state-by-state nature of the market.

During our leaders & legends webinar in February, Shimon Akad of Playtech described the US market as the biggest opportunity for iGaming. The US is a significant emerging market for us and our customers, which is why we've gone to great lengths to ensure we're operational in states where required as soon as they go live. We are already established in 22 states with further sites to launch this year.

Our investment in the US began in 2014 and resulted in the opening of a tier 3 data centre in the Atlantic City Convention Center in 2019. In New Jersey...

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## PRESSENTER GROUP

### Don't hesitate, PressEnter

Fresh from a rebrand that is primed to continue establishing the business as a tier one organisation in the global iGaming industry, PressEnter Group CEO Lahcene Merzoug talks to Sarah Muscat Azzopardi about the process behind the new corporate identity, and the company's ambitious plans for growth.

Earlier this month, PressEnter Group - formerly Betpoint Group - unveiled its new corporate identity, marking the start of a new chapter for the company that has grown at an incredible rate in recent years.

Steering the Group into this new chapter is a new management team led by CEO Lahcene Merzoug, who joined earlier this year with a mission to spearhead growth as the company continues to go from strength to strength.

"Betpoint Group was born in 2018 when the team behind 21.com took it over. Prior to that, Betpoint was providing the platform and licenses for 21.com," explains Mr Merzoug, affirming that, since then, the business has grown at an incredible rate, going on to launch several other brands including JustSpin...

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## OCTOBER 2021 EDITORIAL HIGHLIGHTS



### EYESPY RECRUITMENT

**GI Friday Guest Columnist: Emma Clayton-Wright, MD**

Clayton-Wright speaks about the impact of M&A on staffing.

When M&A happens, there's always a lot of uncertainty surrounding these types of deals. Unfortunately, it often creates quite a toxic environment for both the employees and the business as a whole.

Many times, candidates come to us at these crucial points, nervous because they don't know what's going to happen and they feel as though they need to jump ship before it's too late. These situations can be easily avoided if more information and assurance is given to staff, helping them see the situation as more of a positive experience and contribution to the future of their careers.

#### Dos and don'ts

The most important "Do" is communication; this will always be the most...

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### FANTASMA GAMES

**A slot sequel 'must still stand on its own two feet'**

Slot sequels must "stand on its own two feet" whilst delivering an experience the "player is seeking", explained Fantasma Games' commercial director, Fredrik Johansson.

Speaking to SlotBeats on the launch of the studios' latest slot, Heroes Hunt 2 Megaways – the sequel to its original title, Johansson explained the impact sequels have on player retention and described how the title differs from its predecessor, which he noted as a "totally new game in reality".

He revealed: "It takes the characters from the original title and some of the bonus features but everything else has been completely reworked based on the feedback we received from Heroes Hunt. So players will be familiar with the characters and the narrative, but the experience they receive will be totally different."

Pressed on the impact sequels have on player retention and acquisition, Johansson highlighted the "obvious" interest in a sequel among players of the original game – "but that does not guarantee it will be a success", he added.

"The game must still stand on its own two feet and deliver the experience the player is seeking. In terms of acquisition and retention, operators can launch..."

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### INTELITICS

**Intelitics' Allan Petrilli: Assessing the Canadian opportunity**

Allan Petrilli, VP Sales and Growth at Intelitics, says that legalizing single-event sports betting in Canada presents a huge opportunity but there are still plenty of challenges to overcome.

The passing of bill C-218 last month was a major milestone for online sports betting in Canada. More than a decade in the making, it will allow operators to obtain a license, enabling them offer single-event sports betting legally for the very first time.

Of course, the unregulated market in Canada has thrived for many years with operators offering single event sports betting as well as casino to players. Making single event sports betting legal will undoubtedly disrupt this market, but there is still a lot up in the air about how it will be rolled out.

Regulation and licensing will be done at the provincial level, but questions remain about the process for regulation and licensing in each province and what will happen to operators that have been targeting the market for many years.

These questions will be answered over the coming months as regulatory frameworks emerge in each jurisdiction, but perhaps the biggest question is what opportunity does the regulation of single event sports betting present for operators already in the market or considering making a play.

[READ THE FULL STORY](#)

### CONTINENT 8

**Making the right connections is crucial to Ecuador's growth**

A number of jurisdictions in Latin America have made huge strides in regulating the gaming industry. Online gambling is now available in Buenos Aires, and Brazil will open its sports betting market soon. G3 speaks to Gabriel Szlaifsztein, General Manager - LATAM at Continent 8 Technologies, about the changes.

