

GAMING INTERNATIONAL ONLINE

SEPTEMBER 2025

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I'm counting down the days until the SBC Summit in Lisbon, and honestly, I couldn't be more excited to get there. It's one of those events that feels like a key date in the calendar for the entire iGaming industry – a moment when the global community comes together, swaps ideas, and leaves buzzing with new enthusiasm and possibilities.

This year's move to Lisbon is especially exciting. This vibrant city will bring fresh energy to the event and reflects how our industry keeps moving, evolving and growing. Portugal is now one of Europe's most interesting markets, so it makes sense for SBC Summit to be held there. I can already imagine what the atmosphere will be like: a mix of serious business conversations, spontaneous networking, and plenty of inspiration, not to mention some great parties!

For the industry, the SBC Summit is more than just another conference, it's where innovation is showcased, partnerships are formed, and the next wave of ideas is sparked. Whether it's advances in AI, player engagement tools, or regulatory insights, this is the place where those conversations happen face to face, and that's invaluable in a sector moving as fast as ours.

On a personal level, I can't wait to be part of it for the first time. There's something special about finally stepping into an event you've been previewing all year and getting to experience it in real life. I'm looking forward to catching up with familiar contacts, putting faces to emails, and meeting new people who are just as passionate about iGaming as I've become.



So yes, Lisbon – bring it on! I've got my notebook ready, my schedule filling up fast, and plenty of enthusiasm for what promises to be one of the standout industry gatherings of the year. You can find out more about who will be there and what they will be showcasing in this bumper SBC Summit preview issue. See you in Lisbon!

Neil Mead, Editor GIO



1xBet nominated for major honours at SBC Awards Europe

For the past 12 years, the international SBC Awards Europe has highlighted contributions of operators, affiliates, and platform providers from all sectors to the iGaming industry growth. This year, the global betting company, 1xBet has received nominations in three categories: Marketing Campaign of the Year; Operator of the Year; and Sportsbook Operator of the Year.

"We're glad to be among the nominees for such prestigious honours. This shows our strategy is working. Over the past year, we've launched key initiatives to support sports, promote responsible gaming, and back social projects. We'll keep improving our products and introducing innovations," said a 1xBet representative.



At the same time, 1xPartners, 1xBet's affiliate programme, was nominated for Best Affiliate Program at the Affiliate Leaders Awards 2025.

The SBC Awards ceremony will take place on September 18 at MEO Arena in Lisbon.

Gamzix and ALEA Expand into MGA Market



Gamzix, the Maltese game provider, has announced the extension of its partnership with award-winning casino game aggregator, ALEA. This expanded collaboration now enables MGA-licensed casino operators to offer Gamzix's full portfolio of online slots

– from reimagined fruit classics and fan-favourite Hold the Spin titles to the latest feature-rich releases built on the brand-new Gamzix game engine

ALEA's award-winning aggregation platform connects casinos to over 15,000 games from 150+ top software providers, giving operators a seamless way to expand their portfolio, engage players, and optimise performance – all through a single secure API integration.

With this partnership extension, MGA operators will gain immediate access to Gamzix's immersive content and benefit from ALEA's best-in-class technology, market expertise, and promotional tools.

Devilfish.com free mint sells out in just two hours

Web3 social poker platform Devilfish.com has successfully completed its inaugural genesis avatar mint on Immutable, with all 10,000 free-to-own assets claimed in just two hours. This overwhelming response validates the platform's community-first strategy and signals strong market demand for its frictionless, free-to-play poker experience.

Devilfish.com is the free-to-play social poker community inspired by poker legend Dave 'Devilfish' Ulliott. The launch, held on Wednesday 20 August, on the Immutable blockchain, saw its entire collection of 10,000 genesis avatars completely minted out by the community in an astonishing two-hour timeframe.

This sell-out event marks a major milestone in the company's mission to build the world's leading social poker community. The incredible demand for the free-to-own avatars underscores the massive appetite for a platform that



removes the traditional barriers to entry in poker, focusing instead on skill, entertainment, and social connection.

ELA Games expands presence with Betsson

ELA Games, the innovative game development studio, has partnered with Betsson to grow its footprint in Denmark. Players in Denmark can now enjoy a selection of the studio's titles, including the renowned classic-style Flame Fruits Frenzy, top studio performer Cash of Gods, and the visually-rich, sea-themed It's Shark Time!

Betsson is one of the world's leading online gaming companies, with operations across Europe, Latin America, and other regions. Through this collaboration, ELA Games will extend its reach, engage new audiences, and further strengthen its brand presence. Betsson will gain access to fresh, innovative content designed to enhance player acquisition, retention, and engagement with visually appealing titles and attractive game mechanics.



Just Slots brings the party with new 'Unholy Mystery' game launch



Just Slots, a Malta-based iGaming software developer, has announced the launch of its latest title, 'Unholy Mystery'. Building on strong momentum, this marks Just Slots' fifth release since the breakout success of its debut game, Sugar Heaven.

Following the ominous world of their last release, Book of Arcane 100, Unholy Mystery gives the theme a playful twist by blending dark undertones with a party-like atmosphere and a bold visual style that feels like a 'monster birthday jamboree.' Just Slots stays true to its roots with a familiar reelset and fan favourite features like 'Hotspin' and 'Bonus Buys', both proven hits with players. To make it a standout experience, unique features and mystery symbols have been added to the mix. All the mystery symbols landing on the reels reveal the same symbol, and may include multipliers up to 100x, giving huge winning potential with every spin.

Navigating Certification?

Let's talk in Lisbon

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Marketing Academy to Debut at SBC Summit 2025

Gary Vaynerchuk, renowned entrepreneur and marketing powerhouse, will kick off SBC Summit 2025's first-ever Marketing Academy with an exclusive AMA (Ask Me Anything) seminar session.

This marks the launch of SBC Summit's most ambitious educational initiative yet: four

full-day Tech Academies covering AI, Marketing, Web 3.0 & Blockchain, and a new academy set to be announced soon. Designed to deliver hands-on, interactive learning with the world's leading experts, the programme is open to all professionals with an interest in tech, not just those within the gaming industry.

The Marketing Academy, a key pillar of SBC Summit's Tech Academy programme, brings together a world-class mix of talent, including Gary Vaynerchuk, content creators, PR professionals, marketing veterans, and SEO experts, for a day of hands-on, high-impact learning. The academy takes place on Wednesday, 17 September at Sala Tejo, part of the MEO Arena.



Totogaming wins Gold Award at Mad Over Marketing 2025

Totogaming's ongoing initiative 'Power Has No Gender,' now in its fourth consecutive year, has been named the winner and awarded the Gold Award at the Mommy 2025 Awards.

Each year, the Mommy Awards highlight standout contributions in marketing celebrating campaigns that are bold, creative, unexpected, and, most importantly, meaningful.

In 2025, Totogaming was honoured with two Mommy trophies: one for the 'Power Has No Gender' initiative, and another for Totogaming's Romania-based launch campaign featuring football legend and Totogaming Sport Ambassador, Luís Figo.

The 'Power Has No Gender' movement began in 2022, with its first awards ceremony



recognising female athletes who had contributed to Armenian sport through their success. Totogaming's team launched the initiative to challenge long-standing stereotypes that associate sports primarily with men and reserve true success in the field for them.

Martin Lycka to welcome former Liverpool star to Safe Bet Show at SBC Summit Lisbon

Safer gambling expert Martin Lycka will welcome former Liverpool and Leeds defender Dominic Matteo to SBC Summit 2025 for a live edition of The Safe Bet Show in collaboration with EPIC Global Solutions.

Matteo made 155 appearances for Liverpool between 1992 and 2000 before moving to Leeds United. During his time at the club, he played a key role in their run to the Champions League semi-finals and later went on to captain the side. He also enjoyed spells at Sunderland, Stoke City, and Blackburn Rovers, and represented Scotland at international level.

Since retiring at the end of the 2008/09 season, Matteo has become a leading voice

in the safer gambling space, drawing on his own experience of struggling with gambling addiction. He now works with EPIC alongside his wife, Jess Matteo, where they serve as Lived Experience Facilitators to help raise awareness of gambling-related harm among professional athletes.



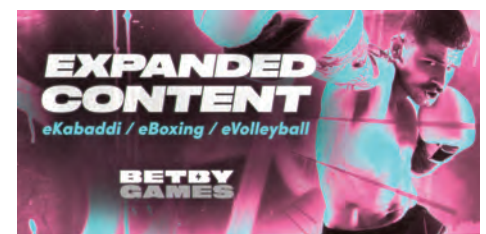
Soft2Bet nominated in Global Regulatory Awards 2025



The Global Regulatory Awards 2025 have recognised Soft2Bet and its leadership in four categories, reflecting the group's B2B excellence, rigorous compliance culture, and clear commitment to responsible gaming and player protection.

For nine years, Soft2Bet has focused on competitive markets and built compliance into the product from day one. In-house controls and training, backed by real-time monitoring, give regulators and partners clear, auditable outcomes. MEGA extends this approach into gameplay, using innovative mechanics that merge engagement with responsibility, ensuring marketing impact and safer gaming go hand in hand. Soft2Bet's in-house approach brings together market-specific AML and RG controls, proprietary training and QA, and real-time monitoring, with MEGA embedding these safeguards directly into the player experience.

BETBY expands e-sim portfolio



Leading sportsbook supplier BETBY has further grown its proprietary esports feed, BETBY Games, with the addition of three new e-sim titles: eBoxing, eVolleyball, and the world's first-ever virtual version of Kabaddi, eKabaddi. With this release, the BETBY Games portfolio now features 22 titles, continuing to set the standard in high-frequency, localised betting content.

The newly launched titles reinforce BETBY's strategy of diversifying its esports feed across both mainstream and niche sporting verticals, offering tailored content for specific regions while maintaining global appeal.

Kirill Nekrasov, Head of Sportsbook Product at BETBY, commented: "We're heading into the new sports season at full speed and pushing the BETBY Games portfolio to new heights. Each of the new titles is unique and important for the market, we're filling the live content gap across all directions."

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Digitain Sportsbook & Centrivo Platform: Innovation, Flexibility and Control

Digitain Sportsbook: Catering to every passion and preference of your sports enthusiasts.

Digitain's Sportsbook is a comprehensive, operator-first solution that fuses powerful technology with an exceptional user experience. Designed for scalability and flexibility, the platform is packed with standout features that transform traditional betting into an engaging and interactive journey.

From Bet Builder, SportChat, and Bet Race Tournaments, to advanced bonus tools, Digitain offers a next-generation betting experience. The bonus and incentive engine includes: Acca Boost, Cashback options, Accumulator Bonus (a hybrid of Acca Boost and Cashback), Advanced Cashout, supporting Full, Partial, and Auto cashout, with a Stop Loss option, Customisable Sports Bonuses, such as Free Bets and Wagering Bonuses. These tools are designed to maximise retention and enhance lifetime value across all player segments.

Players also benefit from real-time live scores, in-depth statistics, and personalised recommendations based on user behavior and preferences, delivering a highly tailored experience. For a competitive edge, the platform integrates:

- A Progressive Sports Betting Jackpot with up to four levels.
- A Built-in Tax Engine to ensure jurisdictional compliance.

Digitain's Sportsbook is powered by in-house algorithm-driven models that generate pricing for both pre-match and live events, supported by a wide range of official, fast scout data feeds. This ensures market accuracy, trading efficiency, and real-time engagement.

KEY FEATURES

• AI & Automation

Digitain continues to invest in AI-powered automation to enhance real-time risk management, user behavior analytics, and personalized user optimisation. These tools drive smarter decision-making, boost operational efficiency, and improve overall player satisfaction.

• Localisation & Market-Specific Flexibility

The Digitain Sportsbook supports localised content, currencies, odds formats, languages, and regulatory compliance across key global markets, including Latin America, European countries, and Africa, ensuring partners can tailor their offerings to regional needs with ease.



• API & Integration Capabilities

Digitain's modular API architecture enables seamless integration of the Sportsbook with third-party platforms. Whether via iframe-based setups or bespoke solutions, operators benefit from unmatched flexibility and speed to market.

• Autobet

Autobet is one of Digitain's latest innovations and a true game-changer in sports betting. It allows users to set a predefined odds range; if the odds shift and fall within that range, the bet is placed automatically. Available for both single and multi-bets, Autobet enhances user convenience and control.

