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A dynamic action shot of an American football player in a black jersey with white and gold accents, wearing a black helmet with a gold facemask. He is running with the ball, his body angled towards the right. The background is a blurred green field under bright stadium lights. The overall image has a high-energy, blue-toned aesthetic with diagonal white and blue graphic elements.

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WELCOME TO ICE AFRICA DIGITAL!

While the in-person event has been rescheduled to October 2021, it was my pleasure to welcome everyone to our inaugural ICE Africa DIGITAL. It was great to see so many of you online connecting and interacting.

Bringing three days of live streamed content, this event delivered a comprehensive selection of discussion, expert insight and thought leadership in an online webcast environment.

As an exhibition business, shifting into a digital environment has involved engaging the team in a new challenge, but thanks to a collective and collaborative effort we're able to continue to provide content dedicated to current trends in the fast-moving Asian market - be those land-based or hospitality tech-related.

We have over a thousand people signed up from all areas of the industry, including land-based, online gaming and affiliates. There's also a mixture of operators and suppliers from all over the world, so I encourage you to connect with as many people as you can, the live event may be over, but the platform is still available to connect with people and watch content on-demand!

Once on the event platform, you will notice a number of exciting functionalities, which put usability and connectivity at the forefront. This will allow you to easily access the live stream for each session, take part in discussions with industry leaders, customise your schedule and chat face-to-face via video calls with those who are eager to learn and do business, despite current difficulties.

Our thanks go out to all our sponsors, partners and associations who have been driving this initiative forward with us and I hope that you have had a great experience throughout.

Enjoy!
Greg Saint
Event Director | Clarion Gaming

HOW TO MAKE THE MOST OUT OF OUR ON DEMAND FEATURES

1

Register for On-Demand access

If you have not yet registered, you will need to do so to access the platform.

ACCESS ON-DEMAND**2**

Get your exclusive access link

You will receive an email with the link you need to watch the Whole ICE Africa Digital content series on-demand.

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ICE AFRICA DIGITAL ON-DEMAND CONTENT SERIES

IMGL Masterclass:

How to jumpstart online gaming in Africa, through a COVID-19 lense

- The impact of COVID-19 on live sports, sportsbetting & regulation across Africa
- What role has esports and virtual games played, and what has been their regulatory challenges?
- The future of streaming, mobile games and the role of telcos in their growth

Yahaya Maikori, Director, Law Allianz

Gossy Ukanwoke, Managing Director, Betkings

Manuele Carra, Sales Manager, iSolutions Srl

ICE Africa presents a live Q&A on iGB's Africa

Following the release of iGB's Africa report, diving into the diversity of African gaming markets and providing invaluable insights into this competitive and fast-changing landscape, ICE Africa presents a live Q&A with two experts at the heart of the report.

Join Dan Tyler, Senior Conference Producer, Clarion Gaming who will be discussing the key challenges and regulatory changes across Africa with Scott Longley, Clear Concise Media and Ed Birkin, H2 Gambling Capital.

Some of the topics covered will include the absence of pan-African online leaders, the role of the fragmented payments landscape, the challenges of unstable tax backdrops and what some of the fastest growing territories are across Africa.

Dan Tyler, Senior Conference Producer, Clarion Gaming

Scott Longley, Content and Editorial Consultant, Clear Concise Media

Ed Birkin, Senior Consultant, H2 Gambling Capital.

Women In Gaming (WIG)

The Phenomenal ICE Africa, Women In Gaming (WIG) campaign is back after a very successful pan-African launch with over 99% of the ladies who both featured in the campaign as well as attended the live very first Women In Gaming Breakfast at ICE Africa 2019, highly recommending the campaign, as well as the phenomenal platform which highlights the diverse and phenomenal Women In Gaming, within the African Landscape from all verticals of the gaming sector.

Although this year the Women In Gaming will not have a live element in the form of a Women In Gaming Breakfast, the Campaign will still go ahead with highlighting a diverse cohort of women within the African Gaming Industry which will cover various verticals and challenges that Women within the industry currently face and that have overcome.



