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COUNTRY MARKET REPORT: ROMANIA

ARE YOU BLACKLISTED?

G3 looks at the changes taking place in the Romanian gaming market as the country gets to grips with online

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Lewis Pek
Editor



Comment January 2018

One of the most requested market reports over the last 12 months has been Romania and I'm pleased to see that we're able to kick-off our gaming market report coverage in 2018 with the much anticipated release of our in-depth study.

Romania has sought to introduce online gaming in the most practical way possible, and you can be the judge as to how successful that has been by reading the report. But what's interesting is how online affects all aspects of gaming across the entire spectrum. In Romania, online gaming has had a profound affect on the market as a whole.

Romania offers it all: lotteries, online, land-based casino, bingo, betting, AWP's, and VLT's. There are surprisingly few gaming markets in the world to offer the full gamut. Most, as a result of arcane laws, protectionism and conflicts between federal and state legislation, simply aren't able to reconcile the needs of the public with the spread of gaming offers now available. And time and again our reports show that this leads to illegal practices and lost tax revenue.

While online gaming is top of the list of restricted practices, whether that's online casino, sports-betting etc., there are a multitude of

THE CZECH MARKET CURRENTLY HATES VLTs, IN THE UK IT'S FOBTs, HUNGARY DESPISES ALL STREET GAMING, WHILE IN GERMANY...

anomalies across all sector. Countries that accept street gaming (pachinko), but have until now banned casinos (Japan); jurisdictions that restrict sports-betting to monopoly states (US), or Australia's particular issue with online poker. What's healthy and reasonable in one corner on the globe is the corrupter of society in another - and vice versa. So often we're researching markets that are restrictive to different forms of gaming. The Czech market currently hates VLTs, in the UK it's FOBTs, Hungary despises all street gaming, while in Germany it's online; the US it's sports-betting and in Belgium it's spinning reels on slots. Every market demonises one aspect of gaming upon which it focuses an inordinate amount of attention.

It's why we continue to publish information about all aspects of the gaming spectrum. In isolation, you never get a clear picture of the factors affecting a single gaming channel. But as a whole, you're able to understand how the gaming culture of one nation is so radically different from another - and most importantly, why.

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La comuna de Kourou, situada en la Guayana francesa, al este de Venezuela, ha lanzado una convocatoria en busca de solicitudes para operar un casino. La potencial ubicación del nuevo proyecto ha cambiado. El futuro casino podría estar emplazado al borde del lago Chaudat, en la principal carretera de acceso a la ciudad.

Gilberto Occhi, Presidente del mayor operador bancario y de loterías de propiedad estatal, la Caixa Econômica Federal (CAIXA), afirma que el banco desea actuar como entidad supervisora del juego tanto terrestre como por Internet en Brasil.

Coljuegos ha confirmado que el comité seguirá bloqueando a los operadores extranjeros a la hora de ofrecer sus servicios a nivel local y que permitirá la expansión del mercado regulado. El anuncio se realizó después de que el comité confirmara que le había concedido una licencia online a Codere Colombia S.A.

El Ministerio de Finanzas de la provincia argentina de Córdoba ha anunciado que empezará a aplicar un impuesto sobre las transacciones de juego online. El nuevo impuesto, que entrará en vigor este mismo mes, tiene como objetivo recaudar unos 75 millones de pesos (4,4 millones de dólares) para las arcas del Estado.

El Gobernador del estado mexicano de Chihuahua, Javier Corral Jurado, ha anunciado que se aplicarán a los casinos y casas de apuestas de la región dos nuevos impuestos fijados en el seis y el tres por ciento, respectivamente.

Crane Payment Innovations (CPI), una empresa de Crane Co., ha sido elegida como el proveedor preferente de validadores de billetes para el Casino Schaanwald, la primera incursión de Casinos Austria International en Liechtenstein. El casino, que celebró su gran fiesta de inauguración el 25 de octubre de 2017, utiliza validadores de billetes SC Advance en toda su sala de tragaperras.

El operador de Montecarlo Société des Bains de Mer ha hecho pública una mejora del 4,1 por ciento en sus cifras semestrales, donde destaca la subida de los ingresos brutos del juego, que han pasado de 281,2 a 292,9 millones de euros. Este incremento de 11,7 millones de euros ha sido el resultado de una «mejora de los ingresos en todos los sectores».

El operador de casinos Storm International está expandiendo sus operaciones con un nuevo establecimiento, el SL Casino Riga. El nuevo casino está situado en el centro de la capital de Letonia, en el recién construido Grand Hotel Kempinski.

Las naciones tribales de los Mashantucket Pequot y los Mohegan se han unido al estado de Connecticut en su demanda contra el Departamento de Interior por la negativa de este a considerar la aprobación de enmiendas de común acuerdo para sus pactos existentes con el estado de Connecticut.

The commune of Kourou, in Guyana, administrative region east of Venezuela, has launched a call for applications for the operation of a casino

GUYANA LICENSING



Kourou Shows Casino Ambition in Guyana

The commune of Kourou, in Guyana, administrative region east of Venezuela, has been thinking about setting up a casino for some time. In April 2012, a first public service delegation procedure was launched. The only candidate who answered did not meet all the criteria and the municipality abandoned the project in July 2015.

Councilor Adelson Magloire said: "The administrative and political environment has evolved and is much more favorable, with the pooling of resources and the promotion of the territory. A steering committee has been set up, with various partners, the community of communes, the territorial community, the Chamber of Commerce, to reflect on the measures that the city should take in terms of a favorable solution."

The potential location of the new project has shifted. The future casino could be located at the edge of Lake Chaudat, on the main road to enter the city, 2km from the National Highway 1, the main road that passes through the department of Saint-Laurent du Maroni in the west, to

Cayenne in the east. Kourou is not the only Guyanese town that wants a casino.

After the failure of Matoury, Cayenne, a region that was initially not interested, finally decided to show its interest. It will probably be late December or early January 2018. In Matoury, the project carried out by the group Cogit, which has been long established in the region where it operates all the Caribbean casinos in Martinique and Guadeloupe, envisaged in its economic impact study, 160,000 visitors per year and a GGR of €8m. It launched a casino project in 2011 and on March 1, 2013, Matoury signed on the dotted line with SOGEXCAM, a subsidiary of the Cogit group.

The casino didn't come to fruition though and Cogit took legal action with proceedings are pending. The firm Atout France sees bigger opportunities in Cayenne which it believes could generate GGR of €36m.

Georgetown already has two casinos including Guyana Princess Hotel and Casino, the largest in the country with 16 table games and 250 slots.



Brazil

CAIXA wants to be Brazil's regulatory body

Gilberto Occhi President of the largest state owned bank and lottery operator – the Caixa Econômica Federal (CAIXA) says the bank wants to act as the supervisory body of both land based and internet gambling in Brazil. He believes that the legalisation of gaming could generate around R\$20bn per year and that online gaming could generate the largest revenues.

Speaking at a ceremony at the Planalto Palace, Occhi said: "The country does not have a gaming regulatory agency and Caixa is today an agency that has credibility and respect." According to Occhi, members of Caixa have already discussed the issue with senators Ciro Nogueira and

Fernando Bezerra both of whom have been key players in developing new gaming laws now under consideration in the Committee on Constitution, Justice and Citizenship (CCJ) in the Senate.

"You're going to need payment participation, surveillance and monitoring. We are the only institution authorised to promote games in Brazil, our request to parliamentarians is that we can participate in this management," the bank President said, adding that it did not expect to be the supervisory body for all aspects of the industry, but would be given the task of paying out winners.

Occhi also said that Brazil was losing out as revenues were leaving Brazil as players bet offshore. In addition land based casinos would bring investment into Brazil. However, land based casinos would be used more to bring investment to lesser-developed areas of the country he said. The bank is uniquely well placed to oversee the industry as its lottery sales network is extremely well developed and extensive and encompasses the entire territory.

Panama

During the first nine months of last year a total of US\$1,710m was bet in Panama on games regulated by the Gaming Control Board (GCB) compared to US\$1,683m in 2016. The increase of US\$27m – a 1.6 per cent at the close of the third quarter – is the highest increase of the year.

The largest increase in bets – US\$1,483m – was recorded in type A slot parlours which house type A slot machines. These slot machines do not have a payout ceiling and may be present in type A slot parlours as well as casinos. Type A slot parlours are in the main controlled by company Gaming & Services of Panama, which manages 27 slot parlours rooms and come under the "Fantastic" brand name. Meanwhile gambling via table games, which by law can also only be located in fully fledged casinos, stood at US\$145.9m. Other games such as bingo, sports betting, as well as gaming at the Presidente Remón Racetrack and racino stood at US\$58.9m.

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El Gobierno de Letonia aspira a hacer caja con la gran afición nacional por el juego online con crupier en vivo y ha incrementado la tasa de licencia. Sin embargo, ahora los operadores solo tendrán que pagar por licencia y no por mesa. Las nuevas tasas, que entrarán en vigor con el nuevo año, subirán de 11 700 euros a 400 000 euros (475 900 dólares) anuales.

Irlanda del Norte está estudiando de nuevo el potencial que supondría la introducción de casinos, y el Ayuntamiento de Belfast está llevando a cabo una consulta pública acerca de un casino valorado en 300 millones de libras.

Caesars Entertainment ha anunciado acuerdos definitivos con VICI Properties para una venta con arrendamiento posterior de los activos inmobiliarios asociados a Harrah's Las Vegas con vistas a desarrollar un nuevo centro de congresos de casi 28 000 metros cuadrados.

Según apuntan las últimas especulaciones en el mercado, Penn National Gaming ha confirmado que ha puesto en marcha negociaciones con Pinnacle Entertainment acerca de una potencial alianza empresarial que llevaría a Penn National a adquirir Pinnacle en una operación de efectivo y acciones.

Planet Hollywood Resort & Casino ha finalizado una renovación de habitaciones valorada en 100 millones de dólares combinando las ofertas de juego y restaurantes con 2496 modernas suites y habitaciones nuevas. La renovación se ha realizado aprovechando que el complejo celebra sus 10 años en pleno centro de la Franja de Las Vegas.

Aristocrat Leisure está adquiriendo la empresa de juego social Big Fish Games por 990 millones de dólares en efectivo de manos de Churchill Downs, un editor global de juegos gratuitos que opera en tres líneas de negocio principales focalizadas en segmentos de juego específicos, incluidos juegos de Social Casino, Social Gaming y Premium Paid.

Silver Heritage está listo para inaugurar su establecimiento de juego en el Tiger Palace Resort Bhairahawa después de que el Ministerio de Cultura, Turismo y Aviación Civil de Nepal (MOCTCA) anunciara que ha concedido la calificación de 5 estrellas al hotel del complejo.

El operador australiano Crown Resorts está haciendo frente a la demanda de inversores que alegan no haber recibido información suficiente sobre los riesgos asumidos en China, donde la comercialización de los casinos de la empresa arrojó un saldo de 18 empleados arrestados.

Los 40 casinos de Macau han generado en noviembre unos ingresos brutos del juego de 23 000 millones de patacas macaenses, lo que supone un incremento interanual del 22,6 por ciento y sitúa a la región en su 16.º mes consecutivo de crecimiento.

Sega Sammy Creation ha obtenido una licencia de fabricante y licencias de distribuidor para la fabricación, la venta y la distribución de máquinas de juego en Nevada.

New Gaming Laws in Guatemala?

Congresswoman Nineth Montenegro has urged lawmakers to approve legislation, which would regulate betting in casinos, video lotteries and bingo halls.

The proposal includes creating an entity charged with administering, controlling and supervising gaming and establishing taxes

GUATEMALA LEGISLATION

Congresswoman Nineth Montenegro has urged lawmakers to approve legislation, which would regulate betting in casinos, video lotteries and bingo halls. The request comes over growing fears that the industry is being used for money laundering and terrorist financing. In June 2017, The Intendancy of Special Verification (IVE), the nation's financial intelligence unit, sent an official letter to the President of the Congress with the specific request that legislation would be approved.

The legislation would regulate betting in casinos, video lotteries and bingo halls. The document was also signed by the director of the Financial Transactions Research Department, Erick Ramos who pointed out that the bill was primarily aimed at preventing illegal activities such as money laundering and concluded that there was in effect no government control over the industry. The letter in turn was also endorsed by the Presidential Commission for the Coordination of Efforts against Money Laundering or other Assets, Terrorist Financing and Financing of Proliferation of Weapons of Mass Destruction (COPRECLAF).

However, the government has taken no action

Codere signs with Colombian regulator to boost online

Colombia

Coljuegos has confirmed that the board will continue to block offshore operators offering their services locally and allow for an expansion of the regulated market.

The announcement was made after the board confirmed that it had granted Codere Colombia S.A an online licence. Colombian customers will be able to place bets via the company's website making it the fifth company permitted to offer online gaming. The online licence permits Codere to offer sports betting via mobiles, tablets and PCs and is part of a much larger expansion as the company seeks to expand in Colombia via its brand Codere Apuestas. The company will operate sports betting establishments

alongside its already existing gaming rooms as well as gaming rooms belonging to its partners via third party agreements. According to Coljuegos, the licence with Codere will be will be for the duration of five years and will generate over COP \$6.988.807.344 for the government.

With the new agreement with Codere now in place there are now five sites that are authorised to offer online gaming in Colombia. These are wplay.co, betplay.com.co, colbet.co and zamba.co and codere.com.co.

In a statement, President of Coljuegos Juan B. Pérez Hidalgo said that tighter controls over the sector would lead to an expansion and increased revenues foot the health sector: "We want more operators to obtain authorisation from Coljuegos to achieve a strong sector that is tuned into new technologies," he said.



on the issue since the document was released. According to Congresswoman Nineth Montenegro, gaming laws should be discussed as a matter of urgency since the government has international commitments and agreements when it comes to the fight against money laundering and terrorist financing.

"There are strong indications that these are sources of money laundering," Montenegro said. The official letter stated that, if new regulations were approved, then the legal framework for the prevention of money laundering and terrorism would be strengthened.

A new regulatory framework (Law 4294) has been on the cards ever since 2011. The Economy Commission of the Guatemalan Congress issued a favourable opinion on the initiative in 2014. However, despite the very real need for reform and even though the Commission gave it a favourable opinion, the bill was shelved.

The proposal contains 146 articles and proposes the creation of an entity, which would be in charge of administering, controlling and supervising gaming throughout Guatemala and establish new gaming taxes.

Guyana

Casino Technology has stepped firmly into the Caribbean with key installations of its new TOWER slant top slots, which were chosen by the Guyana Princess Casino as a fresh and attractive completion to their gaming floor. "Immediately after the machines placement, they showed excellent results, outperforming most of the other slots and the customers were fascinated by the offered diversity of games," the operator reported.

Casino Technology's Martin Ivanov, added: "As we persistently follow our commitment to the customers' demands, the company provides high quality products and uncompromising service. We enter the Caribbean market with established solid positions and a brand name that is recognisable for the excellent product portfolio with bestselling games and popular slot machines."



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Córdoba to Apply Online Gaming Tax

The Ministry of Finance for the province of Córdoba has announced that it will begin to apply a tax on online gaming transactions

The new tax, which will go into effect in January, aims to generate around \$75m (US\$4.4m) a year for state coffers

ARGENTINA ONLINE GAMING



MEXICO – The Governor of the Mexican state of Chihuahua, Javier Corral Jurado, has announced that there will be two new taxes applicable to casinos and bookmakers in the region standing at six per cent and three per cent.

Combined the new taxes are expected to raise around \$130m (US\$6.9m) during 2018. The new initiative was delivered to the State Congress as part of the Income and Budget Expenditures Act for 2018. The two new taxes will affect both casinos and players. The first will impose a three per cent tax on player winnings, which would be retained by gaming establishments in addition to the commission that these establishments already charge. Meanwhile the six per cent tax will be applied on income generated by casinos and bookmakers. Governor Javier Corral Jurado said that the new tax was a way of "exploring new income alternatives, without undermining the Chihuahuan economy." According to the modification provided for the Tax Code for the State of Chihuahua, the Ministry of Finance will allocate 50 per cent of additional gaming tax revenue for promoting tourism while the rest will be used for the construction of tourist infrastructure. The state is also seeking to gain an additional \$120m (US\$6.4m) via a new state lottery which could be launched next April.

ARGENTINA – The Mayor of Necochea Facundo López has questioned the government's decision to close the single casino in the city of Necochea in the south-east of the Buenos Aires Province claiming it would 'leave 70 families out on the street.'

López also warned of the negative impact the closure would have on the local tourism industry. Meanwhile, municipal authorities, as well as representatives for casino workers and the local tourism industry plan to hand a petition to the Head of Lottery and Casinos of the province, Matías Lanusse asking him to reconsider.

The Lottery and Casinos Institute decided to definitively close the casino after it was found to be consistently running at a loss generating an income of just over \$3.5m while costing \$39.5m a year to maintain. However, council member of Cambiemos, the leading party in the province, Marcela Fernández Palma said that the Governor's decision was a political one as it fell into government policy of reducing gaming in the province.

Governor of the province of Buenos Aires María Eugenia Vidal decided not to include the casino in the new tender process meaning that it would close for good. In August, it was revealed that Vidal had decided to begin the tender process for the majority of casinos in the province before the end of the year.

The Ministry of Finance for the province of Córdoba has announced that it will begin to apply a tax on online gaming transactions. The new tax, which will go into effect this month, aims to generate around \$75m (US\$4.4m) a year for state coffers. Credit cards will be responsible for charging players for any online gaming transactions and withholding the new tax according to a report in local daily La Voz.

Online gaming via offshore sites has been growing for several years in the province. From January the new charge will be applied to all transactions made in the province. According to the Ministry of Finance, the government estimates that the new charge will generate \$75m in 2018 and the forecast is that the government will collect around \$1,500m the year after at a rate of \$126m per month.

Under current plans, the government will collect 10.5 per cent of all bets made online. Credit card companies will apply the charge and then transfer it to the government. The new charge will be applied to all online games, over all online platforms and will be applicable to all

operators offering their services locally. The government plans to pay special attention to some of the larger online companies offering their services locally.

At first, the Ministry of Finance for the province said that the new tax would make up in part for lost tax revenues made from offshore operators, which could be as high as \$1,800m while the new tax will only contribute \$75m. However, the new charge could be the first in a series of steps the government is looking to take in order to raise more tax income from the industry. "We know that it is not an important amount, but we are going to set a precedent from this point onwards," the Ministry of Finance said.

In Argentina, online gaming has been permitted since 2006 but only on a province-to-province basis and there is no national law in place. A very small number of licences have been issued and only locally authorised sites may offer their service in the province where they operate. Demand is high in Argentina due to the huge local passion for sports and because of a lack of any attractive land based sports betting offer.

Chile

IGT has secured 35 per cent of the gaming machine floor share at the newly opened Casino Luckia Arica in Chile. The installation is comprised of five different IGT cabinets – the AXXIS 23/23, the CrystalDual, the CrystalSlant, the OXYGEN and the S3000. The IGT cabinets at Casino Luckia Arica feature a myriad of IGT game themes such as Golden Eagle, Party Time! and the diversity HD multi-game suites.

"We knew that it was critical to include a range of IGT solutions to realise our vision of a world-class gaming destination at Casino Luckia Arica," said Peter Müffler Vergara, Casino Luckia Arica S.A. General Manager. "We worked closely with IGT to identify the ideal combination of games and cabinets from its industry-leading portfolio that will help us entertain a wide spectrum of players and quickly become a player-favorite casino in Chile."

Mexico's online betting market stands at over US\$2bn

Mexico

Online betting in Mexico stood at US\$2bn billion dollars last year, but 90 per cent (US\$1,800m) was made via illegal online sites. The data was made public by President of the Association of Licensees and Suppliers of Games and Draw, Alfonso Pérez Lizuar.

Lizuar said: "The gaming industry in Mexico is struggling, because online gaming is taking a part of the physical market, today's players prefer to bet online rather than in casinos and thus avoid paying taxes." Government sanctioned betting via legally authorised sites currently makes up only 10 per cent of all market revenues, while land based casinos make up the remaining 90 per cent.

The upward trend towards online betting was confirmed according to data from the National Institute of Statistics and Geography. Gambling income grew by an average of six per cent from January to August 2017, while gaming online saw a 21 per cent increase in that same period.

The latest statistics show that gambling via offshore sites has grown significantly since 2015. According to The Mexican Operators and Providers for the Entertainment and Gaming Industry, the size of the online market stood at US\$300m in 2015. In March 2016 members of the gaming industry in Mexico urged lawmakers to regulate online gaming quickly due to the fact that the market was being targeted by offshore operators. Lack of government control was, they argued, leading to a growth of illegal gaming especially amongst minors making it the fastest-growing online gaming market in Latin America.

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Die Gemeinde Kourou in Guyana, dem

französischen Übersee-Département östlich von Venezuela, hat den Betrieb einer Spielbank öffentlich ausgeschrieben. Der mögliche Standort des neuen Vorhabens hat sich geändert. Die künftige Spielbank könnte am Rand des Sees Bois Chaudat an der Hauptstraße in Richtung Innenstadt liegen.

Gilberto Occhi, der Präsident des größten

staatlichen Bank- und Lotterieunternehmens, der Caixa Econômica Federal (CAIXA), hat die Absicht seines Hauses bekundet, als Aufsichtsorgan sowohl für das ortsgebundene als auch das Glücksspiel im Internet in Brasilien zu fungieren.

Die Glücksspielaufsicht Coljuegos hat

bestätigt, dass sie weiterhin das Angebot ausländischer Betreiber im Inland blockieren und eine Ausweitung des von ihr regulierten Marktes zulassen wird. Die Bekanntmachung erfolgte, nachdem bestätigt wurde, dass der Codere Colombia S.A. eine Zulassung für das Online-Glücksspiel erteilt worden ist.

Das Finanzministerium der argentinischen

Provinz Córdoba hat die Erhebung einer Steuer auf Zahlungsvorgänge beim Online-Glücksspiel angekündigt. Die neue Steuer, die in diesem Monat in Kraft treten wird, soll der Staatskasse jährlich Einnahmen in Höhe von rund 75 Millionen Pesos (etwa 4,4 Millionen USD) einbringen.

Der Gouverneur des mexikanischen

Bundesstaates Chihuahua, Javier Corral Jurado, hat bekannt gegeben, dass in der Region zwei neue Steuern für Spielbanken und Wettanbieter in Höhe von 6 bzw. 3 Prozent erhoben werden.

Crane Payment Innovations (CPI), ein

Unternehmen der Crane-Gruppe, wurde für das Casino Schaanwald, die erste Niederlassung von Casinos Austria International in Liechtenstein, als bevorzugter Anbieter von Geldscheinprüfgeräten ausgewählt. Die am 25. Oktober 2017 feierlich eröffnete Spielbank setzt in ihrem gesamten Automatenspielbetrieb auf Geldscheinprüfgeräte des Typs SC Advance.

Der monegassische Betreiber Société des

Bains de Mer meldet eine 4,1-prozentige Verbesserung seiner Halbjahreszahlen mit einem Anstieg des Bruttospielertrages von 281,2 auf 292,9 Mio. Euro. Dieser Anstieg um 11,7 Millionen Euro ist das Ergebnis einer „Ertragssteigerung in allen Bereichen“.

Der Spielbankbetreiber Storm International

erweitert sein Geschäft um ein neues Etablissement, das SL Casino Riga. Die neue Spielbank liegt im Zentrum der lettischen Hauptstadt im neu errichteten Grand Hotel Kempinski.

Der australische Spielautomatenriese

Aristocrat Leisure meldet für das am 30. September 2017 zu Ende gegangene Berichtsjahr ein Rekordergebnis mit einem Umsatzanstieg um 15,3 Prozent auf 2,45 Mrd. AUD und einem um 24,2 Prozent gestiegenen EBITDA, das die Marken von 1 Milliarde AUD erreicht hat.

CPI Chosen for CAI's Liechtenstein Launch

Crane Payment Innovations (CPI) has been selected as the preferred banknote validator supplier for Casino Schaanwald, CAI's first venture into Liechtenstein

The casino, which held its grand opening last year, utilises SC Advance banknote validators across its slot floor.

LIECHTENSTEIN GAMING SUPPLIERS

Crane Payment Innovations (CPI), a Crane Co. Company, has been selected as the preferred banknote validator supplier for Casino Schaanwald, Casinos Austria International's first venture into Liechtenstein. The casino, which held its grand opening on 25 October 2017, utilizes SC Advance banknote validators across its slot floor.

The CAI management at Casino Schaanwald places utmost focus on innovation to give their customers the best possible service. As Liechtenstein is embedded between Switzerland and Austria, the casino has to embrace both currencies – the Euro and the Swiss Franc. “We are celebrating a true premiere, something we believe is unique to the global gaming market”, explained Thomas Pirron, managing director at Casino Schaanwald. “Our slots not only accept both currencies, but they also offer gameplay and pay-out in either currency the player elects to use. Then, once the player has vacated their seat, the slot they had been using returns to its original setting, open to both currencies for the next player to choose.”

As a long-term customer of CPI, Casinos Austria International has relied on the SC family of banknote validators – and, most recently, SC Advance – for years.

The significance of the banknote validator is



raised even higher at Casino Schaanwald because it must be able to handle two separate currencies. “We have chosen CPI as our bill reader partner because SC Advance will handle both currencies with a first-time acceptance rate that is second to none,” continued Pirron. “It’s reliable, fast and, just as importantly, allows us to deliver a seamless playing experience to our guests – many of whom come from Switzerland and Austria to visit us in Liechtenstein.

