



**EBE Intel**  
Report 2020

## B2B Winners



- Digitain
- Kambi
- MuchBetter
- Relax Gaming
- SportCaller
- Sporting Solutions
- Together Gaming

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## Kambi

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## *Introduction*

# Best-in-class 2020

**T**his report provides the opportunity for the winners at this year's EGR B2B Awards, which celebrate the best-in-class service providers throughout the egaming ecosystem, to elaborate further on the factors which have informed their success.

It goes without saying that Covid-19 has upended the egaming industry in 2020, leading to an exodus from brick-and-mortar betting locations and resulting in a surge in online betting activity. The increased and accelerated adoption of online play means that now more than ever there is a need for engaging content which stands out in a crowded marketplace.

The contributors in this report discuss everything from how they have been innovating and building on their past successes and retaining the interest of their player base, to how seamless pay-in functionality and maintaining platform infrastructure have been key in ensuring high levels of engagement and no downtime during a time of increased traffic on their platforms.

Overall, the report allows a platform for the winners to tell their story, in their own words. We hope it makes for some informative and inspiring reading.

By Ross Law | **Report editor**



# UNRIVALLED SPORTS BETTING EXPERTISE TRANSFORMATIONAL RISK MANAGEMENT

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Maximise profits and  
reduce volatility



Integrate as a service  
or modular product set



**EBRB2B**  
AWARDS 2020  
Recognising the companies that  
power the gaming industry

*Winner*

**Sporting Solutions**  
Innovation in sports betting software

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to set up a demo,  
webinar or meeting



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# EGR B2B VIRTUAL AWARDS 2020

The EGR B2B Awards reward and celebrate the very best service providers in online gambling, recognising the achievements of suppliers from all the major egaming disciplines

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SCIENTIFIC GAMES





### LIVE STREAMING SUPPLIER

#### AT THE RACES

CHRIS MORGAN, SALES DIRECTOR, AT THE RACES

"This award means a lot. It's a testament to all the hard work from our team at Sport Mediasream, our streaming platform. I'm really proud of the platform, it's reliable, it provides low latency streaming and we have a huge depth of content."



### IN-PLAY BETTING SOFTWARE

### SPORTS DATA SUPPLIER

#### BETGENIUS

TOM WASHINGTON, MARKETING DIRECTOR, BETGENIUS

"This is a great award for us to win. It's an area we invest a lot into in order to acquire data which provides genuine and tangible benefits to our customers' products and ultimately their customers' experience."



### MOBILE SERVICES SUPPLIER

#### CAPTAIN UP

URI ADMON, CEO, CAPTAIN UP

"We are humbled and honoured to receive this award, recognising the team's creativity and hard work. Thank you to all of our partners and customers, we really appreciate your support. Thanks a lot."

### LIVE CASINO SUPPLIER

#### EVOLUTION

FREDRIK BJURLE, DIRECTOR OF PRODUCT, EVOLUTION

"This means the world to us and we are very honoured to receive an 11th EGR award. This award goes to all our partners, everyone at Evolution, thank you for all the hard work to make this come true."

### MARKETING AND PR SUPPLIER

#### GIFT & GO

JOE HALL, CO-FOUNDER AND CEO, GIFT & GO

"We are truly delighted to accept this amazing EGR award. Since launching the platform 18 months ago, we've been on an amazing journey and this is a significant milestone for us. I'd like to thank our incredibly focused team, without you nothing would be possible. This award is a bi-product of all the hard work and determination shown, a massive thank you."



### DATA CENTRE OF THE YEAR

#### CONTINENT 8

DAVID BLACK, MANAGING DIRECTOR, CONTINENT 8

"It's wonderful, thank you so much. It's humbling to have won this very special award. We try every day to service and look after our customers. It's our passion, our dedication. This is an award for our team for that dedication."

### SOFTWARE RISING STAR

#### GRAPHYTE AI

### AFFILIATE SOFTWARE SUPPLIER

#### INCOME ACCESS

TARA WILSON, SVP AND GENERAL MANAGER, INCOME ACCESS

"A heartfelt thank you to the whole team at Income Access for their extremely hard work, their drive and determination over this past year. I'm very fortunate to work with an amazing group of people who take a real pride and passion in what they do."





### SKILL GAMES SUPPLIER

DIGITAIN

SIMON WESTBURY, HEAD OF SALES DEPARTMENT, DIGITAIN

"It's an amazing achievement for the team. I think it's an amazing achievement for Digitain to retain this award, winning it again against very stiff competition has been a challenge and we are delighted to win it."



### COMPLIANCE AND KYC SUPPLIER

HOOYU

MATTHEW THURLBY, HEAD OF GAMING, HOOYU

"Thank you to everyone who voted for HooYu, we're really proud to win this. It's validation of all the hard work the team has put in over the years. I'd really like to thank our customers who have helped drive our development."



### PLATFORM OF THE YEAR

MICROGAMING

IAN TURNBULL, DIRECTOR OF CLIENT SERVICES, MICROGAMING

"Thank you so much for this award. Our casino platform continues to go from strength to strength as we provide over 800 gaming brands with access to a diverse portfolio of content from a growing network of exclusive and independent studios and content partners."

### VIRTUAL SPORTS SUPPLIER

INSPIRED ENTERTAINMENT

STEVE ROGERS, CCO, VIRTUAL SPORTS, INSPIRED ENTERTAINMENT

"Thank you to the panel for selecting Inspired as the winner. We worked really hard to innovate our product and push ourselves even harder than we have in the previous year – obviously this year with the Grand National and the Kentucky Derby. I want to say thanks to the BGC members, to Carm Productions, to ITV and in respect to the Kentucky Derby, Churchill Downs. Fundamentally it's thanks to a fantastic team that do an amazing job year in, year out and deliver some amazing products."

### LOTTERY SUPPLIER

IWG

### SPORTS BETTING SUPPLIER

KAMBI

GERARD STARKEY, MARKETING AND COMMS DIRECTOR, KAMBI

"If you look at the calibre of companies on the shortlist, the fact that Kambi stood out and was rated number one out of those speaks volumes. We'd like to thank our partners. We've got a fantastic set of partners and we only succeed as a company when they succeed. And also we'd like to thank our team worldwide who work fantastically hard to ensure we provide a great service and in particularly the last few months, this award is for them."

### SPORTSBOOK PLATFORM SUPPLIER

KAMBI

MAX MELTZER, CHIEF COMMERCIAL OFFICER, KAMBI

"From a Kambi perspective, this really underlines our position as the industry's leading and trusted sports betting partner and that's a really great thing. Obviously, we have a fantastic team. Everyone is really excited about these awards. They've been working extremely hard and we've done some incredible launches in the US. Given what's been going on, that's pretty impressive."