The new normal: Facing the challenges of recovery together

Keynote: The Future of gambling in South Africa

This exclusive keynote will see Mr Nkoatse Mashamaite, Director: Gambling Law and Policy, South African Department of Trade and Industry share the vision for the future of gambling in South Africa. As the gaming leader for the African continent, South Africa has long since set the bar in regards to regulation and industry development and this session will hear Mr Mashamaite discuss how the industry can continue to progress both domestically and internationally across Africa. Mr Mashamaite will focus on current policy and the importance of responsible gambling, especially as calls for online regulatory development grow in SA. In addition, Mr Mashamaite will provide insight into the status of the National Gambling Amendment Bill currently being debated in Parliament. This is one not to miss!

Mr Nkoatse Mashamaite, Director: Gambling Law and Policy, South African Department of Trade and Industry

African gaming in 2020 and beyond

This scene setter, brought to you by H2 Gambling Capital, will break down the facts, figures and forecasts for African gaming as the industry continues to battle the COVID-19 pandemic

Ed Birkin, Senior Consultant, H2 Gambling Capital

TGA: Responsible Gaming – Encouraging clients to return, responsibly!

Christina Thakor Rankin, Principal Consultant, 1710 Gaming Ltd

Regulators outlook and responsible gaming

Rise in online betting – How can regulators and legislators safely regulate iGaming to boost industry potential whilst protecting players? – Sponsored by Digitain

Gambling jurisdictions around the world have seen a surge in online activity since the beginning of the COVID-19 pandemic and Africa is no different. However, with online regulation patchy in some jurisdictions and, as of yet, non-existent in others, this session will bring together leading Pan-African regulators and legislators to discuss how the space can be effectively and safely regulated moving forward.

Moderator: Olafedeke Akeju, Partner, WYS Solicitors

Gifty-Rita Amoah, Head of Legal, Gaming Commission Ghana

Potlako Mawande, Chief Operating Officer, Mozambique Gambling Authority

In the spotlight: Michelle Carinci on Women in Gaming and Responsible Gambling

Join Naz Fredricks as she speaks to Lottotech Mauritius CEO, Michelle Carinci, to discuss life in the gambling industry and how she's focusing on implementing RG action.

Michelle Carinci, CEO, Lottotech Mauritius

Naz Fredricks, Marketing, ICE Africa

TGA: Practical Measures for Casinos post COVID – Balancing the science and psychology

Stasi Baren, nQube

Land based recovery

What to expect from the new normal: How can land-casinos find long lasting solutions to ensure customers have a great experience, safely!

With casinos and other significant hospitality properties across Africa going through the challenging process of reopening, this session will ask how the industry can work together to find long lasting solutions that ensure customers continue to have the same experience whilst operators keep their safety protocols in place.

Moderator: Lee Zama, Chief Executive Officer, Fedhasa

Graham Wood, COO, Sun International

Hermann Pamming, Secretary General, European Casino Association

Erwin Dickman, Marketing Manager, Asia Live Tech



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Getting marketing and product development right in the new normal

Sportsbook Management

Operating in hyper-competitive markets: How can operators best establish their brand and differentiate their products?

With many operators and suppliers in jurisdictions across Africa facing stiff competition, this fireside chat will bring together two leading organisations to discuss how they are looking to stand out from the rest by creating a successful brand with a truly distinct product offering.

Alessandro Pizzolotto, Co-Founder and CEO, STM Gaming

Adekunle Adeniji, Managing Director, BetBonanza

TGA: The 5-point plan for Sportsbook product development

Mark Israney, Partner, Propus Partners

Marc Thomas, Propus Partners

How to effectively manage a Pan-African multi-territory sportsbook?

With a many operating sports books in multiple jurisdictions across Africa, this session will break down some of the key priorities for sportsbooks looking to appeal to a wide variety of customers through a diverse range of offerings.

Moderator: Mark Tipping, Betting Consultant

Rost Kishenkov, Business Executive, MelBet Uganda

Will Westcott, Head of Business Development Africa, BetGenius

Jeff Halloran, CEO, Sahara Games

Lotteries, Virtuals and more

Silver linings from the pandemic: Why virtuals continue to see success in Africa

This quick take will highlight how, already popular virtuals, built on their success as countries across the continent went into lockdowns.

Steven Spartinos, Founder and co-CEO, Kiron Interactive

Lottery development across Africa: is lottery still king?