“Thanks to CPI, most of our players won’t ever have to deal with the hassle of currency exchange before sitting down at a game. That’s not only a big win for them – but also for us! Accepting what our players have in their wallets is critical to earning their loyalty. And, because SC Advance is so secure, we know it’s going to recognize and reject any fraudulent note, regardless of its currency, each and every time. It was the perfect solution for us.”

“Our customers clearly know what a difference having the best banknote validator makes,” said Anette Jauch, CPI sales director for Gaming – EMEA. “SC Advance has proven itself time and again to keep players happy and attract more money to the cashbox. We are so proud that it was chosen as the preferred banknote validator for Casino Schaanwald and that we can support CAI’s debut expansion into Liechtenstein.”

Spain

Market expansion in Castile and León

The Vice President of the autonomous government of Castile and León, José Antonio de Santiago-Juárez, has asked the public to make “an effort to improve the social perception of gaming” linked to bingos, casinos and slot parlours. De Santiago-Juarez said that perceptions of gaming in Spain were outdated.

“During the years of the dictatorship, gaming was banned in Spain and that has left a negative perception on the collective unconscious. We must remember that there are a lot of issues in the 21st century that can create dependency, such as the internet, mobile phones, fashion, alcohol or sex.” Gaming needs to be regulated in order to prevent gambling addiction, but overall

was a healthy leisure activity, he said. De Santiago-Juárez said that the government was working on changing local laws in order to facilitate the granting of gaming licences in order to pave the way for the expansion of the market and was looking at ways to modify bingo, casino, slot parlour and slot machine regulations in order to facilitate the start-up of new gaming businesses.

The process for granting licences would be streamlined under current proposals to 24 hours as opposed to two months. Some of the new changes are expected to be implemented in 2018. At present, there are a total of 16,512 bars and cafés in Castilla and León, which are licensed to operate gaming machines.

Spain

Zitro Interactive, the online division of Zitro, has launched its games onto the renowned starcasino.es gaming website.

This website has a wide range of online games, which now includes the popular Zitro Video Bingo games. With an initial offer of 15 games, among which are hits such as Spin Bingo, Fishmania or Power Mania Bonus, the agreement between the two companies will allow users to enjoy the games on PC, Mobile and tablet.

In this way, Zitro Interactive continues to expand its distribution channels to make its most successful games available to all players at any place and at any time.

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Die lettische Regierung möchte die

landesweite Begeisterung für Online-Live Dealer-spiele durch eine Erhöhung der Zulassungsgebühren zu Geld machen. Allerdings müssen die Anbieter jetzt nur einmal je Zulassung zahlen und nicht mehr für jeden Spieltisch. Die neuen Gebühren, die im neuen Jahr in Kraft treten, werden von 11.700 auf satte 400.000 Euro im Jahr steigen.

Nordirland lotet einmal mehr die Möglichkeit

der Zulassung von Spielbanken aus. Dieses Mal veranstaltet der Stadtrat von Belfast eine öffentliche Anhörung bezüglich einer 300 Mio. Pfund teuren Spielbank.

Caesars Entertainment meldet den

Abschluss von Verträgen mit VICI Properties bezüglich des Verkaufs und der Rückmietung der mit dem Harrah's Las Vegas verbundenen Immobilien sowie zum Bau eines geplanten 27.000 Quadratmeter großen Kongresszentrums.

Die Stämme der Mashantucket Pequot und

der Mohegan haben sich dem Bundesstaat Connecticut angeschlossen und verklagen das Innenministerium wegen dessen Verweigerung der Freigabe gemeinsam vereinbarter Änderungen an ihren bestehenden Verträgen mit dem Bundesstaat Connecticut.

Angesichts der jüngsten Spekulationen hat

Penn National Gaming bestätigt, dass man in Verhandlungen mit Pinnacle Entertainment hinsichtlich einer möglichen Fusion stehe. Penn National würde Pinnacle dabei teils gegen Barzahlung teils durch Aktienwerb übernehmen.

Sega Sammy Creation hat eine

Herstellerezulassung sowie Vertriebslizenzen für die Herstellung, den Verkauf und den Vertrieb von Spielautomaten in Nevada erhalten.

Die Spielbank- und Freizeitanlage Planet

Hollywood hat eine 100 Millionen USD teure Renovierung zum Abschluss gebracht, um ihre dynamischen Unterhaltungs- und Speiseangebote mit 2.496 modernen neuen Zimmern und Suiten zu kombinieren. Die Renovierung stand an, da die Anlage ihr nunmehr zehnjähriges Jubiläum im Herzen des Las Vegas Strip feiert.

Aristocrat Leisure übernimmt das Social

Gaming-Unternehmen Big Fish Games für 990 Mio. USD in bar von Churchill Downs, einem weltweit operierenden Herausgeber von kostenlosen Spielen, der in drei auf bestimmte Glücksspielsegmente konzentrierten Hauptgeschäftsfeldern tätig ist, dies sind Social Casino, Social Gaming sowie Premium Paid-Spiele mit Gewinnmöglichkeit.

Silver Heritage steht zur Eröffnung eines

Glücksspielbereichs im Tiger Palace Resort Bhairahawa nichts mehr im Wege, nachdem das nepalesische Ministerium für Kultur, Fremdenverkehr und zivile Luftfahrt (MOCTCA) angekündigt hat, dem Hotel in der Freizeitanlage 5 Sterne zuzuerkennen.

SBM Steady Increase Across all Sectors

The latest financial figures from Société des Bains de Mer reports show a positive uptick in gaming revenues across all sectors, boosted by improvement in parent company, Betclic Everest Group's overall results

Ahead of the full opening of its Hotel de Paris and the One Monte Carlo real estate complex, SBM is continuing to grow its gaming offer

MONACO OPERATOR NEWS

Monte-Carlo operator Société des Bains de Mer has reported a 4.1 per cent improvement in its half year figures with GGR reaching €292.9m up from with €281.2m.

This increase of €11.7m was the result of an 'improvement in revenues across all sectors.'

This increase in turnover led to an increase in operating income of € 16.2m compared with €9.8m for the first half of the previous year. The SBM also benefited from a significant improvement in Betclic Everest Group's results, through a 50 per cent share of the equity, which added €3.7m to the six month total.

Casino revenue, excluding online games, accounted for 36.4 per cent of the company's total turnover. GGR came in at €106.7m against €103.4m the previous year, marking a three per cent increase in turnover with the slots increasing by eight per cent.

SBM noted that the biggest growth was recorded at its Sun Casino following a major renovation of



the gaming areas at the end of 2016. Revenues from ancillary activities (catering at casinos, entrances and shops) increased slightly to €6.9m compared to €6.6m the previous year. The hotel sector was up five per cent.

As usual, SBM remained very cautious about its forecasts. "The inherently random nature of gaming activity makes it difficult to make forecasts for the full year, but the second half is usually marked by a decrease in the result recorded at the end of September, due to the summer season finishing. In accordance with the forecasts established at the start of the two major projects - Hôtel de Paris and One Monte-Carlo real estate complex - the 2017/2018 financial year will still be impacted by the disruption caused by the continuation of the works and the operating result of the SBM Group. will remain heavily in deficit. As expected, the SBM will not be able to take full advantage of the significant investments made until the complete reopening of the Hotel de Paris and the commissioning of the One Monte-Carlo complex."

EveryMatrix licensed to distribute Greentube games in Malta

Malta

EveryMatrix has been granted a Class 1 on 4 license by the Malta Gaming Authority, allowing the company the opportunity to handle the distribution of Greentube games to its business partners operating under Maltese jurisdiction.

Besides Novomatic blue chip slots such as Book of Ra deluxe, Lucky Lady's Charm deluxe, Sizzling Hot deluxe, a wide spectrum of the Greentube's casino games portfolio is available via EveryMatrix casino platform as per the agreement announced earlier this year.

"Being now licensed in Malta, our company will be able to fulfil the requests it has

received for Greentube's products in the best possible manner. The recent addition enables EveryMatrix to fully support the continuously growing demand for premium casino content." said Ebbe Groes, EveryMatrix CEO.

"The Greentube game portfolio is part of our CasinoEngine platform, the largest casino aggregator in the world, integrating more than 60 gaming vendors delivering over 5,000 games. CasinoEngine brings along a wealth of content which permits operators to choose the best for their online casinos. It can be directly integrated into client platforms and includes a second generation bonusing tool among many other value-added services. By offering such a rich platform, EveryMatrix managed to secure established Maltese based companies like Tipico or Dragonara Casino, along with other operators such as Norsk Tipping, 188Bet UK, and K8."

Spain

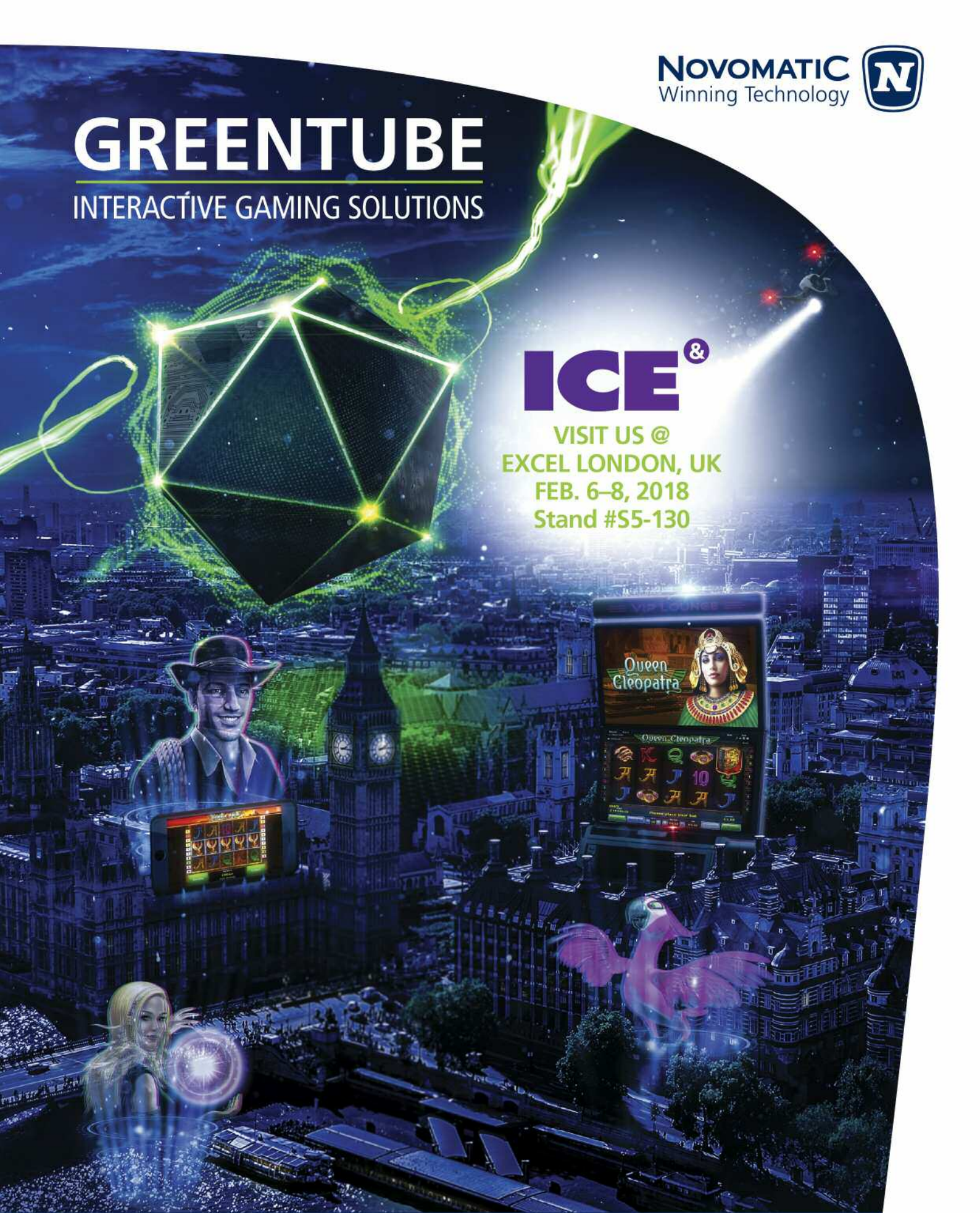
Spanish operator Cirsa has reported an operating profit increase of 7.5 per cent in the first 9 months of 2017 over the same period last year reaching €320.4m. In the third quarter operating profit reached €108.2m, the highest result achieved by the company in a single quarter, improving by 7.0 per when compared to July to September 2016. Revenues generated by the company during the first nine months of 2017 reached € 1,281.6m, with year-on-year growth of 7.7 per cent. In a statement, Cirsa emphasised that with these figures it had consolidated its continued run of growth, which has already reached 45 consecutive quarters. "The improvement and compliance with commitments to international markets has been based on the correct execution of the different plans provided by the company," explained the Spanish company in a statement.

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Dragon Egg Cracks French Market

APEX gaming has installed its first DRAGON EGG jackpot island in France with Casino Circus de Carnac, part of the Ardent Group



APEX gaming's Dragon Egg continues its winning streak across Europe with the first installs into the French casino market

FRANCE CASINO SUPPLIERS



SPAIN – SIS (Sports Information Services), has signed a multi-year deal with Orenes to provide the Spanish bookmaker with its new and improved SIS greyhound service. As part of the agreement, SIS will supply live pictures, commentary and data for greyhounds and horses across the operator's entire retail estate. The operator will offer this new service through its sports betting and online gaming brand VivelaSuerte.es, which is present in nine Spanish regions, and growing rapidly with ambitions to be a national player. In addition to Orenes, all UK major bookmakers will take the new greyhound service from 1st January 2018, and it will form part of the SIS UK Retail Service from that time. The new service has been developed by working closely with race tracks and bookmakers to create an improved offer which meets the market's growing expectations. Operators across the globe will now be able to take advantage of a more tailored service with better quality racing and scheduling, creating more betting opportunities at times which suit operators' needs.

Juan José López, Betting and Online Gaming Director at Orenes, said: "We are happy to have secured this enhanced content, and that we are able to expand our product offering for our customers through our partnership with SIS. I believe that they will appreciate the quality greyhounds and horses content on show and the service from SIS.

"With increasing demand for greyhound racing in our market in recent years, SIS's new greyhound service provides our customers with high quality content, at times that suit them."



HOLLAND – SUZOHAPP has appointed Alex Bucur to the role of Vice President of Global Product Management. Mr. Bucur joined the SUZOHAPP team through the acquisition of SCAN

COIN in 2015. He has been an integral player in the success of the SCAN COIN business, as well as a key leader in organizing the Product Management team. For the last year, Bucur has been leading the global product management efforts for the Solutions business. In his new role, he will manage both the SUZOHAPP Solutions and Components businesses globally.

"As SUZOHAPP moves forward with our vision of bringing our Solutions and Components businesses together into a cohesive team, it made sense to structure our product management function in a similar way," said Wilbert Bieleman, Managing Director of EMA. "Alex's depth of experience and passion for product management positioned him perfectly to take on this new challenge."

Casino Circus de Carnac has installed the DRAGON EGG Small Island consisting of three Pinnacle Premium SL slots, each offering three wide-screen monitors. The game comes to life on HD screens as well as the overhead display. Compact yet elegant, this APEX solution offers up to 16 different jackpots over four main levels.

"We are constantly exploring ways in which we can excel and grow our player base in this competitive location where we are situated," explained Sébastien Larrieu, General Director at Casino Circus de Carnac (pictured above with the recent installation). "DRAGON EGG from APEX gaming offers great player appeal. It already makes a true difference and is very popular with our customers."

APEX gaming is supported by the SFM Mascot in the French gaming market. Daniel van Marissing, Director at Mascot, sees great opportunities for APEX gaming in France and stated: "DRAGON EGG is such an intelligent jackpot system that offers a wonderful game. The game is so clever and the entire solution is indeed something special. It is not very often

that we see such innovations in the gaming industry," said Mr. Marissing.

"We extend our congratulations to Daniel and his team," commented Kubilay Özer, Global Sales Director at APEX gaming. "Mascot is a perfect partner for us in France and we see this as a great beginning for DRAGON EGG in this wonderful country. This is a very clever move by Sébastien and his team. Casino Circus de Carnac has lots of competition from other casinos nearby. We hope that by being a first mover and installing DRAGON EGG this casino will continue to grow from strength to strength."

Casino Circus de Carnac is situated on the North Eastern coast of France where casinos are very popular, with a total of five casinos in the vicinity. Casino Circus de Carnac stands out in the region with a tradition of innovation and investment to consistently increase player satisfaction and entertainment levels. Casino Circus de Carnac operates almost 100 slots and five live tables. Its dynamic management policy has seen its year-on-year GGR grow by 24 per cent in 2017.

Authentic Gaming signs Go Wild Gaming deal at SIGMA

Malta

Authentic Gaming, has signed a deal with Go Wild Gaming to provide the operator with its full suite of innovative products, including Authentic Roulette. Under the deal, players on the operator's roster of B2C brands, which include GoWild.com, GoWild.co.uk, AstralBet.com and WildJackpots.com, will gain access to live roulette games streamed from the floors of luxury land-based casinos.

In total, players will be able to sit down at 11 tables across the five casinos. In addition, they will also be able to take advantage of Lucky Ball side bets, which offer pay-outs of up to 120:1. The operator's players will also be able to view live entertainment events while they play via the

supplier's Live! Entertainment platform and enjoy dedicated online tables on the casino floor via the newly launched Casino Floor Studio series.

Jonas Delin, managing director of Authentic Gaming, said: "We are thrilled to have partnered with Go Wild Gaming. The operator has some hugely successful brands, and our games will certainly deliver more choice and added value to their players."

Itai Zak, CEO at Go Wild Gaming, said: "Authentic Gaming offers ground-breaking products that take the live table games experience to the next level. "They offer exactly the sort of experience our players are looking for, and we are delighted to now be able to offer it to them."

This latest agreement comes hot on the heels of similar launches with the Hattrick Sports Group, Multilotto and Mr Green.

Malta

Yggdrasil games will feature on Sun Vegas after the supplier reached an agreement with operator Tabcorp. Sun Vegas will enjoy Yggdrasil's full portfolio of slots, including recent releases Jungle Books and Valley of the Gods. It will also have access to Yggdrasil's collection of in-game promotional tools, BOOST and social sharing tool, BRAG. The deal is the latest in a string of partnerships which have helped Yggdrasil emerge as one exciting suppliers operating in the UK. Fredrik Elmqvist, CEO at Yggdrasil, said: "It has been almost two years since we made the strategic decision to enter the UK, and our growth in the jurisdiction has been very encouraging. "Adding a brand as recognisable in the UK as The Sun is yet another major coup for us, and perfectly displays the growing demand for Yggdrasil content in this exciting market."



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POLAND – LV BET has become the Official Partner of PlusLiga and the Polish Women's Volleyball League. The contract will run for the duration of the current season. This is the next edition of LV BET cooperation with volleyball after the sponsorship of CEV EUROVOLLEY POLAND 2017.

"We have gained another partner who will support and help us in the dynamic development of PlusLiga and the Polish Women's Volleyball League. LV BET has dynamically entered the market of sports sponsorship and we are pleased with their future plans with Polish club volleyball. This new partner will certainly contribute to the creation of the best sports events in our country," emphasised Artur Popko, President of the Polish Professional Volleyball League.

Under the agreement, the LV BET logo will appear on LED screens during the volleyball league matches. The cooperation also encompasses a number of activities in social media and on the websites of the Professional Volleyball League.

AUSTRIA – Greentube has rolled out its market-leading game content with online gaming operator GVC Holdings. A broad selection of new and proven slot games – all seamlessly integrated via Greentube's NRGs platform – have launched across GVC Group's vast array of brands such as bwin, partypoker and PartyCasino.

Amongst the titles on offer are premium NOVOMATIC blue-chip slots such as Book of Ra, Lucky Lady's Charm and Sizzling Hot, as well as a selection of popular casino games from Greentube's subsidiaries and third-party providers.

Gernot Baumgartner, Head of Marketing & Sales at Greentube, commented: "We are very proud of another successful launch and we are happy to offer world-class interactive Greentube content to GVC players in various key markets."

Liron Snir, CPO at GVC, added: "Our focus over the past 18 months has been to build the most exciting portfolio of casino games available anywhere on the market. The addition of NOVOMATIC content is a great step forward on this journey. We are very excited to be able to offer our customers this incredible and expanding range of new content."

LATVIA – The Latvian government is looking to cash in on the nation's love of live dealer gaming online by increasing the licence fee. However operators will now only have to pay per licence rather than per table. The new fees, which will be introduced at the start of the New Year, will increase from €11,700 to €400,000 (\$475,900) per year.

Andorra Tender Points in Right Direction

More details have emerged regarding how the new casino licence will be awarded for the single casino, which will be permitted in Andorra, located on the border between France and Spain.

In 2013, the government first gave the go ahead to a single casino licence. Casinos had until then been banned from the Catalan-speaking country

ANDORRA CASINO OPERATIONS

According to The Andorran Gaming Control Board (CRAJ), operators must show availability of land, building or premises for the casino and show that it must have at least 2,000sq.m. for the public, not including terraces and outdoor spaces. Once this has been established the board, along with other government bodies, will award points based on a number of key criteria. The maximum score will stand at 100.

A maximum of 10 points will be awarded based on the architectural design and if the building is to be used exclusively for the casino and its complementary services. In addition, up to five points will be awarded on the casino's location with the highest score being awarded to those located in a central location with the highest concentration of tourist services available.

Fifteen points will also be awarded on the quality of the proposed project, its integration into the landscape, safety, sustainable design, the number of parking spaces as well as the surface area of the casino and the quality of the



catering services on offer. Meanwhile CRAJ will award a maximum of ten points when it comes to the economic guarantees that the project will be able to bring. Specifically, one point will be awarded for each additional €350,000 that are allocated to the project of up to a maximum of five additional points; a point will also be given if 10 per cent of the shares of the property are offered locally while another fifteen points will be allocated to assess the economic benefits the casino will bring.

Ten points will be used to assess the generation and quality of jobs while the Ministry of Tourism will be in charge of evaluating the impact the project will have on the local tourism industry. In addition, CRAJ will award up to 10 points based on the past experience of the casino operator as well as the quality of the games which will be on offer as well as the admission and control procedures of the casino. Up to three points will be awarded if the operator has a social responsibility and responsible gaming plan in place.



Storm International opens its new SL Casino in Riga

Latvia

Casino operator Storm International is expanding its operations with a new property – SL Casino Riga. The new casino is located in the centre of the capital of Latvia in the newly built Grand Hotel Kempinski.

The total area of the complex is 625sq.m and the casino will employ 150 people. Gaming equipment is provided by leading manufacturers, including Cammegh, Novomatic, Aristocrat, IGT and EGT. The IT systems including, casino and slot management software, has been developed

by the internal IT department of Storm International.

SL Casino Riga is a part of Shangri La casinos chain currently operating in Tbilisi, Yerevan and Minsk. The new club-style property will provide its guests with 10 gaming tables and 51 slot machines, two bars and a lounge area. The art-deco interiors with rich woods, Italian furniture and fabrics, exclusive British carpets and well-thought through lighting create a comfortable and relaxing atmosphere. The casino consists of two floors: the first floor dedicated to the slot-machines, while table games are located on the second floor. There is also a private room for those who prefer higher limits, including tables and slot machines.

UK

TransAct Technologies will launch direct sales and support operations for casino and gaming customers throughout Europe on January 1.

TransAct's new direct European sales team, led by Robert Denham, Vice President of Sales and Product Management, will be focused on the Company's casino and gaming solutions portfolio, including its Epic Edge and Epic 950 ticket-in/ticket-out printers, the Epic 880 and Epic 430 roll-fed printers, the Epic 3000 lottery printer, and its industry-unique Epicentral promotion and bonusing software solution.

The company stated: "TransAct expects that the shift from working with a distributor to a direct sales and service team to support European customers will result in more effective customer interaction and service which will drive an improvement in its international casino and gaming contributions going forward."

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TANZANIA – Taxes collected from gaming companies in Tanzania are expected to grow by 18 per cent in the financial 2017/18 due to an increase in the number of entities involved in the sub sector. The Gaming Board of Tanzania (GBT), the regulator for sports gaming, has projected growth from which the Tanzania Revenue Authority (TRA) could harvest Sh39 billion up from Sh33.6 billion collected in the last financial year.

The acting director general of GBT, James Mbalwe, said that the number of gaming companies had increased from five in past three years to 26, hailing such a trend as a huge growth. "We are optimistic of increased revenues as currently there are four foreign and local companies that have shown interest in Tanzania. All the processes have already been completed with only a few issues remaining to be ironed out. We're optimistic that in the next year they will begin their operations" he said.

Investors are now more interested in sports gaming than casinos due to online betting that has brought services closer to the player, he said, adding that in the last financial year revenues from sports betting hit Sh7.8 billion. Once a leader in the gaming sector, casinos brought in Sh400 million. However, Mr Mbalwe was quick to add that casino gaming was also doing well in the market in spite of the rapid growth in sports betting.



LUXEMBOURG – CERTUS Technologies is pleased to announce that Ali Civile joins the company to enhance the team in the role of VP-Sales. Ali brings 23 years of experience in the gaming industry, mainly in Europe and Latin America and with a successful track record.

Kurt Quartier, COO Certus said: "Having worked with Ali very closely over the years, I am extremely pleased to have her join the team. Ali will be tasked with driving the market penetration of 'The Connected Casino by Certus'. Ali's solution-finding approach and customer-oriented focus will play a major role in growing CERTUS to be the leading provider of marketing-driven gaming solutions."