DIGITAIN CENTRIVO: THE IGAMING PLATFORM CRAFTED TO MEET AND EXCEED ALL YOUR EXPECTATIONS

At the heart of Digitain's product ecosystem are Centrivo Universal and Centrivo Dynamics — two next-generation iGaming platforms designed to empower operators, enhance player experiences, and support sustainable business growth.

CENTRIVO UNIVERSAL: ONE PLATFORM, TOTAL CONTROL

The Centrivo Universal iGaming Platform is a powerful and comprehensive solution





created for both online casino and sports betting operators. Built with scalability and flexibility in mind, the platform offers a broad range of features that streamline operations and boost player engagement across all channels — web, mobile, tablet, and retail.

At its core, Centrivo Universal provides a single account and wallet system that allows seamless management of player activity across devices. Operators benefit from a user-friendly interface that facilitates efficient back-office operations and real-time insights. Detailed reporting capabilities — covering player behavior, game history, and transactions — equip

partners with the data they need to make informed business decisions.

A standout feature of the platform is its robust promotional toolkit. Operators can easily configure and launch custom campaigns such as free spins, cashbacks, loyalty rewards, and seasonal bonuses to attract and retain players. Whether launching a brand or scaling into new markets, Centrivo Universal provides the technical backbone and agility.

CENTRIVO DYNAMICS: PERSONALISATION AND AGILITY

Centrivo Dynamics takes innovation a step further by focusing on dynamic personalisation and player-centric engagement. Designed for maximum customisation, this platform is ideal for operators who want to deliver distinctive brand experiences and tailored player journeys.

Its mobile-friendly back office, available via app on iOS and Android, enables operators to manage and monitor activity on the go. The system offers full control over design elements — such as interface templates, color schemes, and user flows — allowing partners to shape every interaction point to reflect their brand identity.

A major highlight is the platform's advanced bonus management engine, which provides granular control over campaign mechanics, targeting rules, and reward distribution. Other core modules include Dynamic Rules Management, System Notifications, and a fully integrated Cashier module, offering a streamlined and responsive user experience.

Centrivo Dynamics is particularly valuable for markets where flexibility and rapid adaptation are key to remaining

competitive. Whether it's adjusting bonus triggers, creating segmented offers, or updating site themes, the platform supports agile operation and continuous optimisation.

BUILT TO LEAD

Both platforms are designed with scalability, compliance, and localisation in mind. Operators benefit from Digitain's extensive industry experience and ongoing support, ensuring that each deployment aligns with market demands and regulatory requirements. With Centrivo, partners gain more than a platform — they gain a strategic foundation for long-term success.



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NEWSOME



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The glue in the game: How online poker anchors multi-vertical iGaming and sports betting projects

In an industry as fast-moving and competitive as iGaming, few operators today would dare to build their future on a single vertical. Slots may generate revenue, sportsbooks may capture headlines, but without a balanced portfolio, volatility is inevitable. It is here – in the space between acquisition and monetisation – that online poker is quietly cementing itself as the glue binding together the iGaming ecosystem.

No one has a clearer perspective on this shift than Dmitry Starostenkov, CEO of EvenBet Gaming. Having guided his company from a modest coding startup into one of the world's leading poker software providers, Starostenkov is uniquely positioned to comment on how poker is evolving from a niche pastime into a strategic pillar of multi-vertical platforms.

"Sports betting is a natural acquisition tool due to the high sports visibility in mass media," he explains. "Casino games work as revenue generators. Online poker provides unique retention tools. Every vertical takes its niche."

FROM ACCIDENTAL BEGINNINGS TO GLOBAL SCALE

Starostenkov's path into iGaming was anything but conventional. Though originally drawn to chemistry, he pivoted toward programming as the internet gained traction. In 2004, a German client asked his small team to create a poker game — and the project that would become EvenBet Gaming was born.

Today, EvenBet operates over 200 projects across nearly 40 countries, serving more than 72 million users. What began as a \$4,000 experiment has become a global provider defining the role of poker in modern iGaming.

Starostenkov credits this growth not to a rigid strategy, but to relentless adaptability. "Success is only possible if you are ready to make a lot of attempts without giving up," he says. "If you create a product that doesn't work, you start working on another one. Every attempt should be from a different perspective. Adaptability is the most important entrepreneurial skill, especially in our industry."

WHY POKER MATTERS IN A MULTI-VERTICAL WORLD

The fundamental dynamics of poker haven't changed: a deck of cards, chips, players making



Dmitry Starostenkov, CEO, EvenBet Gaming

decisions with limited information. But online poker in 2025 is a very different animal from the game of a decade ago. Players no longer fit neatly into silos of 'bettor,' 'casino user,' or 'poker player.' Instead, they fluidly move between verticals, shifting from a football bet to a poker table to a quick slot spin, all within the same platform.

This behavioural evolution has transformed poker into a retention powerhouse. Unlike sportsbooks, which surge during major events, or casinos, which chase high turnover, poker generates steady engagement year-round. Players who cross between sports and poker are significantly more valuable: according to EvenBet data, retention jumps by 40–60 per cent, deposits occur 2.5 times more frequently, and

sessions last 35 per cent longer when users engage with both verticals.

"Operators who run both verticals aren't just diversifying or following trends," Starostenkov argues. "They're building businesses that understand how real players actually behave."

SYNERGY IN PRACTICE: POKER + SPORTS

Consider what happens during the big football events. Sportsbooks see traffic explode, but poker rooms may fall quiet as fans turn their attention to matches. Yet operators with both products can cross-promote strategically: a €15 free bet dropped into poker players' accounts during Champions League nights, or football punters offered free entry to online poker tournaments while waiting for kick-off.

These synergies extend beyond promotions. Loyalty programs now span across products, poker tournaments adopt sports themes, and hybrid games — like fantasy leagues with poker-style buy-ins — bridge communities. Even influencer campaigns are merging, with athletes and streamers who straddle both poker and betting audiences amplifying engagement.

The business case is compelling: smoother revenue curves, stronger player lifetime value, and lower acquisition costs per active user. For players, it simply feels like a seamless entertainment ecosystem.

EMERGING VS MATURE MARKETS

The role of poker, however, varies widely depending on market maturity. In Europe, where sports betting and poker ecosystems are well-developed, operators expect poker to serve as a refined retention tool. Here, EvenBet focuses on innovation: new poker formats, AI-powered matchmaking, and products designed specifically to complement other verticals.

In contrast, emerging markets such as Africa and Southeast Asia see poker play a very different role. With less developed infrastructure and less player familiarity, poker often functions as a standalone entertainment product. Local games like Rummy, Teen Patti, and Call Break serve as gateways, introducing users to card play before they graduate to Texas Hold'em or Omaha.

"Flexibility is our main objective," says Starostenkov. "In mature markets, we push innovation for retention. In emerging markets, poker is still self-sufficient. Our job is to adapt the offering to the market's specifics."

REGULATION: POKER'S SQUARE PEG IN A ROUND HOLE

For all its potential, poker faces a persistent regulatory challenge: being lumped in with online casino games. Despite being a game of skill with a distinct revenue model — rake from pots rather than house edge — many jurisdictions regulate poker under casino frameworks, often applying unfavourable tax regimes.

The consequences are severe. "Poker players' behaviour and revenue per user are very different from casino users," notes Starostenkov. "Many regulators don't understand this difference."

The most fertile ground, he argues, lies in pre-regulated markets such as Brazil. "At that moment, poker operators have a good chance of growing explosively and creating reputation and liquidity by the time regulation is set."

If poker were recognised as a separate vertical, he believes, far more markets would open, making launches easier and more sustainable.

TECHNOLOGY AS A GAME-CHANGER

Looking ahead, technology promises to reshape online poker in ways that extend beyond smoother integration with sportsbooks. Artificial intelligence is at the forefront: detecting bots, analysing behaviour, matchmaking players by skill level, and even serving as practice opponents to help newcomers learn the game.

"Playing poker against AI could be an interesting turn," says Starostenkov. "We already play chess against it — why not poker? In social or play-money formats, it could be a powerful tool for skill development."

EvenBet is also investing in lighter, mobile-first applications for bandwidth-constrained markets, cryptocurrency payment systems for global flexibility, and AI-driven analytics to help operators personalise promotions and detect risks. Behind the scenes, unified wallets, one-time KYC, and consistent UX are ensuring that players transition between poker and sports without friction.

LEADERSHIP, CULTURE, AND EXPERIMENTATION

As EvenBet has grown, so too has its internal structure. What began as a startup 'family' has



evolved into a company requiring clearer processes, roles, and management systems. Yet, Starostenkov insists, the culture of innovation remains intact.

"No improvement in management should hurt the team spirit, our openness, and our innovation-first mindset," he says. Top-level managers remain approachable, and the company actively experiments through initiatives like FlexPlay, a sandbox for casino aggregation projects that allows EvenBet to test new business models without diluting its poker-first identity.

This willingness to pivot and experiment is, in Starostenkov's eyes, non-negotiable. "Experiments — successful or not — must be part of the product strategy. The readiness to drop what doesn't respond to market needs was probably the main lesson of our journey."

THE ROAD AHEAD

So, where does all this leave online poker in the evolving multi-vertical iGaming ecosystem? Not as a competitor to sports betting or

casino, but as a complementary force. Poker may never rival sportsbooks for visibility or slots for raw revenue, but as a retention engine, a community builder, and a steady counterweight to volatility, it occupies a role no other product can match.

EvenBet's mission is not to dethrone PokerStars, but to equip operators with poker rooms that slot naturally into broader ecosystems. "Our goal is to make poker a convenient tool for operators," Starostenkov says. "We want it to complement their portfolio without needing to be their biggest business unit. In November 2025, we will launch a new poker-based product that has all the opportunities to change the game for such operators, so keep your eyes on the news."

In a world where players refuse to be boxed into single categories, and where revenue models must withstand global shocks, poker has found its moment. It is not the loudest vertical in iGaming, nor the flashiest. But as operators increasingly discover, it may well be the most essential.





The future of live casino: Combining human interaction with cutting-edge technology

CreedRoomz is thrilled to be a part of the SBC Summit Lisbon, taking place in Lisbon, Portugal, from September 16-18, 2025. The company will be at Stand B180, where it will provide an exclusive preview of its ambitious content roadmap.

As a company dedicated to pushing the boundaries of live casino entertainment, this is the perfect platform to share its latest innovations and a major new product that CreedRoomz believes will redefine the game show segment.

SETTING NEW STANDARDS

CreedRoomz has focused on creating games with innovative mechanics, engaging gameplay, and visually captivating designs to set a new standard for the live casino experience. A key highlight of its showcase is the brand-new game, 'Mr First Live', with up to 10,000x multipliers.

This innovative, bingo-inspired game show integrates interactive features and a unique bonus round that goes beyond a simple multiplier. The game unfolds in a vibrant, high-energy studio where a charismatic host and Mr First guide players through each round. The excitement culminates in an exhilarating bonus round, an 'endless run' where players can continuously collect wins, transforming the experience into a captivating journey with limitless potential. Mr First Live isn't just a game; it's a completely unique experience that will be a true game-changer for its partners, driving player engagement and retention.

In addition to Mr First Live, much-loved game shows will also be featured: Richie Wheel and Richie Fruits Roulette. Richie Wheel, a game designed for pure excitement. This visually stunning experience offers players the chance to win massive multipliers, soaring up to 1,000x on every spin. Its dynamic gameplay keeps players immersed, with multipliers appearing randomly to heighten anticipation.

Complementing this is Richie Fruits Roulette, a vibrant evolution of classic Roulette. Through an

integrated mini-game, players match fruits to unlock dramatic multipliers, potentially leading to payouts of up to 2,300 times their initial bet. These titles exemplify CreedRoomz's philosophy of creating captivating, rewarding adventures.

ENGAGING A BROADER DEMOGRAPHIC

The company's participation at SBC Summit Lisbon isn't just about showcasing new games; it's about demonstrating a strategic commitment to the future of live casino. CreedRoomz is focused on building a portfolio that not only entertains but also addresses key industry needs, such as diversifying player bases and enhancing retention through high-energy, community-driven content. The company's roadmap is

designed to cater to a variety of markets and player preferences, ensuring that its partners can attract and engage with a broader demographic.