Lotteries have been a mainstay in African gaming for many years with their strength and resilience across a number of markets particularly evident throughout COVID-19. With the continents biggest lottery, South Africa, preparing for a new bidding process that will no doubt reshape how lottery is operated in Africa, as well as others looking at how lottery can be offered digitally, this session will deep dive into the opportunities for the lottery industry in Africa.

Moderator: Philippe P. Vlaeminck, Managing Partner, Pharumlegal

David Muller, Co-Owner, Division One

Wojtek Szpil, Lottery and Betting Consultant, National Lottery of Burundi

Michelle Carinci, CEO and Board Member, Lottotech Ltd

TGA: Why Lottery Matters in the new normal

Wendy Lawrence, CMO, WL Marketing Ltd

Affiliates in Africa: A growing opportunity?

With growing competition amongst operators to acquire players and a shift towards the online space, conditions seem perfect for affiliates to cement themselves in Africa. This session will explore the role of affiliates and how they can help operators to utilise digital channels to successful acquire new customers, convert existing retail customers, and retain them all!

Moderator: Lee-Ann Johnstone, Founder, AffiliateINSIDER

Barney Barrow, CEO, Cheza Gaming

Rost Kishenkov, Business Executive, MelBet Uganda

Setting KPIs for digital marketing strategies

As operators increasingly look towards digital marketing channels, this quick take will look at how marketers can set themselves up for success in the online world.

Florian Geheeb, Global Director Advertising Sales, Sportradar

Value or volume? How affiliates can succeed in African markets

Many iGaming affiliates, especially from Europe will be used to focusing on high player values when generating leads but with Africa, player values are much lower so the focus will need to switch to volume of leads instead. This session will discuss dynamics of this sort of revenue model and how it can work for you.

Moderator: Sarafina Wolde Gabriel, Vice President of Strategy, Income Access

Martin Calvert, Marketing Director, ICS-Digital

Charles Herisson, Founder/CEO, Betadvisor.com

Alessandro Pizzolotto, Co-Founder and CEO, STM Gaming



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Entering African markets as a domestic or international business

Researching a new market in Africa: Where can you make an impact?

This session will highlight major questions to ask when assessing a market-entry in Africa and how to approach in order to make informed decisions on best route into this highly diverse and competitive continent, rife with opportunity.

Mark Tipping, Founder & Consultant, Gaming4Africa

TGA: The same but different – handling regulation across jurisdictions

Christina Thakor Rankin, Principal Consultant, 1710 Gaming Ltd

Looking beyond sports betting: Introducing Africa to new content and games

2020 saw an almost absolute shutdown of mainstream sports around the world leaving operators looking for new content and games that would attract their punters. This session will bring together leading operators from across Africa to discuss how they introduced new content to their customers and why those games are maintaining success in so many markets, even with the return of the biggest sports competitions in the world.

Moderator: Dan Tyler, Senior Producer, Clarion Gaming

Tayo Atoloye, Country Manager, Nigeria, Panserve

Solomon Godwin, Africa Continent Manager, Pragmatic Play

Annalisa Samuels, Key Account Manager, BetGames

Partnership access: How investor and suppliers can work with local businesses

Local partnership agreements can provide a great way for international businesses to engage with African markets, ensuring that they get the need to know knowledge directly from the source. However, finding a reliable and effective partner is not always easy. This panel will bring together experts to discuss their experiences entering a variety of African jurisdictions and will focus on the local partners that made it all possible!

Moderator: Edwin Tarus, iGaming Consultant Africa

Adekunle Adeniji, Managing Director, BetBonanza

Jimmy Keneth, Chairman, Tanzania Sports Betting Association

Joe Kadoo, CEO, Lottomania Nigeria

On boarding and payments in the new normal

Mobile money is not new to the African region, especially when it comes to iGaming. However, with further growth in iGaming, and growing demand for contactless experiences in retail sites, this session will assess how on boarding and payments are changing in the fall out from COVID-19 and will discuss how operators can continue to smoothly on board customers in the new normal.

Moderator: Dan Philips, CEO, Nel Advisory

Uzoaku Osele, Head of Payments, BetKing Nigeria

Ivan Mugeere, CEO, INFOSIS Business Solutions Limited

A journey into Africa: It's a 5-year project, not 12 months!