Ali Civile added: "I have been fortunate to accompany leading companies during their peak performance periods and I feel lucky today to be part of Certus at the launch of such an innovative solution for the industry. I look forward to discussing 'The Connected Casino' approach with our customers during ICE 2018, in London."

Ali started her gaming career back in 1994 when she helped IGT establish in Latin America. She later joined IGT Europe.

EU Lax on Tackling Unlicensed Gaming

The European Casino Association has released a statement railing against EU countries for their lack of enforcement against unlicensed online providers

Unlicensed online gambling providers are getting too much of an easy ride from the European Union according to the ECA

EMEA TRADE ASSOCIATION



According to a statement released by the European Casino Association (ECA), providers of online gambling services are continuing to target jurisdictions without the mandatory licence in the respective country.

It is estimated that up to 50 per cent of total online gambling revenue is generated in countries where the respective operator does not hold the required licence. Despite tools being available to national policy-makers to tackle this issue through strong and effective enforcement, many countries seem to lack the political will to tackle this issue.

This was confirmed in a recent survey run by the European Casino Association (ECA) on the use and effectiveness of enforcement measures against unlicensed gambling operators in Europe. The survey looked at the different enforcement measures in place among EU countries. It highlighted that while effective measures are in principle available, they are often not used and best practices in their implementation are not shared between EU countries. The survey demonstrated that the most effective enforcement measures against

unlicensed gambling providers are advertising blocking, IP blocking and blacklisting of unlicensed operators.

For the licensed industry it is clear that EU countries need to wake up to the growing issue of unlicensed online gambling providers across Europe. The status quo of unlicensed providers targeting EU countries being tolerated should be considered unacceptable. The ECA therefore calls on national policy-makers and regulators to put in place strong and effective enforcement measures, such as those identified in the report.

The continued toleration of unlicensed gambling operators providing their services in EU countries has led to substantial issues. Such operators at times lack responsible gambling measures and do not pay taxes in the target country, comply only with low-regulatory regimes and represent an unfair competition to the licensed and regulated national gambling operators. Above all, this is not in line with the current legal situation. EU member states can set their own proportionate gambling policy, which has been repeatedly confirmed by the Court of Justice of the European Union.

Spain

Orenes Group, has been given approval from the Department of Urbanism and Environment to start construction of a new home for its casino licence in Murcia. It will transfer its existing licence in the Rincón de Pepe Hotel to a new facility covering 11,600sq.m over three floors by the end of 2018. The new venue, Gran Casino Murcia, will have a ground floor dedicated to the casino and will include a sports betting space, a gaming machine zone and a live table zone. There will also be an outdoor terrace of 200 sq.m and an events centre for concerts and shows. The new building will also have two basements that will occupy 7,000sq.m for warehouses and an underground parking with 190 spaces. As well as increasing the leisure offer, the transfer to this northern location is expected to expand the casino's target market to bordering provinces such as Alicante, Albacete and Almería.



N. Ireland to launch public consultation on casinos

Northern Ireland

Northern Ireland is once again looking at the potential of introducing casinos with Belfast City Council carrying out a public consultation into a casino costing £300m. The consultation will 'determine a corporate position in relation to the development of an entertainment and casino complex and extended licensing hours in Belfast.'

Two leading casino groups are believed to have been discussion with politicians

concerning a hotel, restaurant, bar, water park and casino development.

UK operator Rank, owner of the Grosvenor and G Casino brands is known to have shown an interest in the development.




Consultation documents said: "There has been interest shown by international investors in developing an entertainment and casino complex in Belfast. It is the role of the NI Assembly to decide on any changes to the law governing both casinos and licensing hours. These are dealt with on a regional basis and fall under the responsibility of the Department for Communities."



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La commune de Kourou, en Guyane française, une région administrative située à l'est du Venezuela, vient de lancer un appel d'offres pour l'ouverture d'un casino. L'emplacement initialement prévu pour le projet vient d'être modifié. Le futur casino devrait longer le lac Chaudat, situé sur la route principale, à l'entrée de la ville.

Gilberto Occhi, président de la plus grande banque d'état également gestionnaire de loteries, la Caixa Econômica Federal (CAIXA), a annoncé que la banque souhaite devenir l'organe de surveillance des établissements de jeux terrestres et des jeux d'argent en ligne du Brésil.

Coljuegos vient de confirmer que le comité continue à bloquer les opérateurs offshore qui proposent leurs services localement et favorise l'expansion du marché réglementé. Cette annonce a été faite suite à la confirmation d'obtention de la licence en ligne de Codere Colombia SA.

Le ministère des finances de la province de Córdoba, en Argentine, vient d'annoncer qu'il va commencer à appliquer une taxe sur les transactions liées aux jeux d'argent en ligne. Cette nouvelle taxe entrera en vigueur ce mois-ci dans le but de générer environ 75 millions de dollars (4,4 millions de dollars US) par an pour les caisses de l'état.

Le gouverneur de l'état mexicain du Chihuahua, Javier Corral Jurado, vient d'annoncer que deux nouvelles taxes seront appliquées aux casinos et aux bookmakers de la région, à hauteur de 6 % et de 3 %.

Crane Payment Innovations (CPI), une société de Crane Co., vient d'être désigné fournisseur préféré de validateurs de billets du Casino Schaanwald, le premier établissement de Casinos Austria International situé au Liechtenstein. Ce casino, dont l'inauguration a eu lieu le 25 octobre 2017, utilise des validateurs de billets SC Advance pour son espace de machines à sous.

L'opérateur du casino de Monte-Carlo, la Société des Bains de Mer, a enregistré une hausse de 4,1 % de ses revenus bruts issus des jeux qui sont ainsi passé de 281,2 à 292,9 millions d'euros. Cette augmentation de revenus de 11,7 millions d'euros est le résultat d'une hausse globale de ses revenus sur l'ensemble des secteurs.

L'opérateur de casino Storm International étend actuellement ses opérations avec l'ouverture d'un nouveau casino, le SL Casino Riga. Ce casino est situé dans le centre de la capitale lettone, au sein du tout nouveau Grand Hotel Kempinski.

Les 40 casinos de Macao ont généré des revenus bruts issus des jeux de 23 milliards de patacas en novembre, ce qui représente une hausse de 22,6 % sur une année et marque ainsi une croissance de 16 mois consécutifs.

Sega Sammy Creation vient d'obtenir une licence de fabricant et plusieurs licences de distribution pour la fabrication, la vente et la distribution de machines de jeux dans l'état du Nevada.

Caesars Breaks with Convention

Caesars Entertainment has announced definitive agreements to sell and leaseback the real estate assets associated with Harrah's Las Vegas to VICI Properties and develop a planned new 300,000 square foot convention center

Caesars is to sell its land assets, lease them back and then acquire land from VICI to develop a planned new 300,000sq.ft convention center

NEVADA OPERATIONS

Under the terms of the Harrah's sale agreement, Caesars will receive US\$1.14bn in cash in return for Harrah's Las Vegas' real estate assets. Under the terms of the convention center agreement, Caesars will acquire 18.4 acres of adjacent land from VICI as part of Caesars's plan to develop a new 300,000sq.ft convention center.

The proceeds of the Harrah's Las Vegas sale will be the primary source of funds for the purchase of Centaur Holdings, LLC. The planned convention center is expected to become a leading destination for meetings on the Strip. The convention center, which is surrounded by Caesars properties, is expected to feature the largest column-free ballroom in the US and to be outfitted with state-of-the-art technology.

"The transactions we are announcing demonstrate our commitment to pursuing growth opportunities while maintaining balance-sheet discipline," said Mark Frissora, President and Chief Executive Officer of Caesars Entertainment. "We expect the sale and leaseback of Harrah's Las Vegas will allow us to



acquire Centaur and develop the convention center without increasing leverage. The sale and leaseback transaction is our first post-emergence transaction with VICI and maintains Harrah's Las Vegas' connectivity to our network, which will create value and provide benefits to our guests."

Caesars will continue to operate Harrah's Las Vegas, including gaming, hotel operations and all other amenities. The property will remain a part of the Caesars Entertainment network and continue to benefit from the Harrah's brand, the Total Rewards loyalty network and access to centralized services.

As part of the sale and leaseback transaction, Caesars and VICI will enter into a 15-year lease for Harrah's Las Vegas under which Caesars will pay initial annual rent of \$87.4 million. The rent will increase contractually in subsequent years. Caesars will have the option to extend the lease for an additional 20 years via four five-year extensions. VICI has secured committed financing to fund the purchase.

Mashantucket Pequot and Mohegan tribes file suit in Connecticut

The Mashantucket Pequot and Mohegan Tribal Nations have joined the State of Connecticut to file suit against the Department of Interior over the Department's failure to consider approving mutually agreed upon amendments to their existing compacts with the State of Connecticut.

The Tribes are suing in Federal District Court to protect their compacts and to pursue shared economic opportunities with the State. The Mashantucket Pequot and Mohegan Tribes obtained legislative authorization from the State of Connecticut to operate a commercial gaming facility in Connecticut. The Tribes and the State submitted to the Interior Department amendments to their existing compacts to clarify that the Tribes'

operation of a commercial gaming facility outside the Tribes' Indian lands will not alter or compromise the Tribes' compacts and revenue sharing arrangements with the State.

"This is a novel and innovative economic approach to confronting the impacts of widespread State legalisation of gaming. The Tribes and the State should have assurances from the Interior, which are mandated by law, that they have the right to pursue the best economic interests for their citizens," stated NIGA Chairman Ernie Stevens, Jr.

Prior to denying consideration of the amendments with Connecticut, the Department of Interior actively provided guidance and technical assistance to the Tribes. Once the Tribes submitted the amendments for Interior approval, the Department returned the amendments without taking official agency action as required under IGRA and the Procedures Act.

US

The city of Las Vegas anticipates welcoming nearly 7,000 industry professionals from across the US to attend the National Indian Gaming Association's annual Tradeshow & Convention at the Las Vegas Convention Center, April 17-20 2018. The tradeshow will be held in Las Vegas for the first time, and with energy and excitement around the location, it is on track to be the largest annual gathering to date. The Las Vegas Convention and Visitors Authority anticipates the direct visitor impact of the NIGA Tradeshow & Convention, which represents monies spent directly by the visitors (casinos, hotels, restaurant, shopping) at \$5.9 million. NIGA Chairman Ernie Stevens, Jr. said: "Hosting the event in Las Vegas this year, in the heart of gaming in the U.S., cements our position as the leading resource to celebrate Tribal gaming and success. We are always proud to support our host city through the economic impact we deliver."



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actuellement à profiter de l'engouement du pays pour les jeux d'argent en ligne en augmentant le prix des licences. Les opérateurs devront toutefois dorénavant payer au nombre de licences et non plus au nombre de tables qu'ils possèdent. Le tarif, qui prendra effet dès le début de la nouvelle année, passera de 11 700 € à 400 000 € (475 900 dollars) par an.

L'Irlande du Nord envisage de nouveau

d'ouvrir des casinos ; la mairie de la ville de Belfast mène actuellement une consultation publique relative à l'ouverture d'un casino de 300 millions de livres sterling.

Caesars Entertainment vient d'annoncer la

signature de plusieurs contrats de vente et de cession-bail définitifs des bâtiments du Harrah Las Vegas au groupe VICI Properties. Dans le cadre de ces accords, un nouveau centre de congrès de 28 000 mètres carrés verra également le jour.

Les tribus des territoires des Mashantucket

Pequot et des Mohegans viennent de s'associer à l'état du Connecticut pour poursuivre le ministère de l'intérieur en justice suite à la non prise en compte des amendements aux contrats existants signés respectivement par les trois parties et les liant à l'état du Connecticut.

À la lumière des récentes spéculations du

marché, Penn National Gaming a confirmé être dans une phase de discussion relative à un éventuel partenariat dans lequel Penn National acquerrait Pinnacle en échange d'un paiement en numéraire et en actions.

Le Planet Hollywood Resort & Casino vient

de terminer sa rénovation de 100 millions de dollars US et propose des attractions interactives, plusieurs restaurants et 2496 nouvelles chambres et suites. Cette rénovation intervient tandis que le complexe fête ses 10 bougies, au centre du Las Vegas Strip.

Aristocrat Leisure est en train d'acquérir

l'entreprise de jeux Big Fish Games pour la somme de 990 millions de dollars US en numéraire auprès de Churchill Downs, un éditeur de jeux d'envergure mondiale spécialisé dans trois branches d'activité qui touchent des secteurs spécifiques du jeu, notamment les jeux de casinos et les jeux d'argent en réseau ainsi que les jeux payants Premium.

Silver Heritage ouvrira son espace de jeux au

Tiger Palace Resort Bhairahawa suite à l'annonce faite par le ministère de la culture, du tourisme et de l'aviation civile du Népal (MOCTCA) qui vient de classer l'hôtel du complexe en hôtel cinq étoiles.

Le géant des machines à sous australien,

Aristocrat Leisure, a enregistré des bénéfices records pour son exercice qui a pris fin au 30 septembre 2017, avec une augmentation de revenus de 15,3 % pour atteindre 2,45 milliards de dollars australiens et une hausse de 24,2 % de son BAIIA pour atteindre le plafond de 1 milliard de dollars australiens.

Penn National Acquires Pinnacle Ent.

Penn National is buying its Vegas-based gaming competitor, Pinnacle Gaming, for \$2.8bn, with several casinos to be sold to Boyd Gaming as part of the deal

Having suggested a very polite 'business combination' with rival US-based operator, Pinnacle Entertainment, Penn National buys the company for US\$2.8bn

PHILADELPHIA CASINO OPERATIONS



Penn National Gaming, owner of nearly 30 gaming facilities in the US, will expand its holdings in its home state and beyond with the \$2.8bn purchase of its Las Vegas-based competitor. Pinnacle Gaming has 16 casino and gaming locations around the country including The Meadows in Washington, Pa.

The \$2.8bn cash and stock transaction means that Pinnacle shareholders will receive \$20.00 in cash and 0.42 shares of Penn National common stock for each Pinnacle share. Penn National already has 29 facilities in at least 17 states plus Ontario, Canada – totaling more than 26,000 gaming machines, 820 table games and 4,800 hotel rooms.

As part of the agreement, four of Pinnacle's casinos – Ameristar Kansas City and Ameristar St. Charles in Missouri; Belterra Casino Resort in Indiana; and Belterra Park in Ohio – are going to Vegas-based Boyd Gaming Corp. for \$575m in cash, while the remaining dozen will

go to Penn National. The acquisition will make for "a more efficient" company, according to Penn National CEO Timothy J. Wilmott, since the Berks County-based casino owner will then operate 41 properties that have 53,500 slots, 1,300 tables and 8,300 hotel rooms.

"Going forward, we will have the financial and operational flexibility to further execute on our strategic objectives, while maintaining our track record of industry-leading profit margins and generating significant cash flow to reduce leverage over time," Wilmott said in a statement.

Shareholders still need to approve the transaction, which the companies said is expected to close in the second half of 2018.

Gaming and Leisure Properties, which owns the physical casino locations, has amended its lease agreement with Pinnacle to allow for the divestiture.

Nevada

Sega Sammy Creation has been granted a manufacturer license and distributor licenses for the manufacture, sale and distribution of gaming machines in Nevada. The approvals were made on December 1 and followed investigations and hearings by the Nevada Gaming Control Board and the Nevada Gaming Commission. Sega Sammy Creation, who develops, manufactures and sells gaming machines, applied for a license in Nevada to expand into North America, the world's largest gaming machine market, in order to increase its Asia-centric business. It said it would now apply for inspection of its gaming machines by the relevant institutions and would develop its sales structures, aiming to begin introducing its products in FY ending March 2019. The company said it would move forward with procedures to acquire licenses in other regions to expand its distribution area, but at this time the impact of this license acquisition on this fiscal year's results is expected to be minor

Canada

Crane Co. to acquire Crane Currency for \$800m

Crane Co., a diversified manufacturer of highly engineered industrial products, announced that it has signed an agreement to purchase 100 per cent of the equity interests in Crane & Co., (Crane Currency) from private equity firm Lindsay Goldberg, members of the Crane family, and other shareholders, for \$800m on a cash free and debt free basis.

Founded in 1801, Crane Currency is a pioneer in advanced micro-optic security technology, and a fully integrated supplier of secure and highly engineered banknotes for central banks all over the world. The purchase price represents approximately 8.5x Crane Currency's estimated 2017 adjusted EBITDA of \$94m.

Max Mitchell, President and CEO of Crane Co., said: "We are extremely excited to announce this transaction, which will be Crane Co.'s second largest ever, and brings together two companies with nearly 380 years of combined history. Crane Currency is the fastest growing, fully integrated

global currency provider in the growing global banknote supply and security industry. Making it part of Crane Co. is a logical extension of our expanding presence in the currency and payment markets. Our combined businesses will be able to offer end-to-end currency and security solutions, from substrate manufacturing and banknote design and printing to micro-optics and banknote validation."

Crane Currency is expected to have 2017 sales of approximately \$500m with adjusted EBITDA of \$94m. Excluding Special Items, the acquisition is expected to be accretive to EPS by \$0.15 in the first full year post-closing, increasing to approximately \$1.00 by 2021.

Mr. Mitchell continued: "This transaction meets all of Crane Co.'s strategic and financial criteria for acquisitions, and we believe it provides us a path to greater than 10 per cent adjusted EPS growth annually for the next several years." The purchase is contingent upon regulatory approvals.

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BAHAMAS – The 299-room SLS Baha Mar hotel is now open within Baha Mar, the \$4.2bn beachfront resort destination in Nassau with an elite collection of global luxury brands set along 3,000 feet of sparkling white sand beach and crystal clear waters.

Keeping in the SLS Hotel brand tradition, a Ringing of the Bell Event took place on property on November 17, 2017 to mark the official opening of the fifth SLS property.

The event, hosted by sbe Founder & CEO Sam Nazarian with remarks from President of Baha Mar Graeme Davis, and the Honorable Dr. Hubert Minnis, Prime Minister of the Commonwealth of the Bahamas, showcased the best of the new SLS Baha Mar and its culinary and entertainment outlets with bites from the latest restaurant to open at Baha Mar, Cleo, and specialty drinks from Monkey Bar in the hotel lobby. Approximately 700 VIPs, influencers, media and guests gathered at the hotel to toast the launch, including Bahamas Tourism and Aviation Minister Hon. Dionisio D'Aguilar; Executive Chef of Cleo, Chef Danny Elmaleh; and actress, entrepreneur and lifestyle blogger Cara Santana.

Guests were welcomed with a steel drum band, served Perrier-Jouët champagne and evian water, and entertained by belly dancers, water sphere performers, and an electric violinist who played from a floating stage at Bungalow Pool Bar & Grill.

US – Interblock has promoted Timothy Spatharos from Senior Director of Global Operations to Vice President of Operations. Tim is responsible for overseeing the delivery of quality products to Interblock's customers and will provide insightful analysis to improve operating performance and margins. He is based in the company's North American headquarters in Las Vegas.

"As Interblock continues to experience record-breaking growth, having someone of Tim's caliber leading our operational and manufacturing initiatives is a huge step forward for our organization," said John Connelly, CEO of Interblock. "This announcement further stresses our commitment to improving the level of service and support we provide our customers. I look forward to what he will accomplish as VP of Operations."

Tim comes to Interblock with an impressive background in international operations, fiscal management and lean management. Prior to Interblock, Tim served as Senior Director of International Operations for Bally Technologies, where he was responsible for monthly forecasting of multiple international business units and achieving operational objectives. Prior to that role, he held various positions at TEFTEC Corporation.

Big Fish Caught for US\$1bn by Aristocrat

Aristocrat Leisure is buying social gaming company Big Fish Games for US\$990m in cash from Churchill Downs, a global publisher of free-to-play games

Aristocrat is to buy Big Fish Games, a Seattle-based business with around 700 full time staff and development studios in Seattle and Oakland in the US

US SUPPLIER NEWS



Aristocrat Leisure is buying social gaming company Big Fish Games for US\$990m in cash from Churchill Downs, a global publisher of free-to-play games that operates across three key business lines that are focused on specific game segments, including Social Casino, Social Gaming and Premium Paid games.

Big Fish will operate as a standalone business alongside Product Madness and Plarium, minimising scope for disruption to Aristocrat's existing businesses. The transaction is subject to regulatory and other approvals, and customary closing conditions. The transaction is expected to complete in the first quarter of calendar year 2018. Under the sale and purchase agreement, Big Fish and Churchill Downs have made representations, warranties and covenants customary for a transaction of this type.

Chief Executive Officer and Managing Director of Aristocrat, Trevor Croker said: "The strategic and financial benefits from the acquisition are highly compelling. The acquisition of Big Fish will immediately provide scale across our entire

Digital platform, following the recent acquisition of Plarium, which expanded our Digital business into the fast growing social gaming market. Our Digital revenues approximately double from A\$651 million, pro-forma for the acquisition of Plarium, to A\$1.3 billion for the year ended 30 September 2017."

"Our Social Casino business will become the second largest Social Casino publisher globally, with revenues increasing from A\$383m to A\$641m for the year ended 30 September 2017. Big Fish's digital-first social casino content and industry-leading meta-game capability and applications are highly complementary to Aristocrat's existing and industry-leading land based digital content business."

"The acquisition of Big Fish will also materially expand our social gaming footprint, positioning Aristocrat to further capitalise on growth in mobile gaming following the acquisition of Plarium. Big Fish's strength in casual and card games is highly complementary to Plarium's strategy games portfolio."

Planet Hollywood celebrates 10 years with renovations

Nevada

Planet Hollywood Resort & Casino has completed a US\$100m room renovation, pairing dynamic entertainment and dining offerings with 2,496 contemporary new guest rooms and suites. The renovation comes as the resort celebrates 10 years at the center of the Las Vegas Strip.

The resort is the first in Caesars Entertainment's Las Vegas portfolio to have all guest rooms completely renovated as part of a 23,000 Vegas hotel room renovation program that will be more than 50 per cent complete by the end of 2017.

"Caesars Entertainment is committed to offering the best experience to our guests and this includes stylish new rooms," says Bob Morse, President of Hospitality for



Caesars Entertainment. "The Planet Hollywood renovation is a significant milestone as it is the first complete hotel renovation in Caesars Entertainment Las Vegas Resorts' larger room renovation initiative."

Designed by Bergman, Walls & Associates, the vibrant new guest rooms and suites feature a sleek, white colour palette and 'unexpected' décor including suspended sofas and round beds. Bold artwork throughout the rooms and corridors were inspired by the modern rock star guest, showcasing edgy imagery capturing the essence of Las Vegas nightlife. Some guest rooms and suites offer striking views of the Las Vegas Strip, a result of the resort's prime position on The Strip.

Canada

Canadian casino operator Century Casinos is looking to float 4.25m shares of its common stock at a price of \$7.50 per share. Net proceeds, after underwriting discounts and commissions and estimated offering costs, are expected to be \$30.2m. The company intends to use up to \$25m of the net proceeds received from the offering to fund construction costs for the Century Mile project. This one-mile racetrack is expected to open in the second half of 2018 next to the Edmonton International Airport. With a minimum of 100 race days per year, it will also host a vibrant racing entertainment centre and will provide all forms of Pari-Mutuel wagering. The multi-level building will offer a wide variety of slots, superior dining atmosphere and a multitude of family friendly experiences including concerts, festivals and themed events. The state-of-the-art barns will accommodate 800 stalls.

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AUSTRALIA – Australian slot giant Aristocrat Leisure has reported record earnings for the full year ended 30 September 2017, with revenue up 15.3 per cent to A\$2.45bn and EBITDA increasing by 24.2 per cent to hit the A\$1bn mark.

Net profit after tax and before amortisation of acquired intangibles (NPATA) for the year was \$543m, representing growth of 36 per cent in reported terms and 40% in constant currency, compared to the \$398 million delivered in the twelve months to 30 September 2016. This result reflected the strong performance delivered across the Group's global portfolio, in particular outstanding momentum in the Americas, significant growth in the Digital and International CIII segments and sustained strength in Australian markets.

Revenue increased by more than 15 per cent in reported terms and over 18 per cent in constant currency compared to the PCP, to a new record of over \$2.45bn. Earnings before interest, tax and depreciation and amortisation (EBITDA) increased over 24 per cent in reported terms and almost 28 per cent in constant currency, demonstrating Aristocrat's sustained ability to grow revenue and leverage value through the P&L. EBITDA margins increased from 38 per cent to 41 per cent over the period.

Aristocrat CEO and MD, Trevor Croker, said: "Aristocrat delivered high quality results over the 2017 fiscal year, against a backdrop of mostly flat markets and increasing competitive pressure. Industry leading content, hardware and technology, coupled with effective execution focused on our highest value opportunities once again underpinned our performance.

"Further growth in our core recurring revenue segments of gaming operations and digital social casino was particularly pleasing, with 52 per cent of Group revenues deriving from recurring sources during the year as well as growth in outright sales over the period. This represents further progress in ensuring Aristocrat delivers sustainable returns and cashflow over time, consistent with our strategy and shareholders' interests.

"During the reporting period, Aristocrat invested behind our core business while also making progress in unlocking attractive growth opportunities in adjacent markets and segments. Going forward, Aristocrat will continue to target high quality growth, with the benefit of our established performance momentum, broadening capabilities, strong balance sheet and growing recurring revenue base" Mr Croker concluded.

Venetian Celebrates 10 Years in Cotai

Las Vegas Sands has celebrated the 10 year anniversary of its Venetian Macao with a ceremony at the outdoor lagoon of the iconic integrated resort and a dinner attended by government officials from Macau and China

Sheldon Adelson was due to attend the ceremony, but was injured on the ferry from Hong Kong to Macau and missed the event.