In conclusion, CreedRoomz is here to show the industry that the future of live casino is about more than just traditional games. It's about combining authentic human interaction with cutting-edge technology to create truly unforgettable gaming experiences. By showcasing Mr First Live and its innovative roadmap, CreedRoomz is ready to lead the conversation on how game shows can evolve and become a central pillar of any successful iGaming operation. The company is excited to connect with partners and peers, discuss the future of the industry, and build lasting partnerships at Stand B180.



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CONTACTS

Weronika Drag
rdrag@datateam.co.uk

Ben Goodayle
bgoodayle@datateam.co.uk



3 Oaks Gaming strengthens portfolio with two new releases

3 Oaks Gaming is strengthening operator lobbies with two recent releases – Lucky Penny 2 and Magic Clovers – that have quickly gained traction.



Lucky Penny 2 and Magic Clovers showcase the distributor's ability to refresh popular mechanics, deliver strong visual appeal, and provide the kind of high-engagement features that drive repeat play. Both titles underline 3 Oaks Gaming's growing influence in regulated markets, where operators continue to look for content that can attract players and keep them engaged over longer sessions.

LUCKY PENNY 2

Lucky Penny 2 marks the return of one of 3 Oaks Gaming's most recognisable titles. Following the popularity of the original Lucky Penny, this sequel reintroduces the Irish-themed design while bringing a new layer of anticipation through the

Mystery Multiplier. This feature appears randomly during gameplay, with its value revealed only once the cascade has ended, delivering prizes that range from x10 up to x1000.

The penny coin symbols remain central to the action. These act as multipliers that can climb as high as x1000, and when multiple coins land together, their values combine to create even greater win potential.

Another familiar element is the leprechaun scatter, which unlocks the Free Spins round when at least four appear in the base game. During this feature, all multipliers from winning spins are gathered into a progressive Total Multiplier, meaning that even smaller wins can build into something more significant. In certain regions,

players can also access the Super Free Spins Game directly via the Buy Bonus option. This enhanced version guarantees multipliers of at least x10, ensuring an immediate advantage and creating the opportunity for an immense payout.

MAGIC CLOVERS

Magic Clovers introduces a more mystical setting, drawing players into an enchanted forest filled with glowing symbols. At the heart of the gameplay is the Hold & Win mechanic, triggered by landing six or more shimmering Gold Clover symbols. This launches the Bonus Game, where three pots: red, green, and purple, represent Boost, Multi and Collect. Each pot fills with tokens when the corresponding symbol lands, and when activated, these modifiers can significantly increase the payout potential.

Adding to the suspense is the Clover Metre, displayed alongside the reels. As Gold Clovers are collected in the base game, the metre gradually fills, eventually triggering the Bonus Game with up to three Mystery Tokens already active. During respins, rainbow clovers may also appear, activating one of the three pot features or unveiling jackpot prizes ranging from mini to major. The ultimate prize, the Grand Jackpot, worth up to 2,000x the bet, is awarded when every reel position is filled with clovers.

GAME DESIGN

Together, these two titles illustrate how 3 Oaks Gaming approaches game design: by developing slots that combine inventive mechanics with visually appealing styles, ensuring that each release has clear player appeal and operator value.

The company's portfolio has been shaped heavily by the Hold & Win mechanic, which has proven to resonate with players in multiple regulated markets, and these new releases add further strength to that catalogue.

Yuriy Muratov, Chief Commercial Officer at 3 Oaks Gaming, says: "Both Lucky Penny 2 and Magic Clovers take mechanics that players already enjoy, such as Scatter Pays and Hold & Win, and give them more depth through features like the Mystery Multiplier, progressive totals and the 3 Pots system.

"These games show how we can build on proven ideas while keeping gameplay rewarding, ensuring operators have content that continues to engage players over time."





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Building games with Vision



Thomas Nimstad

Reelsoft's Vision platform is designed to give game creators and distributors the speed, flexibility, and scalability they need. Whether you're a new studio preparing to develop your first title or an established aggregator looking to expand your reach, Vision makes the process simple, future-proof, and entirely under your control.

BUILD ANY GAME, YOUR WAY

Vision is designed around familiar, well-documented APIs that follow industry standards. Your developers work with logical structures they already know, cutting down onboarding time and reducing errors. The result is faster integrations, shorter development cycles, and time spent building games that stand out.

From slots and crash games to RNG table games, instant win titles, and multiplayer experiences, Vision RGS supports them all. It's deep game flow structure and bonus engines allow complete creative freedom.

Promotional tools are built-in – free bets, jackpots, feature bets, and tournaments – so operators can market and retain players more effectively.

For aggregators, Vision Link provides one streamlined connection to a growing network of providers and operators, making it simple to expand libraries and strengthen partnerships.

SCALABLE ARCHITECTURE, READY FOR TOMORROW

Scalability in iGaming is more than handling traffic. It's about growing the business itself. With Vision, partners can start with Platform as a Service for a cost-effective launch, then move to full source code ownership as ambitions expand.

Flexibility extends to business models. Studios can begin with Vision RGS and later

expand into aggregation with Vision Link. Aggregators can start with Vision Link and later add game creation. Few providers offer both pathways within one single ecosystem.

PROVEN PERFORMANCE AND RELIABILITY

Scalability also means performance under pressure. Reelsoft's RNG House provides hosting and infrastructure designed for global growth. With billions of transactions already processed on Vision, the platform has proven its ability to handle peak demand while maintaining stability. This ensures that as studios and aggregators scale into new markets, they do so with the confidence that their platform is built for reliability as well as speed.

A CONNECTED ECOSYSTEM FOR GROWTH

Reelsoft's products are modular, yet seamlessly connected. Whichever route partners take – RGS, aggregation, or both – the result is the same: lower operational overhead, faster launches, and platforms that adapt to local market needs without forcing workarounds.

This is where Reelsoft stands apart. Too often, operators are told they must choose between speed and control. With Vision, they get both. Our partners' results prove that this balance leads to faster profitability and stronger long-term growth.

SMARTER TESTING, FASTER LAUNCHES

Launching shouldn't mean endless trial and error. Vision includes a guided integration test tool with automated feedback, structured scenarios, and detailed logs. This reduces QA overhead, ensures compliance, and speeds up certification, helping partners get to market faster.

WHY CHOOSE VISION?

A Reelsoft licence gives you ownership and control from the start. It is your platform and your features, as easy as that.

- **Ownership:** Full source code copy, full control, no lock-in
- **Support:** Guidance from concept through production
- **Scalability:** A platform that grows with your ambitions
- **Development:** Continuous upgrades and new features to stay ahead

EVOLVING TECHNOLOGY FOR AN EVOLVING INDUSTRY

The iGaming industry never stands still, and neither should your technology. Vision is more than a platform; it's your foundation built to empower studios and aggregators to grow on their own terms. Discover how Vision can empower your business. Visit www.reelsoft.com or connect with us on LinkedIn to start the conversation.



REELSOFT 

EXPERIENCE THE POWER OF VISION

Build games your way with **Vision RGS.**

Put your portfolio into the players' hands with **Vision Link.**

Experience the power of **Vision.**



reelsoft.com

SBC Summit – Where the gaming industry meets

SBC Summit is where the global gaming and betting industry comes to do business. Over 30,000 delegates will gather in Lisbon from Monday 15 to Thursday 18 September to explore a show floor packed with some of the greatest and latest products and solutions on the market, and listen in to one of the most comprehensive conference programmes that tech and gaming have to offer, all set in one of the world's greatest cities.

At SBC Summit, the priority is the visitor experience. Every detail has been considered, from healthy high-quality options at the Food Festival, to dedicated networking spaces that help you connect with the people you're after. This is the kind of hospitality that makes doing business not only productive but enjoyable.

The evenings are also filled with unforgettable experiences, including the Opening Party featuring Joel Corry and Imanbek, the electrifying Infinity Lisbon with Timmy Trumpet and Alok, and the Legends Charity Game, where 40 global football legends, from Kaká and Figo to Zanetti, Cafu, and Hagi, will take to the field and aim to raise over €1,000,000 for charitable causes.

GLOBAL EVENT

SBC Summit is SBC's global event, designed to unite the entire gaming industry in one place, the stunning city of Lisbon. Following the remarkable success of the 2024 edition, which established it as one of the fastest-growing events in the industry, SBC Summit will return to Lisbon in 2025, bigger and better than ever.

The summit is set to grow by 20 per cent in both attendance and venue size, now spanning an impressive 135,000 square metres. What Makes SBC Summit Special?

- A truly global gathering: With attendees from 134 countries (based on 2024 numbers), this event is unmatched in its international reach.
- Diverse opportunities: Explore zones dedicated to key industry verticals and participate in targeted summits to enhance your experience.
- World-class content & memorable entertainment: Eight stages featuring renowned speakers and industry icons, complemented by numerous networking opportunities. The event culminates with INFINITY Lisbon, its iconic closing celebration at the MEO Arena.

While SBC Summit 2025 certainly has a strong focus on sports betting and iGaming, the event far exceeds just one industry. With out-of-industry keynotes such as Randi Zuckerberg and Gary Vaynerchuk and dedicated side summits, masterclasses and academies covering technology, payments and marketing, there are actionable insights, networking

opportunities and event features to elevate your business, regardless of whether you work in e-commerce or fintech.

LEGENDS CHARITY GAME AND PRESS CONFERENCE

Taking place on Monday 15 September, just one day before SBC Summit kicks off, the Legends Charity match will welcome 60,000 football fans at the José Alvalade Stadium (Sporting Lisbon Stadium).

The highly anticipated clash will see Portugal Legends vs. World Legends, bringing together some of the greatest names in football history. More importantly, the game aims to raise €1 million in support of four charities: Cruz Vermelha Portuguesa, International Alert, Cáritas Portuguesa, and The Ukrainian Red Cross Society.

If the excitement of the game wasn't enough, on Tuesday 16 September, SBC Summit's Super Stage, located at the MEO Arena, will host the official Legends Charity Game Press Conference.

The conference will feature legendary players who took the pitch on Monday to discuss the game, share details of what it is like to be at the pinnacle of footballing excellence and take questions directly from the audience.

Footballers confirmed to appear during the press conference include: Gaizka Mendieta, Marek Hamšík, Cafu, Henrik Larsson, Marco Materazzi, Giorgos Karagounis, Edwin van Der Sar, Gheorghe Hagi, Krassimir Balakov, Roberto Carlos, John Terry, Alessandro del Piero and Michael Owen.

The conference will be hosted by sports and media personality Kirsty Gallacher.

SBC SUMMIT SUPER STAGE

As part of the SBC Summit's packed conference agenda, attendees can look forward to the dedicated 'Super Stage', hosted at the iconic MEO Arena and running across the first two core days of the event (16–17 September).

In addition to the Legends Charity Game press conference, the stage will feature an incredible lineup of panels and keynotes led by some of the most influential minds in



technology, marketing, and business.

Whether you're in the gaming industry or from a completely different sector, this is a rare chance to hear world-class thought leaders share insights you can apply directly to your own business. The full conference agenda and more details can be found online at <https://sbcevents.com/sbc-summit/agenda>.

TECH ACADEMIES

A new addition to this year's SBC Summit is the Tech Academies, which will offer delegates the chance to engage in more intimate, interactive, and practical learning experiences. Led by experts in their respective fields, the Tech Academies will focus on four key sectors: AI, marketing, Web 3.0 & Blockchain, and Gamification.

Taking place on Tuesday 16 September, the AI Academy will bring together global AI leaders, tech entrepreneurs, and business strategists. The programme will feature a variety of panels, workshops, case studies, and live Q&As, providing delegates with both opportunities for reflective discussion and practical strategies for integrating and utilising AI effectively.

The Marketing Academy on Wednesday 17 September will bring together a world-class mix of talent, including Gary Vaynerchuk, content creators, PR professionals, marketing veterans, and SEO experts, for a day of hands-on, high-impact learning.

Also on 17 September, the Web 3.0 & Blockchain Academy will equip delegates with the knowledge and tools to navigate blockchain applications, tokenisation, decentralised platforms, and crypto payment systems. Through interactive workshops and expert-led sessions, attendees will gain practical insights into how emerging technologies are transforming business operations for companies of every size, from startups to global enterprises.