While many say that Africa is a 12-month project, others that have entered one of the many promising markets will tell you that this is simply not the case. This fireside chat will detail some of successes and failures that businesses have experienced entering the region, as well as pointing out some of the hurdles that you should be looking out for!

Jason Roberts, Chief Operating Officer, Betty Bingo

Gregg Mandy, Director, GM Gaming (Pty) Ltd

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Yahaya Maikori
Partner,
Law Allianz



Gossy Ukanwoke
Managing Director,
Betkings



Manuele Carra
Sales Manager,
iSolutions Srl



Scott Longley
Content and
Editorial
Consultant, Clear
Concise Media



Ed Birkin
Senior Consultant,
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Capital



**Christina
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Gifty-Rita Amoah
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Roy Bannister
Co-Founder &
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**Hermann
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Secretary General,
European Casino
Association



Erwin Dickman
Marketing
Manager,
Asia Live Tech



Martin Sack
Founder
and Director,
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Dolan Beuthin
CEO, BetMonsta



**Alessandro
Pizzolotto**
Co-Founder and
CEO, STM Gaming

MEET THE SPEAKERS



Mark Israney
Partner, Propus
Partners



Marc Thomas
Propus Partners



Mark Tipping
Betting Consultant



Rost Kishenkov
Business
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Adekunle Adeniji
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Will Westcott
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Jeff Halloran
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Martin Calvert
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**Sarafina Wolde
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Uzoaku Osele
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Jimmy Keneth
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Dan Philips
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Nel Advisory

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ICE AFRICA KEYNOTE Q&A

NKOATSE MASHAMAITE



We had the opportunity to speak to Mr Nkoatse Mashamaite, Director of Gambling law and Policy for the South African Department of Trade, Industry and Competition's (DTIC), as he gave a Keynote address on Day 1 of ICE Africa Digital (27 October). Take a look as he shared his thoughts on recent regulatory developments in the country.

WHAT SORT OF PROGRESS DO YOU HOPE TO SEE ON THE NATIONAL GAMING AMENDMENT BILL IN THE SHORT-TERM, CONSIDERING IT IS STILL YET TO BE ENACTED?

The National Gambling Amendment Bill has been adopted by the Portfolio Committee under the National Assembly. As a Bill that falls within the concurrent competence of national and provincial government, it has been sent to the Select Committee under the National Council of Provinces to also consider and vote on it.

The public hearings were considered and the Select Committee is yet to make a decision on voting mandates from Provinces. It is difficult for me to advise on how long that process will take.

DO YOU FEEL THAT THE RECENT SUPPORT FOR LEGAL IGAMING FROM THE LIKES OF TSOGO SUN AND SUN INTERNATIONAL WILL PROMPT LAWMAKERS TO MAKE THE BILL A PRIORITY?

The current government position is that igaming is illegal in the country and there is currently no policy to allow it.

Once government resolve to allow igaming, that will be done through a policy development process and all stakeholders will be consulted during that process.

HOW MUCH OF A CONCERN IS ILLEGAL GAMBLING – ONLINE OR OFFLINE – IN THE WAKE OF THE NATIONAL LOCKDOWN?

the dtic is working with law enforcement and

regulators to ensure that illegal online gambling is deterred in the country. It is our major concern because the continued operation of illegal online gambling undermines the regulation of gambling in the country. Especially licensed operators.

But it gets worse as it remains the unchecked source of irresponsible gambling which comes with severe socio-economic problems the country has to deal with.

IS DTIC TAKING AN ACTIVE INTEREST IN PHUMELELA'S BUSINESS RESCUE DEAL? DO YOU SEE IT AS A CONCERN THAT THE BUSINESS MAY BE BROKEN UP, OR AS AN OPPORTUNITY TO EXPAND THE SOUTH AFRICAN HORSE RACING INDUSTRY?

We are monitoring how the process unfolds as we believe that the survival of Phumelela has an impact on the entire value chain of horseracing wherever Phumelela has a footprint. But the dtic is not actively involved as you will remember that the industry is self-regulated.