**Do you think that regulations being adopted Latin America have had a role to play in Ecuador's shifting policy on gambling?**

The regulations of gambling in Latin America began in earnest a few years ago with Colombia the first to open its doors to the industry. This proved to be a successful move for Colombia and since then we have seen other countries such as Argentina and Brazil follow suit. If we take these three countries alone, it means that more than half of the population of Latin America will have access...

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### VAN KAIZEN

**The challenge of finding talent in the gaming industry**

The powerful growth of the online gaming industry is making the search for talent more and more necessary. The introduction of new technologies in the sector and the landing of many companies in new markets have increased the demand for very diverse professional profiles and not always easy to find. In fact, experts predict that very soon the demand for certain positions will already be above their supply.

**What does Van Kaizen mean?**

'Van' is Dutch and means 'from'. 'Kaizen' is a Japanese term for continuous improvement. It's a summary of our philosophy: that talent is rare and only comes from continuous improvement. Our clients strive to build exceptional businesses, our candidates want to drive their careers forward, and we day by day aim to improve the way we connect the two.

We chose Dutch and Japanese to reflect our cosmopolitan culture – our founder Cosmo Currey had lived and worked in Japan and the Netherlands, as well as Russia, the USA, and the UK – prior to starting the company, and now we have more than 30 people working in a dozen countries across six continents.

Our team speaks more than 25 languages and services clients all over the globe

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### BIG TIME GAMING

**Nik Robinson: Showcasing 'the real beauty' behind BTG's Megapays**

"Can we one day have a single Jackpot System that is linked across all markets?"

That was a question Nik Robinson, CEO of Big Time Gaming, asked SlotBeats. And the answer, he believes, is a resounding yes – it comes in the form of BTG's Megapays mechanic.

Lauded as a 'powerful attractive global jackpot system' which can be plugged into a game via a simple API, Robinson shared his plans to bring 'new dimension' to fan-favourite titles before giving us his views on whether Megapays can be as influential on the gaming industry as the developer's Megaways mechanic.

**SlotBeats: Can you explain a little bit about what the Megapays mechanic is?**

**NR:** Megapays is a linked Jackpot system that pools across multiple operators, such as Unibet, Leo Vegas, Betsson, Flutter, and Entain. Megapays fills a need in the marketplace for independent slot developers to have a Jackpot Network that they can plug into with ease.

For many years, BTG looked to partner with providers with jackpots but found them to be either a walled garden or way too complicated from a financial standpoint.

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## BIG TIME GAMING

### Big Time Gaming cleaves 'em to the brisket to claim our SOTW award

Avast ye! Big Time Gaming has spliced the mainbrace, hoisted the mizzen and set sail with our Slot of the Week award with the release of its swashbuckling title, Pirate Pays Megaways.

Packed with giant sea monsters, stacked wilds, mega-triggers and interactive bonus rounds, the 6x6+1 video slot features up to 117,649 ways to win, along with offering a high volatility and an RTP of 96.53 per cent.

Nik Robinson, CEO of Big Time Gaming, said: "Pirate Pays Megaways is all about swashbuckling pirates, legendary sea monsters and a bounty of features, stacked wilds, mega-triggers and interactive bonus rounds.

"The game being crowned Slot of the Week is testament to all the hard work and passion our Big Time Gaming team puts into every single game we release."

Powered by BTG's Megaways mechanic, the game features a horizontal secondary reel which can be found below the regular reels. With each spin, this secondary reel delivers one extra symbol to reels two, three, four and five.

Furthermore, there are two scatters in the base game: a regular gold chest scatter on reels one to five, and a purple chest mega scatter on reel six. Landing three or more scatters trigger the Kraken bonus round. Moreover, if one or more of the triggering scatters is a mega, then a mega feature offer is triggered.

In the Kraken bonus round, there's a range of 20 prize free spins and multipliers...

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## FSB

### Embracing diversity and inclusion

Harvinder Badala, HR Manager at FSB, says that diversity and inclusion is the elephant in the room industry-wide and talks about how the company's partnership with Rubik Talent is looking to address it.

In recent months, there has been a lot of noise made around the subject of diversity and inclusion within the global gaming industry. This is absolutely necessary and I for one am pleased that conversations are now being had as to how we can improve.

While it is important for the industry as a whole to set ambitious targets and goals, and of course to collaborate to achieve them, I also believe that individual organisations can take action. These organisations do not need to move the needle initially – just take small, incremental steps forwards.

This is something FSB has done via our partnership with Rubik Talent which has seen us welcome four candidates from underrepresented backgrounds who will join the business for the next two years on a skills-development and training program with the potential for permanent employment at the end.

At FSB we get contacted by a lot of recruiters, but the proposition put forward by Rubik co-founder Robin MacDonald felt different. The key selling point for us was the merging of talent and diversity, which was at the heart of Rubik's values, which would clearly bring incredible benefit to the business.