The Gamification Academy on Tuesday 16 September will equip delegates with the strategies and tools to design engaging experiences that keep users coming back. Through expert-led panels and case studies, attendees will uncover how leading studios, brands, and innovators use gamification and personalisation to drive loyalty, boost satisfaction, and measure long-term impact. From embedding game mechanics into product design to mastering the metrics that define success, the academy offers a practical roadmap for applying gamification principles across industries.

PAYMENT EXPERT SUMMIT

Payments are the backbone of any successful business. You can have the best product, marketing, and user experience, but if transactions create friction, cause delays, or



raise security concerns, users will move on. That's why we're giving payments the spotlight they deserve at SBC Summit 2025 through the dedicated Payment Expert Summit – a curated exhibition and conference designed to tackle the challenges and opportunities shaping the future of payments.

Far from being limited to the gambling or sports betting ecosystem, this side summit has universal relevance. Every industry relies on seamless payments, whether that's processing online purchases, enabling instant cross-border transactions, safeguarding against fraud, or navigating new technologies like open banking and decentralisation.

With a forward-thinking agenda and dedicated networking areas, the Payment Expert Summit delivers both practical insights and strategic connections that can help businesses thrive in today's competitive landscape – no matter their sector.

AFFILIATE LEADERS SUMMIT

The Affiliate Leaders Summit is back, and this year it's bigger and better than ever. With thousands of affiliates in attendance, a dedicated expo floor, and a three-day conference agenda tailored to affiliate marketing, the summit is the ultimate environment to form partnerships, exchange ideas, and stay ahead of the latest digital marketing trends.

Although a part of SBC Summit, the Affiliate Leaders Summit goes far beyond gambling and sports betting. For marketing teams and professionals across every sector, it's a rare opportunity to learn from leaders in AI, CRM, SEO, content, and performance marketing and take away strategies that can be applied directly to your own business.

The Affiliate Leaders Summit features a three-day dedicated programme, each designed to tackle a different pillar of affiliate marketing and growth: Martech (day one), Audience (day two), and Future of Affiliation (day three).

EVENT TICKETS

This year's SBC Summit Lisbon is said to be offering three days of high-impact business and a year's worth of ROI. Ready to attend? Secure your ticket today – operators and affiliates get complimentary passes! For more information and to book your place at this unmissable event, go to <https://sbcevents.com/sbc-summit/ticket-options>.

Certification excellence: eCOGRA's Growth story and client-first delivery

For more than two decades, eCOGRA has built its reputation as the trusted independent testing and certification body for iGaming.

Founded on fairness, player protection, and regulatory compliance, eCOGRA has evolved into a globally accredited lab, active in over 45 jurisdictions. With market entry deadline pressures and regulatory frameworks becoming more complex, operators and suppliers need a partner that combines independence with speed and reliability.

This September, eCOGRA will be at SBC Summit Lisbon, ready to discuss how its certification expertise can help businesses move faster and grow with confidence.

GROWTH & MARKET REACH

Regulated markets are expanding at quickly, and meeting certification deadlines can make or break launch strategies. Over the last 18 months, eCOGRA has added approvals in Brazil, West Virginia, Arizona, Indiana, Panama, and the Bahamas cementing its presence as a global player. Today, the organisation certifies across more than 45 jurisdictions, offering clients a single, consistent route to compliance in even the most complex markets.

Results speak for themselves: in Brazil, 100 per cent of eCOGRA's clients launched on time, reflecting both efficient processes and

proactive communication. Over the years, studios that began as small suppliers have grown into global players, carrying eCOGRA with them into each new market they enter. For operators and platforms with aggressive growth ambitions, this consistency is invaluable.

EXPERTISE IN ACTION

Behind this growth is a team recognised for quality, speed, and service. Clients

frequently cite eCOGRA's ability to meet critical deadlines "without compromising on quality" and praise the clarity of its communication. One notable project was with Superbet, certified ahead of schedule, becoming the first operator to enter the Brazilian market.

Expertise also extends beyond testing into thought leadership. At SBC Lisbon, Chief Technical Officer, Bradley Khoury will speak about the new Italian certification requirements and what they mean for suppliers and operators. As he explains: "Our role is to act on behalf of regulators, upholding standards and applying frameworks with consistency."

This regulatory insight underpins every project eCOGRA delivers.

CLIENT-FIRST DELIVERY

Certification delays cost time, money, and market share. eCOGRA's differentiator is simple: it delivers faster without compromising integrity. Where many labs take months, eCOGRA often completes certification in weeks, provided operators supply the necessary deliverables. That speed, paired with service-first communication, helps clients enter markets on time and stay compliant.

Retention rates prove the point: eCOGRA has kept nearly 100 per cent of its clients and achieved a Net Promoter Score of 50. A strong benchmark of satisfaction across any industry. Whether certifying a new studio's first game or supporting a multinational through a complex audit, the approach stays the same: clarity, reliability, and results.

CLOSING CTA

In iGaming, success belongs to those who can launch fast, adapt to regulation, and maintain trust. eCOGRA helps operators and suppliers achieve exactly that. If you're attending SBC Summit Lisbon this September, meet with the eCOGRA team to discuss your certification journey.

Book your meeting today, email partner@ecogra.org.



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Betsson Group – A global employer of choice

Walking into a Betsson Group office - whether in Malta, Argentina, or Sweden - you'll immediately sense the buzz of a truly international workplace. The company's nearly 3,000 employees hail from over 70 nationalities and collaborate across 21 offices around the globe.



This global team is a vibrant melting pot of ideas and cultures that fuels Betsson's innovation day in, day out. Betsson deliberately cultivates such diversity, believing that a wide range of perspectives helps drive a dynamic and inclusive culture where employees feel that they belong, which in turn leads to success.

A TRULY GLOBAL TEAM

For a company that started in Sweden over 60 years ago, Betsson Group's reach now extends well beyond its roots. While its operational headquarters is in Malta, where roughly half of Betsson's employees are based, teams are primarily spread across Europe and Latin America. On any given day, a Betsson project might bring together developers in Stockholm, marketers in Tbilisi, and analysts in Bogota, all working in sync.

Such geographic breadth could be a challenge for cohesion, but Betsson turns it into a strength by fostering one unified team culture across continents – ensuring everyone feels part of the same story, no matter where they are.

PROUD AND ENGAGED BETSSONITES

The company's latest internal employee engagement survey speaks volumes about Betsson Group's culture. According to the latest results, 97 per cent of 'Betssonites' (as Betsson employees proudly call themselves) say they are proud to work at Betsson, and 96 per cent affirm their belief in the company's vision and values. Equally telling, 99 per cent of team members feel their manager is supportive and inspiring, and 98 per cent report that their team collaborates effectively. This near-unanimous positive feedback reflects a workplace where people feel valued, supported, and motivated every day.

Such high engagement is no accident; it stems from Betsson's deliberate efforts to nurture a positive employee experience. The company champions open communication, opportunities for professional growth, and a healthy work-life balance to ensure every team member can thrive. There's also a strong sense of team spirit - evident in the value (and hashtag) #OneBetsson – that unites employees across all locations. This shared pride and supportive atmosphere mean that Betssonites often go the extra mile for each other and for their projects, driving the company's success from the inside out.

AN AWARD-WINNING WORKPLACE

Betsson Group's commitment to its people hasn't gone unnoticed. In recent years, the company has collected numerous awards, highlighting its excellence as an employer and its positive impact on the industry. Here are some of the accolades Betsson has earned:

- Great Place to Work (Operator) – International Gaming Awards 2025, recognising Betsson's outstanding workplace culture.
- European Employer of the Year – EGR Europe Awards 2025, a testament to Betsson's status as a top employer across the continent.
- Best Sustainability Innovation – European iGaming Awards 2025, reflecting Betsson's innovative approach to sustainable and responsible business.
- Top Employer Certification – Top Employers Institute, awarded to Betsson Group's offices in Malta (2023), Georgia (2024), and Colombia (2025).
- Best Diverse Place to Work – Women in Gaming Diversity & Employee Wellbeing Awards 2025, honouring Betsson's inclusive and diverse culture.

These accolades underscore different facets of Betsson as an employer, from fostering an outstanding workplace and embracing diversity to driving sustainability and employee well-being. Collectively, they show that Betsson not only leads in business performance but also sets the standard for corporate culture in the gaming sector.

EMPLOYEES AT THE HEART OF SUCCESS

Betsson Group firmly believes that its business success is a direct result of its people. The logic is simple: engaged employees build top-quality products that deliver high entertainment value to customers, all while upholding strong consumer protection and responsible gaming standards. In practice, this philosophy means Betsson invests in employee development, well-being, and a values-driven culture, knowing that this investment translates into innovative offerings and trustworthy experiences for players. It's a virtuous cycle: by taking care of its employees, Betsson ensures they take care of the business and its customers, sustaining the company's success in the long run.

Meet Betsson Group Affiliates at SBC Summit Lisbon, Stand F590 on 16–18 September 2025.

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BETSSON



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BETSSON'S VISION
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99%
BELIEVE THEIR MANAGER
IS SUPPORTIVE AND
INSPIRING



98%
BELIEVE THEIR TEAM
COLLABORATES
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**European iGaming Awards
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Scaling an iGaming business in a highly regulated market

Scaling an iGaming business is likely to be challenging whatever the context, but the task becomes particularly complex in highly regulated markets. By Alex Green, Vice President Games, ZEAL.



Alex Green, Vice President Games, ZEAL

At ZEAL, we know this first-hand: Germany is one of Europe's most tightly regulated gambling markets. In 2023, our subsidiary LOTTO24 AG was granted a license to offer virtual slot games, and since then we have been expanding successfully, despite the tough regulatory environment. The journey has taught us valuable lessons about how to balance the priorities of both license compliance and growth.

REGULATION AS A FOUNDATION

It is easy to see how regulation could be perceived as a barrier to market entry or growth. However, when a regulatory framework is set appropriately for a given market, it can provide the foundations for long-term success. Clear and appropriate rules bring legitimacy, ensure consumer protection, and create a level playing

field that enables businesses to compete. By committing early to compliance as a core capability – not as a tick box – companies can build sustainable growth models.

In Germany, for instance, strict advertising limits, responsible gambling measures, and technical standards are non-negotiable. Rather than trying to work around these requirements, we embraced them.

BUILDING SCALABLE COMPLIANCE

To scale in regulated markets, compliance cannot operate as a silo, instead compliance must be embedded into the heart of the business, for example strategic processes, delivery of plans and the monitoring of performance. Automation plays an increasingly central role in compliance, from KYC and AML procedures to real-time monitoring of player behavior, where digital tools reduce manual effort and make compliance efficient.

LOCAL EXPERTISE, WITH A CLEAR REGULATION VISION

Each regulated market comes with its own requirements, tailored to nuances of the local market and the vision of the regulator. Success therefore requires local expertise and market understanding.

There are certainly opportunities to improve regulation in Germany. For example, the current process for individual game approvals is very slow. We also encourage the review of any regulations or laws which are misaligned with the opportunity for responsible and sustainable market growth.

CUSTOMER TRUST AS THE GROWTH ENGINE

A key success factor in regulated markets is trust. Regulation typically ensures a safer gaming environment, but it's the operator's responsibility to translate that into customer confidence. Transparency in terms, clarity in product offerings, and visible commitment to responsible play build the trust that drives sustainable growth.

It is also important that operators and the regulator can trust each other, ideally having open dialogue and are able to provide feedback and proposals for improvement.

LOOKING AHEAD

The future of iGaming will likely continue to be shaped by regulation. Markets from Europe to North America are tightening frameworks, and only those operators who see compliance as a growth enabler will thrive. Scaling successfully requires three things:

1. Embed compliance at the core – not just as an obligation but as a driver of innovation.
2. Invest in scalable systems and teams – so growth never outpaces regulatory capacity.
3. Build customer and regulator trust through transparency and responsibility – the true differentiator in competitive markets.

At ZEAL, our experience in Germany shows that even in one of the most restrictive environments, it is possible not just to operate, but to scale and succeed. With the right mindset, systems and processes, regulated markets are not a hurdle – but the future of a sustainable iGaming industry.