### BEST CUSTOMER SERVICE

MAGELLAN ROBOTECH



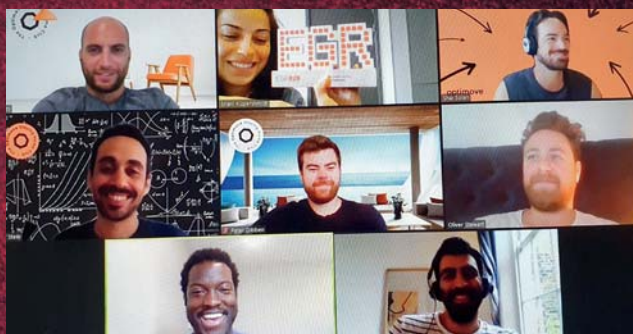




### INNOVATION IN PAYMENTS SOLUTIONS

**MUCHBETTER**  
MARK SPERRING, ACCOUNT DIRECTOR, MUCHBETTER

"Thank you to our customers who have given us positive feedback and the operators who have supported us over the years and, most of all, thank you to all the staff of MuchBetter who work incredibly hard. To all of my colleagues, this one is for you."



### DATA ANALYTICS PARTNER

**OPTIMOVE**  
MOTTI COLMAN, SENIOR DIRECTOR OF SALES, OPTIMOVE

"We are very happy. I have been at Optimove long enough to know the humble beginnings where we all started from, so to be at this point where we are all recognised among the industry, we are exceptionally proud."



### IT SUPPLIER

**SIGMA SOFTWARE**  
SERGEY LOGVINENKO, HEAD OF GAMING, SIGMA SOFTWARE

"I would like to thank everyone who participated in the development from our side and also thank the organisers. To be recognised is so impressive, so thank you ever so much."



### SERVICES RISING STAR

**MAXIMA COMPLIANCE**  
DAFYDD WILLIAMS, HEAD OF BUSINESS DEV., MAXIMA COMPLIANCE

"We're really honoured to win this award. As a young company, we're really focused on providing innovative ways to tackle compliance requirements. Thank you to our clients and partners for trusting us with such a critical part of their company and their business and of course everybody at Maxima Compliance for all the hard work that made this possible."

### CORPORATE SERVICES SUPPLIER

**PARTIS**

### RECRUITER OF THE YEAR

**PENTASIA**  
ROB DOWLING, GROUP CEO, PARTIS AND PENTASIA (CONEXUS GROUP)

"Hugely proud of everyone involved, thank you again to the judges. I want to say thank you and congratulations to the teams in London, Madrid, Malta and New York and to all the support teams and consultants around the world that have helped us this year."

### BINGO SUPPLIER

### MULTI-CHANNEL SUPPLIER

**PLAYTECH**  
LUCY OWEN, COMMERCIAL DIRECTOR AND HEAD OF ACCOUNT MANAGEMENT, PLAYTECH

"This is about the whole team that made Playtech bingo happen, all of our developers, testers, product guys, so this award is for you and also thank you very much to all of our bingo partners."

"We are delighted to win the award for multi-channel supplier 2020. I think we last won this award in 2017 and it's a testament to our teams' hard work and commitment to developing and innovating the IMS platform and the gaming content that we are fortunate to win it again, three years later. This award is dedicated to everyone at Playtech and to Playtech's multi-channel partners."





### FANTASY SPORTS SUPPLIER

#### SCOUT GAMING GROUP

ANDREAS SUNDAL, CPO AND CEO, SCOUT GAMING GROUP

"This is our third year in a row winning this award. We are really proud and we have a lot of exciting new features, improvements, products coming. I also want to thank all of our clients for giving us and our products the attention it deserves. And lastly, I want to thank every single one of our 85 employees. Scout Gaming is all about teamwork and we have the very best team in the igaming business."



### ACQUISITION AND RETENTION PARTNER

#### SPORTCALLER

CILLIAN BARRY, MANAGING DIRECTOR, SPORTCALLER

"Even nicer to win for a second time, we are absolutely delighted with it. Many thanks to everyone at EGR."

### POKER SUPPLIER

#### PLAYTECH

ANTHONY EVANS, VP OF PRODUCT STRATEGY, PLAYTECH

"We've put a huge amount of effort and investment into poker on an ongoing basis, this is the culmination of a lot of hard work. Obviously, we've seen a bit of a resurgence in poker over the past few months and the team have done a fantastic job in creating an amazing experience for players and hopefully our customers."

### CASINO SOFTWARE SUPPLIER

#### RELAX GAMING

SIMON HAMMON, CHIEF PRODUCT OFFICER, RELAX GAMING

"Thank you to everybody who voted, it truly is a great reward for all the teams at Relax Gaming as well as for our partners. The last 12 months we have really showcased growth and rapid expansion. For Relax, it's not just about having great tech, it's also about the service offering we give both our partners and customers."

### INNOVATION IN MOBILE

#### MOBILE SUPPLIER

#### SLOT SUPPLIER

### INNOVATION IN SLOT PROVISION

#### MOBILE GAMING SOFTWARE SUPPLIER

#### RED TIGER

NICK VUCHEV, HEAD OF ACCOUNT MANAGEMENT, RED TIGER

"It's absolutely amazing. We're so grateful to receive this recognition, it means a lot. This is just the beginning."

### INNOVATION IN RNG CASINO SOFTWARE

#### SOFTWEAVE

ROY GREENBAUM, CEO, SOFTWEAVE

"Thank you everybody for this vote of trust. I know it's a new product and cutting edge and therefore not easy to digest. We really appreciate the vote of confidence. I want to thank all the Softweave team for their great work and belief and the guys at Hard Rock that together with us brought this into play."

### INNOVATION IN SPORTS BETTING SOFTWARE

#### SPORTING SOLUTIONS

JACK SMITH, SENIOR BUSINESS DEVELOPMENT MANAGER, SPORTING SOLUTIONS

"Innovation has always been a part of our DNA, going back to when we were formed in '92 cashing out and offering an in-play service as early as the early 90s and to where we are now with our new QTS product."

### WHITE-LABEL PARTNER

#### TOGETHER GAMING

### ESPORTS BETTING SUPPLIER

#### ULTRAPLAY

MARIO OVCHAROV, CEO, ULTRAPLAY

"I would like to thank the whole team at Ultraplay for maintaining and even expanding the product during this challenging period. It has been an extremely difficult time but we continue forward and make sure we deliver the same quality of products for the future as well."

### PAYMENTS COMPANY

#### WORLDPAY FROM FIS







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WHITE LABEL PARTNER OF THE YEAR



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Featuring: *Sporting Solutions*

# Innovation is in our DNA



## Ed Peace

◆ Managing director  
◆ Sporting Solutions

Ed Peace is the managing director of Sporting Solutions, the premium supplier for odds provision, trading expertise and risk management services to sportsbooks around the globe. Since joining the company in 2013, he has worked in a range of commercial and leadership positions and is responsible for driving Sporting Solution's ongoing growth and development in the gambling industry.

Ed Peace of Sporting Solutions considers the factors that have led to its awards success

**EGR Intel (EGR):** Where does innovation begin at Sporting Solutions?

**Ed Peace (EP):** Innovation has been part of Sporting Solutions' DNA, and throughout the wider Sporting Group, since its inception. Our B2C brand, Sporting Index, not only pioneered the sports spread betting model, but has driven innovations which are now commonplace in fixed-odds betting such as betting in-play and cash-out – services we've offered for over 25 years.