CHINA OPERATOR NEWS



Opened on August 28, 2007, with great expectations for its success, Las Vegas Sands' anchor property on the Cotai Strip quickly became a must-see landmark destination that redefined the Cotai skyline, where it still draws in millions of visitors from around the world 10 years later. Sands China President Wilfred Wong highlighted at the event that the 13 per cent increase in profit in the third quarter which took profit to \$652m boded well for the year as a whole.

Mr. Wong said: "October was very strong. Hopefully for this year, with only two months to go, we can continue the growth trend. The economy and finance secretary also said that he expects that this year is going to pan out well. Sands China is so grateful to the Macau government, to the local community and to our team members as we commemorate this important milestone for The Venetian Macao, for our company and for Macau. It is our honour and pleasure to serve and operate in this vibrant community and it is our hope to continue to grow with Macau and work in tandem with the Macau government to further support Macau's transformation into a world centre of tourism and leisure."

Las Vegas Sands Chairman Sheldon Adelson

was unable to attend the event due to an injury sustained on the ferry from Hong Kong to Macau but he is expected to make a full recovery and will return to Macau in early 2018.

Las Vegas Sands Senior Vice President of Global Communications Ron Reese said: "Mr Adelson has been receiving treatment for the injury and is expected to make a full recovery. He was not able to participate in the events celebrating the 10th anniversary of The Venetian Macao, but he is grateful for the support of everyone in attendance, especially those representing the government. He looks forward to returning to Macau in early 2018."

With a vision to establish a world-class business, leisure and family destination on the Cotai Strip, Chairman and CEO of Las Vegas Sands Corp. and Sands China, Mr. Adelson brought his successful integrated resort model to Macao with the launch of The Venetian Macao – a move that was seen as a risky venture by many, but one that has stood the test of time. Ten years on, The Venetian Macao has been joined by three interconnected sister resorts – The Plaza Macao, Sands Cotai Central, and The Parisian Macao – forming an integrated resort city on Cotai attracting nearly half a billion visitors over the last 10 years.

Silver Heritage's Tiger Palace hotel given five star rating

Nepal

Silver Heritage is clear to open its gaming floor at Tiger Palace Resort Bhairahawa following an announcement from the Ministry of Culture, Tourism, and Civil Aviation of Nepal (MOCTCA) that it has awarded a 5-Star Hotel Rating to the hotel at the resort.

The company now has the documentation required to lodge the application to MOCTCA for its existing licensed casino management company, SHL Management Services (KTM) Private Limited (SHMK), to operate the casino at Tiger Palace. SHMK currently operates the casino

at the Shangri-La Hotel known as The Millionaire's Club and Casino, Kathmandu, under the casino regulations of Nepal (Casino Rules 2070).

SHMK is able to operate casinos in different 5-Star hotels in Nepal.

Tiger Palace opened its hotel in September 2017 and will be ready to commence gaming operations at the resort's casino following the processing of the application, at which time the company will make a further announcement.

Tiger Palace is the first integrated resort designed to address the demand from the burgeoning middle class in India with over 400 million people living in Uttar Pradesh, Bihar and West Bengal, all of which are adjacent to Nepal.

Australia

Oulala, the daily fantasy sports (DFS) operator and B2B provider, will expand its monetised platform via its new partnership with Bravio, initially seeking to penetrate the relatively untapped Indian mobile market networks. The latest expansion of the European daily fantasy football site is a white label agreement between OulalaGames Limited and the TSX focused Bravio Gaming Limited, the Australian registered B2B and B2C provider of online digital entertainment. Bravio are currently pursuing a TSX listing, recently completing a company milestone via the successful transaction to acquire Mobimedia India, a mobile marketing agency which implements and manages strategic integrated mobile marketing campaigns.

SINGLE PLATFORM

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SOUTH KOREA – Jeju Sun Hotel & Casino has signed a deal with Interblock that will bring electronic table games to Jeju–Do Island in South Korea for the first time ever.

Formally known as THE Hotel & Las Vegas Casino, Bloomberry Resorts, owners of Solaire Casino Resort in the Philippines, acquired the property in 2015 and was remodeled and rebranded as Jeju Sun Hotel & Casino.

The installation will consist of a 26-seat Diamond Stadium composed of a live Baccarat dealer table, Automated Roulette and Automated Sic Bo generators. Players will have the ability to play up to three games at a time from one play station. Jeju Sun Hotel & Casino will also bring Interblock's Organic product line to its casino floor including Organic Roulette with eight seats and Organic Sic Bo with eight seats.

Mr. Michael Hu, Vice President of Asia at Interblock, said "It has been an honor to partner and collaborate with Jeju Sun Hotel & Casino in order to make this vision a reality. We look forward to providing a wide range of ETG content for the first time in Jeju Island, which will give players new gaming experiences and provide Jeju Sun Hotel & Casino with new revenues from their players. This is an exciting time for this province, this casino and for Interblock."

Attendees at the signing event included: Executives of Bloomberry Resorts and Jeju Sun's parent company, members of tourism associations, tourism officials and inbound travel agencies.

AUSTRALIA – Slot design specialist Lightning Box has secured a new agreement with High 5 Games, one of the pioneers of social casino gaming. The Australian supplier becomes High 5 Games' first ever external content partner, with the initial deal set to include five titles that will launch exclusively over the next 12 months on High 5 Casino.

Chilli Gold will be the first Lightning Box title to go live on 7th Dec 2017, followed by Silver Pride (known as Silver Lion in Europe) in early 2018. Both titles already have a strong following in the US land-based casino market, having enjoyed successful integrations with Incredible Technologies and Everi.

Peter Causley, Lightning Box Managing Director and co-founder, said: "We are delighted to be working with High 5 Games as we look to grow our business across all channels. "High 5 were one of the first companies to bring gaming to social media and we are confident we can make their first third party deal a successful one with a product that has already proven popular with US players."

Japan Asking All the Right Questions

Japan's tourism economy is about to undergo a massive shift, potentially introducing \$10bn in integrated resorts, a positive move says UNLV

UNLV's International Gaming Institute (IGI) say the Japanese government is asking all the right questions.

JAPAN GOVERNMENT AFFAIRS

Japanese government officials and business leaders commissioned research from IGI's Bo Bernhard, Brett Abarbanel, and Jennifer Roberts as well as Kahlil Philander of Washington State University to guide their nation in launching Japan's first integrated resorts. Now available to the public, the two extensive reports the team produced provide some of the most comprehensive information that any jurisdiction has been able to utilise prior to integrated resort implementation.

The first report, entitled 'Socio-Economic Impacts of Japanese Integrated Resorts,' is a socioeconomic analysis of the impacts of an integrated resort casino, with a particular emphasis on Japan's stated goals, including striking a balance between growing the Japanese tourism market while minimising social costs such as addiction and crime.

The report states: "The addition of a major tourism-oriented IR development would complement this existing economy and infrastructure with some significant socio-economic advantages. "In fact, of all of the ways in which the gambling act can be commercialised, this type of IR achieves the tourism metrics sought by Japan. Crucially, policymakers have a significant opportunity at



this stage to positively impact how the IRs contribute to these desired goals."

The second report is called Practical Perspectives on Gambling Regulatory Processes for Study by Japan: Eliminating Organised Crime in Nevada Casinos. It examines how gaming regulation can help Japan eliminate organised crime in casino management—a crucial first step in a new casino jurisdiction—suggesting rigorous standards in pre-licensing background investigations, post-licensing enforcement structures, internal controls and compliance practices that reflect the highest global standards, and more.

The report says: "Embracing this regulatory approach to prevention and/or elimination of organised crime will be especially crucial for a number of reasons. The global gaming industry (as well as the general public) is well aware that the Yakuza have been active in gambling activities in Japan, which mandates an aggressive approach. And for Japan to attract the kind of globally-competitive capital investment in its integrated resorts, there can be no association with organised crime at all – the banks, the investment community, and the most respected casino operators simply will not (indeed, cannot) participate."

Crown facing investor legal action over China arrests

China

Under fire Australian operator Crown Resorts is being sued by investors who claim they were not given enough information about the risks being taken in China where marketing the company's casinos resulted in the arrest of 18 employees.

Class action specialists Maurice Blackburn Lawyers said the case was being brought on behalf of hundreds of investors following a steep share price drop of 14 per cent on October 17, 2016, when news of the arrests first broke. Employees were held for 10 months, Crown was forced out of China and its VIP revenues in Australia were severely impacted.

Maurice Blackburn's Head of Class actions Andrew Watson said: "Shareholders should have been appraised of the risks that Crown was taking in China and the threat they posed to the company's revenue streams. Chinese authorities could not have made the risks of marketing gambling any plainer to Crown or other casino operators, yet Crown ignored these warnings. Fortunately in Australia, companies can be held accountable via the class action mechanism, for breaching their legal obligations to make timely and accurate disclosures to the market. Those failures affect many, many people."

Crown, has since sold of all its interests in its partnership with Melco, said: "The proceeding has been filed on behalf of persons who acquired an interest in Crown shares and will be vigorously defended."

Philippines

Philippine Finance Secretary Carlos Dominguez has confirmed that a new council will be formed to oversee the technicalities in the sale of PAGCOR-owned casinos.

It will be made up from executives from the Office of the President (OP), the DOE, the Department of Justice, the Department of Budget and Management and the Governance Commission for Government-Owned and Controlled Corporations.

Mr. Dominguez said: "We have a Privatisation Management Office, but PAGCOR is a special case. It is the licenses that we are privatising. Its more technical. Quite frankly, we admit it's more technical than what the PMO can handle."

PAGCOR owns 46 casinos in the Philippines.

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JAPAN –Melco Resorts has launched "The City of The Future," its Japanese IR concept which aims to become the most advanced gaming and entertainment destination in the world, while still holding true to the distinct history and heritage of Japan.

The news follows the recent establishment of a Japanese division with country headquarters in Tokyo, Melco Resorts & Entertainment has held a special event where Chairman and CEO Lawrence Ho and the recently appointed Japanese leadership team under Ako Shiraogawa, Japan office President, discussed initial plans for developing an original integrated resort for the Japanese market.

Mr. Lawrence Ho said: "It's still early days in the long road ahead to a potential IR in Japan. So while some details may change along the way, what absolutely will not is this: We will do in Japan what we have done since our very first day, what we have delivered in Macau, the Philippines and Cyprus: build with local partners, invest in extraordinary world-first architecture and design, create sophisticated entertainment experiences, and embed state-of-the-art technology into everything we do."

Melco's team of architects, advisors and environmental specialists are working to make the site both energy-neutral and aesthetically daring. Design teams have imagined a futuristic façade that seamlessly integrates into the surrounding environment while subtly expressing key motifs in Japanese landscape design. And integrated throughout the entire property will be the world's most advanced facial recognition technology for enabling responsible gaming and security.

Developed directly by Melco, the biometric intelligence system would make the proposed Melco IR the safest and most protected site possible using commercial technologies today. At the event, Melco announced that it would also offer the Japanese government back-end access to and data-sharing with these systems free-of-charge to ensure the most effective collaboration in safeguarding against potential gaming-related social issues.

Commenting on the system, Ms. Shiraogawa said: "This proprietary technology demonstrates our deep commitment to developing and implementing practical solutions for the government's ongoing consideration of how to uphold socially safe integrated resorts. Its back-end technology can be updated as regulations evolve and on the front-end, the state-of-the-art biometric interface eliminates nearly all risk of human error."

Fitch ratings believes that Chinese tourism will continue to drive the mass market in South East Asia with high single digit growth predicted for Macau in 2018.

SOUTH EAST ASIA OPERATOR NEWS



Mass drives Macau, Singapore and Malaysia

In its latest market update, Alex Bumazhny, Senior Director at Fitch stated: "Chinese tourism expenditure is a key driver of gaming performance in Southeast Asia. Chinese visitors were the largest segment by nationality in Singapore in the first eight months of 2017, at 19 percent of total arrivals. We feel VIP tourism across the region will continue to recover, and ongoing growth in mass-market gaming tourism will support regional expansion and Australian [casino resort] construction. Overall, we view the Asia-Pacific market as underpenetrated, at least in the mass-market segment."

Fitch said Macau's 2018 GGR would increase 'in the high-single-digit range' or 'slightly above China's GDP growth.' Mr. Bumazhny said it would be driven by the mass-market segment. "Macau's gaming revenues grew 19 per cent in 2017 through October, reflecting double-digit growth in the VIP segment (28 per cent growth through September), which tends to be more volatile and is heavily reliant on credit availability on the mainland," he explained. "Our 2018 and longer-term expectations

discount the current year-to-date VIP trajectory. Las Vegas- and Asia-oriented operators such as MGM and Wynn are winding down their major developments."

Singapore's two casinos reported a 10 per cent increase in their revenue in 2017 having seen it decline by 30 per cent a year earlier. Fitch attributed this to 1.55m visitors from China during the first half of the year. It predicted that combined VIP GGR for Marina Bay Sands and Genting Sentosa should reach US\$1.73bn in 2017 compared to an earlier prediction of US\$1.49bn.

Mr. Bumazhny said: "GGR from Singapore's two casinos will grow again during the first half of 2018 having been relatively flat throughout 2017. We do not believe competitive pressures in the Singapore market will increase in the near term as new licences are unlikely."

The report adds that the Malaysian gaming market would 'remain stable', 'underpinned by a domestic, mass-market focus' at Resorts World Genting, the country's only casino resort.



Cambodia

Amax to operate VIP room at Poipet casino

Amax International will operate a VIP room at Genting Crown Casino in Poipet having signed a three year deal with Cambodia's Crown Resorts, which isn't affiliated to either Genting or Crown Resorts.

The junket group will operate 13 VIP tables for which it will pay Crown Resorts Co a monthly fee of RMB500,000 (US\$75,650) for the first year, RMB550,000 for the second year rising to RMB600,000 for the third year.

Amax stated: "Given the support of the Cambodian government to the local hotel and entertainment industry and the booming tourism year on year in Cambodia, the Board has spotted a valuable opportunity to tap into the entertainment businesses. Cambodia is still one of the smallest economies within ASEAN and remains one of the less developed countries in Asia when competitors and other investors are still unaware of this golden gem. The local casino industry in Cambodia has been growing in recent years. In the first nine months of 2015, 75 casinos, with 10 new establishments licensed in the third quarter alone, were responsible for US\$29m in government revenue and US\$2bn in income for casino owners, most of which are foreign investment companies."

Amax added that it would outsource the operation of the VIP room to the group who previously ran a room at its Greek Mythology casino in Macau between 2006 and 2011 and currently runs junket operations at Marina Bay Sands in Singapore and Imperial Pacific Resort in Saipan.

China

Macau's 40 casinos have generated GGR of MOP23bn in November marking an increase of 22.6 per cent year-on-year to and bringing the region's 16th consecutive month of growth. Union Gaming said VIP growth surpassed 30 per cent in November with mass gaming growth in the 'high single or low double digits.' With December usually being a stronger month than November, Union Gaming analyst Grant Govertsen has predicted 23 per cent growth for the month, which would mean a 20 per cent increase for the year as a whole. There are now 40 casinos in Macau, 22 of which were owned by Sociedade de Jogos de Macau, six by Galaxy Casino, five by Venetian Macau, four by Melco, two by Wynn Resorts and one by MGM with a total of 6,449 tables and 16,310 slot machines. Macau's government has said it will review its legislation to make sure its casinos are following through on non-gaming commitments. In January it will tighten the licensing of junket operators.



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AINSWORTH
 EXPERIENCE COUNTS

Grand Casino ADMIRAL opens in Zagreb, Croatia



In the Croatian capital city of Zagreb, the NOVOMATIC Group has opened a brand new gaming and entertainment attraction – the Grand Casino ADMIRAL Zagreb. The modern Las Vegas-style complex comprises the ADMIRAL Hotel, Grand Casino ADMIRAL and Sports Bar, as well as a restaurant and café. During the opening celebrations NOVOMATIC brand ambassador and triple F1 Champion Niki Lauda cut the ribbon in front of a packed crowd to officially inaugurate the new casino destination.



The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 25,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in 45 countries and exports high-tech electronic gaming equipment and solutions to more than 70 countries. The Group operates more than 260,000 gaming terminals in its some 2,100 gaming operations as well as rental concepts.

The Grand Casino ADMIRAL Zagreb introduces modern splendor on two gaming floors across 3,000 sqm, with 318 state-of-the-art slot machines and 21 live gaming tables. The ground floor is dedicated to video slot gaming, plus a bar area, while the first floor comprises an extensive live gaming area, additional slots and another bar area – this is also where high rollers and poker players both find dedicated rooms with increased privacy.

The adjacent Sports Bar on the ground floor is the perfect setting for sports betting enthusiasts. In a comfortable bar environment with modern Self-Service Betting Terminals (SSBTs) and an extensive Absolute Vision™ video wall, guests can enjoy a wide-ranging offer of pre-match and live bets, as well as a host of virtual games. More than 60 types of sports bets, as well as lottery games and live streams, provide a high-adrenaline betting experience.

A live stage acts as the centerpiece between the

two floors above the central bar and serves for an extended entertainment concept with concerts, live music, show performances, daily specials and free poker tournaments.

The Bar gives an additional place for guests to relax and try a wide selection of foods and drinks for every hour of the day, and the Taurus Restaurant offers premium culinary delights for breakfast, lunch and dinner. Smoking and non-smoking areas are provided in the casino, as well as in a lounge and terrace areas.

Welcoming guests with a spacious lobby and luxurious rooms across two floors is the ADMIRAL Hotel. This four-star hotel comprises 45 modern rooms and charming suites with top-class amenities and stunning views, towards Medvednica mountain, Zagrebačka avenija or a quiet park. The hotel also features a business centre with a conference hall and meeting rooms, as well as a gym and 'Relax Zone' with sauna, hammam and jacuzzi.

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Grosvenor Casinos names its top dealers in skills competition

Grosvenor Casinos is part of The Rank Group Plc, a leading European gaming business, based in the UK and listed on the London Stock Exchange. Rank Group owns Grosvenor Casinos, the largest UK casino operator with 53 casinos nationwide and Mecca Bingo, the UK's leading bingo operator.



"Congratulations to everyone who attended and supported our dealers and of course, a special mention to our winners and finalists who showcased incredible talent and prowess. The Dealer Skills Championship shows what makes Grosvenor Casinos' dealers the best in the country and we're proud to support our dealers and the wider Grosvenor family."

Ian Shanahan, Casino Games Development Manager, Grosvenor Casinos

On 23rd November, Grosvenor Casinos hosted the grand final of the National Dealer Skills Championships at its Coventry casino. Now in its 9th year, the annual event saw the best Grosvenor Casinos' dealers across the UK go head-to-head in two categories: over two years' experience and under two years' experience.

After battling it out against 10 finalists for over six hours, the winners were named as Joe Kent from Sheffield (under two years' experience) and Josh Williams, from Soames in Manchester (over 2 years' experience).

Josh took home £1,000, a trip to Malta to experience Grosvenor Casinos' live casino and the coveted National Dealer Skills trophy. In second place was Callum Lacey who took home a runner up trophy and £500 in prize money. Joe was thrilled to take the top prize under two years' experience, winning £600, a trip to Malta and his trophy. Runner up in this category was Danial Earp, who took home £300 and a trophy after the fierce competition.

Grosvenor Casinos kicked things off back in June 2017, inviting all of its 51 clubs to train and compete amongst their colleagues in preparation for the regional heats. As a result, a staggering number of dealers from across the estate entered, with over 1,000 putting their hat in the ring. From September to October, five regional heats took place in London, the Midlands and West, Yorkshire and the North East, Scotland and the North, and finally, the South and East. The top two performers from the regional rounds each received a prize of £300 and a place at the grand final in Coventry.

Dealers were judged on their Blackjack and Roulette

dealing skills. For Blackjack, the dealer had to shuffle and deal for 10 minutes and then complete a Blackjack pay-out test. For Roulette, the dealer must deal on roulette for eight minutes and then complete a bet calculation and cash conversion exercise. Dealers are scored against customer service, chip work & dexterity, asset & game protection, float management and communication.

Ian Shanahan, casino games development manager at Grosvenor Casinos comments: "Congratulations to everyone who attended and supported our dealers and of course, a special mention to our winners and finalists who showcased incredible talent and prowess. The Dealer Skills Championship shows what makes Grosvenor Casinos' dealers the best in the country and we're proud to support our dealers and the wider Grosvenor family."





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The Casinos Austria Group Celebrates 50 Year Anniversary



€250m in sponsorships and support

A commitment to social concerns, arts and culture as well as the Austria tourism was laid down as a purpose of the company in the founding documents of Casinos Austria AG, dating back to 1967. This basis was the initial starting point for a commitment that has pervaded all the companies of the Group for 50 years now.

"Domestic professional and mass sports have benefited from an incredible sum of €1.5bn," Alexander Labak proudly explains. Additionally, the Casinos Austria Group has raised more than €250m for good causes since its foundation, according to Mr. Labak, "and we will continue to expand our social commitment and involvement by providing each employee with five free days per year – at full compensation – for charitable work."

The principle of sustainability is also impressively shown by the numerous partnerships that have, in parts, been maintained for several decades. Two co-operations stand out for their steady sponsorship partnerships: Since 1968, the company has been a partner to the Wiener Festwochen and thereby supports an important element of the cultural offer in Vienna. And since 1980, Casinos Austria has been a supporter of the Bregenz Festival. In "Licht ins Dunkel", the company is even a founding member.

In sports as well, there are some prime examples of lasting sponsorships such as the Casino Grand Prix, which was initiated in 1987 and is to date the richest tournament series for show jumping in Austria.



The statistics speak for themselves: €15.4bn in taxes and duties, €1.6bn in investments and 94 million guests in national casinos – Casinos Austria has an impressive record of activities and success to show for its 50 year anniversary

For 50 years now, Casinos Austria has been proving its formula for success regarding games and entertainment paired with outstanding food and beverage offers and social responsibility. 50 years marked by innovations, achievements, openings and commitment to society – for social projects and initiatives, for arts and culture, for the Austrian tourism and a significant contribution to domestic value creation.

Founded on 29 November 1967, Casinos Austria started its gaming operations in the first seven casinos on 1 January 1968. Guests were very satisfied with French Roulette and Baccara in those days. 50 years later, 12 casinos fascinate its three million guests on 364 days of the year with more than 230 gaming tables and roughly 2,100 slot machines, 12 restaurants and event locations.

The success story written during the past 50 years impressively shows the national and international benchmarks set by the Casinos Austria Group: In 1977, the company entered the international business stage, in 1986 the establishment of Austrian Lotteries and the launch of Lotto "6 aus 45" laid the foundation for the extremely successful lottery business. As early as in 1998, as one of the first gaming operators worldwide, the company took the plunge into the online world. With its subsidiary win2day, Casinos

Austria and Austria Lotteries operates one of the most successful online gaming websites that offers a complete portfolio ranging from casino games to lottery games and sports betting. Since 2001, tipp3 has been a successful player in the Austrian sports betting market and in 2004 the subsidiary WINWIN opened its first locations with Video Lottery Terminals.

Responsibility is the guiding principle for the business activities of the Casinos Austria Group. "For 50 years, Responsible Gaming, responsible advertising and fairness in offering and handling our games have been deeply rooted in our core business," says Casinos Austria's Director General Alexander Labak. "Many nowadays see us as an international benchmark for Responsible Gaming, and rightly so, as the Casinos Austria Group uncompromisingly stands for gaming with responsibility." Newest technologies as well as the best trained and responsibly acting employees guarantee a secure and reliable gaming experience.

Since its foundation, the Group has paid €15.4bn in taxes and duties in Austria and thus made a significant contribution to the state budget. The casinos are a magnet for tourists and for international guests pose all the more reason to spend their vacations in Austria. This is also underlined by the past 50 years in figures: More than 94 million guests



have visited its 12 casinos since 1968; more than 34 million of them were international guests. During the last two years, Casinos Austria welcomed more international than national guests.

1.6 BILLION EUROS IN INVESTMENTS

As a leading company in Austria's economy, Casinos Austria leaves an impression far beyond its own area of operations and invested €1.6bn over the past 50 years, into new technologies, the expansion of its offer, the establishment of a parallel data centre and the technological equipment of lottery POS.

Further, Casinos Austria makes investment in the equipment and furnishing of the casinos themselves. The investment sum of €786m becomes comprehensible when taking a look at the numerous openings and reconstructions of the past 50 years: 1968 Casinos Austria – then known as Spielbanken AG – started with casinos in Baden, Bad Gastein, Kitzbühel, Salzburg, Velden and Vienna.

In 1969 the casino in Seefeld was opened, in 1972 Kleinwalsertal followed. In the 1980s the development went quickly: in 1982, 1984 and 1986 Casinos Austria opened new venues in Linz, Graz and Bregenz. New and re-openings after, in parts, comprehensive reconstruction were made between 1989 and 1991 in Velden, Kitzbühel and Vienna. As the last new location for decades, the casino in Innsbruck started its operations in 1992. In 1993, Casino Salzburg moved to its new venue in Klessheim Castle. After reconstruction and re-opening in 1995 and the complete makeover in 2007, Casino Baden has

become the largest casino in Europe including a congress and event centre.

The reconstruction works and adaptations in the recent past were investments with which the significance of the food and beverage offer at the casinos was further highlighted. Redesign at the casino in Vienna in 2014 resulted in the opening of the Cuisino restaurant with its red and grey salon. With the massive redesign of the casino in Bregenz in the same year, the restaurant area was also enhanced greatly. During this time, the general refurbishment of the casino in Klessheim Castle in Salzburg was started as well, bringing more space for guests and staff by adding two new buildings. In 2014, the façade, the main entrance and the courtyard of Casino Velden were completely redesigned in the context of a shared space concept. The casino located near the Wörthersee lake further received a new, spectacular home for its award-winning cuisine: the maritime-styled Cuisino restaurant "Die Yacht" opened its doors for the first time in June 2016.