ABOUT ZEAL

ZEAL introduced online lottery to the German market more than 25 years ago and has since become the market leader for online lotteries in Germany. ZEAL develops and markets online games, offering entertaining digital experiences directly to customers through its B2C platform and providing content to distribution partners via its B2B brand, Zeal Instant Games.

ABOUT ALEX GREEN

Alex Green is a proven performer in the games industry and has been responsible for the ZEAL games business unit since 2024. Prior to joining ZEAL, Green has spent the last 20 years in various roles for the UK National Lottery, working for the previously official operator Camelot, and the recently new official operator, Allwyn.

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Zitro Digital to showcase new digital gaming line-up

Zitro Digital, the online division of global gaming leader Zitro, announces its participation in SBC Summit Lisbon 2025, taking place from 16–18 September at the Feira Internacional de Lisboa, Portugal.

As a key player in the digital gaming space, Zitro Digital will present its latest online slot and video bingo titles portfolio, reflecting its continued investment in innovation, omnichannel strategy, and game performance at scale. Visitors to booth B530 at SBC Summit will have the opportunity to explore the company's newest content, including the debut of *Dreams*, the first title in the *Fairyland Quest* series – a digital adaptation of one of Zitro's most successful land-based games.

LATEST ADDITIONS

Also featured will be *Elysium* from the *Legendary Sword* series, *Autumn*, the

latest addition to the popular *Fu Pots* collection, and *Monk*, the newest release in the *Bashiba Link* series. The company will also offer an exclusive first look at *Tomahawk* – an upcoming standout title from the all-new *Cash Totems* series – that will be on display at SBC Lisbon ahead of its global release.

GAMEGATE PLAYER ENGAGEMENT TOOL

Alongside its expanding games portfolio, Zitro Digital will spotlight 'GameGate', the company's new player engagement tool designed to guide users through its growing universe of content. GameGate enhances retention and gameplay by

creating personalised journeys across multiple titles, completely transforming how players experience Zitro Digital's slot offerings.

"Our goal at Zitro Digital is simple: to create engaging games that not only engage players but also drive measurable results for our partners," says José Javier Martí, COO at Zitro Digital.

"We combine the proven appeal of our land-based hits with new digital innovation to offer products that perform consistently across regulated markets. Events like SBC Summit Lisbon are essential for us to connect directly with operators, understand their evolving needs, and demonstrate how our portfolio can support their growth and stand out in competitive markets."

Delivering player-first innovation from Bulgaria to the world

Founded in Sofia, Bulgaria, by industry veteran Bilyan Balinov together with Dimitar Dimitrov, Kalin Perfanov and R&D lead Anton Mutov, Felix Gaming has become known as an agile, player-focused studio bringing fresh energy to the online casino market.



The company's commitment to growth and innovation has been further strengthened by the recent appointment of Georgi Donchev as Chief Operating Officer, supporting its expansion across key regulated markets.

In less than a decade, Felix Gaming has developed an impressive library of more than 60 slot titles, each designed to combine proven gameplay with creative features. While some platforms may display only part of the catalogue, the full collection reflects the studio's drive for variety and quality.

Every release, from vibrant classics to feature-rich adventures, demonstrates Felix Gaming's dedication to delivering an immersive experience that keeps players engaged.

SIGNATURE TITLES & INNOVATIONS

The studio's portfolio showcases an impressive mix of themes and mechanics. Favourites like *It's a Joker*, *Book of Anunnaki*, *20 Boost Hot*, and *40 Boost Clover* sit alongside bold titles like *Book of Dragon Hold and Win* and *Wild Bison Spirit Hold and Win*. These games highlight Felix Gaming's ability to balance familiar appeal with forward-thinking design. Features, such as cascading reels, expanding wilds, stacked symbols, pick-me bonuses, and the unique HyperJump mechanic, elevate gameplay and set the studio apart.

AGILE, PLAYER-DRIVEN STUDIO

Felix Gaming's guiding philosophy – 'Players Only' – shapes its creative process and product strategy. With strong roots in land-based gaming, the studio understands how to capture the excitement of the casino floor and translate it seamlessly into the online space. As a boutique developer, Felix Gaming thrives on agility, quickly adapting to market trends and player feedback to maintain a competitive edge.

DISTRIBUTION & LICENSING

Felix Gaming partners with leading integration platforms such as SoftSwiss, Alea, Groove Gaming, and iGP, ensuring broad access to its content worldwide. The studio operates under a Curacao license and holds a Bulgarian license, reflecting its strategic focus on regulated markets and its ambition to onboard some of the largest players in the region.

LOOKING AHEAD

With an expanding leadership team, a strong distribution network, and a growing portfolio of more than 60 engaging slots, Felix Gaming is poised for significant growth. By combining technological innovation with creative design and a player-first mindset, the studio continues to strengthen its reputation as a trusted and inventive force in online casino entertainment.



“Felix Gaming is poised for significant growth”



Konami Gaming to showcase online slots at SBC Summit

For more than 15 years, popular slots by Konami Gaming have been available in European land-based casinos. And this year the company celebrated the historic debut of Konami real-money online slots in Europe, with new releases on show at SBC Summit in Lisbon.

The debut online launch was in Portugal, through one of Konami's longtime land-based gaming customers, Solverde Group, which owns and operates the nation's largest online casino Solverde.pt.

Additionally, this year marked the grand opening of Konami Gaming's first European office, based in Slovenia. Through this new Slovenia office location, Konami aims to deliver more direct service, support, and sales across all areas of its offering, but especially as it relates to iGaming expansion.

These milestones considered, Konami's core objective around this year's SBC Summit in Lisbon is to connect with both existing and potential new iGaming partners. *Dragon's Law Fortune Bags* is among the big product showcases at this year's event. It is an

omni-channel slot series, available now for land-based and online enjoyment. This original hit series has ranked in the industry's top indexing games by Eilers & Krejcie Gaming and Fantini Research, across a variety of markets including EMEA. *Dragon's Law Fortune Bags* proven entertainment value is expanding for enjoyment by online social and for-wager players, so they can tap into the same slot experiences they love and recognise from land-based casinos.

Another iGaming release Konami is showcasing at the 2025 SBC Summit is *Chili Chili Fire Hot Rush Red Fever*. It takes Konami's popular *Chili Chili Fire*, and raises the temperature with a new progressive link and a credit collection feature. *Chili Chili Fire Hot Rush* reveals a new 'Repeat Rush' credit



collection feature, inspired by the popular 'Fade Away' feature that first premiered in Konami's original stacked-screen slot. As the picture symbols disappear, more potential coin symbols and jackpot awards waterfall downward to fill the space. Displayed prizes are collected again and again for each round of picture symbol elimination, giving online players a highly rewarding bonus experience.

Level up to infinite adventures with Evoplay

In iGaming, the game never stops. One level ends – the next is already loading. At Evoplay, we live in that dynamic flow: testing bold ideas, pushing past old limits, and stepping into places no one's dared to go.



Reaching 'Level 8' – Evoplay's eighth anniversary – is a big milestone for the company. Its grown stronger, aimed higher, and built closer ties with players worldwide. It's the perfect moment to reflect and get ready for the next level.

TRACKING GROWTH: LEVEL 1 TO 8

From day one, Evoplay's mission has been simple: create, innovate, adapt, and keep moving. From *Necromancer*, the industry's first 3D/VR slot, to the RPG-inspired *Dungeon: Immortal Evil*, its early titles set a new standard for iGaming. Later standout releases such as *Star Guardians*, a skill-based title featuring three characters, each with unique abilities, and the 3D racing game *Adrenaline Rush* with manual controls have continued to make iGaming more exciting, diverse, and dynamic. And Evoplay is

not slowing down, because players are hungry for the next big thing, and the developer is ready to deliver it.

SCALING UP THE GAME

Today, Evoplay stands among the award-winning leaders in iGaming, with more than 250 titles under its belt – from slots, lotteries, and table games to crash, instant, and skill-based formats. Over eight levels of the journey, Evoplay has kept moving forward, widening its footprint across Europe, Latin America, Canada, and beyond.

Each new level has brought something fresh – more creativity, better tech, and a stronger presence worldwide. Level 8 is all about scaling up: more innovative titles were released, including *Tap Craze* and *Hot Slice* with tapping mechanics, offering a familiar experience that

resonates with younger generations. Evoplay launched new game verticals like lottery and bingo, reaching larger, more engaged player communities. This milestone was also marked by stronger marketing, deeper partnerships, an upgraded client area, a fully equipped affiliate hub for its media and affiliate partners with all materials at their fingertips, and a growing media presence through Evoplay Media.

One of the brightest highlights this year has been the release of its first co-developed game with the leading analytics affiliate platform SlotCatalog – *Uncrossable Rush*, a cheeky, chicken-themed adventure with dynamic gameplay. It quickly became a hit, blending Evoplay's expertise with SlotCatalog's player insights to create a game players truly wanted.

The company's first lottery game, *Adrenaline Rush: Scratch*, made a strong debut in this promising sector, introducing a familiar format with a fresh twist that offered something new for both operators and players. And with the *Penalty Shoot-out: Super Cup* instant game, Evoplay took its football saga to the next level, letting players feel the thrill of every goal and the roar of the stadium.

At Level 8, Evoplay is closer to its players than ever. Turning their feedback, habits, and expectations into games that feel tailor-made.

PLAYERS IN FOCUS

The endlessness of entertainment is fuelled by players' constant desire to have fun and be part of something bigger. To meet this, Evoplay focuses on building a vibrant community around its games. From new collaborations to creative promo campaigns – everything is designed to keep players informed, excited, and connected.

Aiming to give them even more, Evoplay's biggest-ever promo campaign with a €2.5m prize pool was born this year – *Big Adventures*. Built with input from players and partners, the campaign has already boosted engagement, while the upcoming live-streamed finale prize draw – with a trip for two to the Maldives as the ultimate reward – keeps the excitement running high until the very end.

NEXT UP: A NEW CHAPTER

The journey so far has shown what happens when creativity, bold ideas, and courage come together. Now a new chapter begins, with bigger ideas, bolder experiences, and new adventures ahead.

Bubblegum & Robo: A clash of sweetness and steel

On September 18, Peter & Sons premieres *Bubblegum & Robo*, a release that shows how far video slots have come – and where they're headed.

Today's players are no longer satisfied with mechanics alone. High-rollers, streamers, and casual audiences alike are looking for experiences: games that surprise, worlds that feel alive, and characters they can root for. This is where Peter & Sons has carved out its niche. Each title of the studio is a self-contained universe, built to be played, shared, and remembered. *Bubblegum & Robo* continues this tradition, offering a story that pulls players into the middle of its action.

At the centre of that story is an unlikely duo. *Bubblegum* – bright, sweet, and seemingly too playful for battle – steps into the spotlight alongside *Robo*, her armored and unflinching partner. Their opponent is *Gozilla*, a towering figure whose arrival transforms the reels into a stage for conflict.

DESIGN AND STORYTELLING

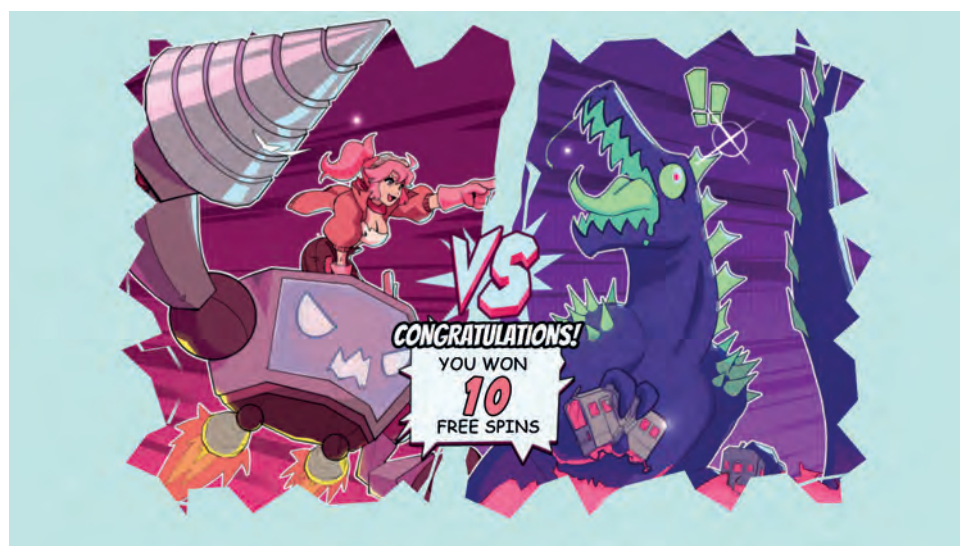
What makes *Bubblegum & Robo* stand out is the way it fuses mechanics with visual and narrative identity. The design is bold, colourful and dynamic, echoing the rhythm of an arcade brawler while keeping the playful charm of a slot. *Bubblegum* brings irony and lightness, *Robo* delivers strength and solidity, and together they turn every spin into a clash of styles. The shifting backdrop adds intensity, making players feel less like spectators and more like participants in a neon-coloured world where sweetness has teeth and steel has heart.