Fast-forward to 2020 and Sporting Solutions continues to be at the forefront of industry innovation. Our Quantitative Trading Services (QTS) are the industry's first fully automated risk management solution. We have incorporated technology that is synonymous with the financial sector to break the industry's dependence on subjective human judgement in the spheres of trading and risk management.

**EGR:** What specific developments do you believe have led to your award recognition?

**EP:** We introduced the market to QTS and its powerful risk management, tooling and player analytics at ICE this year. QTS has redesigned our offerings to service markets in new ways, delivering functionality that can be deployed as standalone and agnostic product modules, or as part of an outsourced managed service.

In the modern market, a manual approach to risk management is no longer fit for purpose and, with the exponential increase in the number of events operators can offer, simply cannot handle exposure efficiently. QTS applies and integrates the same advanced economic techniques used by global financial markets to adjust prices based on total exposure, customer activity and the risk profile of the op-

erator, transforming risk management from an art to a science.

With this innovation, we have redefined the way that risk is handled and driven differentiation for our partners which is tangible and sustainable through price.

**EGR:** What innovations does Sporting Solutions offer the industry?

**EP:** White labels may have provided a quick route to market for operators in grey or black markets (low-cost jurisdictions where you don't have to pay tax, don't have to worry about the social responsibilities to customers and don't have to worry about your pricing), however when deployed in a regulated market, its pitfalls around commoditised, generic pricing and customer-facing features are very quickly exposed.

*QTS applies and integrates the same advanced economic techniques used by global financial markets to adjust prices based on total exposure, customer activity and the risk profile of the operator, transforming risk management from an art to a science*

**Ed Peace | Sporting Solutions**

The key to sportsbook innovation is differentiation, with sophisticated price, trading and risk management capabilities vital to help operators stand out. Our QTS are more automated, less manual, and less intrusive than alternatives, entirely platform agnostic and deployed modularly so operators can utilise our services in line with their operational needs. By redefining the way risk is handled, we have provided a cost-effective source of differentiation, proven by consistent revenue growth for our partners.





**EGR:** Where is sports betting headed?

**EP:** Operators are coming to realise that much tougher, more regulated market conditions mean old business models are no longer working. Data carries a premium; the importance (and cost) of guaranteeing player welfare has never been greater; licensing, technology and marketing costs have grown; and crucially, after an era when theoretical margins have declined, commoditised pricing is no longer fit for purpose.

To mitigate growing cost burdens and declining revenue, many commercial operators have looked for efficiencies through consolidation. Some have sought expansion into new grey or black markets. Others have adopted cheaper 'turnkey' options to try and compete in regulated markets – overlooking the fact white labels offer limited functionality and carry

a high level of reputational risk. Instead, operators need to take their cue from the financial industry and look to embrace proactive quantitative solutions to optimise their returns, improve efficiency in pricing and drive volume.

The adoption and integration of econometric techniques – for example, the workings of revealed preference theory – into risk management algorithms will ensure profitable decision-making and consistently enhanced returns.

While this may sound the death knell for manual trading services and operators who rely on them, the outlook for operators who embrace Quantitative Trading Services is much brighter – differentiated pricing, increased volume, enhanced margin, a stronger brand position and more consistent returns await. ♦



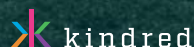
# The World's #1 Free-to-Play Games Platform



**Proud winners of Acquisition and Retention  
Partner 2019 & 2020**

“Genius. Not seen a better way of engaging casual  
sports bettors in the last few years...”

– EGR Judges





Featuring: *Together Gaming*

# White-label winners

Klas Rosenqvist and Benjamin Delsing of Together Gaming reflect on the firm's origins, how it has developed, and the factors which have informed its white-label partner award at the EGR B2B Awards 2020

**EGR Intel (EGR):** What were the origins of Together Gaming?

**Benjamin Delsing (BD):** Together Gaming started as part of Bethard Group but has since been separated from the B2C operation to focus solely on B2B. The motivation to build our own platform came out of our experience as a B2C operator, which eventually led us to the realisation that what we wanted from an egaming platform didn't currently exist.

**Klas Rosenqvist (KR):** We initially had no intention to provide the platform to any other B2C operator, but high demand led to the launch of Together Gaming as you know it today, and ultimately the award-winning white-label solution that we offer.

**EGR:** What did you ultimately feel could be done better by building your own platform?

**BD:** One large part of it was a reporting tool that would enable us to make data-driven business decisions. Another important aspect was related to customer interaction – including the likes of the CRM tool, bonus engine, player segmentation and rewards – all of which we wanted to interlink and react in real time based on BI.

**KR:** The fact that the platform was built out of the specific needs of our own B2C operation has been a huge advantage for our partners. Due to this, we were able to further develop and improve the platform in-step with the growth of Bethard, before it was released as a complete B2B solution.

**EGR:** How have your white-label partner relationships been evolving in the last five years?

**BD:** Our main strategy has not changed over the last five years and we're still standing by our two core values, which are:

- ◆ developing cutting-edge technology to make sure that we have the best platform on the market;
- ◆ focusing on our partner relationships.

It's a cliché but in our area of business, and in an ever-changing market environment, it's more important than ever to be active in your partnerships.

*Although we're very proud of what we have achieved so far, further improving our service and guiding our partners to achieve growth is a process we are continuously refining*

**Klas Rosenqvist | Together Gaming**

**EGR:** You refer to having 'active partnerships'. How does this ethos inform your partnerships?

**KR:** We believe a lot of the competition are trying to sign as many partners as possible – and it basically becomes a case of quantity before quality. We have done the opposite and been very selective in choosing our partners, and we always invest considerable resources into every project.

As a result, we have a very solid portfolio of white-label partners, each of whom we work very closely with. This makes us more like a venture capital fund, for example, as opposed to a standard B2B provider. We enter into every partnership together, and before we accept anyone, we evaluate their potential and only take on projects we think are a good fit for both parties. An active partnership becomes more difficult to achieve when there are hundreds of clients on a platform, but it is possible if you are selective.



**Klas Rosenqvist**

◆ *Head of commercial and sales*  
◆ *Together Gaming*  
Klas Rosenqvist has been with Together Gaming since 2018.



**Benjamin Delsing**

◆ *Managing director*  
◆ *Together Gaming*  
Benjamin Delsing joined Together Gaming in 2017 and currently holds the position of managing director where he is generally responsible for commercial strategy and business development. Prior to joining Together Gaming, he held various positions within Bethard Group after joining in 2014.

Featuring: *Together Gaming*



**EGR:** What factors do you believe have influenced your award win?

**BD:** We're still a very small organisation; we have a small number of partners and are very agile. As a further consequence of being a small organisation, we can easily tailor our product for the different needs of our partners.

Many of our partners have been with us since day one, and we credit these strong, long-term partnerships as being a key part of our awards recognition. There is no such thing as a one-size-fits-all solution, and therefore we always aim to meet client needs in

a flexible way. So far, I believe we've been very successful with this approach.