Another milestone was achieved at the beginning of 2016: replacing the closed venue in Bad Gastein, the completely new casino of Casinos Austria in Zell am See opened its doors.

The most recent highlight of architectural large-scale projects is the recently finished reconstruction of Casino Graz. Roughly €8.5 m has been invested in the redesign of the casino, which now offers a noble, unique design from the entrance area to the golden bar.

"Domestic professional and mass sports have benefited from an incredible sum of €1.5bn. Additionally, the Casinos Austria Group has raised more than €250m for good causes since its foundation, and we will continue to expand our social commitment and involvement by providing each employee with five free days per year – at full compensation – for charitable work."

Dr. Alexander Labak
Director General,
Casinos Austria AG

Seven Gault&Millau toques for culinary top performance

In 2004 Casinos Austria founded its catering subsidiary CAGAST with the aim of having a competence centre for culinary offers within the casino business. And the success of the concept speaks for itself. In 2014, the in-house brand "Cuisino – Genuss Events by Casinos Austria" was introduced, which today unites all 12 restaurants and bars. More than 400 employees generated overall sales of €17.07m in the past year. Moreover, Cuisino is the caterer for several thousands of event attendees each year.

With a total of seven Gault&Millau toques, Cuisino is a highly awarded catering brand in Austria: "Die Yacht" at Casino Velden delights its guests with two toques, the Cuisino restaurants in Vienna, Bregenz, Linz, Salzburg and newly also Graz have each been awarded with one toque. But not only restaurant critics, the guests as well appreciate the individual style of each cuisine team which is inspired by the products of the respective region.

In the anniversary year of Casinos Austria, there is also much to celebrate when it comes to certifications. As early as in January, the fundamental review (after initial certification in 2014) of the Responsible Gaming management systems according to the evaluation criteria of the European Casino Association regarding responsible gaming and advertising was completed successfully.

In May 2017, the quality management system according to ISO 9001:2015 as well as the data protection and privacy audit according to GoodPrivacy were re-certified successfully. The review audits also included the information security management system ISO/IEC 27001:2013 as well as the Security Control Standard published by the World Lottery Association (WLA-SCS).

INTERNATIONAL GAMING OFFER

Nine million times per year, the roulette ball is spun at the Austrian casinos. During the past 50 years the trademark-phrase "rien ne va plus" has thus been spoken approximately 400 million times by the croupiers and croupières at Casinos Austria. French Roulette and Baccarat were the game classics in 1968 and have since been complemented and expanded by various other games over several decades. In 1970, Black Jack was gradually rolled-out in the casinos.

In 1979, Casino Baden offered the first slot games and in 1987 Casinos Austria established a revolutionary cross-venue progressive jackpot called "Austria Jackpot", which was a European first at the time. For the first time, it was possible to connect different venues for one single jackpot and thereby allow for much bigger winnings. This innovative solution yielded a great deal of recognition within the entire casino industry. Casinos Austria continued to further advance and improve its jackpot systems.

After the first Mystery jackpot in 1992 at Casino Velden, the Austria-wide, connected, PC-based Mega Austria Jackpot was presented in 1995. Since 2009, all 12 casinos have been offering the Mega Million Jackpot, with its base prize of €1m, which represents yet another chapter in the

success story of attractive cross-venue jackpot systems.

Casinos Austria once more proved its expertise in the casino business with the development of a chip machine for automated chip recognition and sorting and the first card shuffle machine worldwide "Shuffle Star", which is able to permanently shuffle six decks of cards à 52 pieces without interruption of the game. Both products have been marketed successfully on the international market.

In 1990 – long before the American poker hype reached Europe – Casinos Austria hosted the first European Poker Championship. Today, the EPC is a must-attend in the tournament calendar of national and international poker experts and brings more than 1,000 fans of the game to Casino Velden each year, offering prize money in the total amount of €3m.

The fact that guests appreciate new versions of games is shown by Black Jack varieties such as "Classic", "Vegas", "Party Black Jack" and "Black jack X-change", as well as Double Roulette. Macau Baccarat has developed into a crowd puller since its première at Casino Vienna in September 2015 and has been available at all casinos since 2016. For this game, unique tables

have been designed and custom-made especially for players of the game.

Be it Halo Roulette, in which the colour of the roulette wheel constantly changes, or Party Black Jack – especially guests going out on weekends are drawn to entertaining game varieties. Casinos Austria also offers seasonal games. At the "Hahnenkamm" weekend, the roulette version "Streif Game" at Casino Kitzbühel attracts casino guests as well as ski stars. It is a unique opportunity for anybody, to be a winner at the notorious ski racing course "Streif". For this purpose, the world-famous racing course was transferred to the roulette table.

In the field of slot machine gaming, Casinos Austria entered a new era in 2017. The connection to the federal computing centre was taken as an opportunity to completely renew Casinos Austria's slot machine inventory. More than 1,000 new machines were activated this year. Machines built by 11 different manufacturers guarantee a broad-based gaming mix. Wide displays with HD resolution, interactive touch screens and 3D graphics for new games and re-published classics alike make for exciting entertainment, just like the recent revival of the vintage slot machine.



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The Balkans BEGE show marks its 10 year anniversary in style



The 10th BEGE Expo in Sofia, was attended by Ognemir Mitev Chairman of the State Commission, Bulgaria, who appraised visitors of the latest market statistics for the gaming sector. Mr. Mitev concluded that the The gaming industry in Bulgaria continues to successfully develop and stabilise its financial performance.



The Balkan Entertainment and Gaming Expo (BEGE) has come a long way in 10 years and is now a show that attracts most the world's leading slot manufacturers as well as operators from across the Balkans and beyond. The event now covers three halls at the Inter Expo Center in Bulgaria's capital city of Sofia and encompasses the Eastern European Gaming Summit.

"Globally, the gaming industry has traditionally been linked to tourism, which has been highlighted many times by business as it is a serious incentive to improve the conditions for recreational tourism in Bulgaria. Its inclusion in the Action Plan is a good start for creating a sustainable trend, which aims to promote Bulgaria at the state level as an attractive destination for gaming tourism."

Angel Iribozov, Chairman of the Bulgarian Gaming Association

Many new initiatives have been added to this year's show including a Startup zone, Innovation zone, Sales Pitch corner, and a Gaming Startup Challenge contest.

Bulgaria is considered the technology hub of the Balkans and high tech solution providers are on hand to display their wares, concepts, and technologies. A full array of service sector providers and equipment suppliers for the land-based gaming industry were on hand as well. Almost 70 exhibitors from 20 different countries filled this year's show floor. JCM Europe, Zitro, Gamebridge Casino Equipment, and Road Games International all attended for the first time joining legacy participants such as Novomatic, Merkur Gaming, IGT, Alfastreet, Innovative Technology, and many more.

In his welcoming address, Angel Iribozov, Chairman of the Bulgarian Gaming Association, said: "Globally, the gaming industry has traditionally been linked to tourism, which has been highlighted many times by business as it is a serious incentive to improve the conditions for recreational tourism in Bulgaria. Its inclusion in the Action Plan is a good start for creating a sustainable trend, which aims to promote Bulgaria at the state level as an attractive destination for gaming tourism."

The latest market statistics were presented by Ognemir Mitev Chairman of the State Commission on Gambling at the Eastern European Gaming Summit. He said: "Over the past year, the trend of market sustainability was maintained, with growth in gambling revenue being reported. The gaming industry in Bulgaria continues to successfully develop and stabilise its financial performance. The State Commission on Gambling has focused its efforts on reducing the administrative burden. The new services in the system of the agency ameliorate the licensed

organizers in terms of the volume of documentation and the time required for processing it. In connection with the Governmental Strategy for Electronic Governance of the Republic of Bulgaria, the State Commission on Gambling provides various electronic services that can be stated at the official website of the Commission."

The statistics paint a stable picture of gradual growth in Bulgaria. In 2017 there was a slight increase in the number of licensed gaming locations in Bulgaria, which as of 30 September 2017 reached 837 gaming halls and 27 casinos. The number of gaming halls grew from 768 in 2017, but the number of fully fledged casinos fell by one. The amount of gaming equipment installed has grown steadily and again by 30 September 2017, the number is about 10 per cent more than the statistics provided by the State Commission on Gambling by the end of September 2016. The total number of slot machines increased from 25,121 in 2016 to 26,877 in 2017 with gaming tables falling from 292 last year to 271 this year. GGR has increased from BGN 84,683,317.81 for the first nine months of 2016 to BGN 95,556,584 for the first nine months of 2017.

According to statistics from the Ministry of Tourism, in 2017 there was a large increase in the numbers of foreign tourists visiting Bulgaria and the development of the gaming sector is seen as being a contributing factor to these results, especially at the southern border of Bulgaria. The number of tourists from the neighbouring countries in the south, namely Greece and Turkey, has increased by 9.6 per cent and 13.2 per cent, respectively, due to the increasing number of visitors at gambling sites in the cities along the border.

The town of Svilengrad on the Bulgarian-Turkish border has established itself over the last year as one of the centers for the entertainment industry in the



country. In 2017, eight new gaming halls opened. The region of Haskovo, where the town of Svilengrad is located, now boasts 54 gambling halls and six fully fledged casinos. Interestingly, this number is the same as the number of casinos in the capital Sofia, with the tendency to increase as the investments in gambling sites continue.

The report stated: "Foreign tourists, mainly from Turkey and Greece, who visit the gambling sites in the town, contribute to the economic upturn in Svilengrad and the whole region. The number of tourist sites is constantly growing. The rate of employment in the hotel, restaurant and construction sector is also increasing and infrastructure is constantly improving. Gaming tourism is definitely becoming the largest employer in the region, providing uninterrupted employment to the local population because it is not seasonal and the flow of tourists does not stop all year round."

The Mayor of Svilengrad, Georgi Manolov, added: "Tourists from Turkey and Greece are welcome in the town of Svilengrad. Alongside the gaming business, people get high salaries, and unemployment is almost surmounted."

Although more closely related to seasonality, gaming tourism along the Black Sea coast is also growing. Sunny Beach and Bourgas have continued to expand their already strong positions. According to the statistics provided by the State Commission on Gambling, there are five casinos in the whole area, with four of them being located in the resort complex.

The gambling halls on the territory of the region are 94 and their number is less than the number of the sites in Sofia only by six. In the neighbouring Varna region they have a total of 70 gambling halls and four

casinos, also attracting a great number of tourists.

Online gaming has certainly flourished since being introduced in Bulgaria in 2013. Over the last year, the number of registered online gaming operators remained unchanged, and the licensed online sites increased by one. By September 30, 2017 there were 11 operators with 20 odd sites.

In 2017, the online gaming industry in Bulgaria also recorded growth in both revenue and development.

The report stated: "Due to the constantly changing market demands, operators and organizers in the online gaming niche are becoming more flexible and offer a rich variety of genres and diverse content, and this diversification contributes to the creation of clearly targeted products for a wide range of consumers of different ages. Gaming websites do not represent direct competition to traditional casinos. The direct broadcast of a live games is gaining popularity, as is interest in online roulette and slot games, sports results betting, and virtual sports. There are many sites in the market offering online casinos game, including eCasino, Betfair, Winbet, Eurofootball, efbet and bet365.

The rising trend of increasing the number of bets made through mobile devices and tablets has prompted companies to create mobile versions of online betting sites as well. According to statistics recently released in the mass media, 37 per cent of online bets are made through smart phones and tablets. The main reason behind the trend is the convenience offered by the technology to consumers who can bet regardless of where they are."

Sports-betting, including betting on real sports events as well as virtual sports that imitate the real ones with

"The State Commission on Gambling has focused its efforts on reducing the administrative burden. The new services in the system of the agency ameliorate the licensed organizers in terms of the volume of documentation and the time required for processing it. In connection with the Governmental Strategy for Electronic Governance of the Republic of Bulgaria, the State Commission on Gambling provides various electronic services that can be stated at the official website of the Commission."

Ognemir Mitev, Chairman of the State Commission on Gambling



Euro Games Technology's Stanislav Stanev with Versailles Gold

animated characters. The sites that offer sports betting are many and varied, among the biggest are, betfair.com. Eurofootball, Efbet and other operators also have a wide network of sports betting clubs (sports betting sites) where betting on sports events broadcasted live is offered, as well as online betting and betting on virtual animal racing. According to the data provided by Eurofootball, in 2016 the participants in their games achieved biggest gains from sports betting, and football is the leader with nearly BGN 227m profit – for comparison the total value of all the distributed profits is over BGN 410m.

Most of the players are from Sofia where nearly BGN120m was won, followed by players from the Plovdiv region who won more than BGN45m, with third place taken by players from Varna.

Only two years after the launch of the SportMax service, virtual football has generated nearly BGN156m in profit.

Another operator, Eurobet, recently launched Sports Chance, which offers virtual football matches every five minutes, as well as a wide

variety of 17 games and attractive odds. The games last one minute with 73 betting options for each. According to Eurobet, virtual football is rapidly gaining popularity and there are already 1000s of fans who enjoy a wide variety of predictions and attractive odds. Eurobet also offers the popular numerical games in the country EuroChance, Sport Chance, 5 out of 11, Lottomania, and Poker Chance.

Back on the exhibition floor, Euro Games Technology, Casino Technology and Novomatic, not surprisingly had the biggest stands.

Indeed EGT had its biggest ever exhibition stand at any show, taking over the whole of one hall with 200 gaming positions covering 218 sq. m. EGT was showcasing a vast array of slots for Balkan markets, including the Super Premier 75 with a 75ins. portrait-oriented curved monitor, the P-42V St Curved slot machines, the P-27/27 St Slim and the P-27/32H St model, featuring the Premier series multigames – Multi-3, 4, 5, 6, and Fruits, together with the P-24/32V Up and P-27/42V St. The Red, Orange, Green, Union and Fruits Collection 2 mixes were also shown.

The universal Premium Link, offering common



GeTeWe's Jens Möller, Dagmar Laugwitz and Aristidis Tsikouras at the BEGE



Nadège Teyssedre, Zitro Sales Manager of Europe,

mystery and symbol-driven progressive jackpots were on display, with the Chinese-themed Cai Shen Kingdom and Fu Gui Rong Hua standing out. The three-level mystery progressive 3 Happy Hits, the players' favourites 4 Happy Hits, Lady's Cards, Egypt Quest, Cat 4 Cash, Diamond Life with its new multigame mix "Multi-2" and the VLT Jackpot were all at BEGE.

Stanislav Stanev, Sales and Marketing Director of EGT, told us: "The last year has been a very successful one for EGT in Bulgaria and across the Balkans. The Bulgarian market has developed into a mature market with operators looking to improve their quality and their efficiency. EGT is active in 80 markets all over the world and we always look to bring the best products from our international experience back to Bulgaria. The core product for the Bulgarian market is of course the stand-alone multi-player, but operators are also demanding the latest in progressive jackpot offerings and electronic roulette."

"We rate Bulgaria as the second biggest casino slot market in Europe after Romania," he added. "We've seen stable growth in Sofia and in the regions. Players don't just come from Bulgaria,



Novomatic's Roman Czubak, Mike Robinson and Lawrence Levy



Merkur Gaming's Markus Wessler, Aristotelis Kofas, Borivoje Rajšić and Athanasios "Sakis" Isaakidis



Alfastreet's Albert Radman with its Bulgarian distributor Georgi Bukoreshtliev and his daughter Vasilka Bukoreshtlieva

but from Turkey, Greece and Israel. In fact they come from all over the Black Sea region, which I think demonstrates the potential of the market. We've seen growth too in Macedonia, Serbia and Croatia. The Balkans is a great market for us."

Rossi McKee, Vice President of domestic rival Casino Technology, echoed those views. "Naturally our domestic market is very big for us," she explained. "We are an operator here as well and that provides us with a testbed for our latest slot and system innovations, which I believe provides us with a privileged position. I'd describe the Bulgarian market as being stable with good legislation and steady growth in terms of new licences and revenues. We've been pleased with the advances made by the Bulgarian State Commission on Gambling that have made new game approvals quicker with the ability to submit electronic documents."

Casino Technology was releasing a host of new products to the market including The Gorilla Wheel, which boasts six titles and a multi-level progressive jackpot. It was featured at the show alongside the successor to Tower 101, which was designed specifically for the Eastern European gaming market. Tower 102 includes even more

unique games on the Tower Slant Top slot machine.

Biser Bojanov, Regional Director for Bulgaria at Casino Technology said: "This machine was developed after profound market research, made by the company's R&D division, and was designed to be consistent with the preferences of the industry in Eastern Europe and the Balkans. Already, the Tower slant top has made excellent inroads into the Romanian market, in Bulgaria, Serbia and other countries in Eastern Europe."

The Casino Technology's multi-game, The Speed King, was also showcased with the contemporary slot machine EZ Modulo with 60 HD titles developed especially for the game set. The Speed King consists of 30 globally renowned titles of Casino Technology and 30 conceptually new games.

Casino Technology was also showing a new version of its bestselling game mix Gamopolis Speedway. After the success of the game's first series of 70 to 73, now Gamopolis Speedway 74 will offer an enhanced performance and more exciting gaming features. The new game pack

"EGT is active in 80 markets all over the world and we always look to bring the best products from our international experience back to Bulgaria. The core product for the Bulgarian market is of course the stand-alone multi-player, but operators are also demanding the latest in progressive jackpot offerings and electronic roulette."

offers an opportunity to enhance the performance of the thousands of Casino Technology's classic Aurora cabinets, which is already installed in locations all over the world.

Mr. Bojanov said: "The personalised playing experiences and the flexibility for operators that the new EZ Modulo are the top main for its success. Multiple installations will be completed in the coming months."

After its powerful premiere at G2E, Las Vegas,

Insight

BULGARIA BEGE 2018

the Arch Titan won the award of the most innovative premium casino product category at the BEGE Awards ceremony. This huge machine offers quality and luxe, combining a 42ins. horizontally curved full HD main monitor and a 42ins. vertically curved top box.

The organisers explained their choice: "With its impressive construction, the Arch Titan stands out with a contemporary presentation that distinguishes from all other machines and gives a distinctive look to every gaming hall or casino."

Elena Shaterova, Global Sales Director at casino Technology, said: "We are honoured by the award, moreover it is given on the 10th anniversary edition of BEGE Expo. The boutique and very impressive Arch Titan was released few months ago with official premiere at G2E, Las Vegas and the feedback from operators is very promising and proves the overall cutting-edge performance of the machine."

Novomatic has long been a supplier in Bulgaria and also one of Bulgaria's most experienced operators via its Admiral casino brand. It said it was hoping to provide a 'trend-setting vision and positive outlook for the region' with its collection of products.

Mike Robinson, International Product PR & Media Manager for Novomatic, said: "Novomatic has operations right across the Balkans and we supply all of the major casino and slot markets. Thus, BEGE is a hugely important exhibition for us. Bulgaria is also very competitive as you can see from the number of international slot manufacturers at the show. With that in mind it's important for Novomatic to release new products for BEGE. Completely new premieres for the region include titles on our Impera Line HD Edition 6, such as Golden Fortune, Fruit Cubes and Fruit Pots, as well as the new Premium-V+ Gaminator Edition 7sT with a selection of more than 40 new and proven titles.

"We've enjoyed huge success with our Gaminator Scorpion and V.I.P. Lounge, which were introduced at last year's show and have quickly become must-have cabinets for operators in Bulgaria and the surrounding Balkan markets," continued Mr. Robinson. "Due to their popularity, both cabinets again featured prominently at this show with a selection of preferred new generation titles on Impera Line HD Edition 5 such as Upward, Lilly's World and Hold Your Horses."

Other game offerings on display included the Magic Games HD and Superia Premium multi-game mixes, presented across the V.I.P. and Dominator series of cabinets, with classic titles such as Book of Ra deluxe and Sizzling Hot, alongside a range of new titles featuring Eye of the Dragon 6 and Secret Trail. Also on show was the NovoLine Novo Unity II and Lotus Roulette



Casino Technology's Rossi McKee with the Arch Titan

multiplayer systems that present a leading combination of table games and slot gaming content.

"We're excited to reveal the latest slots from Ainsworth Gaming Technology at the show with the new A640 cabinet showing Pac-Mac Wild Edition and Rumble Rumble Bison, as well as the linked progressive series Players Paradise Gold," Mr. Robinson explained. "We feel that with our Gaminator, Impera and Ainsworth slots we have all slot bases covered for Bulgaria and the Balkans as a whole."

Roman Czubak, Head of Sales Central and Eastern Europe Novomatic, added: "Novomatic and Admiral are well established in the Balkans. Over the coming year, we are looking to grow our presence in terms of the number of operations in Sofia and in Bulgarian regions."

The focus for Amatic Industries has always been on the multi-game slot, a long time favourite of Bulgarian players. Amatic has partnered with local distributor Casino Game Innovation (CGI) in Bulgaria to bring the Performer Grand Arc (PGA) with its curved slant-top to the market. The strong demand for the PGA demonstrates the high popularity of this machine in Bulgaria.

Thomas Engstberger, Sales Manager at Amatic, said: "We have an excellent partner here in CGI. They know the market very well and have ensured that the PGA has made a strong impact in Bulgaria. The new games as well as our upgrade solutions were appreciated by the many visitors to our common stand."

The buoyancy of Bulgaria's slot market is attracting new names too. Zitro was a brand being shown at BEGE for the first time. Indeed

"Although Bryke has been in the market for a short time, it is a project that the Zitro team has dedicated a lot of time and effort to and that has begun this year to bear fruits. At this time we are working on new products that we will be presenting in the coming months, and that, we are sure will be equally astounding."

the Spanish slot manufacturer won best product launch of Video Slots during the show, recognising the debut of the Bryke video slots brand launched on the Fusion cabinet line.

Nadège Teyssedre, Sales Manager of Europe, said: "We are very grateful to the organizers of BEGE for recognising the work we have done during these last months. The launch of Bryke could not have gone better and we are proud that it is recognized by the industry. We installed out first machines from the Pic & Win 1 and 2 series in Sofia a week before the show, having gained certification for Bulgaria and Greece. Bulgaria is definitely just the first step for Zitro in the Balkans."

Sebastián Salat, CEO of Zitro, added: "Although Bryke has been in the market for a short time, it is a project that the Zitro team has dedicated a lot of time and effort to and that has begun this year to bear fruits. How could it be otherwise, at this time we are working on new products that we will be presenting in the coming months, and that, we are sure will be equally astounding and impressive."



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MEMBER PROFILE

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AGEM Membership level / Associate member

Description / Headquartered in Taiwan, EFCO supports its global customer base with a sales network in EMEA, Americas, and Asia Pacific that includes regional technical support and service and comprehensive ODM/OEM customisation capabilities to meet specific application needs. EFCO Gaming Division excels at delivering secure, reliable and long-life gaming logic box solutions backed by expert engineering and experienced ODM manufacturing teams. Its world-class GLI/BMM-compatible gaming logic box products and 8 Liner, Comma 6A gaming boards for casino, arcade and amusement machines demonstrate the company's innovative technologies that continue to meet diverse gaming requirements.

New products for 2018 / EFCO's newest high-performance full HD gaming logic box is the EGL-7090 series. Powered by 6th Generation Intel Core i3/i5/i7 processors, the EFCO EGL-7090 offers scalable computing power and features an integrated HD GPU embedded PCI Express 16X graphics card that provides high-resolution 4K multimedia and 3D graphics performance. In addition, the EGL-8300 series features full HD gaming logic box powered by the AMD Embedded R-Series SoC. Delivering scalable computing and breakthrough graphics capabilities. The EGL-8300 also integrates AMD Embedded Radeon E9260 or E9550 graphics processing units (GPUs), providing remarkable, high-resolution 4K multimedia and 3D graphics performance that is demanded in next-generation gaming applications.

Forthcoming events / ICE Total Gaming Feb 6-8 2018 Stand NI-210

MEMBERSHIP NEWS

AGEM Key Board of Directors Actions

- The 27th Executive Development Program (EDP) took place in November in Lake Tahoe. AGEM supports this annual event, which was set up to encourage future leaders of the global gaming industry to think strategically about emerging industry issues. EDP creates lifelong connections and enables participants to gain valuable insights into an ever-changing industry. Key industry figures present to the group throughout the program. AGEM Director of Responsible Gaming, Connie Jones, was honoured to represent AGEM as both a speaker and a judge for the final team presentations.
 - In a surprise announcement, A.G. Burnett, Chairman of the Nevada Gaming Control Board, stepped down from his role and his last day was Dec. 22. The Gov. Brian Sandoval will appoint his replacement shortly. AGEM has enjoyed a very good working relationship with Burnett and the GCB during his five-year tenure and look forward to this continuing with the new Chairman.
 - AGEM members approved a €5,000 euros sponsorship of the 12th European Conference on Gambling Studies and Policy Issues being held from Sept. 11-14, 2018 in Malta. AGEM has previously supported this event that takes place every other year and is well attended by global experts and is a great learning forum.
 - AGEM hit a new milestone in December welcoming five new members, taking the total membership to an all-time high of 162. Betson Enterprises, suppliers of products and services for family entertainment centres, based in New Jersey are Silver members, with the other four companies approved as Associate members: Dominode, based in Boca Raton, Florida, provides verified digital identities that can be shared securely across multiple devices; JP Morgan Chase, based in New York City, is a leader in investment banking, asset management and financial services for small to medium-sized businesses; Kiron Interactive, based in Johannesburg South Africa, is a virtual games supplier delivering industry leading content; and Visualplanet, based in Cambridge UK, designs and manufactures touch-sensor technology for gaming, vending, ticketing, plus many other applications.
- ### Events and Activities
- The ICE Totally Gaming Show will be held in London from February 6-8. AGEM will once again have a booth to welcome potential new members as well as existing ones.
 - The International Casino Conference (ICC), Feb 5-8, 2018 will be held at the Hippodrome Casino in London and this year includes ICE VOX 2018. AGEM supports this event through its association with the European Casino Association (ECA). Director of Responsible Gaming, Connie Jones will be attending responsible gaming sessions and meetings that provide a global perspective on new research and regulations.