Storytelling has always been at the core of Peter & Sons' creative philosophy. Here, it is not a decorative layer, but a driving force. The rivalry between *Bubblegum*, *Robo*, and *Gozilla* is embedded into the mechanics, making narrative and gameplay inseparable.

GAMEPLAY AS SPECTACLE

Bubblegum & Robo is a high-volatility slot played on a 5x5 grid with 15 paylines. Beneath its playful surface lies a system built for intensity and surprise.

The real stars of the battlefield are the wilds. The VS wild stretches to cover an entire reel, triggering a clash between two multipliers that can reach as high as x100. Whichever side wins, that multiplier is stamped onto the Wild itself,



“Bubblegum & Robo is an experience and a world that demands to be explored.”

creating moments of sudden escalation that feel less like math and more like storytelling. And when chance teases without delivering, random wilds may drop in – a playful reminder that this is a world where surprises are always lurking.

The narrative tension rises further in free spins, unlocked by landing three Scatters. Here, expanded wilds turn sticky, staying on the reels as the story builds. If a new wild brings a stronger multiplier, every other wild rallies to its strength, upgrading in unison. Multipliers persist across the entire feature, stacking drama and potential with each spin. In the right moment, a single clash can feel like a finale – the kind of scene that makes players want to share the experience.

For those who prefer to take control of fate, *Bubblegum & Robo* offers choices. With the 'Golden Bet', players double their chances of entering Free Spins. With the 'Power Bet', they guarantee expanded wilds on every spin,

transforming each round into an all-or-nothing act. And for instant action, the 'Buy' feature opens free spins directly, including a supercharged version where wilds hit harder and multipliers climb higher.

A WORLD BEYOND SLOTS

With a maximum win of 20,000x the bet, *Bubblegum & Robo* is built to reward risk-takers. But more than numbers, it's built to be remembered. Peter & Sons have once again fused art, story, and mechanics into a single stage – one that speaks to what today's market is hungry for. *Bubblegum & Robo* is an experience, a spectacle, and a world that demands to be explored.



Safe Comply – Your trusted compliance partner in iGaming

Safe Comply is a Denmark-founded technical service provider specialised in the iGaming industry. It delivers software-as-a-service solutions that ensure betting and casino operators remain fully compliant in regulated markets. In practice, this means managing local governance, regulatory adherence, and technical integrations on behalf of its betting, casino, and platform clients.

Safe Comply provides a comprehensive Compliance Suite, designed for easy implementation and supported by powerful backend tools, giving operators complete transparency and control over their compliance data and processes.

CORE SOLUTIONS

- **Safe Vaults:** Highly available, load-balanced, and redundant solutions that ensure stability and resilience. The Safe Comply team proactively analyses data anomalies and supports corrective action – so compliance processes run smoothly.
- **KYC (Know Your Customer):** API integrations connect operators directly with local identity services. This enables automated, compliant identity checks, audit logging, and adherence to legal requirements.
- **Compliance Maintenance:** As regulations evolve, Safe Comply systems evolve with them. Automated updates, data analysis, and advisory support ensure operators remain compliant across multiple jurisdictions.

WHY OUTSOURCE COMPLIANCE SAFE COMPLY?

- **Cost-effective scalability:** Each jurisdiction has unique requirements and data standards. Safe Comply's mission is to simplify these into plug-and-play components that are easy to integrate and scalable across multiple markets.
- **Data integrity:** Safe Comply identifies, assesses, and mitigates risks to ensure your licenses are never jeopardised by **compliance failures**.
- **Regulatory change:** Legislation and



Built to last

At Safe Comply, we are committed to provide exceptional service, be it in software or ongoing operation. Due-diligently ensuring a high level of stability, security and uptime.

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Service Level Agreement

technology are constantly evolving. Safe Comply ensures you remain compliant with minimal development overhead and maximum transparency.

ABOUT SAFE COMPLY – TEAM AND RELIABILITY

Safe Comply is built for resilience – it guarantees exceptional service, high security, maximum uptime, and stable operations. The leadership team includes: Christopher Bonitz, CTO; Jacob Laier Christensen, COO; and Jan Fritzen, CMO.

The company's client testimonials speak for themselves: "Working with Safe Comply has been a great experience. Their solutions are easy to use and integrate, making compliance and data management much simpler. The team is always helpful and quick to respond, which makes everything run smoothly." – Royal Casino Plamen Karadzhev.

"Switching over to our new compliance vendor was a total game-changer. The migration process was way smoother than we expected, and their team was right there with us every step of the way – super responsive, super knowledgeable.

"What we really love is how much easier things are now, especially with the Safe Vault. It's been a huge win in terms of keeping things secure and streamlined without the usual hassle. Everything just works, and we're not buried in

manual checks or worrying about missing something important." – Lapalingo, Sven Jendrzewek.

CURRENT LEGAL CONTEXT IN DENMARK

In 2025, Denmark introduced significant compliance requirements: the Danish Gambling Authority updated certification rules so that operators and license holders must submit documentation independently – a major regulatory shift with a transition period until July 2025.

Additionally, mandatory B2B licensing was introduced: from January 2025, all suppliers of betting and casino games must hold a valid B2B license, with the application process having opened in September 2024.

MISSION AND ROLE

Safe Comply is an independent and neutral partner – it has no affiliation with casinos or platforms. Its role is to be a trusted and secure compliance advisor and solution provider. The company's mantra is simple: "Better safe than sorry."

With deep industry expertise spanning operators, regulators, and consultancies, Safe Comply makes compliance easy, efficient, and transparent for license holders across Europe.

INTEGRATION AND DOCUMENTATION

Safe Comply provides flexible integrations through APIs and offers clear documentation via OpenAPI specifications. This ensures smooth technical onboarding and minimises development overhead (docs.safecomply.net).

Safe Comply makes iGaming compliance simple, secure, and data-driven. Its solutions – ranging from Safe Vault and automated KYC to compliance maintenance – are backed by an experienced team, trusted client references, and cutting-edge tools. It combines ease of use, affordability, and reliability, while continuously adapting to new regulatory frameworks in Denmark, Germany, and across Europe. See www.safecomply.net for more details.



<https://www.safecomply.net/>



Compliance suite



Safe Vaults

Used to store and manage critical data, such as high availability and reliable backup and recovery solutions. Ensuring data integrity and availability, preventing data loss.



KYC

Enables your clients to quickly verify their identity and ensure they are not on any sanctions lists. Ensuring compliance and reducing risk.



Compliance

Ensures your business is always compliant with the latest regulations. Providing a comprehensive overview of your compliance status and ensuring you are always up to date.





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Playson's latest addition to top-performers – 4 Pots Riches: Hold and Win

Playson has long been recognised as a leading supplier of digital entertainment, known for delivering high-quality slots that balance engaging gameplay, innovative mechanics, and strong commercial performance.

With a presence in more than 25 regulated markets, the company has built its reputation on a product-first philosophy, ensuring every title contributes to operator success while delighting players worldwide.

The latest addition to its award-winning portfolio is *4 Pots Riches: Hold and Win*, a vibrant and feature-packed slot that showcases Playson's continued investment in mechanical evolution and player retention tools. This title blends familiar appeal with fresh innovations, positioning it as a standout release for operators looking to drive engagement and entertainment value.

A LEPRECHAUN-LED ADVENTURE

At the heart of *4 Pots Riches: Hold and Win* is a mischievous leprechaun, guiding players on a journey towards big wins. The game is set on a 5x3 grid with 25 paylines, and during bonus play it can expand to a 5x5 grid, unlocking even greater possibilities.

The leprechaun himself plays a crucial role as the wild symbol, helping form winning combinations and keeping players invested from the very first spin. Surrounding him are vibrant clover symbols – violet, blue, and red – each unlocking one of the game's signature 'Pot Features'. These are designed to deliver dynamic outcomes and ensure that no two sessions feel the same.



CORE GAMEPLAY AND POT FEATURES

4 Pots Riches builds on Playson's acclaimed *Hold and Win* series by offering multiple pot features, activated by the appearance of clover bonus symbols.

- **Multi Feature (Violet Clover):** Awards multipliers of x2, x3, or x5, which can stack for even bigger wins.
- **Collect Feature (Blue Clover):** Gathers all visible symbol values on the reels and adds them to its own.
- **Mystery Feature (Red Clover):** Reveals mini, minor, or major jackpots, or high-value prizes of up to 75x.

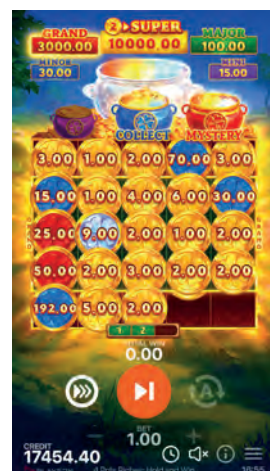
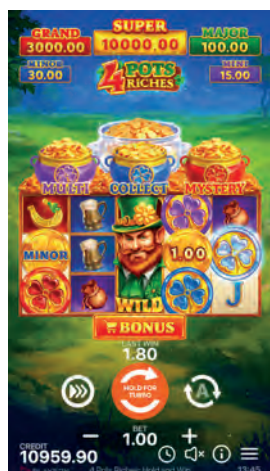
Adding extra spice is the 'Golden Pot', which transforms into an additional clover bonus symbol, enhancing active features or triggering new ones.

BONUS GAMES AND JACKPOTS

The excitement escalates when players enter the *Hold and Win Bonus Game*, triggered by bonus and clover bonus symbols. Filling 15 cells grants the 'Grand Jackpot' of 3,000x, while mini, minor, and major jackpots add further layers of reward.

The highlight, however, is the 'Super Pot Bonus Game', triggered by the rare super clover bonus. Here, the grid expands to 5x5, giving players more space to land valuable symbols. With up to 25 cells available, the goal is clear: fill them all to claim the spectacular 'Super Jackpot' of x10,000.

This mode also incorporates pot features, meaning multipliers, collectors, and mystery jackpots can combine in thrilling ways, making the 'Super Pot Bonus Game' a centrepiece of the experience.



A TESTAMENT TO PLAYSON'S VISION

With *4 Pots Riches: Hold and Win*, Playson demonstrates once again why it is regarded as a high-quality supplier in iGaming. The game combines a proven mechanic – *Hold and Win* – with fresh twists like the 'Super Pot Bonus Game' and multiple clover-based features, ensuring players experience something both familiar and new.

As Playson continues to refine its portfolio and deliver #MORE to its partners, *4 Pots Riches* stands as a perfect example of how the studio blends creativity, precision, and commitment to quality to remain a trusted force in regulated markets.

ProntoPaga arrives at SBC Summit 2025 as the leading PSP in Latin American iGaming

With a presence in six countries and one of the highest success rates in the market, the paytech will participate in this event as a first-time sponsor, seeking to consolidate its regional position and become a strategic partner for international operators.

The Chilean paytech leader in instant payments, founded by partners Sebastián Salazar and Evans Concha, arrives at Europe's largest iGaming event with the challenge of continuing its expansion across Latin America and strengthening its value proposition. This proposition is centered on being a local partner with regional expertise and global standards, with the highest Success Rate in the market – currently averaging an 85 per cent success rate across all payment methods.

Led by its founders, alongside commercial and legal experts, ProntoPaga will sponsor SBC Lisbon for the first time, marking a milestone in its efforts to establish itself as a strategic partner for international operators.