There is absolutely no doubt that diversity helps to enrich an organisation...

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## CONTINENT 8

### Remote working and the new normal, CasinoBeats roundtable

Remote working was once something that employees would have to fight for during contract negotiations, but the COVID-19 pandemic changed that.

Almost overnight, igaming organisations were forced to send staff home to work indefinitely and a year and a half later it has now become the new norm.

But as restrictions are eased and governments around the world begin, or in some cases continue, to encourage employees to return to the office, will remote working stay?

If it does, what does this mean for organisations in an industry where onboarding the best talent in the business is often the difference between success and failure.

In this roundtable, CasinoBeats hears from Charlotte Cain, HR manager of Continent 8 Technologies, David Flynn, CEO of Glitnor Group and Dirk Camilleri, chief product and technology officer at Green Jade Games, to understand their approach to remote working.

[WATCH THE FULL INTERVIEW](#)

## ARETONET

### AretoNet: player attention is becoming increasingly hard to retain

"In today's digital world with so many flashy and fancy ads and offers, player attention is becoming increasingly hard to retain," explains Justin Farrugia, CEO of AretoNet, upon being quizzed by CasinoBeats on the crucial nature of engaging with players across the entire customer journey.

This follows Farrugia previously expressing a dedication to streamlining what he says can be "an extensive process," amid asserting a strategy of offering its products "to the very best operators in the igaming sector".

Continuing to dissect the importance of player engagement, particularly amid today's ultra-competitive environment, he continues: "This is why tools like AretoNet have been built.

"Our platform allows operators and marketers to engage with customers at the right time and through their preferred communication channel to have a lasting and memorable effect.

"This can be done at all points through the customer journey and when combined with the access we are able to provide real-time, unified data, means marketers can make accurate decisions and execute interactions and campaigns exactly when they need to.

"Operators that cannot do this will undoubtedly see an increase in churn which in turn benefits their rivals."

[READ THE FULL STORY](#)

## OPTIKPI

### OptiKPI CEO Johnson Irudayaraj: "We Use Automation to Drive Value, Create Tailored Products, Evolve with Regulation and Bring More Creativity in iGaming"

OptiKPI is a marketing automation platform that specializes in iGaming campaigns and creates responsible and sustainable strategies for the businesses involved in the industry. The company focuses on driving revenue that comes with higher customer satisfaction and delivering the right products to the right crowd – while keeping its customers compliant across all jurisdictions.

OptiKPI is a multi-jurisdiction iGaming marketing automation tool built specifically to create responsible, laser-targeted campaigns. Its purpose is to maximize player engagement and to drive sustainable operator revenues. Its success is its simplicity, and the fact it's easy to manage in real-time, fast to set up, and easy to personalize. Through dynamic reporting, OptiKPI is capable of ensuring that its offer is on-point and meets player and business needs.

The company has developed an advanced risk management tool to ensure that its offer is compliant with local regulations and puts businesses on par with legal norms. The platform architecture is designed to manage risk versus reward across the spectrum of multiple gaming jurisdictions. Real-time dynamic reporting using simple and effective dashboards provides operators with meaningful and actionable insights at every level of the business.

To discuss how automation can improve marketing results and comply with...

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## BETIXON

### Betixon CEO Lior Cohen: How SpinXP Boosts Engagement through Innovation and Efficiency

Betixon is an iGaming developer that focuses on establishing innovative gaming products by focusing on a mobile-first and social experience. Over the years, the company's library has swelled to feature numerous titles all of which have been made available to partners.

The company owns numerous licenses allowing it to operate in key European markets and comply with regulatory standards. All titles are based on HTML5 technology which makes them incredibly flexible and easy to deliver across a number of platforms, making sure that the consumer experience comes first.

Recently, Betixon introduced the SpinXP feature that adds a game-changing experience in the online gaming industry bringing communities together by enabling the consumer base to cheer for each fellow player's win.

It's a solution that allows people to feel less alone while enjoying their hobby, argues Betixon. Today, we sit down with Betixon to discuss the company's...

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#### FANTASMA GAMES

##### High quality slots, key to the entry of Fantasma Games in LatAm

The Swedish studio, Fantasma Games, is making itself felt in different European markets thanks to the enormous quality of its online slots. The company decided to bet strongly on a total specialization in these games and its success has already helped it to start the leap to such emerging areas as the United States and Latin America.

With an eye on the progress of regulation, Fantasma Games is already working on its implementation in different countries.

##### Can you tell us a little bit more about your international expansion plans?

The fast-growing US market is a key focus for us right now and we will shortly be making our debut with our first batch of operator partners.