**EGR:** What are you going to focus on in the near future?

**KR:** Our focus is always going to be on our existing partnerships as well as choosing the right new partners. Together Gaming is the sum of its partners – and our partners are Together Gaming. None of us would have made it this far without each other. Although we're proud of what we've achieved so far, improving our service and guiding our partners to achieve growth is a process we're always refining. ♦

Featuring: *SportCaller*

# Acquisition and retention partner – anatomy of a win

Cillian Barry, MD at SportCaller, unpacks the reasons and forces behind the continued growth of F2P as a vertical in its own right, and his company's sustained EGR success with back-to-back wins

**W**inning the acquisition and retention partner award in 2019 meant an awful lot to us. The EGR B2B Awards set the perennial gold standard in B2B gaming, and accordingly provided the highest level of validation for our company's value proposition. In sport, it's a tireless cliché that retaining a title is often harder than winning it in the first place. So, going into the 2020 renewal as the sixth different winner in the previous six years, we knew that we were up against some stiff competition from a host of industry heavyweights, such as GiG and Optimove. We realised we had a strong hand but, given the gritty realities laid out above, we could only be hopeful rather than optimistic about our chances of holding on to our title this year. Of course, the needle tracking our nerves flicked into the red when Optimove were named as highly commended, and we were thrilled to then see our company logo unfurled as the winner was revealed.

To win in successive years is hugely significant – not only for us as a company, but also as a representation of the continued growth in strategic importance of free-to-play (F2P) as an industry vertical. This burgeoning status was underscored in the investor presentation for the now completed mega-merger between Flutter Entertainment and The Stars Group (TSG), where F2P was listed as one of six product offerings alongside industry mainstays like sports betting, casino and fantasy.

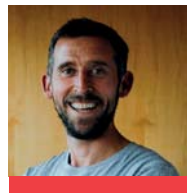
As the market leader in F2P, this is borne out by our own growth in the judging period (April 2019 to April 2020) as we launched a total of 44 new games, which compared favourably with a combined total

of 22 across the previous three years. During this span, we also doubled our number of active clients, which points to the fact that not only are more operators embracing F2P but they are also doing far more with it than before. We have now offered over 90 games across 37 countries and in 20 languages, and have firmly established a presence in the US, releasing 14 new games for three clients, including nine exclusively for the market-leading DFS provider and online betting operator FanDuel.

The engine of this growth, apart from F2P being recognised as part of the wider fabric of the industry, has been operators watching their competitors release innovative new solutions and then discovering from their customers that F2P constitutes a vital part of the overall product offering. In fact, a recent client survey of active sports bettors found that 43% stated they had switched their main account to an operator that offered an F2P product.

Innovation is also key to the growth of F2P. After all, a world dominated by Super 6-style games would be boring and inevitably couldn't work the oracle for every operator. Instead, in the past 16 months, our clients have rolled out progressively varied implementations of F2P games – from the longstanding use of jackpots as a means of mass-market acquisition, to a much greater level of sophistication in smaller attainable prizes as a reliable method of retention, and then on to more recent event-related trivia games (running off deep wells of historical data and new tech) which have helped to drive socially responsible engagement during the recent worldwide hiatus of traditional live sport.

FanDuel delivered a very instructive case study on the use of games as a means of driving acquisition with reduced CPAs. They harnessed the happy reality that F2P games are compliant wherever you stick your pin on a map of North America, promoting games nationally to millions of current and would-be players, building both brand awareness



**Cillian Barry**

◆ Managing director  
◆ SportCaller

Cillian Barry is MD of SportCaller, the market leader in the dynamic, fast-paced free-to-play (F2P) vertical. SportCaller's unique proprietary platform allows its customers to launch F2P prediction and jackpot games across any sport, language and territory via web, iOS, Play Store, Facebook Instant Games and Twitch Extensions with speed and ease.





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*let's get*  
**DIGITAL**

and database. In order to engage this fresh demographic, they have veered away from eye-catching jackpots that are practically impossible to win, and instead have asked simple questions around prop-bet opportunities with free site credit for every correct answer. When FanDuel do run games with larger jackpots, they adopt a refreshing approach towards doing so, gearing the mechanics to probabilistically generate more winners rather than just the odd one or two. On the Super Bowl earlier this year, they combined both approaches, with an attainable offer of \$100 for every player getting 12 out of 15 questions correct, and a jackpot of \$15k for anyone shrewd, or lucky enough, to get all 15 right.

While acquisition, and its associated costs, will continue to confirm the importance of F2P in the US, our clients in more established markets across Europe are instead using F2P as a means of player retention – reducing churn and maintaining market share are instead the primary goals here.

Coral has been running Correct 4, which offers each player £50 cash for four correct answers and smaller free bets for two or three correct answers. Paddy Power Betfair has Beat The Drop, which won us the award for innovation in sports betting in 2019. As a means of retention, they are now offering all players one free shot at £1k every day, driving significant growth in the number of daily active players, not to mention the activity rates of those players. Beat The Drop has already been rolled out across several strategically important future growth territories for Betfair, including Latam, Germany and Spain.

Our unique platform solution helped us to win our first tender process to become the Kindred Group's global F2P provider. The group has adopted F2P as a central strategic solution, launching games across all 17 core countries and in 13 languages to highlight that unswerving commitment. In December, they launched Streakr – a bespoke product aimed at player retention which offers free bets in incremental amounts for successfully answering questions on successive days. The game has been a huge hit with their players. And that success was eloquently evidenced at July's other digital ceremony, where Streakr took home the EGR Marketing & Innovation award for best sportsbook marketing campaign.

Flexibility in the use of F2P games came to the fore during the sports shutdown when FanDuel and BetMGM had to abandon their ready-to-go March Madness offerings and quickly pivot to an alterna-



*Featuring: SportCallee*

tive means of engaging players in the absence of any live sports. We quickly spun up prediction contests on the inaugural NBA 2K Players Tournament, and then released daily quiz games prompting players to both play and refer their friends in an organic way, leveraging the social fun and competitive aspects intrinsic to these games. In their recently released H1-results presentation, Flutter gave a nod to this F2P resilience, revealing they had “kept customers engaged with innovative content”, doubling F2P customers on prior-year Q2, while active customers between the NBA suspending and MLB starting were at 75% of last year's number.

The sustained surge in free-to-play growth was only possible thanks to the investment in architecture and the core platform on which all these games are created, managed, resulted and reported upon. This has allowed us to continue to add new clients and release new games in the months after the judging period. High profile new additions have included CBS Sports and Betfred Sports in the US and Caliente in Mexico, while Coral has released a new horseracing game, accompanied by ATL TV ads, as a natural extension to their existing game.