AT A TIME WHEN ONLINE GAMBLING IS EXPANDING ACROSS AFRICA, DO YOU SEE SOUTH AFRICA AS AN EXAMPLE FOR OTHER MARKETS TO FOLLOW, IN TERMS OF REGULATION?

Other African countries have the sovereignty to decide on what policy position to adopt in their respective jurisdictions. Even during the day such policy will be adopted in South Africa it will be on how to best legislate for South Africans.

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The logo for Asia Live Tech, featuring a stylized blue "ALT" with a globe icon above the "T", followed by the Chinese characters "亚联腾" and the text "Asia Live Tech" in a serif font.

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**◦ PANEL SPONSOR: Betradar**

Betradar is the betting arm of Sportradar. Underpinned by almost two decades of betting and data knowledge, Betradar offers a complete -360degree product portfolio with everything a bookmaker needs to successfully run their business, including omnichannel platform, Betting Services, Gaming Solutions, Live Streaming, Betting Stimulation and our signature all-in-one risk management and trading solution, Managed Trading Services (MTS). Betradar also provides ad:s, a solution that assists operators to enhance their marketing and sponsorship efforts. Our diverse portfolio enables us to support clients in meeting the challenges and demands of the international bookmaking industry across both new and established markets, whilst maximising their profits. www.betradar.com

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◦ SPONSOR: Betconstruct

BetConstruct is a global award-winning technology and services provider for online and land-based gaming industry. BetConstruct's innovative and proven offerings include Online and Retail Sportsbook, Classic Casino and Virtual Reality RNG & Live Casinos, Poker, Skill Games, Fantasy Sports, Social Gaming Platform, Sports Data Solutions and more – all ready to be launched and managed through SpringBME, its pioneering Business Management Environment. BetConstruct's Spring Platform has powerful back office tools and all-inclusive services all partners benefit from. From stand-alone setup to turn-key and white label solutions, BetConstruct offers its partners an unparalleled opportunity to succeed. www.betconstruct.com

The logo for BETCONSTRUCT, with the word 'BETCONSTRUCT' in white, bold, uppercase letters on a dark red rectangular background.

◦SPONSOR: Betwinner

BETWINNER Sportsbook and Casino includes over 1,000 events daily. Over 400,000 online users bet with BETWINNER.com. We endeavour to give you the best experience. We use a personal approach for every partner, helping to maximize benefits by taking into account the peculiarities of the platform the partner is willing to use. BETWINNER company was founded in 2007 and over the years a powerful team of great experienced professionals was formed. In consequence of it in 2016 BetWinner bookmaker company came into the online market and began to rapidly win the attention and trust of gamblers. It's based on good quality content and worthy odds. One of our key advantages compared to other companies is the "low base players" effect. This means that it will be much easier for our partners to monetize our traffic, that gives them great opportunities for scaling and growth. www.betwinneraffiliates.com/en



◦SPONSOR: Bitville Gaming

Bitville Gaming is a well-established global company specialised in building fixed-odds B2B products within the gambling industry. The product portfolio includes a suite of lottery, numbers betting, fixed odds and jackpot sportsbook products. Bitville Gaming has partnered with Betradar to offer comprehensive Numbers Betting, Sports Betting and Jackpot Products. www.bitvillegaming.com



◦SPONSOR: BtoBet

BtoBet is a multinational company with 20 years of experience in software development in IT, telecommunication, e-commerce and banking, strongly committed to technology and widely investing in technology research and development. BtoBet was acquired by the leading iGaming supplier Aspire Global in September 2020. The experience gained at the forefront in these advanced environments, compared with the more recent gambling industry, allows BtoBet to be visionary with a deep understanding of the requirements of the market, catching changing trends and anticipating bookmakers' and operators' needs. BtoBet is a true partner in technology, offering a standalone platform and services for the iGaming and Sports Betting industry. It counts on a very talented, continuously trained development team and day to day management support to clients. BtoBet allows licensees to be unique in the market, by giving them the opportunity to completely personalise their offers for Sports betting and iGaming business, online mobile and retail. www.btbet.com



◦SPONSOR: HoGaming

One of the very first in the industry, HoGaming revolutionised the product landscape through delivering internet-based live dealer games that were once only available at land-based casinos. www.hogaming.eu