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#### SWINTT / SKILLONNET / CEGO / INCENTIVE GAMES

##### CB100: America ... the land of opportunity?

Over the last 18 months, the industry has witnessed a host of new countries open their interactive borders to embrace online casino and igaming.

So with that in mind, in the latest edition of CasinoBeats 100 Club we cast our eyes around the globe and asked our members to predict where the next big opportunity for igaming growth will come from.

We asked: Where is the next big opportunity in growth for igaming?

Providing an argument for both LatAm and Canada, Swintt's chief commercial officer, David Mann, stated that the Americas as a whole presents "unique opportunities" whilst combining Latin America into 'one' general market offers "huge potential".

SkillOnNet's head of corporate, Maor Nutkevitch, also supported the US and Canada, noting the "positive regulatory movement" which, he believes, is "slowly opening up each market".

Echoing Giganova, our final member Victor Pronk, commercial director at Incentive Games, stated that operators "cannot afford to ignore" the US market.

He concluded: "The opening of the US market is by far the biggest opportunity..."

[READ THE FULL INTERVIEW](#)

#### CONTINENT 8

##### Continent 8 Technologies, the best Multi-Cloud Solution partner for iGaming operators

Through this service, the ISP with a global network spanning over 80 locations allows companies to connect, manage and secure their cloud environments in a scalable and flexible way, at a lower cost.

Founded over 20 years ago, Continent 8 Technologies is an award-winning, multi-jurisdictional, network solutions provider that has helped expand business to some of the biggest brands in iGaming. The company has data centers and strategic points of presence in over 80 connected locations spanning Europe, the Americas and Asia, and is expanding rapidly.

With its three main solutions: Manage8, Connect8 and Secure8, Continent 8 provides state-of-the-art cloud products, including Private, Public and Hyperscale Cloud. Public Cloud, or Infrastructure as a Service (IaaS), offers rapid access to a security-rich, enterprise-class virtual server environment. This Public Cloud enables the provision of hardware, storage and server equipment through a cloud computing environment, de-provisioning when the process is finished.

##### AN UNRIVALED CLOUD PLATFORM

Continent 8's Cloud platform is built on clustered Nutanix Hyper Converged Infrastructure (with SSD storage acceleration) and VMware vSphere, ensuring...

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#### INCENTIVE GAMES

##### Time to play the retention game

Victor Pronk, Commercial Director at Incentive Games, says that retention provides a huge opportunity to innovate and is the key to long-term success.

I strongly believe that this industry can count itself among the very best when it comes to customer acquisition. Operators and their marketing teams, as well as the third-party providers that support them, have absolutely cracked the code when it comes to engaging new customers.

But the same can't be said for retention. This is an area where a lot more can and should be done by operators, marketers, and suppliers, especially when you consider that the cost of acquiring a player is five times more expensive than retaining one.

Player retention boils down to three core factors – customer satisfaction...

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#### CHAMPION SPORTS

##### Q&A: Mature V emerging markets – Simon Noble, sports product director, Champion Sports

Regulation and the tightening of requirements is a major theme in the industry right now. What are your thoughts on the direction being taken by jurisdictions and regulators?

Regulation is the only way forward for sports betting and indeed all forms of gambling as it ensures fairness and integrity of the games as it dictates how operators and suppliers must carry out betting activity within that market.

For players, this provides a trusted and safe environment with a high degree of certainty that sportsbooks are reputable and secure while at the same time providing a level playing field for operators with everyone playing by the same rules.

It also clearly sets out provisions and processes for responsible gambling and safe gaming, including the tools and resources that must be made available to players should they feel like gambling is no longer fun and that they are perhaps displaying signs of addiction.

This industry has come a long way in the past 20 years and today operators fully understand the value of regulations when it comes to protecting players and...

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#### ARETONET

##### Igaming marketing migration: Better the devil you don't know

AretoNet co-founder Matt Larter says operators are fearful of migrating analytics and marketing platforms but those that don't move to the latest technologies risk losing ground to rivals.

With the cost of player acquisition, re-engagement and retention continuing to rise, operators and their marketing teams are going to great lengths to streamline spend and drive the highest customer lifetime value possible. There are many ways of doing this – bonus, rewarding loyalty, exemplary customer support, etc – but if the operator is not using the right analytics and marketing technology, the resources allocated to doing this are at risk of going to waste.

But operators are often fearful of moving away from their current technologies and platforms with the ethos of "better the devil you know". But this risks them losing ground to their rivals and in such a competitive industry, this can be the difference between success and failure.

Before discussing why operators should not fear migrating analytics and marketing platforms, it is first important to understand the challenges marketing teams are facing and how modern technologies can help to overcome them.

##### Marketing across multiple channels:

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