We've greatly enjoyed helping drive F2P's rapid rise. However, having secured this vertical's evolution, our attentions will now mostly hinge on execution. And that, of course, means constant innovation for legitimate product diversity. We feel confident our Score platform is uniquely well-positioned to deliver those points of differentiation. But it will have to, if we're to challenge for a three-peat at next year's awards ceremony! The anatomy of a winner is always subject to change. But F2P's vital organs remain in good nick, so this is no time to rest on our laurels. ♦

Featuring: *Kambi*

# Take control of a leading sportsbook



**Tomás MacBride**

◆ *Head of partner success (Europe)*  
◆ *Kambi*

Tomás MacBride is head of partner success (Europe) at Kambi, having joined the business in May 2018. He oversees the management of Kambi's European partners, with a proven track record for helping partners implement strategies resulting in growth.

Tomás MacBride of Kambi reflects on the factors that have informed its awards success

**K**ambi was delighted to win the two headline sportsbook prizes at July's EGR B2B Awards, claiming victory in the sportsbook platform provider and sports betting supplier categories.

Here we will take a look at some of the key reasons for our selection, as highlighted by the panel of judges.

## **"A platform geared up for the best-in-class – high stability and scalability"**

Having a high-performance sportsbook offer, capable of offering meaningful differentiation while driving impressive margin from sports betting, is a subject many pay lip service to, but few have proved themselves capable of consistently delivering.

Kambi's stable, scalable sportsbook has been the centrepiece of the progress and success we have achieved in regulated markets all over the globe. With an excellent sportsbook core, the vital aspect for operators lies in offering a product that can not only attract new players and gain market share, but keep hold of this on a consistent basis.

There is nothing more frustrating than being unable to place a wager due to long live delays and markets frequently being suspended, alongside extended waits for your bet to be settled once an event has reached its conclusion. Delivering a seamless experience and excellent market availability to millions of users is no mean feat, which is why so many fall short of the required standards.

Providing this requires a supply chain capable of delivering on all levels, beginning with the integration of official data partners and proven algorithms that process the data, followed by excellence in trading and risk, which must all be supplied through a fast and intuitive front-end. Only when these ele-

ments are working in perfect harmony can an operator begin to deliver a best-in-class service.

## **"Risk management and pricing tools have clearly improved [...] right up there with the best"**

Our price differentiation tool gives operators the freedom to determine how competitive they want to be on price before and during games, enabling them to adjust the margin applied and alter their strategy at speed and at will. A traditional criticism of sports betting suppliers is that their partners offer the same odds. With Kambi, this isn't the case, and over the past 12 months we have developed the tool to enable operators to adjust the odds on one specific outcome (rather than total vig), giving them greater control over their competitiveness in the market, to take into account regional bias if they wish and to better control risk.

This doesn't require them to react immediately to events in-game, and can be set before the event begins. Put simply, with Kambi the levers are there for operators to differentiate on price in-game just as they can pre-match. It is even possible for an operator to offer different odds in different jurisdictions, granting our multi-regional partners even greater control over their strategy.

The differentiation capabilities available with the Kambi sportsbook extend far beyond pricing. Kambi partners have the freedom to undertake complete control of the front-end to ensure their sportsbook is differentiated and aligned to their particular brand, building their own client on top of our APIs to take complete control of the user experience and allow them to most effectively direct user navigation.

## **"Strong new client wins"**

With a list of partners that now includes the likes of Penn National Gaming, BetPlay, Kindred Group, Rush Street Interactive and Churchill Downs, Kambi continued to deliver an impressive level of commercial success throughout the judging period and



beyond – signing a number of new partners and agreeing long-term extensions with others.

By way of example, we recently signed a multi-year extension with our partner LeoVegas, a deal which will also see us provide our technology and services to the other sports betting brands in the LeoVegas group, replacing alternative sports betting suppliers.

For Kambi, commercial success is not just defined in signing new clients, but also launching them quickly. Having teamed up with Four Winds Casinos, one of the top gaming and entertainment brands in the Midwest, all three of the operator's Michigan properties were live with sports betting within just two weeks of the ink being dry on our partnership agreement.

#### Delivered “impressive product innovation”

At Kambi, we are well versed in the importance of innovation, but also appreciate that a robust sportsbook core is the all-important foundation upon which meaningful innovation can be introduced. For example, a powerful bet builder is another crucial element any forward-thinking sportsbook must prioritise. Kambi recently launched the next natural step in the product's evolution, Multi Builder, allowing players to combine several event combinations into a single bet for the first time. The technology exponentially increases the size of the menu, offering odds on demand and lifting the limitations on player freedom to a far greater extent than the traditional bet builder.

While the Multi Builder provides a new level of freedom to bettors seeking to build new unique bets with unlimited possibilities, the value in not overwhelming players seeking a more curated experience was important to recognise.

To that end, we launched accessible pre-packs across our online and retail offering, which allow easy access to popular in-event combinations with a clearly visible price and organised by default from shortest to longest odds. Providing a huge boost to player convenience on the Kambi sportsbook, players can move between pre-packaged combinations and the bet builder tab to complement the pre-pack with other combinable outcomes.

While this functionality is deployed in such a way as to be quickly and easily accessible to the bettor, the power complexity under the hood required to do so in this manner is immense, underlining the importance of having a strong sportsbook core in meeting the needs of the modern player.

New products and bet offers can gain traction



Featuring: Kambi

but placing concerted focus on making the product more enjoyable and frictionless for a wider audience, rather than innovating for the few, stands a far greater chance of having a pronounced impact on performance and bottom line.

It is this philosophy which has informed the development and launch of Kambi's latest enhancement to our on-property offering – Bring Your Own Device (BYOD).

With the need for social distancing set to remain for some time, casinos could look to encourage the wider use of mobile devices on their premises to facilitate an experience that is both engaging and safe. It is here that BYOD can be leveraged to allow for an easy and exciting on-property sports betting experience conducted in a safe and contactless manner.

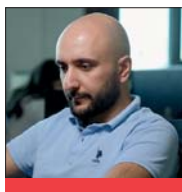
The technology enables bettors to view lines and construct bets anywhere, generating a QR code which can be scanned at the counter or Kambi kiosk, placing their wagers without coming into contact with any surfaces.

Some of our partners are seeing up to 40% of on-property bets being placed using the technology, underlining its ability to protect betting volumes while allowing sports wagering to be conducted in a safe manner which keeps physical touchpoints to a bare minimum.

Furthermore, long queues can run the risk of putting bettors off, especially when they have the option to bet their money elsewhere on the casino floor. Alongside the Kambi kiosk, our BYOD reduces queueing and makes the sportsbook more inviting, quickening the player journey and thereby optimising turnover. ♦

Featuring: *Digitain*

# Accommodating every player type



**Hayk Sargsyan**  
♦ Head of gaming  
♦ Digitain

Hayk Sargsyan was born in Yerevan, Armenia. After spending one year as an exchange student in Philadelphia, US, he returned to his hometown to receive his PhD in political science. After having worked in the government of the Republic of Armenia, Ministry of Education and EHEA Bologna Secretariat, he moved to the private sector, becoming the head of the gaming department at Digitain.