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◦SPONSOR: Global Bet

Global Bet is the biggest independent provider for virtual sports, with an in-house team of renowned expert developers and award winning 3d artists. With customers on all continents, Global Bet provides a fully customised Virtual Sports portfolio of more than 15 sports and number games. Global Bet offers a broad portfolio of games, including everything from Football and Tennis to Basketball, Horse and Greyhound races. Advanced 3D visualisation and a complex AI allow stunning effects that keep your players glued to the screen on your website, in your retail channels or on mobile devices. Our system is designed for easy integration and administration, with various customisation options and live commentaries available. Global Bet's Virtual Sports platform is the most advanced product of its kind in the world. www.globalbet.com



◦SPONSOR: NSoft

NSoft is an award-winning internationally recognized software solutions provider for the betting industry. The company offers state-of-the-art Sportsbook software solutions including Pre-Match Betting and In-Play Betting, as well as a wide range of Virtual Games and the palette of Virtual Sports Betting offer. NSoft's services encompass Risk Management and a fully-fledged Data Service on an in-house developed Seven Platform. NSoft Vision helps operators discover hidden values in their customers' behaviour and consequently achieve improved customer experience by applying an in-depth understanding of customers' behavior and preferences. Our vision is to change entertainment, security and health with technology, together with our partners. NSoft's highly qualified and dedicated team is always present to assist our partners in their daily activities. www.nsoft.com



◦SPONSOR: Playstar

PLAYSTAR Hereinafter referred to as PS) as a strong contender of gaming software supplier, refined by decades of solid experience, foresee the market demand using the latest HTML5 technology to redefine traditional gaming style, UI interface and gaming themes, giving richer and more diversified gaming experience to the players. PLAYSTAR, never stop bringing out the extraordinary out of ordinary. www.playstar.net



◦SPONSOR: Pragmatic Play

We are Pragmatic Play; a leading content provider with a multi-product portfolio that is innovative, regulated and mobile-focused. We strive to create the most engaging and evocative gaming experience by delivering a wide range of exciting products including Slots, Live Casino, Bingo and Virtual Sports, all available via a single API. Immerse into our world and discover why we are one of the top multi-awarded providers to the iGaming industry, with more than 200 proven HTML5 games available in all currencies, 31 languages and all major certified markets.. www.pragmaticplay.com



◦SPONSOR: Pronet Gaming

Pronet Gaming offers a next generation platform that delivers the gaming experience of the future. Armed with market-specific online sportsbook, casino and retail solutions, it combines a technology-led approach with vast industry know-how to provide clients with a rapid and reliable service tailored to their needs. Its casino portfolio features more than 6,000 of the world's best slots from the industry's leading suppliers, whilst its sportsbook solution promises thousands of betting markets on more than 35,000 live events across 65 sports. Its fully-managed omni-channel retail arm is built to power land-based estates and can connect seamlessly to any online operation to ensure full customisation. Founded in 1996, the company recently expanded its commercial operations to sharpen its focus on markets in Africa and Asia. With bases in London, Johannesburg, and Singapore, as well as development centres in Ukraine, Bulgaria and Malta, Pronet Gaming's team is passionate about changing the industry. www.pronetgaming.com



◦SPONSOR: Smartplay International

Smartplay designs and manufactures traditional lottery drawing equipment, digital random number generator systems, bingo blowers, lottery balls and gaming-related services. Millions in winnings and the trust of your customers are on the line. As your partner, we take this responsibility very seriously. Here are a few reasons why over 400 why lotteries, casinos and igaming companies worldwide — including over 60 customers in China, Singapore, and Taiwan — trust Smartplay drawing systems . www.smartplay.com



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We are an innovative company in the field of betting gaming software. Our company provides effective solutions to the owners of Betting Shops. We are successful developers of online betting games that are played in countries all over the world. With our software your customers will be given the option of placing bets on a variety of games simultaneously. As software designers, our goal is to help you increase your profits quickly and efficiently. With the rental of our software our professional team will provide you with the training you need to ensure maximum profits. We will install the software, make sure it is fully functional and provide you with online customer service 24 hours a day, 7 days a week. . www.xplay.bet/index.html



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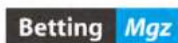
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