AGEM INDEX

The AGEM Index experienced significant gains for the third month in a row during November 2017. The composite index closed the month at 492.64 points, a gain of 17.30 points or 3.64 per cent, when compared to October 2017. The AGEM Index reported a year-over-year increase for the 26th consecutive month and has climbed 184.50 points, or 59.88 per cent, since November 2016.

During the latest period, seven of the 12 global gaming equipment manufacturers reported month-to-month increases in stock price. Five manufacturers reported decreases in stock price during the month, with one posting double-digit declines.

AGEM	Exchange: Symbol (Currency)	Stock Price At Month End			Percent Change		Index Contribution
		Nov-17	Oct-17	Nov-16	Prior Period	Prior Year	
Agilisys	Nasdaq: AGYS (US\$)	12.24	12.27	10.21	(0.24) ↓	19.88 ↑	(0.01)
Ainsworth Game Technology	ASX: AGI (AU\$)	2.05	2.28	2.11	(10.09) ↓	(2.84) ↓	(0.79)
Aristocrat Leisure Limited	ASX: ALL (AU\$)	21.70	23.55	15.21	(7.86) ↓	42.70 ↑	(12.88)
Astro Corp.	Taiwan: 3064 (NT\$)	12.95	13.60	29.60	(4.78) ↓	(56.25) ↓	(0.02)
Crane Co.	NYSE: CR (US\$)	85.37	83.12	72.51	2.71 ↑	17.73 ↑	1.89
Everi Holdings Inc.	NYSE: EVRI (US\$)	8.15	8.29	2.16	(1.69) ↓	277.31 ↑	(0.13)
Galaxy Gaming Inc.	OTCMKTS: GLXZ (US\$)	1.25	1.17	0.61	6.84 ↑	104.92 ↑	0.05
Gaming Partners International	Nasdaq: GPIP (US\$)	11.22	11.00	11.62	2.00 ↑	(3.44) ↓	0.02
International Game Technology PLC	NYSE: IGT (US\$)	27.49	23.50	24.84	16.98 ↑	10.69 ↑	12.99
Konami Corp.	TYO: 9766 (¥)	5.930	5.500	3.870	7.82 ↑	53.23 ↑	8.69
Scientific Games Corporation	Nasdaq: SGMS (US\$)	52.65	47.60	14.75	10.61 ↑	256.95 ↑	6.88
Transact Technologies	Nasdaq: TACT (US\$)	13.60	9.44	6.35	44.07 ↑	114.17 ↑	0.61
Change in Index Value							17.30
AGEM Index Value: October 2017							475.34
AGEM Index Value: November 2017							492.64



AGEM is an international trade association representing manufacturers of electronic gaming devices, systems, lotteries and components for the gaming industry. The Association works to further the interests of gaming equipment manufacturers throughout the world. Through political action, tradeshow partnerships, information dissemination and good corporate citizenship, the members of AGEM work together to create benefits for every company within the organization. Together, AGEM and its member organisations have assisted regulatory commissions and participated in the legislative process to solve problems and create a positive business environment.

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Reports

MARKET REPORT ROMANIA

Are you on the blacklist?

The newly regulated online gambling market opened in Romania a couple of years ago and as such the gambling landscape here has changed significantly. We reappraise the Romanian market, ask what's happened since and what's around the corner?

Romania joined the EU in 2007 and is the seventh most populous member of the EU. It is the largest country in south east Europe and the 12th largest in Europe. The River Danube, which forms a large part of the border in Romania with Serbia and Bulgaria, empties into the Black Sea forming the Danube Delta, whilst the country is almost divided north to southwest by the Carpathian Mountains.

Modern Romania was formed in 1859 via a union of Moldova and Wallachia and was officially renamed Romania in 1866. The country gained independence from the Ottoman Empire in 1877 and the country began its transition from communism back in 1989 and after a decade of economic instability and decline, it has since moved towards a democratic and capitalist market economy.

Today it is still a developing country and one of the poorest in the EU. By the early 2000s the economy was transformed and began to boom with high growth and low unemployment. It still has an economy mostly based on services (51 per cent of GDP) and is a producer and net exporter of machines and electric energy.

In the late 1990s it began to go through a series of privatisations and reforms, but in the late 2000s the recession led to a large GDP contraction and budget deficit and Romania borrowed €20bn from the IMF whilst economic conditions led to unrest, which triggered a political crisis in 2012. However by the end of 2013 Romania was once again witnessing a boom period with a 4.1 per cent growth that year.

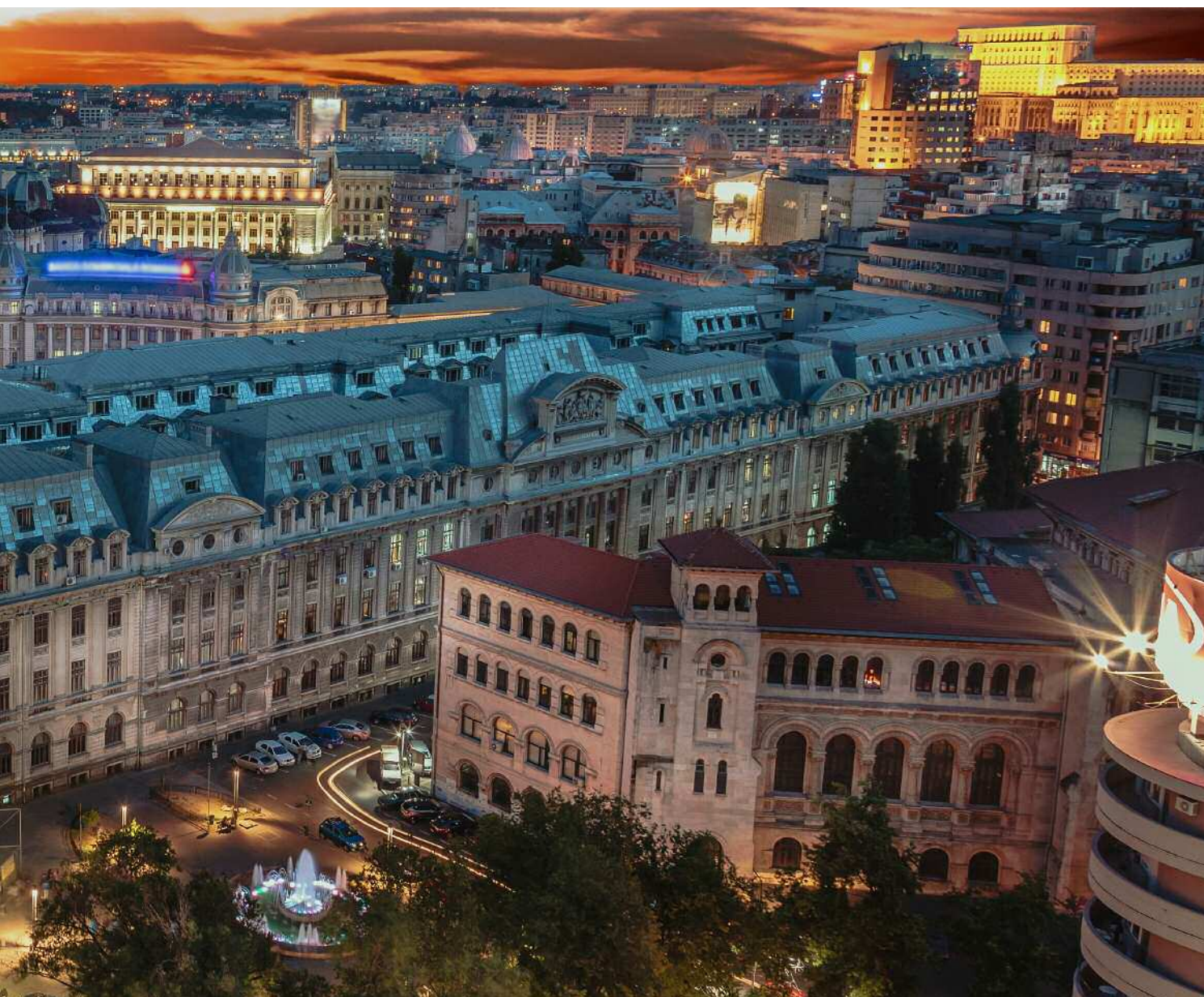
In 2016 Romania had a GDP of around \$441.6bn

and a GDP per capita of \$22,348 although it still has one of the lowest net average monthly wages in the EU of around €700. The unemployment rate is currently about 5.4 per cent.

The second quarter of 2017 saw Romania become the EU's fastest growing economies with tax cuts and wage hikes said to play a part. The country spends around 20 per cent of GDP on state wages, pensions and social assistance leaving little for investment.

Meanwhile with unhindered travel to the EU a great number of Romanians emigrated to Western Europe and North America with large communities in Spain and Italy.

Tourism plays a big part in the Romanian economy and the direct contribution of tourism



to the economy is expected to rise this year to a total of €2.36bn (RON10.8bn) compare to RON10.1bn in 2016.

Romania saw some 10.9 million tourists visiting last year of which 2.4 million were foreign tourists.

Popular attractions include Mamaia and the Black Sea resorts although ski resorts, castles and city breaks are also popular. There are around 33,000 companies active in the hotel and restaurant industry.

The tourists spent 25.2 million overnights in Romania in 2017 up 7.8 per cent on the previous year.

Romania borders the Black Sea, Bulgaria, Hungary, Moldova, Serbia and the Ukraine and is made up of 41 counties and one municipality (Bucharest). There are 319 cities and 2,686 communes.

Meanwhile the government of Romania has not been without its problems. President Basescu was the fourth President of Romania serving from 2004 to 2014 having formerly served as Mayor of Bucharest from 2000 to 2004.

A presidential election at the end of Basescu's

term in November last year saw Klaus Iohannis, Mayor of Sibiu and leader of the Christian Liberal Alliance, take on the role.

Meanwhile Mihai Tudose was appointed as Prime Minister in July 2017 days after the ruling Social Democrat Party removed its own government after an internal power disagreement.

The SDP filed a no confidence motion in Sorin Grindeanu accusing him of delays in implementing reforms in the country. The motion was filed just six months after the SDP swept back into victory in the elections.

THE GAMBLING MARKET

Under the dictatorship of Nicolae Ceausescu gambling at one time was illegal. But after 1990 when his regime toppled, gambling became legal and the first post-communist casino opened in 1991.

The Games of Chance law says the state has a monopoly over the organisation and operation of gambling in Romania and legislation creates a legal framework for private operators to apply for licences.

In Romania poker is currently permitted plus fixed odd betting (including sports betting),

mutual and exchange betting, casinos plus slots (with unlimited payouts), AWP's and VLT's and bingo (remote and landbased) and lottery games.

The sector is overseen by two main associations. AOPJNR was set up in 1995 and at the time there were 21 gaming operators in Romania and the AOPJNR sought to introduce a gateway between the authorities and the operators. Today it represents 60 operators who operate some 35 per cent of the authorised equipment in Romania and is a member of Euromat. It is headed by President George Niculescu.

ROMSLOT is the second association which was set up in October 2010 aimed at creating a coherent and applicable legislation for the slot machine sector. Today it comprises of 18 operators and is also a member of Euromat and is headed by President Valentin Adrian Georgescu.

Mr Georgescu has 27 years experience in the industry and he is in his second term as President of ROMSLOT and he is permanently involved in projects to help build a solid partnership with business associations in Romania and across Europe.

ROMSLOT is the pioneer of responsible

Reports

MARKET REPORT: ROMANIA

LOTTERY:

LOTERIA ROMANA

LOTTERY AGENTS:

1,900

LOTTERY REVENUE:

RON871.6M

SLOT OPERATORS:

271

SLOTS CLASS A:

61,497

SLOTS CLASS B:

2,628 (AWPS)

BETTING OPERATORS:

27

REMOTE LICENCES:

18

BINGO HALLS:

9

POKER CLUBS:

8

CASINOS:

5



gambling initiatives in Romania and has been investing in the Responsible Gambling programme for the last six years.

In reality Romania is below the European average for problem gambling with 0.6 per cent of the population over the age of 18 with a history of problems, compared to the European average of between 0.5 and two per cent.

A study of the Romanian market was undertaken which interviewed a selection of the public and the results showed around 15 per cent of the market, some 2.4 million Romanians, gamble at least once a year and the most popular form of gambling is the lottery.

Those who play weekly are mostly men and between the ages of 18 and 24 years and unmarried from an urban environment. They have an average household income of RON2,500 whilst the majority play for fun and to earn extra cash.

Romania's gambling market is competitive but well structured. The new gambling legislation is still in its early stages and possibly still subject to some changes further along the line.

The effects of the financial crisis hit the Romanian gambling sector quite hard and operator numbers have dropped significantly

Those who play weekly are mostly men and between the ages of 18 and 24 years and unmarried from an urban environment. They have an average household income of RON2,500 whilst the majority play for fun and to earn extra cash.

whilst tax evasion and black market operations continue to be problem areas.

It is said there are some 48,000 employees who work within the gambling sector. Revenues have seen a steady increase over the last several years partly due to new legislation and total collections to the Romanian state budget from the gambling sectors amounted to €403m (RON1.8bn) last year compared to €450m the year previously.

There are a total of 649 operators. In 2016 the ONJN had listed a total of 23 remote licence operators; 324 slot machine operators; nine bingo halls; 11 casinos; 12 poker club licences; one Lottery company; one pari-mutual betting business and 28 betting companies.

By August 2017 there were 18 remote licence operators, 271 slot machine operators, nine

bingo halls, five casinos, eight poker clubs, one lottery company, one pari-mutual betting business and 27 betting companies. There are also approximately 300 Class II licensed businesses which provide affiliated business to the online sector such as software, supplies and payment processing. There are 61,497 slots (Class A) in the market and 2,628 AWP's (Class B). Monies collected in licence fees and taxes last year include the following:

Slots licence fees:

- RON28.6m licence fees from 324 operators
- RON760.8m authorisation fees from 103,182 slot positions Class A
- RON7.4m authorisation fees from 1,859 slot positions Class B



- RON110.6m vice tax.

Casino Licence fees:

- RON3.3m licence fees received from eight operators in 2016
- RON28.8m authorisation fees received from 10 casinos in 2016.

Bingo Licence fees:

- RON397,431 licence fees from nine operators in 2016
- RON278,208 authorisation fee from nine bingo halls.

Fixed Odds Betting:

- RON3m licence fees from 28 operators.
- RON12.3m authorisation fees from 28 operators.
- RON137.2m adjustment fee from 28 operators.

Poker:

- RON662,390 licence fees from 10 operators

- RON2.6m authorisation fee from 17 poker rooms.

- RON22,080 licence fees from one operator for Poker Tournament
- RON88,320 authorisation fee from one operator for Poker Tournament

Lottery/Loteria Romana:

- RON507,829 licence fee for the Loto
- RON794,862 authorisation fee for the Loto
- RON26.7m fee for VLTs
- RON8.9m vice tax VLTs
- RON198,716 licence fee for mutual betting
- RON397,431 authorisation fee for mutual betting.

Online Gaming:

- RON4.4m licence fee from 15 operators
- RON68m authorisation fee from 23 operators.

Class II gaming:

- RON6.2m licence fee from 236 operators.

NEW LAWS

The new gambling law was introduced in Romania in 2015 (Government Emergency Ordinance No. 92/2014 approved with amendments and additions by Law No. 124/2015) and saw the online gambling sector stabilised after new regulations were introduced.

The law tidied up the sector and also introduced a blacklist for the online sector. To apply for new online licences, those operators which performed gambling activities in the past in Romania without holding the licence and authorisation granted in accordance with the local legislation, had to pay a back tax which required international operators to pay 20 per cent on the GGR, which had been generated from Romanian players since the end of 2010, plus the retrospective licensing fees.

Today some of the major international i-gaming players operate here having applied for licences and paid their dues. This tax apparently saw the country receive €269m in 2015. Meanwhile there was also a new licensing structure and Class I licences for online gaming were also introduced. Today there are 18 remote gambling operators.

Reports

MARKET REPORT: ROMANIA



Romania's gambling sector is regulated by the National Gambling Office (ONJN) which was set up in 2013 and licences are issued from a committee operating under this office for both online and offline sectors. It is headed by President Dan Iliovici who took over from Odeta Nestor having previously been executive director of ROMSLOT.

Last year also saw the start of a Class II licensing process for B2B suppliers and there are almost 300 Class II licences currently active which mostly deal with payment processes, production, distribution, repairs, audit and certification services and data centres.

The 18 Class I licences (operator licences) issued (as of September 2017) have been dished out to: NetBet Enterprises, WM Interactive, Stanleybet, Hattrick-PSK, Betfair, Reel Spain, 888, SC Bet Zone, Superbet Interactive, Headlong, Unibet, MaxBet, G-World, Gambling Malta, SC New Mozart, SC Baum Online, Greentube and Sea Bet. These mostly operate fixed odds betting with 16 of these operators also offering casinos games online.

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The Government Emergency Ordinance 77/2009 is the law for the gambling activities which replaced the former gambling legislation which dated back to 1998. The 2009 law was later amended in 2010 to include online gambling and again in 2013.

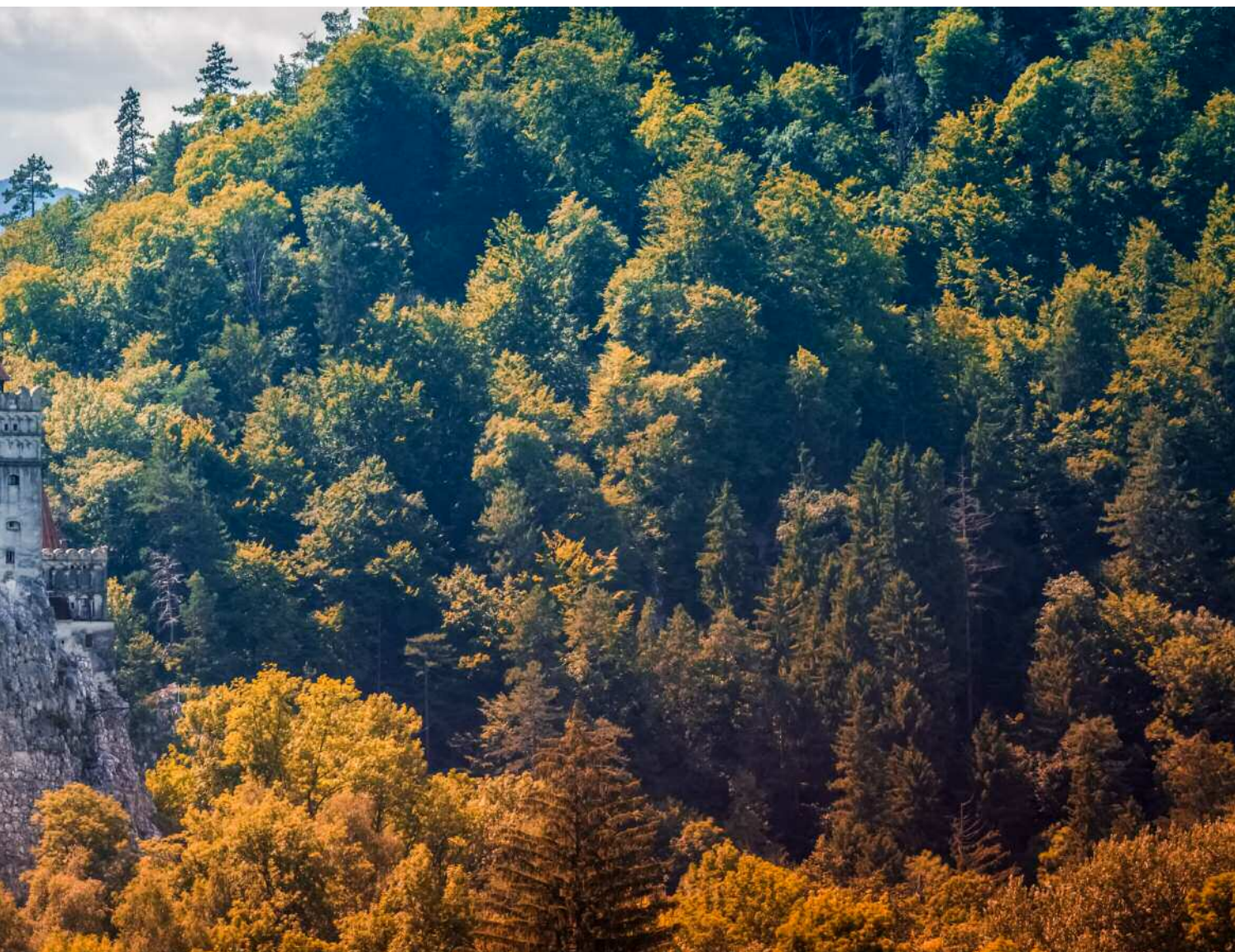
In 2016 the Secondary Games of Chance Legislation was enacted and this normative act comprised of the implementation norms of the primary gambling legislation (Government Emergency Ordinance 77/2009).

This changed several things. The most significant was to detail the requirements applicable to each type of landbased activity which basically set out how gambling premises should be organised and the type of gambling equipment that can be operated. It also ensured monitoring

systems were set up to enable the NGO to remotely verify activity and financial results for unlimited and limited slots.

The secondary legislation adopted various pieces of legislation to implement the new gambling rules that came into force in February 2016. This secondary legislation plus additional Presidential Orders aimed at the online sector, included the following aims:

- Bringing in forms and registers to be used for various gambling activities from casinos games, betting, slots and poker games
- Regulating conditions for connecting slots via autonomous IT systems for a centralised data system.
- Approving reporting obligation for online gambling for reports on profits, jackpots, gambler exclusions etc



- Bringing in mandatory requirements for certification and auditing of remote gambling systems.

The law states:

- Landbased gambling activities - a gambling operator must have a Class I licence and operators must have a minimum level of share capital which depends on type of activity offered.
- Only operators based in the EU, EEA or Swiss Confederation can apply for a Class I licence and authorisation.
- **Casinos:** Like other gambling premises, casinos cannot be placed near educational or religious facilities if situated in a hotel these must have a three star rating or above. They can have a minimum of 12 gaming tables (Bucharest) or 10 (other cities) of which at least two must be roulette.
- **Betting:** Traditional and remote betting is permitted including mutual betting, fixed odds and exchange betting. Minimum number of locations operated by the same operator is 15 with a minimum number of 30 specialised terminals. Maximum number of five slots per location.
- **Bingo:** Traditional bingo in gaming halls and via television networks is permitted.

TAX COLLECTED 2016

TAX COLLECTED	AMOUNT IN RON
Total tax licensed gaming operators	41,584,479
Total tax licensed class II	6,253,056
Total authorisation tax	820,920,339
Total regulation tax	194,245,961
Total Vice tax	119,628,913
VLT tax	26,767,026
TOTAL 2016	1,209,429,744 (€273.8m)

- **Slots:** These are grouped into three categories and a minimum number of slots (unlimited and AWP) which can be operated by one operator is 75 in same or different premises.
- Slots with unlimited stake/winnings which can be operated in slot halls and betting agencies.
- AWP with limited risk winnings (maximum stake is RON2 and winnings RON1000).
- VLTs which must be connected to a central server.
- A maximum of three AWP per single site
- Maximum of five slots in betting locations.
- A minimum of 50 interconnected/jackpot gaming system where slots are operated in at least two premises.
- **Taxes:** Slots (unlimited winnings and VLTs) pay a vice tax of €400 per machine per year whilst land based gambling operators, as a matter of rule, pay 16 per cent corporate tax. Casinos and poker clubs must also charge an entrance fee for each player of €10 for casinos and €6 poker clubs.
- A Class I licence is valid for ten years and a gambling authorisation is valid for one year with annual fees which include:

1 Slot operations:

- Gaming halls must have a minimum of 20 slots (Bucharest) or 12 (outside Bucharest).

Reports

MARKET REPORT: ROMANIA



Romania is in the process of transposing into national legislation the 4th AML Directive. The draft law is due to be enacted and this could have a significant impact on the gambling industry as operators will be required to undertake various risk assessment procedures

- **Licence fees** €25,000 for fixed odd betting; €15,000 for poker clubs and €6,000–€120,000 (depending on company turnover) for online gambling.
- **Authorisation fees:** 16 per cent of GGR (not less than €90,000 for fixed odds betting); 16 per cent of GGR (not less than €100,000) for online. Casino games pay per gaming table which is €60,000 in Bucharest and €30,000 in other cities and for slots (unlimited winnings) fee is €2,600 per machine of €1,500 for AWP.
- **Other fees:** these refer to a contribution for a Responsible Gambling fund and annual contribution is €1,000 annually (€5,000 for remote gambling).

Valentin Adrian Georgescu, CEO of Novomatic Romania said: "Changes brought in by the new gaming legislation can be both market opportunities and threats and require an adjustment effort for operators. We should mention increased taxes, but also the law prohibiting smoking in gaming venues, led to a 30 to 40 per cent decrease in the amount of turnover.