Hayk Sargsyan of Digitain reflects on what brought him to the firm, and the titles being developed to accommodate all types of player

**EGR Intel (EGR):** How did you end up working for Digitain?

**Hayk Sargsyan (HS):** I received my PhD in political science when I was 24 and it was anticipated that, like my father, I'd become a politician; but I never really felt like this was the right path for me. One night I stepped out of the cinema after watching a movie about poker and thought to myself, 'Is it hard to erase 28 years of your life and start from scratch?' That day, I gambled for the first time in my life.

I then went on and registered at PokerStars and, after a few sessions, I felt a strong connection to the game. From there, I spent more time researching poker and its nuts and bolts, and three years later, I made the decision to play poker professionally. I did this for one year, and while competing in a tournament, I was asked if I wanted to work for Digitain as a poker product manager. The rest, as they say, is history, and I have now been with Digitain since 2019.

**EGR:** What makes Digitain's poker software stand out from the rest? And what other skill games are important to Digitain?

**HS:** Digitain is currently part of the GG network, which is the leading poker network in the world. Online poker has grown tremendously popular in 2020 due to Covid-19. However, once the pandemic is over, a lot of players will return to real-life poker tables because, well, we all miss live poker very much. And those accustomed to playing live poker have only been forced to play online because there is no live poker.

The future of online poker in Armenia, however, continues to grow, having started to become popular within the last three or four years. As for other

skills games, one of the most popular ones in Armenia is the French game belote. Considering its popularity, we have recently updated our software and are continuing our efforts in this direction, even though belote is not currently as popular in other countries.

Fundamentally, we want to concentrate on games which are popular in all regions. At the moment, the skill games we offer are mainly popular in countries such as Armenia, Georgia and other countries in the region. In this context, we're starting the development of games which are popular in Asia, Latin America and Africa, such as Chinese poker. This game is popular well beyond Asia, in CIS countries as well.

*The future of online poker in Armenia, however, continues to grow, having started to become popular within the last three or four years*

**Hayk Sargsyan | Digitain**

Going forward, it's going to be extremely important for us to continue researching and developing games which are popular among players worldwide so we can become a leading provider in other game segments.

The same philosophy applies to our own range of bet-on games. Our goal is to increase our portfolio to at least 20 games by the end of next year. Currently, we have six and are now working on three additional games to be launched by the end of this year. We are planning to present a full portfolio of bet-on games as well as the newly developed fully featured content management system at the ICE Expo 2021.

**EGR:** What else can you say about the games currently in development?

**HS:** In terms of skill games, we're currently working on peer-to-peer (P2P) games, such as, but not limited to, belote and backgammon, including easy pick-





up-and-play games such as sea battle, another widely popular game which will be released by the end of the year. We have tried to give it a nice interface with a customisable design.

Among other areas, we are focusing more on our portfolio of bet-on games. They don't require any special skills and are easy and fast to play. Our most popular game is RocketOn, an extremely engaging game, where a rocket flies and the player has to stop it before it explodes. The longer the player can hold his nerve before the rocket crashes, the greater the odds are paid.

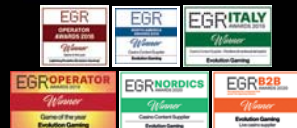
**EGR:** Were there any games that re-emerged during the pandemic? Do you think some of those will continue to be popular in the future?

**HS:** Quick and easy bet-on games have certainly emerged as popular choices, and I think this is set to continue. There is still greater interest in the more involved games like poker, but the skills games – fast, simple and exciting – continue to be popular for those gamers who perhaps haven't relocated from a real-life table to an online experience. But moving forward, each type of gamer, and all products we are focused on developing, remain important for us. ♦





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Featuring: *Relax Gaming*

# How Relax Gaming is positively disrupting the status quo

Simon Hammon of Relax Gaming reflects on the company's growth and the reasons behind its awards win

**EGR Intel (EGR):** What aspects of Relax's proposition do you think earned the title of casino software developer of the year?

**Simon Hammon (SH):** Based on our commercial growth and feedback, we'd probably say that it's the ease and simplicity of the Relax proposition, the speed with which we can deliver both volume and quality of content along with being realistic with our pricing, which has informed our success.

Technological innovation has always been the foundation of the business and we're sure that was recognised by the judges. We pride ourselves on never settling for second-best or matching what already exists and have powerful gaming software that allows us to be flexible, reliable, innovative, and fast. But we hope that the judges also appreciated that Relax isn't afraid to do things differently.

We were founded with a mission to challenge the status quo and address inefficiencies in the value chain so that the industry could benefit together. As an aggregator, we service the industry end-to-end. Technical excellence is just one way in which we achieve this, alongside our ability to deliver at speed without compromising on quality. By focusing on long-term and successful partnerships, along with a strong commitment to making these collaborations easy for both operators and studios, we've enjoyed a strong pipeline of requests for our services that just continues to expand, and rapidly.

The past 12 months have been particularly important for Relax. Growth throughout the company has been pronounced, from the network of operators and studios we work with to the volume of games available through our platform, we've put the pedal to the metal on expansion goals – with fruitful commercial gains. But this wouldn't have

been possible without our robust technical foundations. We're 10 years old, with no technical debt, because we were built to be agile and scalable. We remain among the fastest in game engine delivery, which is evident in the rate by which our third party, Silver Bullet and Powered By Game Server, content is integrated.

This unrivalled delivery speed has been key to us earning exclusivity periods on market-leading partner games, as well as providing a catalyst for the success of our own proprietary content. Combined with our dedication to offering tailored partnerships and products to all businesses we work with, and our unique ability to execute projects on time to the highest standards, we may not be the biggest name but what we do, we do exceptionally well.

*Our regulatory and compliance team[s] practical approach to evolving regulations has allowed us to tackle challenges such as new regulations in Sweden and the suggestion of more restrictions in the UK, with a head start and added value by passing clear direction to our studio partners*

**Simon Hammon | Relax Gaming**

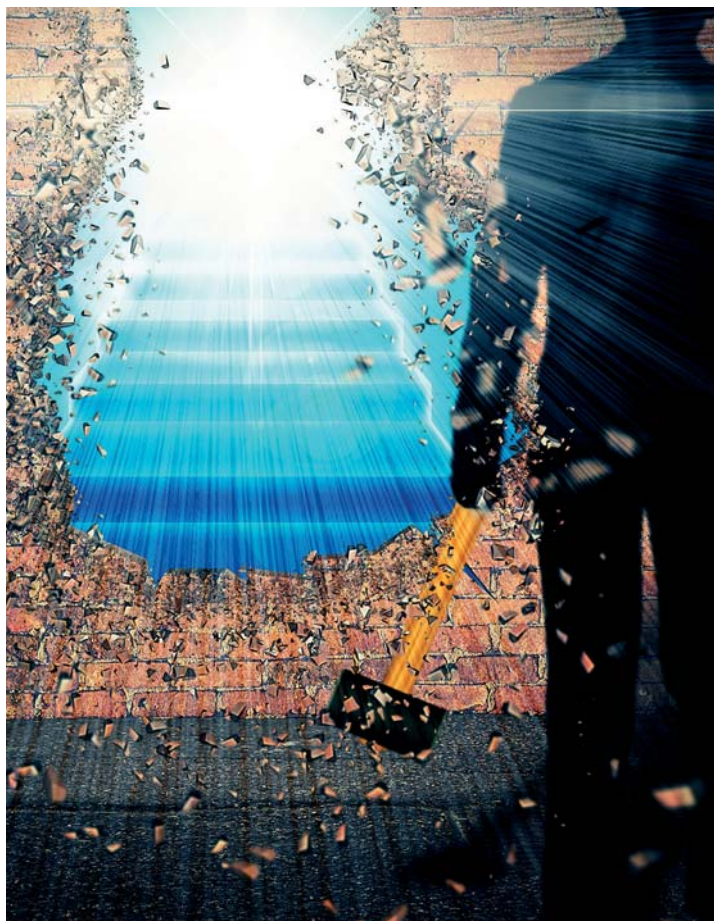
**EGR:** The company experienced an impressive year of expansion in the face of difficult regulatory climates and increased competition. How do you navigate the shifting challenges?