"With this participation, we aim to bring to the European market the reliability and innovation that ProntoPaga has been developing in Latin America, which has positioned us as market leaders," says Sebastián Salazar, CEO of ProntoPaga.

The event will take place from September 16–18 at the Lisbon International Fair & MEO Arena and promises to be 'The greatest show in gaming' with over 30,000 attendees from all continents.

Among its innovative solutions, the paytech offers the ability to connect through a single API with all countries and payment methods, aiming to reduce integration times and eliminate frictions. This connectivity, designed for international scalability, enables operators to integrate and instantly access multiple payment methods.

Additionally, its technology allows settlement payments in any currency and country worldwide, always under the legal framework of each market. This financial flexibility and global scalability position operators to grow without geographical limits.

NEW MARKETS

While Europe shows a slowdown in iGaming growth due to tightening regulations, Latin America is emerging as the new golden region. The Americas could match Europe in gross gaming revenue by 2028, with a



compound annual growth rate of 20.3 per cent, according to a study by Vixio Regulatory Intelligence published by Sigma in May.

In this context, ProntoPaga has just entered Mexico and Argentina, two of the region's most dynamic markets. In Mexico, the company stands out with the most competitive pricing in the market and a single integration, allowing seamless access to its payment ecosystem with instant deposits and withdrawals. Meanwhile, in Argentina, the company is strengthening its operations under the leadership of Patricio Lopardo as Country Manager, a payments systems expert whose industry experience will drive the strategy to introduce disruptive products into the local iGaming sector.

"These are strategic markets where we see enormous potential. We are entering with solutions adapted to local realities and with the experience needed to support operators in their expansion," says Carolina Pérez, Chief Commercial Officer of ProntoPaga.



This participation in SBC Summit Lisbon will consolidate ProntoPaga's international strategy, placing innovation at the epicenter of the European iGaming industry.

If you are interested in learning more about ProntoPaga's regional leadership, innovative solutions, unique integration API, and how it achieves the highest Success Rate in the market, visit us at Stand E620. We look forward to meeting you!

Trueplay's AI Streamers: Your new casino superstars

Trueplay, an acquisition and engagement tool provider for the iGaming industry, has expanded its offering of streaming products with AI Streamers. Those who embrace the product can enjoy substantial benefits, says the company.



The vendor launched an addition to its Loyalty Booster Suite – *AI Streamers*, a product that focuses on non-stop player engagement. The solution enables operators to create virtual hosts and run streams 24/7, hands-off.

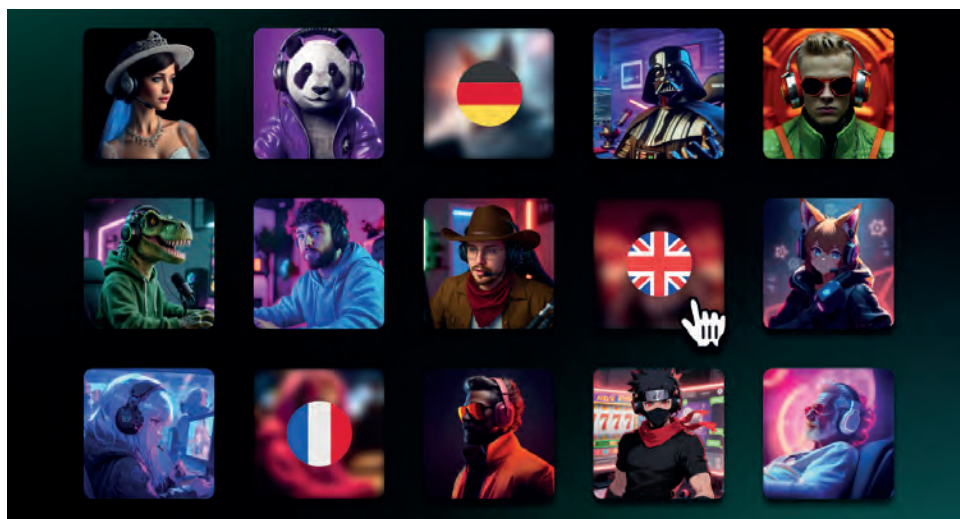
AI Streamers addresses two challenges faced by casinos aiming to monetise their streams:

- Hiring professionals who meet requirements takes a significant amount of time
- The cost of expanding the team to offer more streams can go over budget

CREATING AN ON-SCREEN PERSONA

iGaming brands are free to choose specific personality traits, looks, and skills (such as the

“Hate speech, competitor mentions, using drugs or prescription substances while on air – these are some of the prohibited behaviours that can jeopardise brands.”



language spoken or a knowledge of particular games or game types) for their AI hosts. For example, it can be a 20-something named Samantha with chocolate-coloured hair and green eyes who loves playing sweets-themed slots when not giving classes at the gym, or a casino mascot that switches games every hour, aiming to try them all first.

A/B TESTING FOR BETTER RESULTS

Operators can also easily A/B test characters to identify the combination of behaviour and appearance that makes players watch streams longer, try promoted games, or deposit more frequently.

COST-EFFICIENCY

iGaming brands significantly reduce compensation costs related to managing a team of streamers, including salaries that depend on each one's popularity and following size, as well as performance bonuses, if applicable. Instead, businesses would only need to pay a fixed fee.

BRAND SAFETY

No operator can be sure a streamer won't violate community guidelines.

“Hate speech towards individuals or groups, competitor mentions, using drugs or prescription substances while on air – these are some of the prohibited behaviours that can jeopardise brands. The consequences may include a public backlash, a fine, a warning, or account suspension by the streaming platform one uses for player acquisition. However, you can mitigate these risks by employing AI hosts that can analyse and follow guidelines. Additionally, they can be programmed to advise players on healthy gaming practices,” explains Alexander Smirnov, Trueplay's Chief Marketing Officer.

AI STREAMERS AND COPYSTAKE

The virtual hosts are ready to be used in CopyStake streams, where users co-play with streamers by mirroring their bets in real time and joining Jackpot or Wheel of Fortune draws. That way, *AI Streamers* can keep the lobby active at all times and invite people to upcoming events by real-life influencers when instructed to do so.

Want to learn more about the product? Contact Trueplay's partnership managers by emailing sales@trueplay.io.

Your journey to iGaming compliance starts here

In the dynamic and ever-evolving landscape of the iGaming industry, regulatory compliance is not just a necessity; it's the cornerstone of success. BetComply has worked with some of the biggest names in iGaming, who consider it to be one of the industry's most trusted technical and regulatory compliance consultants.



Martin Hodges, CMO, BetComply

If someone would offer you a service which is foundational for your business to be operational, but it would have to happen on their terms, with a package that they offer rather than tailored to be exactly what you are looking for, would you be fully satisfied?

You are a professional with a laser focus on what you want, need, and more importantly, what your product deserves. In the hyper-competitive world of iGaming, playing to your strengths is crucial to your success and while it is always wise to keep an open mind, some things simply cannot be compromised on.

CHOOSING THE RIGHT PARTNER

One of the most important things, if not the most important, is your gambling license. Depending on the jurisdiction, this can be the literal lifeline of your whole endeavour, with the potential to either make or break years of hard work.

That is why choosing the right partner to guide you in your journey to obtain this crucial asset is also of utmost importance. How likely and how quickly they are to get you the license are important factors when it comes to picking the right team and being on the right side of history.

But you are also ambitious, so why settle for just one license, the goal is obviously nothing short of world domination and being the biggest fish in a big pond full of many big fish. It is only natural that your chosen partner has to meet these requirements and be a master of the technologies, legalities, player

protection and all the other nuanced aspects of compliance. And all of this needs to happen simultaneously in multiple mazes in which the walls keep shifting continuously.

It sounds daunting, but there are companies out there that have shown license after license, from jurisdiction to jurisdiction and with any regulator at any time that they are not only able to swim in these treacherous waters but to become the apex predator. BetComply can offer you all of this in your terms; no package deals but only tailored solutions for exactly what you want and need.

CONTINUOUS FOCUS ON COMPLIANCE

Anti-money laundering controls? No problem. Responsible gambling infrastructure? Already on it. Technical compliance? Don't even worry about it.

Obtaining the license is of course just the first hurdle as compliance is something that requires continuous focus, thanks to the aforementioned ever-changing nature of this beast. That is why regularly training your staff in the most crucial aspects of day-to-day compliance is paramount to prevent any regulatory issues and something that every company in the industry needs to stay on top of. Something that a trustworthy compliance partner can also provide you with, taking



another possible concern off your plate.

To ensure that you are covered from the daily activities to your carefully crafted overarching framework, tools such as ComplyCheck enable both operators and software suppliers to self-audit their whole compliance programme with a fine-tooth comb at their convenience. And to ensure that there are no nasty surprises, it is updated whenever new regulations are introduced in the covered markets, ensuring that you will never be caught with your pants down in a regulatory mess.

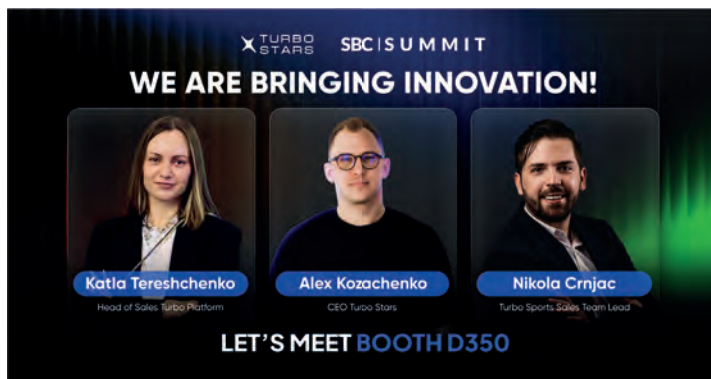
There is no better proof of someone's capabilities than their body of work, strutting down a street paved by a proven track record with a certain flair in their step. Compliance is serious business and if you are serious about your business, you want to pick a partner worthy of your product.

And you can find that partner from the BetComply stand PP210 at SBC Summit Lisbon. See you there!



Turbo Stars: Personalisation, prediction and performance in one platform

In today's iGaming landscape, operators face the constant challenge of launching fast, scaling confidently, and delivering experiences that keep players engaged. At SBC, Turbo Stars is set to showcase how its platform brings these ambitions to life – combining AI-driven personalisation, predictive insights, and flexible positioning strategies into one seamless ecosystem.



Modern players expect more than just access to games. They want relevance. By applying AI to player behaviour, preferences, and activity patterns, Turbo Stars enables operators to personalise both casino and sportsbook journeys.

The platform makes it possible to surface content – from slots and live dealers to upcoming sports events – that better resonates with individual players. Instead of navigating endless menus, audiences can discover experiences aligned with their interests, spending more time on site and engaging more deeply with the brand.

For operators, this is not only about improving user experience but also about creating sustainable growth through retention and loyalty.

HVP PREDICTION MODELS: UNLOCKING GROWTH POTENTIAL

Identifying high-value players has always been critical in iGaming. Turbo Stars enhances this process with prediction models that combine behavioural and transactional signals to highlight players with potential to become VIPs.

This early recognition allows operators to design personalised journeys and outreach strategies – before competitors capture attention. The approach is not about guarantees but about giving operators sharper tools to make data-driven decisions, increase efficiency, and maximise revenue opportunities.

REDEFINING THE SPORTSBOOK: MAKING BETTING ACCESSIBLE

Sports-betting is one of the industry's fastest-growing verticals, but for casino-first players, it can seem complex. Turbo Stars bridges that gap by integrating betting slots within the sportsbook experience, offering a familiar entry point for casino users.

This gamified layer lowers the barrier to entry, gradually educating players

on betting mechanics and encouraging crossover activity. For operators, it opens new opportunities to expand player engagement, extend lifetimes, and grow revenues without requiring separate onboarding funnels.

A 360-DEGREE PLATFORM FOR FLEXIBLE BRAND STRATEGIES

Every operator has its own identity. Some lead with casino, others with sportsbook, and many adapt as markets evolve. Turbo Stars has redesigned its platform to support all positioning strategies seamlessly.