"In addition the lack of correlation between specific legislation, tax code and accounting rules has led to various blurs and different interpretations of some essential terms, like GGR from gaming activity, for the smooth running of the business."

CHANGES AHEAD

There are a couple of legislation proposals pending which could have a significant impact on the online sector.

The first is a proposal to amend the audiovisual legislation to introduce a total ban on gambling advertising in the audio visual sectors. This proposal however has been sitting in parliament for almost 18 months.

The proposal has been discussed at length. The legislators have been trying to reduce the volume of gambling advertising on local radio and in May last year members of the opposition National Liberal Party proposed a ban on audiovisual advertising for the games of chance sector, whilst also limiting adverts in certain publications and premises.

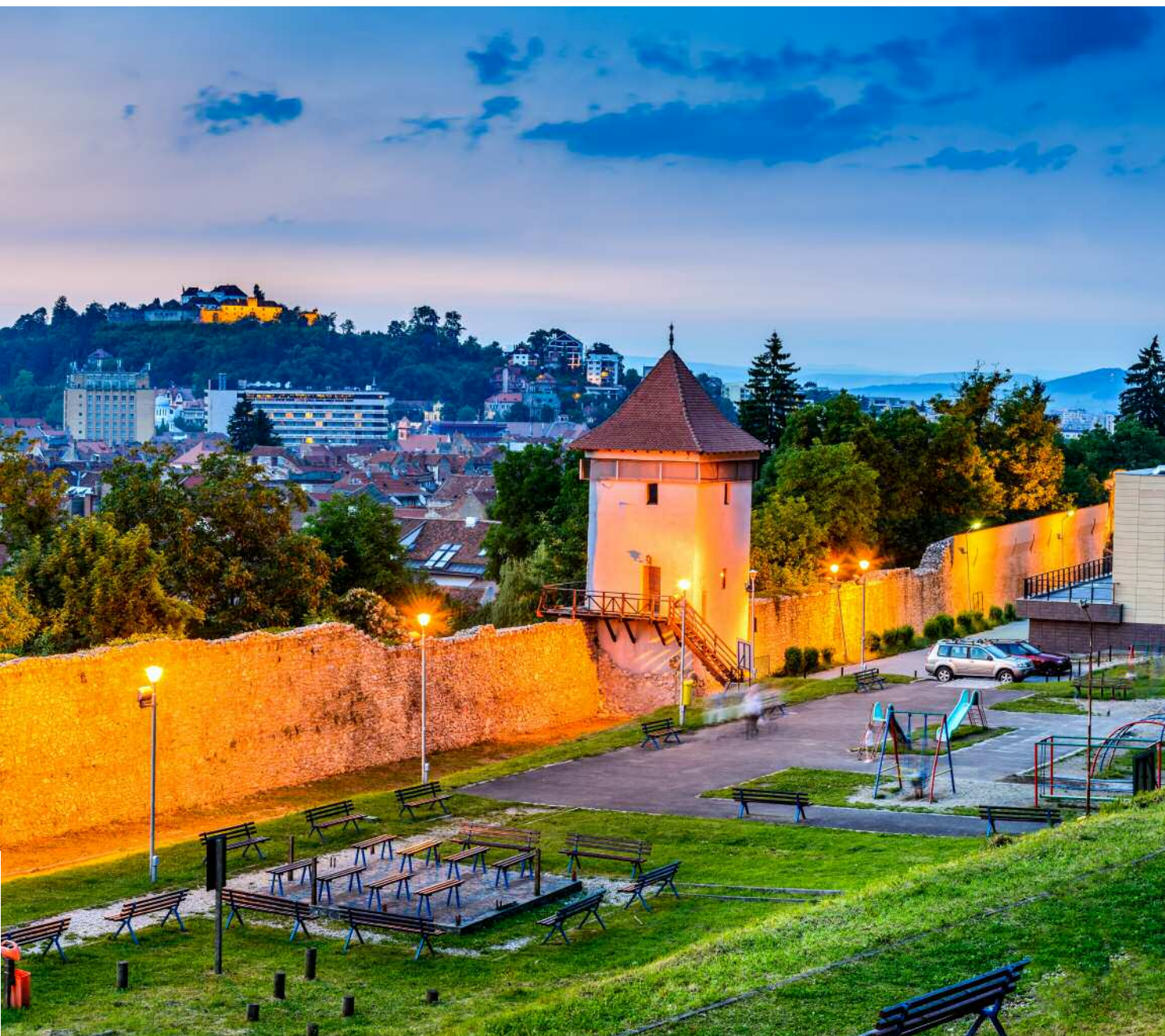
The idea behind the regulation of advertising is

to help prevent minors accessing information about the gambling sector. At the moment advertising for gambling can be placed on buses or buildings for example.

However the government has already issued a negative opinion on the proposal and this is still being discussed by the senate whilst the President of the ONJN, Dan Ilievici has reiterated the regulator's position against such a proposal.

Dan Ilievici said at September's CEECG 2017: "We are for consumer protection but we are against banning altogether advertising for the gambling sector. Advertising should be done in a regulated manner, in a regulated environment to not encourage young people to gamble or use the personalities shown on the TV who are saying they have won €200,000.

"The main reason is consumer protection but it is one of the reasons I invite operators to be more responsible. If we are responsible and if we are doing things in a responsible way we are protecting customers and we are able to show politicians we care about the consumer, we care about the society and therefore they will be not be so successful in promoting such draft laws."



The second possible amendment is a withholding tax system. There have been several discussions between online operators and the fiscal and gambling regulators about the reintroduction of withholding tax on players' winnings from online gambling activities.

At the moment although players' revenue tax is held at landbased casinos but for online gambling activities the player is expected to pay the tax for any revenues obtained from gambling based on their annual tax declaration.

Under the new proposals the operator will be obliged to withhold the tax and transfer directly to the state budget.

Ana-Maria Baci, Partner at Nestor Nestor Diclescu Kingston Peterson Attorneys and Counsellors Romania said: "In order to offer a counter measure to the promoters of the legislative proposal introducing a total ban for gambling ads in the audiovisual field, the President of the Gambling Office is considering issuing an order which will regulate certain criteria for conducting advertising campaigns for gambling services.

"While at this moment the draft of such an order was not published for consultations, the approach of the regulator's president expressed in a recent meeting of the NGO's Consultative Committee seems to be that advertising campaigns should observe certain conditions, most of them being similar to the gambling advertising guidelines of the UK Gambling Commission."

Meanwhile a responsible gambling programme was launched recently to raise awareness amongst youngsters about gambling problems and various events were due to be held in schools throughout the country.

The ONJN are keen to make sure advertising is done in a responsible way in accordance with the legislation principles. This includes refraining from unsubstantiated claims about odds of winning or the profits players can gain from gambling, not suggesting that skill can influence a result of a game, not suggesting gambling can contribute to a social success or solve personal or professional problems and so on.

Another goal, which is already imposed by the

regulation, is to set up the Foundation of Responsible Gambling which is currently being discussed in the industry. At the moment the association is drafting various acts which will then go through a public debate to find the best proposals for this foundation.

In addition Romania is in the process of transposing into national legislation the 4th AML Directive. The draft law is due to be enacted and this could have a significant impact on the gambling industry as operators will be required to undertake various risk assessment procedures to ensure the prevention of money laundering and terrorism financing.

There are several other issues considered detrimental to the gambling market. Bureaucracy in terms of licensing is making the procedure unpredictable and cumbersome due to the request of additional information or documentation, a lack of coherence between the various authorities whilst some say the gambling industry is also not correlated with other legislations which can have an impact on this sector, such as the anti money laundering legislation.

Reports

MARKET REPORT ROMANIA



THE LOTTERY

Loteria Romania has the state monopoly to organise lottery games for both landbased and online. Under the Secondary Games of Chance law Loteria Romania can however enter into partnership agreements with other state lotteries or gambling operators.

The Compania Nationale Loteria Romana (CNLR) was founded in 1906 and started out as a charity organisation with tickets initially sold via churches with small value prizes whilst funds were used for charitable organisations.

In 1999 the company was established and replaced the communist Loteria Nationala, which it was known as, and today helps raise funds for various sporting, cultural, arts, health and social organisations in the country.

In 2016 the total sales for Loteria Romana amounted to RON871.6m with profits of RON98.2m compared to RON38.2m the year previously. Of this amount VLTs saw the biggest share of sales with RON432.5m followed by the Lotto 6/49 with RON218.7m and then Joker with RON70.9m.

The Loteria Romana operates several games including Lotto 6/49, Lotto 5/40, Joker, Noroc Plus scratchcards, sweepstakes and Pronoia-S. VLTs operated by Loteria Romana come with a minimum credit of RON0.01 and monthly

winnings capped at RON900,000 and RON13,000 daily.

The company has some 2,500 employees and 1,900 lottery agents. It's been an unsettled time for the lottery company over the last year or so with General Managers being hired and fired fairly regularly!

The company saw a new director installed in April 2017. Marius Pantea a former professor at the police academy and attorney at the Bucharest Bar and ONJN, replaced Catalin Chesa who was chief of the lottery previously if only for a few months also. However in July just months later Pantea was replaced by the Minister of Finance by an interim director.

Pantea wanted to introduce several changes including buying lotto tickets via the phone or computer, daily online re-branding games and bringing in employee owned agencies.

He sought to change the computer system which manages the Loto plus he wanted to purchase over 2,000 new terminals with a reported investment of over €10m. He also planned to introduce new lottery games and offer sports betting and offer daily lotto draws with tickets purchased online. It appears his dismissal was linked to these changes.

On August 10th Mihai Paduraru was named as

the new General Director but just 10 days later he was also dismissed. To date Danut Sporea has assumed interim General Manager post until another new appointment is made. The lottery company has been involved in several corruption scandals.

CASINOS

These can operate as standalone or in hotels of at least three star grading and can be operated by those with a Class I licence. There are specific rules for the location of casinos and the set up and security options.

There are currently five operational licences for casinos which include:

Bucharest Casino is located at the five star 22 floor Intercontinental Hotel which has 283 rooms, stylish bar and lounge and restaurant. The Intercontinental Hotel overlooks the Old Town with a striking curved tower. There are table games, 159 slots and TouchBet roulette, poker and lotteries. Slots are provided by Novomatic Interblock (TouchBet terminals), Casino Technology and EGT Bulgaria. It was the first casino to open in Romania in 1991 and the operator also runs the Grand Casino.

The Grand Casino is at the five star JW Marriott Hotel located next to the Parliament Palace with 400 rooms, restaurants, bars, spa and fitness centre. It opened 10 years ago and offers table



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Platinum Casino at the Radisson Blu Hotel is in the city centre next to the business and shopping district. It offers indoor and outdoor pools, spa and casino with more than 80 slots and two electronic roulettes plus poker and VIP rooms. The Park Hotel is linked to this hotel/casino. This casino is partnered with Grand Casino and Bucharest Casino and operated by Platinum Casino SRL.

Queen Casino Bucharest can be found at the Sheraton Hotel in the city centre offering 12 table games and 75 slots from Novomatic, EGT and Gamopolis amongst others. There is a VIP slot area with electronic roulette. Queen Casino is operated by E&Punto International Co.

Palace Casino is found in the city centre in the

historical Casa Vernescu. It is a luxurious and elegant casino with fine dining bar and restaurant. There are table games and 100 slots. The casino is operated by Casino Palace SRL.

The casino sector has been struggling over the last few years and in particular since the smoking ban was introduced revenues have dropped by a reported 30 per cent. It is said bingo operator revenues have also dropped by over 50 per cent after the smoking ban.

The Romanian parliament strengthened its smoking ban rules in late 2015 to extend the ban to bars and playgrounds although smoking had already been banned from state institutions, schools and hospitals since 2011.

But since the beginning of 2016 smoking is now banned in all indoor public spaces such as bars, restaurants and workplaces. Those found breaking the rules could have their operational

licence suspended.

All areas of casinos had to introduce no smoking areas which the industry says has affected sales remarkably. The sector has asked for designated smoking areas but this has not been permitted.

The number of casinos in Romania has dropped to five and there has been no investments in this sector for some time.

Meanwhile it is said that Romania needs big players and these are limited whilst a difficult visa process makes bringing clients in from the Middle East or Turkey difficult.

Meanwhile real estate developer AFI Europe Romania has started work on its third shopping mall in Brasov and the development will include 200 retail units, offices, entertainment areas and a 600sq.m casino. It will open end 2018 or first half of 2019.

Reports

MARKET REPORT: ROMANIA



MaxBet began in 2002 and today operates in Romania, Belarus and Italy. In Romania MaxBet has some 64 locations of which 47 are in the Bucharest area with the rest in other main cities with a total of 5,500 slots. In 2007 they introduced the Nationwide Jackpot system to the Romanian market and last year they opened MaxFun entertainment centre, a huge space for youngsters with all sorts of activities from bowling to video games.

The company has been active in Romania since 2005 and is known for its development of the biggest shopping mall in Romania, AFI Cotroceni which was later followed by AFI Ploiesti.

There are also plans to sell one of the most famous and biggest hotels in Romania – the Marriott Hotel.

The building located next to the Parliament Palace is owned by Austrian construction group Strabag whilst the main shareholder is Societatea Companiilor Hoteliere Grande (SCHG). The building is a 402 room hotel complex with 12 conference halls, six restaurants and lounges and the casino.

Strabag is asking for €140m for the building although it is understood no investor wants to pay that price and the best bid so far is €120m.

There has been interest from Do-It-Yourself retailer Dedeman although they recently pulled out of a buyout of AFI Europe office buildings. Dedeman has 47 stores across Romania and is one of the largest companies in the country and fourth largest DIY company in Central and Eastern Europe with €1bn turnover annually.

Meanwhile the five star Radisson hotel complex in Bucharest, which includes the four star Park Inn, is also up for sale with a letter of intent signed in August 2017.

The hotels are owned by Bucuresti Turism (Elbit Imaging of Israel) and operated by the Carlson Rezidor hotel group. The property has been valued at €177.5m and the hotels have a total of 763 rooms – the Radisson has 424 rooms plus 63 elite apartments and restaurants, bars and conference rooms whilst the Park, which opened in 2015, has 210 guest rooms and 66

apartments plus restaurants and meeting rooms and a casino.

SLOT HALLS

There are said to be some 271 operators licensed for slot machine gaming. Some 90 per cent of these are small to medium businesses. Slot machines in the bars represent over 64 per cent of the total number of slots in the market, exceeding those operated in arcades and casinos.

The AOPJNR said there are some 1,400 sites with two machines, 5,000 locations with three machines and 1,700 with four and 1,800 with five. There are around 950 dedicated slot halls with more than 15 slots in each.

Gambling operators must now connect their slots to central servers administered by the ONJN. The interconnection had to be made



within a maximum of 12 months from the date of the norms coming into force.

There are some 61,497 slots with Class A licences and 2,628 slots (AWPs) with Class B licences in the market. Meanwhile there are five certification companies licensed in the market – NMI Metrology and Gaming, Limited eGaming Compliance Services Ltd, Gaming Associates Europe, GLI and BMM.

The largest operator is said to be MaxBet whilst Admiral (Novomatic), Million, Seven and Games World also have a significant presence in the market. Fortuna and Superbet also have a sizeable share of this market too as slots are generally found in every sports betting agency.

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The Novomatic Group has been active in Romania for the last 27 years and today operates some 145 gaming facilities located in Bucharest and other cities under the Admiral brand. The company operates some 2,250 slots

offering the latest games and newest cabinets.

In March 2015 Novomatic Romania launched its nationwide sports betting operations which they say led the betting segment into a new era based on revolutionary technology for automated betting terminals.

Today Novomatic operates 414 betting terminals across 209 locations as well as in Tip & Cash agencies.

In addition Novomatic has a 15 year partnership with Loteria Romana and provides them with around 5,358 VLTs plus the corresponding video lottery system to some 1,320 lottery locations. The jackpot prize offered by the National Lottery is the largest in Romania and accessible at a national level.

This year Novomatic Romania also became the exclusive distributor for Ainsworth gaming equipment in Europe and in July 2017 launched the online platform admiral.ro giving clients access to original Novomatic game content online for the first time in Romania.

Valentin Adrian Georgescu, CEO of Novomatic Romania said: "The basic concept of responsible gaming, along with creative gaming ideas and technological innovations in this field, is becoming more and more important. Novomatic has developed one of the most modern concepts of pathological game prevention in Europe.

"In Europe operators migrate to online environments and to open up national markets and the convergence of landbased and online channels are based on national legislation and licences.

"Romania is among the first Eastern European countries which has defined their legislation in this field in order to open the market for international operators. Especially online where we observe that more and more operators are present in the market.

"We also see a maturity in the landbased segment, characterised by strong competition and a clarification of customer preferences. It crosses a period of settlement and balancing. Following the legislative changes, the new level of taxes and interconnection requirements forced operators to consider their budgets more closely and will benefit high quality operators."

GameWorld is also a well known brand in the market. A company founded in Hungary back in 1995 has been expanding throughout other countries in the region and entered the Romania market in 1999. The company specialises in developing gaming halls based in shopping centres and operates in Bucharest and five other major cities in Romania.

They operate 11 gaming halls with 720 gaming seats in Romania and in 2017 entered the online gambling market offering casino, sports betting

Reports

MARKET REPORT: ROMANIA

Essential information and facts about Romania:

Capital	Bucharest
Total Area	238,391sq.km
Population	21,529,967
Median age	40.7
Ethnic groups	Romanian (83%), Hungarian (6%), Ukrainian, German, other
Languages	Romanian (official) plus Hungarian, Romani
Currency	Leu
Government type	Semi presidential republic
Chief of State	President Klaus Werner Iohannis (since 2014)
Head of Government	Prime Minister Mihai Tudose (since 2017)
Elections	President elected by absolute majority vote for five year term and eligible for second term. Next elections due 2019. Prime Minister appointed by President.



and live casino games. They are partnered with Gaming1, Stanleybet and MegaJackpot.

BETTING

The betting sector has always been fairly well regulated and taxed and the only change it has seen is in terms of competition from the online sector. They have however capitalised on the online laws and developed their own betting platforms.

Fixed odds betting companies pay a licensing fee of €25,000 per year and an authorisation fee of 16 per cent of revenue (but not less than €90,000 per year), so the authorisation fee is related to the size of the business.

The betting market is however saturated. Football is the most popular sport although tennis, formula 1 and handball are becoming more popular. The average bet is low around RON6-7 per ticket and the value of the domestic betting market is estimated to be around €200m on traditional bets.

Betting agencies must be a minimum of 15sq.m in size and offer traditional games such as mutual betting, fixed odds and exchange betting as landbased.

According to the Romanian Bookmaker Association there are 7,000 employees working in 3,000 agencies which are members of the association and they represent about 70 per cent of the operator market.

There are 27 fixed odds betting operators and the

market is pretty much dominated by two big players – Superbet and Fortuna. The last couple of years has seen various buyouts to consolidate their market positions.

Recently in September Fortuna bought four companies from Fortbet Holdings group – Bet Active Concept, Bet Zone, Public Slots and Slot Arena – for a total of €47m. These four companies currently operate a network of 787 retail stores of which 57 per cent are owned and the rest franchised.

Earlier this year in February Fortuna also purchased Hatrick Sports Group, of which its holdings include Casa Pariurilor. The sale went through for an estimated €135m and Casa Pariurilor continues to run under the same brand name. Fortuna gained its licence from the ONJN in 2015.

Meanwhile Superbet was founded back in 2009 and they have a network of 600 agencies in Romania offering betting and lottery services, virtual games and more than 2,000 slot machines. It's net profit increased by 270 per cent in 2016 compared to 2015 and exceeded RON27m. In September this year they started trading on the Bucharest Stock Exchange.

Meanwhile the online gambling sector in Romania was initially legalised in 2010 and permitted fixed odds betting (including sports betting) and other online products from casino to poker games and bingo. Online mutual betting and lottery was also permitted by one operator, Loteria Romana.

However a regulatory framework emerged in Romania for online gaming between 2015 and 2016 and in this context online mutual betting is no longer under the monopoly of the state's Loteria Romana, and a private operator currently has a licence to offer mutual betting.

It is said Romania has one of the best online regulations in line with other jurisdictions such as Malta, Denmark and the UK and is a booming sector.

According to International Telecommunication Union statistics some 68 per cent of the country's population use the internet.

Online licensing fees are calculated on the operator's turnover and generally for a turnover of less than €500,000 the minimum licence fee is €6,000 per year or for a turnover of more than €10m the maximum licence fee is €120,000.

The authorisation fee for remote games is 16 per cent of operator's GGR with a minimum of €100,000 per year, plus they are required to pay €5,000 to the Responsible Gambling fund annually (this fund has yet to be established).

Online operators (if they are Romanian resident companies or generate a permanent establishment in Romania) are subject to the 16 per cent corporate tax. Online players must submit a form to the tax authorities declaring winnings and pay their due taxes.

Administration fees must also be paid by the



Today Novomatic operates 414 betting terminals across 209 locations as well as in Tip & Cash agencies. In addition Novomatic has a 15 year partnership with Loteria Romana and provides them with around 5,358 VLTs plus the corresponding video lottery system to some 1,320 lottery locations. The jackpot prize offered by the National Lottery is the largest in Romania

online operator when applying for a licence of €2,500 (documentation analysis fee) and €8,500 for the issuance of the licence.

There are some limitations under the Secondary Gaming Law which were imposed on online gambling operators which include:

- o The promotion of bonuses can only be done via the operator's (or licensed affiliates) websites or by sending emails to active players who opt in for this type of e-communication.
- o A player's account can only be credited with funds on the same conditions as those applying for granting bonuses.
- o Self excluded players cannot receive promotional messages
- o A maximum amount that can be deposited is limited to €200 or equivalent until player identity is verified and players cannot withdraw funds during the verification process.

There are 18 licensed remote gambling operators

and all can offer fixed odds betting whilst 16 of these are also entitled to operate casino games via their gambling platforms. There is also one licensed online bingo operator.

Operators with an online casino licence means they can also offer online poker games. Most operators are big names like Betfair and Pokerstars whilst the offline operators have also put their footprint on the online market such as Superbet, Fortuna and Casa Pariurilor.

Prior to 2014 operating online activities in Romania was rather cumbersome from a legal perspective, but this changed and the market has also opened up to foreign operators. The Gambling Norms enable operators registered in Romania or in another EU/EEA member state or in Switzerland to organise and operate online gambling. The operators outside of Romania however are required to appoint an authorised representative to liaise with the Romanian authorities.

The Norms also introduced specific sanctions for those offering gambling services without a

licence or unauthorised sites, platforms or activities and introduced the 'black list'. Operators who perform unlicensed gambling activities in Romania risk criminal liability and the additional punishment of having the company discredited.

The changes also provided online operators the chance to apply for an 'interim right' and for a year or so operators could adapt to the technical requirements to obtain a full Class I licence.

An amnesty (criminal and fiscal) was also introduced with a back tax but gave those operators who had not paid licensing fees in the past a chance to apply legally.

Cristian Radu, Partner at Tuca Zbarcea Asociatii said: "In general there is a strong interest for other operators to get a Romanian licence, but due to legislative issues this is a fairly complicated process. The Romanian laws provided for a window of opportunity in which operators active on the Romanian market in the pre-February 2015 period could have paid a so-called 'amnesty tax' and get rid of the criminal

Reports

MARKET REPORT: ROMANIA



and tax liability concerning such operations.

“Few international operators have applied for that and unless the government passes a new similar piece of legislation, the Romanian market is blocked for such operators until the related criminal and tax liabilities will become time-barred.

“In addition the Romanian law requires service providers for the online gambling to hold a Class II online gambling licence. This covers software developers and gambling platform suppliers, payment processors, technical auditors and affiliates. There are approximately 300 Class II licensed entities and the number is growing constantly.

“Online operators need to place safe and mirror servers in Romania and offer live access to the regulator. The Romanian law does not require online operators to have a local corporate presence however, but only a key official as a main point of contact with the local authorities.

Most of the online operators are based in Malta.”

Conditions for applying for an online gambling licence are similar to that for land-based and applicants must also have their entire IT system and gambling software audited by a licensed testing laboratory.

The gaming server does not have to be located in Romania but there must be mirror and safe servers in the territory so the NGO can monitor activity. In addition the operators are also required to establish a ‘terminal’ which is defined by the legislation as an IT tool at the disposal of the NGO whereby the regulator can access several centralised reports concerning the online operations and the aggregated financial results.

The blacklist currently contains over 1,020 (as of September 2017) internet domains of those which carried out unlicensed activities or did not pay licensing fees. Such blacklist also comprises the internet domains of those

operators which, even though paid the back tax related to past performances, did not apply for an (interim) licence after September 2015 in order to continue their operations in Romania.

The duration of a licence is 10 years with authorisation annually and the procedure for new licences can take a few months.

There are however some issues relating to the blacklist. Ana-Maria Baci, partner at Nestor Nestor Diculescu Kingston Petersen Attorneys and Counsellors in Romania and associate Andrei Cosma are experts in this field.

Ana-Maria said: “The introduction of a blacklist comprising the unlicensed gambling websites may be seen as a positive measure aimed to eradicate the black market and ensure the protection of the players against unregulated gambling platforms. However there are certain pending issues related to the functioning of such a blacklist.



The gaming server does not have to be located in Romania but there must be mirror and safe servers in the territory so the NGO can monitor activity. In addition operators are also required to establish a 'terminal' which is defined by the legislation as an IT tool at the disposal of the NGO whereby the regulator can access several centralised reports concerning the online operations

"The legislation sets forth that the conditions for the introduction and exclusion on/from the blacklist will be regulated through an order issued by the President of the Gambling Office. There is one order adopted on this subject back in 2015, but such provides only certain general and rather vague conditions regarding the inclusion on the blacklist. Being so, at this stage, there is still no normative act establishing the procedure to be followed in order to exclude a website from this list.