**SH:** Relax is in a fortunate position to have the agility of a start-up company, the knowledge of an established industry heavyweight and a cohort of talented people at every level who make it all tick. Our regulatory and compliance team – headed by our chief regulatory officer (CRO) Alexia Smilovic – have been critical to our expansion. Their practical approach to evolving regulations has allowed



**Simon Hammon**

◆ CPO  
◆ Relax Gaming  
Simon Hammon, CPO of Relax Gaming since 2018, has been instrumental to the success of the company's aggregation services and proprietary content portfolio. Under his leadership, Relax's casino proposition has cemented a strong reputation for driving studio and partner growth, delivering unmatched speed to market along with rapid, simple integration.



us to tackle challenges such as new regulations in Sweden and the suggestion of more restrictions in the UK, with a head start and added value by passing clear direction to our studio partners.

Competition across verticals is intense, which is where our commitment to differentiation really shines through. Take aggregation as an example. The last year has seen a host of newcomers, including big brand suppliers, enter the market looking to quickly gain a slice of the pie by leveraging existing integrations and bolting on platforms to support third-party content. But, as demonstrated by those who have quickly withdrawn, there's a lot more to aggregation than that. Relax has excelled in the face of this increased competition because we have the expertise and technological capacity required to maintain high service levels and operational reliability. We also go the extra mile for the studios we service to ensure they're given room to create inno-

vative, progressive content. Relax doesn't view aggregation merely as an additional revenue stream; we're in it to genuinely deliver end-to-end value, and that means supporting our like-minded partners throughout the supply chain, from the small independent studios to the larger suppliers keen to experiment on a new concept, and the operators that bring it all together.

**EGR:** The judges commented that Relax's "execution had been close to faultless". How has Relax maintained this exceptional service level during a time of strong growth?

**SH:** Technical excellence and business simplicity have always been central to our ethos. We truly believe that by providing hassle-free commercial propositions and efficient delivery, end-to-end quality will result. Not only does our approach ease the content delivery process for all parties, but it also provides a hotbed for collaborative partnerships that stand the test of time and thrive together. Relax is known for being reliable and flexible, which has helped to build a strong and far-reaching network ranging from top-tier operators and challenger casinos to smaller studios adding real value to the product offering.

The market probably isn't far off saturation today, with the volume of deals being brokered daily almost at a peak. If you don't make an effort to nurture these partnerships, they will never reach full potential. That's why we're committed to open and transparent communication with our partners, and why we've never failed to deliver on a promise.

**EGR:** Relax was also described as a "company that competitors fear in a very tough aggregation/reseller market" – what is it that makes Relax stand out?

**SH:** Relax entered aggregation with one key ambition: to change the face of content delivery. Our commercial propositions for studios have done exactly that. In providing unparalleled access and distribution to our wide network of operators, we've enabled partners in our Silver Bullet and Powered By programmes with scope to deliver content that differentiates. For our hand-picked Silver Bullet studios, we also provide support on necessary expenditure such as compliance, a comprehensive commercial team and technical assistance that is not available anywhere else in the market. Why? Because we believe that by giving smaller, independent studios the time to shine, we can help bring new innovations to market that drive the industry forward.

The added benefit for Relax is the access to local-



ised content. By working with studios all over the world, we can attract their local audiences through themes, mechanics and gameplay that have been crafted to meet specific market demands. In turn, this means that our operators are provided with diversified content through a quick and simple integration that would otherwise only be available through a multitude of time-consuming and costly direct partnerships. We're constantly looking at the future and working with our partners to deliver what's important to them. We offer the industry staples too, but it is through our market-specific content, exciting proprietary slot offering, speed of delivery for big brand content and support of rising star studios that we set ourselves apart.

**EGR:** A key criterion for the category was innovation. Where does innovation fit into Relax's approach and what more can we expect?

**SH:** Innovation is the epitome of Relax but it's so ingrained in what we do that we rarely refer to it in this way internally. It's more that we have a mindset to critique every project and ask whether there's a better way, format or approach that hasn't been considered, and this is fundamental to our ethos. It's what we aim for with every product release, commercial proposition, or technical upgrade.

While many claim to be innovative, it's not always obvious, so we're proud that it underpins our business' progress. Alongside our aggregation model, our in-house slot portfolio is a solid example of how our trademark approach to product development has propelled our company forward. Games such as Temple Tumble, Money Train and Snake Arena – each offering mechanics never before seen on the market – have all achieved long-term success as a result of their originality. We rarely do a sequel but, in Money Train 2, we saw so much potential to push harder to deliver the perfect slot, it's indicative of the mindset. Money Train is an ongoing success, but we've still remade it. The resulting reviews have referred to it as “a perfect sequel”, “what a sequel should be” and having “near-perfect math model and exquisite visuals”. That's why we do what we do; it's driven by the passion to excel and not to accept good as being enough.

The unique Sit&Go Jackpot format, HexaPro, developed by our poker team, also demonstrates our success in developing innovations that went on to become the new blueprint for success among our competitors. The formula has raised the bar in the industry in terms of graphics and player anticipa-

tion, while the innovative mathematics in the RNG around the game have been the source of inspiration for many others in the field. We've also been the first company to find a solution for a web-based poker client, removing the need to incorporate into a native app and allowing cross-browser play on all devices. The impact for players and revenue has been huge.

Last, but by no means least, we're exceptionally proud to have just launched HexaBingo with long-standing partner, Kindred. It's an absolute first-of-its-kind and a true innovation in bingo. This version demonstrates its originality from the very first click, when players engage in a pre-game lottery to determine the prize pool they will be playing for. Ranging from x2 to a massive 1,000x the buy-in, this exhilarating aspect of the game injects thrills and anticipation at the get-go, starkly contrasting traditional bingo games that are often criticised for being slow-starters.