Partners can operate as a casino-first brand, a sports-first brand, or a hybrid – powered by one wallet, AI-driven personalisation, and a full suite of engagement tools. This flexibility allows brands to pivot quickly, launch multiple projects under one umbrella, and adapt to market shifts without re-engineering their technology stack.

In practice, it means operators can play to their strengths today while retaining the freedom to reposition tomorrow.

WHAT TO EXPECT AT SBC

Turbo Stars arrives at SBC with a clear mission: to demonstrate how intelligence, personalisation, and flexibility can reshape operator growth. Visitors to the stand will see how the platform empowers brands to launch in days, adapt positioning instantly, and design player journeys that evolve in real time.

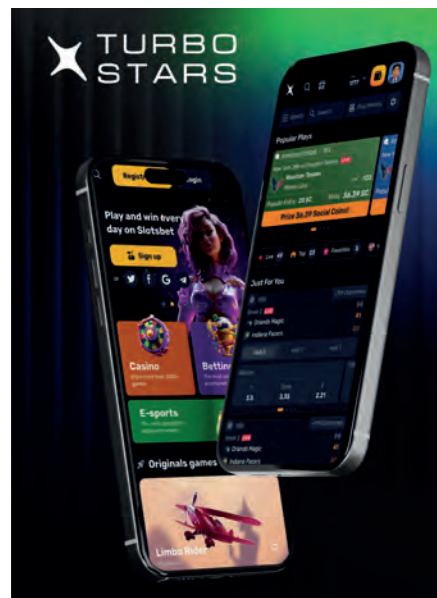


The focus is not on abstract promises but on practical tools that partners can use immediately – from AI-driven content delivery to betting slots, from VIP prediction models to a 360-degree approach to brand identity.

BUILDING THE FUTURE OF IGAMING

Turbo Stars brings together technology, speed, and adaptability into a platform designed for the realities of today's iGaming market. It is not simply a provider of infrastructure but a partner enabling operators to build, scale, and compete on their own terms.

At SBC Summit, Turbo Stars will showcase not just a product but a vision: iGaming where intelligence drives engagement, where flexibility empowers brand identity, and where speed transforms opportunity into results.





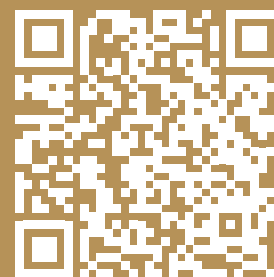
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SCAN TO VISIT HOT100

LatAm iGaming: From regulation to retention – what really works?

Latin America is still described as the ‘next big thing’ in iGaming. The numbers suggest that’s true, but the reality on the ground is more complicated, according to the experts at Blokotech.

Brazil has finally moved to regulate sports betting, Peru has taken a clear licensing path, Argentina keeps growing despite its patchwork of provincial rules, and Mexico continues to be a high volume, but informal market. Operators looking in from the outside see opportunity. Those already inside know that growth comes with real friction.

REGULATION IN PRACTICE

Each country has its own quirks. In Brazil, enthusiasm around licensing is high, but the taxes and compliance checks are proving heavier than most first expected. Peru looks like a new hub for regulated operations, but the costs of homologation are forcing some groups to slow down. Argentina remains fragmented, which means no easy national strategy. Mexico is attractive in terms of scale, but the lack of clear rules leaves investors cautious.

The takeaway? A copy-paste strategy simply doesn’t work. Success depends on adapting to the details: PIX in Brazil,

PagoEfectivo and Yape in Peru, OXXO in Mexico, retail agents in Venezuela and Ecuador, and the growing role of crypto. Operators who misread this end up spending big for little return.

RISING COSTS, FRAGILE LOYALTY

Across the region, acquisition is expensive. Affiliates and influencers charge more every month, regulation adds extra overhead, and the bonus wars are relentless. ‘First deposit’ offers are everywhere.

Players are quick to claim them, then switch to the next brand offering slightly more. Operators ask the same question: how do you keep a player once you’ve paid to bring them in?

WHERE RETENTION REALLY HAPPENS

The old CRM playbook isn’t working. Email and SMS have limited impact. Players are in Telegram, WhatsApp, and social groups.

That’s where loyalty is built or lost. It’s no longer about bulk promos. It’s about sending relevant, timely messages based on behaviour and preferences.

The operators who take this seriously are treating it as a data challenge, not a marketing afterthought. AI can play a role here, but what matters most is the shift of mindset: from seeing messaging as an add-on, to making it the core of retention.

WHAT COMES NEXT?

Over the next year, we’ll see consolidation. Big groups are circling Brazil. Local operators want stronger tech stacks to defend their share. Investors are still keen, but they are looking for models that can scale beyond short-term acquisition pushes.

The winners will be those who combine compliance with local know-how and who treat messaging as their primary retention channel. They’ll cut down bonus churn, keep players engaged, and prove that Latin America isn’t just a headline opportunity, but a market where sustainable growth is possible.





EPIC solutions for gambling harm prevention

EPIC Global Solutions is the trusted partner for gambling harm prevention. The company's proven approach is grounded in personal experiences, providing real-world, relatable solutions for making gambling safer and more sustainable.



EPIC Global Solutions shares knowledge and insight to empower at-risk rectors on how to navigate the impacts of gambling. Working in partnership with gambling operators, sports, and education; we share our personal experiences and expertise to educate others and reduce harm.

LEARN MORE

Want to learn more about what EPIC Solutions will be up to at the summit? Check out the dedicated event page by following the QR code below, or swing by stand PP220 and say hello!

Check out our dedicated event page or swing by stand PP220 and say hello!



If you're interested in learning more about EPIC and how you can work with the company,

just use the QR code below to schedule a meeting with Senior Business Development Manager, Craig Cornforth.

If you're interested in learning more about EPIC and how you can work with us, just schedule a meeting in with our Senior Business Development Manager, Craig Cornforth.



SBC SUMMIT SESSIONS

Principal Consultant, Dan Spencer, will be taking part in the tech-focused panel: 'Stop, collaborate and listen'. This session asks the question: 'Can operators come together to protect players?'

Spencer will share the stage with a range of industry voices on this panel, moderated by Carnival Corporation's Cecilia Paolino-

Ubaldi. Dan will be speaking alongside the likes of Midnite's Alex Henderson, Gordon Moody's Monica Shafaq, NetBet's Ray Wilson and eyeDP's Warren Russell. The panel will take place on the Player Protection Stage on Thursday 18 September from 11:00 to 11:40.

EPIC facilitator and former Premier League footballer, Dominic Matteo, alongside his wife Jess, joins safer gambling expert, Martin Lycka for a live broadcast of the Safe Bet Show at the SBC Summit Lisbon.

Since retiring from his 17-year football career in 2009, Matteo has become a leading voice in the safer gambling space, drawing on his own experience of struggling with gambling addiction. He now works with EPIC alongside his wife, Jess Matteo, where they serve as lived experience facilitators to help raise awareness of gambling-related harm among professional athletes. Catch them live in conversation at the Player Protection Stage on Tuesday 16 September, from 16:30 to 17:00.

Discover more about EPIC's products and services at www.epicglobalsolutions.com.

Why industry events still matter in a digital world

In an era of video calls and AI-powered networking tools, some ask whether in-person gaming conferences are still necessary. I believe they're more vital than ever and not just for doing business, but for building trust, collaboration, and purpose in an industry that ultimately runs on human connection.



There's a question I hear more and more these days when speaking with the CFO: "Do we really need to attend all these conferences and exhibitions?"

After all, the technology exists to replicate almost everything online. Deals can be discussed on Zoom or Teams. Demos can be shared via screen share. Partnerships can be signed without ever shaking a hand. In theory, that should be enough – right?

But here's the truth as I see it: I've spent 25 years attending industry shows starting at Earl's Court in London, and the fact remains, our industry is built on people, not just platforms. Every business win starts with a conversation. And every conversation worth its weight comes from mutual respect, trust, and humility. Those

qualities are rarely forged in an email thread. They're built face to face, in the natural rhythm of human exchange, the almost poker strategy, the eye contact, the laughter, the pauses, the quick chat in the corridor after a panel. That's why events still matter.

THE HUMAN-TO-HUMAN BUSINESS

Gambling is sometimes painted as a numbers game, all margins, yields, conversions. Yet the C-levels reading this know better. At its core, we are in the relationship and people business. Operators rely on suppliers. Suppliers rely on regulators. Affiliates rely on both. The lines are interwoven, and what keeps those threads strong is trust.

And trust has always been a tactile, human thing. Think of the last partnership you signed that truly moved the needle. Did it really start with a spreadsheet? Or did it start with a handshake, a shared coffee, or a candid conversation after hours?

That's the beauty of in-person events. They create the conditions for trust to form. Not instantly, not transactionally, but through proximity and presence.

WHY THE ENERGY CAN'T BE BOTTLED

If you've stood in the middle of ICE London now Barcelona, G2E Las Vegas, or SBC Lisbon, you'll know the feeling I'm about to describe. There's a buzz in the air, the conversations overlapping,



deals being whispered, laughter ringing from one stand to another. It's messy, loud, and sometimes overwhelming. But it's real, sometimes without any filter or mute button!

That energy can't be bottled. It can't be replicated in a Teams call. It's the collective momentum of thousands of people exchanging ideas, showing ambition, and just as importantly, listening.

In that environment, collaboration becomes contagious. Someone shares a product innovation, and suddenly it sparks an idea for your own roadmap. A competitor talks about regulation in a market you hadn't considered, and it makes you rethink strategy. You can walk away from a single show with six months' worth of ideation. Try doing that from behind a desk.

PERSONAL BRAND AND CORPORATE BRAND ALIKE

It's not only companies that benefit. Individuals do too. I sometimes hear C-levels dismiss events as "for the sales teams" or "for marketing." But in my experience, they're one of the best stages to build your own personal brand.

Why? Because visibility in this industry isn't just about logos on banners. It's about people seeing you, hearing your perspective, and associating your name with expertise, reliability, and vision. Speaking on panels, contributing to debates, or even just networking with humility positions you and by extension your company as credible and committed.

Think of it as reputation compounding. Every event you attend adds a little more equity to your personal brand, and that brand equity often outlasts job titles.

THE PROBLEM OF DISTANCE

Of course, there's a counterargument: travel is expensive, time-consuming, and disruptive. Isn't it more efficient to stay home and manage from HQ?

Here's the problem with that mindset: distance dilutes influence. When you skip events, you remove yourself from the conversations shaping the industry. Decisions are being made, alliances are being formed, and opportunities are being seeded and all in rooms you're not in. By the time the news reaches your inbox, the moment has already passed. Gone in the ether of time.

It's like trying to play poker while only watching the final hand. You miss the tells, the table talk, the shifting dynamics that give context to the outcome.

BEYOND BUSINESS: PURPOSE AND SELF-DEVELOPMENT

Events also serve a deeper purpose. They remind us why we're in this business in the first place. Yes, it's commercial. But it's also cultural. We're shaping how millions of people experience entertainment, risk, and reward. That's not a small thing.



When you're immersed in the industry's collective energy, it sharpens your own sense of purpose. It pushes you to think bigger about your role, your company's role, and the legacy you want to leave. And it feeds your own self-development and for me personally, learning from peers, seeing what's possible, and sometimes being challenged by perspectives you hadn't considered.

THE FUTURE OF EVENTS

Will events evolve? Of course. Hybrid formats will continue to play a role. Data-driven matchmaking will get smarter. But the essence will remain the same: humans meeting humans to do business. That will never go out of fashion.

So next time the question comes — "Do we really need to attend this?" — I'd challenge you to flip it. Can you really afford not to?

FINAL THOUGHTS

In the end, events aren't about the stand design, the lanyards, or the after-parties. They're about conversations that become



relationships, relationships that build trust, and trust that drives business forward.

And trust me, no amount of video conferencing can replace that.

About the author

Mark McGuinness is an 'architect of high-impact iGaming marketing.' He is currently fractional CMO at Devilfish.com and brings over 24 years of elite digital marketing leadership to the role, advising top-tier iGaming operators across diverse regulated landscapes. He translates deep analytical power, honed from his scientific background, into breakthrough strategies for affiliate marketing, Web3, social poker, and casino gaming. McGuinness champions the game-changing integration of neuroscience and behavioural economics to skyrocket customer engagement and conversion.





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