*We're rolling out aggregation and services at the highest level, leading revolutionary multi-channel proprietary content across three verticals and still finding time to overcome industry-wide technological barriers*

**Simon Hammon** | Relax Gaming

Possibly the biggest change to the face of the game is that rounds only require three players, with the progress of opponents being visible to all players. The cut in waiting times is key, for the players and the operators, streamlining the efficiency of the game and increasing play time and revenue. This new format ramps up the anticipation and reinvigorates the vertical as a whole, appealing to a new demographic and player-type who are attracted to fast-paced gameplay.

These projects run simultaneously with what is still a comparatively small but exceptionally talented team of 200 people. We're rolling out aggregation and services at the highest level, leading revolutionary multi-channel proprietary content across three verticals and still finding time to overcome industry-wide technological barriers. We couldn't do that without the team and motivation we have.

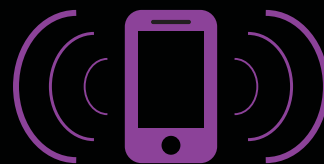
At a time when the industry is flooded with so much replicated content, we're proud to be flying the flag for originality. Relax is proof that daring to be different really can pay off. ♦

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Market & Competitor Analysis



Featuring: *MuchBetter*

# Why innovation is the key to MuchBetter's payments success

Israel Rosenthal of MuchBetter outlines what makes its payment system fair, secure, and seamless for players

**T**his year of 2020 will be remembered for a global health pandemic that cost lives and livelihoods around the world – a staggering personal and economic impact that will be felt for years. As a business owner, this uniquely challenging year underlined the importance of adaptation and innovation like no other. Many of the businesses that have continued to be successful during the coronavirus pandemic share similar traits. They are the ones that remained undaunted by the uncertainty, reacted quickly to meet the needs of customers in the new normal, and trusted their ability to innovate through unprecedented change rather than be swept up by it.

MuchBetter has always had this innovator mindset. When we first launched, the egaming payments landscape was dominated by only a handful of big brands. Innovation had stalled, yet payment processing fees were allowed to rise unchallenged for years. Operator profit margins were squeezed by their payment partners who were doing little to solve fundamental issues around fraud, bonus abuse and player churn – in many cases enabling this activity because it further increased transaction fees.

MuchBetter was created to shake up the egaming payments industry, disrupt monopolies and replace outdated technology or business models with something better. We did this by combining best-in-class technology and our own IP to create innovative and unique services to solve the biggest challenges facing operators like PokerStars and William Hill. We've solved massive challenges for operators around security and fraud. There have been no instances of fraud on the MuchBetter platform ever, thanks to our unique dynamic CVV technol-

ogy. We've also reduced fees for every operator and given customers the kind of seamless user experience they've come to expect from modern financial applications like Apple Pay.

It's been another incredible year for MuchBetter, but we hope this is just the start.

## A year of innovation

In the last 12 months, even during the coronavirus pandemic, we have remained committed to adapting and improving our service. Being leaner and more agile than many payment businesses, we were able to spin up an in-app Covid donations service within the first weeks of the pandemic. This kind of flexibility has also been fundamental to our expansion into new regions (we're now in more than 180 countries). In many cases, we've needed to rebuild our payment solutions to match the needs of local operators and the political/regulatory market in which they exist. During this time, we've also expanded our deposit options to 90, including direct bank transfer, cash, crypto, as well as local options such as Yandex, Interac, etc.

MuchBetter has also developed several truly unique features and services this year, designed specifically to help operators engage with their players. CashDuster, for instance, is a new service that lets operators display marketing campaigns and promotions via the MuchBetter app. This is the first time a payment app has functioned as a sales/engagement channel for operators and is the kind of out-of-the-box thinking we hope sets MuchBetter apart from its competitors. Egaming is a highly competitive industry and operators are always looking for ways to gain an edge on the competition and engage with players more. It's why CashDuster is gaining so much interest among MuchBetter customers already, why we expect to see more of the same in 2021.

We also recently launched a personal IBAN (International Bank Account Number) service. Func-



**Israel Rosenthal**

◆ CEO & founder

◆ MuchBetter

Israel Rosenthal is the CEO and founder of MuchBetter, the smart payments app. Prior to setting up this game changing eWallet, Rosenthal served over 10 years at PokerStars, including as the group COO.



tioning like a secondary bank account, the service is a free, private and straightforward way for players to make deposits to their egaming accounts directly from their bank accounts without ever having to open their gaming app or their MuchBetter app. MuchBetter also offers a weekly cash prize draw for MuchBetter users, who qualify simply by using the app to make day-to-day payments. This is a simple promotion to appeal to the typical egaming demographic, and makes using the app more rewarding for them.

#### Flipping the egaming payments business model

Looking a little further back beyond the last 12 months, probably our most important moment at MuchBetter was deciding to flip the egaming payments business model on its head. The traditional approach in egaming payments is to charge a small fee on each and every transaction. We didn't accept the status quo, however. We saw that payments companies were profiting at the expense of operators, and that a more harmonious relationship could exist between players, operators and eWallets.

We created a unique commercial model that dramatically reduces transfer fees for operators, by 70% on average and even more for VIP players. It breaks the standard eWallet model of charging for every transaction. The result is a fair and transparent commercial model to counteract the negative commercial effect from money churn. In our net-deposit model, if a player moves £10,000 from their MuchBetter wallet into their gaming account, later removes £8,000 back to MuchBetter, then fees are charged for the £2,000 profit only. If the operator

doesn't profit, neither does MuchBetter. The benefits of MuchBetter's unique net deposit commercial model are magnified even further when applied to VIP players – with many operators choosing to switch VIP players to MuchBetter. Estimates show that 5% of revenue generated by a VIP player via traditional payment companies is actually payment processing costs. Typically, operators will give back 5%-10% of that revenue as VIP benefits. However, if the VIP uses MuchBetter, operators could reinvest 25%-50% in a VIP programme while reducing payment processing costs by up to 100%.

#### Cutting-edge security

Fraud and security is a notable example of where innovation can solve major challenges for operators. We help operators stay compliant with industry regulations and reduce fraudulent activity/bonus abuse. Our dynamic CVV technology creates a new CVV code for every transaction, so that criminals and fraudsters cannot use a MuchBetter user's card if it is lost, stolen, or the details are involved in an e-commerce data breach. Indeed, there have been no instances of card not present fraud on the MuchBetter platform to-date.

MuchBetter's product design and architecture eliminates the typical fraud patterns and cases you see with most other wallets. All MuchBetter mobile accounts are paired to a player's phone number and device, creating a trusted environment between app, phone and phone number. Because all transactions are authorised within the app and on the device, this prevents account takeover scenarios – as well as bonus abuse, since fraudsters are unable to create multiple fake accounts.

#### Reaching one million

In the year ahead, MuchBetter will continue to focus on expansion and innovation. We want to continue giving our users the best experience possible and want to offer operators new ways to engage with them. We are close to reaching one million active users and this will be a major milestone for the business. When we do so, it will be vindication of our business model and our team's ability to navigate a difficult economic environment.

There are uncertain times ahead of every business in every industry. However, those that continue to adapt and innovate will be best placed to meet whatever challenges and opportunities lay ahead of them. It is our intention to ensure MuchBetter and its operators always fall into this category. ♦





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