"The legislative inconsistency may generate a

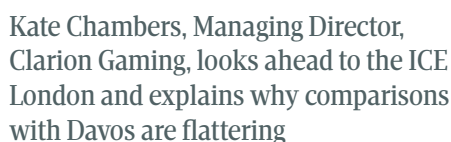
significant impact in practice, because the presence on the blacklist represents a legal barrier for the operator of the blacklisted website to apply for a licence.

"Under these circumstances, in the absence of a piece of legislation regulating the exclusion procedure, it is unclear what actions and arguments must an operator put forward in order for the regulator to decide that a certain website must be removed from the blacklist," explained Ana-Maria Baciu.

In addition, objections have been raised by several human rights organisations which argue that forcing ISPs to block access to certain websites infringes certain rights to privacy.

As users are redirected from a 'blacklisted' site to a website hosted by the Special Telecommunications Service, various bodies have warned the ONJN's decision to establish a censorship of content could violate the right to privacy of electronic communication, generate e-security problems and means ISPs could be liable to civil suits for blocking websites.

ICE TOTALLY GAMING 2018



ICE 2017 was another record breaking event with 30,000 + visitors, 151 nations represented and more net space occupied by international gaming innovators than ever before. Where do you go from that lofty position?

Well what you don't do is sit back, take your foot off the pedal and wallow in a sea of self-congratulations. Of course, it's gratifying to have met the vast majority of our objectives, for ICE to have grown for the sixth consecutive year and to have delivered on behalf of our stakeholders. It's a cliché, but in my business you are only as good as your last show and that truism means that the focus has to be on how we address those areas which didn't go to plan, to maximise on those that did and to add to the ICE London experience. It sounds a very simplistic approach, but our job is to continually improve and enhance the experience, which starts when people register to attend online and ends when they arrive back home. Enhancements can be macro, in terms of new features or sections, but they can also be smaller or incremental improvements. The key thing is to never stand still.

What macro changes can visitors expect to experience at ICE?

The most tangible are the addition of new sections for Payments and the Consumer Protection Zone, both of which are firsts for ICE London.

The ICE Payment Solutions Section, comprising 4,000sqm of space, will provide a focal point for international visitors wanting to meet and engage with the key innovators and thought leaders in the sector. The purpose of ICE is to showcase and reflect the dominant trends in gaming and payments is a case in point. We were approached by a number of leading players wanting to utilise ICE as a platform to reflect these innovations and to create a meeting point for all those international visitors



The Davos of the Gaming Calendar returns to London as Clarion Events promises to deliver 'A global Paradise for a global industry'

with an interest in the latest technologies and advances. I am delighted that we have been able to respond to the needs of the industry in this way and I am confident the resource that we are putting behind the ICE Payment Solutions Section will be well received by visitors.

We will also be promoting the social responsibility message with the launch of the Consumer Protection Zone. The Zone will provide a focus for the social responsibility message and feature key organisations that are promoting social responsibility, as well as being a platform for presentations. The Zone is the latest in a series of social responsibility initiatives undertaken by Clarion Gaming, which includes the annual World Regulatory Briefing on Responsible Gambling Innovation, held in London in the Autumn, and the Responsible Gaming Academy training, run by the Totally Gaming Academy.

Wherever Clarion operates, social responsibility is one of the most important topics and that's across both emergent and mature gaming markets. Although we are not part of the operating community, I believe strongly that we also have a responsibility to serve as a forum for discussion and knowledge exchange.

We will be creating an agenda with demos and presentations from regulators, providers and operators. We also hope to bring government officials, policy-makers and regulators to the Zone as part of the World Regulatory Assembly

(WRA) and International Legislators' Day programme. The industry has made important headway in helping to make gambling an entertainment experience, as opposed to a negative or destructive one, and there have been some really significant technology-driven advances in the fields of responsible gambling using data analytics. It's totally appropriate that these are showcased at ICE London.

ICE London 2018 will comprise a record 43,500sq.m of net space – what does this growth mean to the industry?

We have been very careful to grow ICE at a manageable pace and avoid the boom bust scenario you might associate with an overheating economy. While ICE 2018 is nearly twice the size of the 2012 edition, which was the last held at Earls Court, a lot of that growth has been facilitated by the move to ExCeL London and our ability to meet the needs of exhibitors. Our strategy, wherever we operate in the world, is to work with the industry to create events and opportunities that help meet business objectives. The expansion of ICE has been driven by demand and reflects the dynamics of the international market, which views London as the once-in-the-year opportunity to engage with a really significant and influential community of buyers and influencers, which in 2017 travelled to ICE from 151 jurisdictions. This is great news for gaming organisations who we know want a flagship event that showcases the world's leading innovators from every gaming



vertical. Gaming is a global industry and ICE is its global event.

You have announced the launch of ICE Africa: can you explain your thinking?

Our strategy has always been to partner with the industry and that's exactly what we have done in Africa. After a successful experience on the continent, where we tested the water with our Gaming Africa event, we took the strategic decision to fast track our presence, transitioning the 2018 event into the first ICE Africa, which will comprise an exhibition and co-located ICE VOX style conference dedicated to the development of the domestic industry. Whilst the scale of ICE Africa will not be the same as ICE London, we will be bringing the same level of commitment, thinking, creativity and professionalism that has made ICE London the world's favourite and most international gaming expo. ICE Africa will be an event where the industry can meet, network, see the very latest gaming innovations, share best practice and progress in a strategic and sustainable manner. The ICE Africa team is already in place and working with our stakeholders in order to deliver on our pledge to create a world class business event for the continent. Every business decision such as this comes with its own risks, but we have to be prepared to be bold and to act decisively. The industry is behind us and I'm confident that, providing we remain true to our brand vision and principles, ICE Africa will be a success.

Someone described ICE as the Davos of gaming – do you recognise that description?

I think it's a very flattering description. Davos brings together the most influential economic and political leaders in the world. ICE London

does a similar thing in so far as we host international gaming regulators, industry thought leaders, the CEOs of every major international gaming organisation, elected politicians and the vast majority of trade associations drawn from every continent. When an event develops momentum, these type of credentials start to come to the fore. If observers choose to refer to ICE London as the Davos of gaming, I'm certainly not going to object!

If ICE is the shop window for gaming, do you think it could have a bigger role in helping to shape the opinion of regulators and legislators?

That's not really for me to say. My job, and that of my team, is to deliver a 360 degree take on the international gaming industry and to present it in an ultra-professional manner and in a way that stakeholders can feel proud of. Stakeholders already use ICE to showcase the credentials of the industry to a broad audience and we will always work to accommodate any initiatives they want to progress.

You launched your Ampersand Think Tank initiative at G2E Las Vegas. Why there and, more importantly, what is Ampersand?

We actually undertook a soft launch at our WrB Responsible Gambling Innovation event held in London in September. G2E gave us the opportunity to introduce it to an influential gaming audience and to generate some interest and traction ahead of ICE London. The aim is to make Ampersand the biggest think tank in gaming, comprising a representative cross-section of industry verticals, jurisdictions, job functions and channels. I envisage Ampersand working on a number of levels. It will enable us to validate ideas and concepts prior to launch, it will introduce a process and structure for customers to provide their feedback – both positive and negative – and it will enable the industry to make suggestions on how we can work more effectively to help in the development of sustainable gaming economies, particularly in emergent markets. We are always keen to explore new formats favoured by the industry and to receive suggestions for great new speakers and Ampersand will provide swift and direct access to the decision making process. It delivers a valuable opportunity to help shape event content. Industry professionals who agree to participate in Ampersand will receive a number of benefits in recognition of their time, including entry to The Lounge at ICE London, as well as access to intelligence reports and surveys produced by the team at Clarion Gaming.

How do you think Clarion Gaming is viewed within the broader Clarion family?

Clarion Gaming is an important part of the Clarion Events business comprising exhibitions, conferences, technical training as well digital and print information. Our events attract more than 50,000 customers annually in locations spanning every continent and, with ICE London, we have created the world's most influential and international meeting place for the entire industry. The Clarion Gaming team has earned the respect of the other divisions within Clarion all of whom will take the opportunity to spend some time with us at ExCel London in February.



Consumer Protection Zone heads to ICE

ICE London to feature first Consumer Protection Zone as Clarion cement commitment to social responsibility

Clarion Gaming will be promoting the social responsibility message at world gaming's most important business event, with the launch of the The Consumer Protection Zone at ICE London 2018. The Zone will provide a focus for the social responsibility message and feature key organisations that are promoting social responsibility as well as a platform for presentations. The Zone is the latest in a series of social responsibility initiatives undertaken by Clarion Gaming and which include the annual World Regulatory Briefing on Responsible Gambling Innovation, also held in London and the Social Responsibility training streams run by the Clarion owned Totally Gaming Academy.

Ewa Bakun, Clarion Gaming's Head of Industry Insight & Engagement, and the person responsible for organising the Zone, explained: "ICE London is not only the biggest gaming event in the world, but many industry observers regard it as the most influential. Wherever Clarion operates, social responsibility is one of the most important topics and that's across both emergent and mature gaming markets. Although we are not part of the operating community we also have a responsibility to serve as a forum for discussion and knowledge exchange.

"Although The Consumer Protection Zone is at an early stage of development I can confirm that we will be creating an agenda with demos and presentations from regulators, providers and operators. I also hope to bring government officials, policy-makers and regulators to the Zone as part of the WrA and International Legislators' Day programme. The industry has made important headway in helping to make gambling an entertainment experience as opposed to a negative or destructive one and there have been some really significant technology driven advances in the fields of responsible gambling using data analytics.

"We have the commitment to make this into a key part of the ICE London experience and I would like to hear from gaming stakeholders who would like to be involved. I can be contacted via: ewa.bakun@clariongaming.com"

Preview

ICE TOTALLY GAMING 2018

For this year's ICE show, Ainsworth will showcase its products in a dedicated area of NOVOMATIC's dynamic booth, where the audience will be offered a compelling game content display on the company's full line of innovative cabinets, including the A640 A600 and A600 Slant Top.

PAC-MAN FEVER

Headlining at ICE for Ainsworth will be PAC-MAN DYNAMIC EDITION. This title follows on the incredible success of PAC-MAN WILD EDITION, which has seen tremendous game performance in the Americas. The iconic PAC-MAN character is one of the most recognizable figures in arcade game history and was the basis for the most successful arcade game of all time. Now, PAC-MAN has chomped onto gaming floors on the A640 cabinet.

PAC-MAN DYNAMIC EDITION adds even more of the fun that's made PAC-MAN a global phenomenon with increased player interaction, thrilling bonus features and an enormous wheel that awards massive jackpots. Throughout the game PAC-MAN makes appearances offering players wilds and other fun ways to win.

PAC-MAN WILD EDITION and PAC-MAN DYNAMIC EDITION are part of a strategic partnership between Ainsworth and BANDAI NAMCO Entertainment Inc. In addition to PAC-MAN, among the titles on display for the A640

Ainsworth is to bring its hit game from G2E Vegas, Pac Man, as part of a dedicated space on the Novomatic booth at the ICE 2018 show

will be the exciting new games Desert Dusk and Rio Riches. Additionally, entirely new brands like Triple Challenge will debut at the show.

These games take full advantage of the stunning A640, which features optimal viewing on a 40-inch high-definition LCD game screen and an attractive design creating powerful game experiences with eye-catching game art. The cabinet comes standard with a touchscreen LCD button deck and a mechanical "bash button" to combine the ease of new technology with the excitement of traditional slot play. An optional 27-inch LCD topper will attract players across busy gaming floors.

BUILDING THE LIBRARY

On the A600 cabinet line, trade show attendees will experience Hao Yun Dao, a new Asian-themed linked progressive series that stands out on gaming floors with customisable sign packages, two unique game experiences and world-class graphics.

Several new brands can also be seen on the dual-screen A600 & A600 Slant Top, including Fire Power, Fire Power Jackpots, Big Hit Bonanza Jackpots and Raging Roosters Reloaded. These game series offer new play mechanics and math models, along with improved sound and art packages, to take A600 content to the next level.



The most popular Multi-Game brand from Ainsworth continues to evolve. More than 5 versions, from Multi Win 7 to Multi Win 15 will be displayed at ICE. Also, attendees will be able to experience Mega Choice Treasures, Ainsworth's new line of multi-games.

Mega Choice Treasures takes the multi-game market segment to the next level with player-selectable options, such as: multi-line, multi-denomination, multi-RTP and multi-language, all of which are integrated into a 2-level mystery progressive jackpot. Mega Choice Treasures offers an indispensable game package that encompasses many variations for all casinos.

Raging Roosters will make its comeback as Raging Roosters Reloaded in the A600 cabinet. Raging Roosters is considered the most successful Ainsworth game in Latin America and this newest

version will undoubtedly assume its prestigious place in the venues across the region. The success of Raging Roosters Reloaded will be its exciting new game features and the inclusion of the AnyBet feature, which offers players the chance to win progressive jackpots with any game, any bet, at any time.

Be sure to visit Ainsworth at the ICE Totally Gaming 2018!

Multiloteri offers the right tablet for every type of gaming malady

Multiloteri, one of the leading gaming operators in the Czech Republic, and part of the Bonver Group, will premiere its patented gaming product at ICE 2018 (stand S8-230)

Multiloteri has designed its MLT ONE - VLT Tablets, exclusively for land-based gaming. The company believes that VLT tablets are a natural response to today's mobile technology trends, with the company focused on an emerging gaming generation that's strongly receptive to new technologies. "We are convinced that the development of land-based gaming must be synchronised with the trends of everyday life, which mobile technologies undoubtedly are, and adapt to the newly emerging gaming needs," stated David Čechmánek, CEO, Multiloteri.

The award-winning hardware design of MLT

VLTABLETS® MULTILOTERI.EU



ONE - VLT TABLETS hardware components creates the perfect whole to provide land-based players with privacy and convenience for a unique gaming experience.

The VLT Tablets platform also enables fully self-serviced and / or assisted operation with a

combination of cash and electronic deposits.

The location system in all gaming tablets, detects their location and status online, which takes care of operational security. The MLT ONE location system can also build a heat map, which makes it possible to optimise and streamline operations reliably.

Local and remote system management, along with automated, centralised, personal and security reporting in real-time, makes the whole MLT ONE system even more attractive. Another advantage of MLT ONE is its energy-saving, versatile design and minimal installation requirements - just 1 sq.m. space for gaming is only limited by casino walls or individual location system settings.

"The philosophy, where players will, in casinos, hotel lobbies, sports bars, clubs, choose their own place to play is surely the future of land-based gaming, making it more discreet, elegant and more intriguing for players," continued Mr. Čechmánek. "MLT ONE has undoubtedly been the first truly innovative product to date, which not only fundamentally differs from classic gaming devices, but also greatly changes the face of land-based gaming," claimed Mr. Čechmánek.



Gaming thought leader prepares to step into the future at 'magical ICE'

Richard Schuetz, Executive Director at the Bermuda Gaming Control Board and one of the industry's most respected commentators, has described his annual visit to ICE London as like 'stepping into the future'

Speaking to journalists at the recent Sports Betting USA event staged by Clarion Gaming in New York City, he explained: "The UK - and the rest of the world - has been much more receptive to new technologies in its gaming products, as compared to the US. The laws relevant to gaming delivery systems in the US have not been receptive to Internet applications and other innovations, whereas the UK and the rest of the world has been much more receptive to new technologies. This means that, at ICE, one sees the latest in technologies, whereas in the US, because the government prevents the use of these technologies, the vendors do not display them. That is why I always argue that ICE is like stepping into the future."

He continued: "I spend the vast majority of my time on the expo floor at ICE. That way, I can see the products and technology and ask questions of the vendors to gain further insight, and I also run into a bunch of friends doing exactly what I am doing. So it is interesting, insightful and social. I wear myself out on that floor and it is heaven for someone, such as myself, who is a student of the industry. The real benefit of ICE is that it takes a great deal of interesting technology and a great many interesting people and puts them together in the same place for several days. That is the magic of ICE."

Richard Schuetz has served on the boards of Shuffle Master Gaming, the Stratosphere Hotel and Casino (where he was also President & CEO) and Casino Publishing. He sat on the International Advisory Board for the Institute for the Study of Gambling and Commercial Gaming at the University of Nevada, Reno, and was the co-moderator of the Institute's Executive Development Program with Dr. William Eadington.



Mini-Marvel and Wonder-Wall to greet visitors to the Cammegg booth at ICE 2018

Cammegg will be exhibiting the world's finest roulette wheels on a brand new stand design at the forthcoming ICE show in February. Keeping the same location on the show floor, Cammegg will present its showcase with a flourish as the new stand incorporates both hospitality and meeting space and a new feature video wall to better exhibit its class-leading casino products

The range starts with the classic Mercury 360 and Crystal roulette wheels, with an extra special custom-wheel demonstrating Cammegg's expertise in bespoke customisation. The Slingshot 2 will take pride of place alongside Cammegg's extraordinary new Mini-Wheel, which has been designed for high volume, high productivity and high game turnover gaming, specifically focusing on stadium configurations. In this guise, the Mini-Wheel is capable of delivering 120 games per hour, increasing productivity and game turnover for customers, which currently includes Aspers Casino Group in the UK.

The full range of Billboard displays from sizes 23-27-32 ins., in portrait and landscape orientations, will be featured prominently at ICE. The presentation will demonstrate the host of functionality on offer, from live video streaming, chip tree productivity indicators, Multiboard Mini results, side-bets and much more. The Billboard presents each of these features with pin-sharp customised graphics designed specifically for each individual customer, examples of which will be featured on the stand at ICE.

Having launched its Spread-Bet Roulette and Spread-Bet Blackjack to industry-wide acclaim, Cammegg plans to bring its latest

Spread-Bet sidebet to the ICE show, should development continue as planned. "We are excited to meet with customers to discuss their diverse and varying needs for the forthcoming year," states Andrew Cammegg. "Our products meet so many wide ranging requirements that they've become a vital ingredient in an operator's armoury, whether that's third-party gaming terminals; third-party management systems; integrating with customers' own data warehousing systems etc.

"The amount of flexibility, customisation and responsiveness to customer needs is evident across the entire Cammegg product range and, perhaps more importantly, across our thinking too. It is this approach to put the customer first that is being rewarded in terms of both sales and product development. Having such a specialised and focused product range keeps our position in the market pin-sharp. Our range isn't diluted with other products, which means that we can respond very specifically within the niche sector in which we operate."

Cammegg extends its traditional warm welcome to all visitors to the ICE show and looks forward to meeting customers and friends from the industry at its booth No. S7-120 to what could be the best show in the company's history.

Preview

ICE TOTALLY GAMING 2018



Kiron eyes virtual expansion in 2018

Kiron Interactive, the specialist virtuals provider, is targeting another year of sustained growth with the launch of innovative products, in addition to expanding its global presence.

The supplier already has the largest virtual games portfolio available on the market, with further releases in the pipeline to significantly expand the content it offers.

After bringing winter sports to the virtual world for the first time with Hockey Shots, Kiron is now launching a full-game version of the title to bring an even better gaming experience. Ice Hockey uses high-quality graphics and sounds to immerse players into real life action, with games occurring every few minutes as well as multi-concurrent events of ten games scheduled into each time slot.

This year will also see the launch of a groundbreaking new omni-channel solution from Kiron, which will make its full portfolio of games available across online, mobile and retail channels. The BetMan Omni RGS provides a fully hosted and managed turnkey virtual games betting solution. Players will now be able to enjoy the quickfire betting experience of Kiron's content across various channels, with BetMan Omni allowing them to place bets on various virtual games across multiple bet markets.

2017 has seen Kiron expand its international footprint by entering into new territories, and this theme is set to continue. Having secured licences in Argentina, Romania and Malta, to name but a few, the company will build on this momentum and launch in new markets as it looks to cement its position as the leading virtual games provider.

Heber returns to ICE Totally Gaming

Heber, one of the leading UK independent suppliers of gaming controllers is coming to the ICE Totally Gaming show in London. Heber is showcasing the new Pluto Video PSU along with the exciting new X100i gaming I/O controller

The Pluto Video PSU is a drop-in replacement for the Sanken 2H167W-1 power supply unit that provides multiple voltage outputs. The new X100i I/O controller has been built on the success of the powerful and flexible X10i USB interface. The X100i boasts a faster and larger dual-banked, battery backed RAM and is adaptable to any situation offering a multitude of I/O and control interfaces to gaming peripherals such as note acceptors and coin mechanisms.

With over 30,000 attendees expected at the ICE 2018 show, it's one of the World's biggest gaming trade shows. Simon Rose, Heber's Gaming Sales Manager comments, "I'm looking forward to returning to ICE. Last year's show was a great success and introduced Heber Gaming to a good number of new customers". Heber is one of the gaming industry's most trusted suppliers, with a long history of quality products from embedded controls to PC based systems. Heber's well established reputation sees them exhibiting at a number of gaming shows and serving a global



client base, with over 750,000 units being sold worldwide. To see their latest gaming products and their existing ranges, visit the Heber team this February at stand N1-344.

Alderney's regulatory experts return to ICE

A global leader in eGambling regulation with an international reputation for excellence and over 17 years licensing the biggest names in the industry, Alderney returns to exhibit at ICE 2018.

Alderney eGambling is joined at ICE by the Alderney Gambling Control Commission (AGCC) and a host of industry specialists making up 'Team Alderney' on stand N7-310.

The Team, comprising technical, hosting, telecommunications and corporate services



providers, as well as experienced regulatory experts, will be on hand to meet with businesses old and new to discuss how Alderney's flexible framework and innovative, risk-based approach to regulation provides a proven, strategic solution for eGambling organisations looking to thrive.

AMD excited to showcase its recently launched E9170 GPU for developers visiting London

To help casino owners and operators meet players' entertainment expectations, AMD introduced the Embedded Radeon E9170 GPU in Q4 2017. Available in an ultra-compact multi-chip module (MCM) form factor with a slim design, the E9170 is ideal for gaming machines, especially as casino games become increasingly advanced and draw more power.

This GPU also helps lower consumption with groundbreaking power efficiencies and subsequently lower operating costs to keep these machines running 24/7. Notably, the E9170 has the ability to power up to five



The powerful new E9170 GPU from AMD

screens at a time, and provides higher frames-per-second features with crisp, seamless 4K resolution and reduced latency to deliver an immersive user experience.



Tony Ure
Head of e-Gaming,
Isle Of Man

Isle of Man set to underline its claim to be the 'Total Package for e-Gaming's Global Players'

Internationally regarded as the premier jurisdiction for e-Gaming business since 2001, the Isle of Man has seen year-on-year growth supported by new entrants, existing SMEs, global operators and new legislation that allows operators to stay at the cutting edge of technology. The Island is quick to adapt and evolve, with legislation already in place to allow licensees to offer gaming using cryptocurrency and virtual items as stakes and prizes.

The Isle of Man is the jurisdiction of choice for companies looking to solidify their global presence with efficient regulation and a strong and supportive industry.

The e-Gaming team provide exceptional service and unrivalled player protection for their growing, global client base. Gaming stalwart, Tony Ure, joined the Isle of Man team this year as the new Head of e-Gaming, having worked for a number of years within gaming industries in a variety of senior roles:

"The Isle of Man is one of the top centres for e-Gaming in the world and shows like ICE are where a lot of business takes place in areas where Isle of Man companies lead the industry. Events like ICE enable us to keep on top of industry trends and benchmark our perceptions of emerging markets.

"As a jurisdiction, to continue our growth trajectory we need to be attractive to operators targeting these new markets. They are looking for jurisdictions which are dynamic and reputable, that strike a balance between keeping

crime out and supporting high quality businesses. They also want a jurisdiction base with a robust telecoms infrastructure and strong data security capabilities. The Isle of Man benefits by offering just that and ICE is always a superb opportunity to open new conversations with both new and existing companies searching for a home or potential for growth."

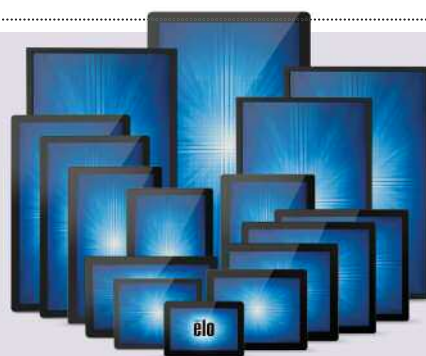
At ICE 2018 the team at the Isle of Man stand, which includes representatives from the Department for Enterprise and the Isle of Man Gambling Supervision Commission, will be available to discuss the Isle of Man's proposition as a centre of excellence for the e-Gaming industry and how we can support companies through the licensing process right through to going live.

The Isle of Man e-Gaming stand, number N6-220, will be a one-stop shop, with solutions for banking, hosting, corporate structuring and services, white labels, sub-licences, full and network licences, cryptocurrency, FX, law and tax advice. The Isle of Man has something to offer every well operated business, no matter the vertical.

The industry's most complete gaming touchmonitor family at ICE 2018

Elo's open-frame touchmonitors for gaming span across sizes from 10 to 55 inch, all designed and built for touch and backed by a three-year standard warranty. Elo is proud to be the only company in the world that produces its own touchscreens, ASICs, firmware and software drivers in-house

The Elo touchscreens address demands from gaming customers looking for affordable projected capacitive touch technology (PCAP) platforms, to ensure better screen durability and performance. Designed with Elo's innovative 2-glass (2GS) PCAP solution in sizes



up to 27 inch and Pro-M (mesh) for larger sizes, the Elo open-frame range brings an elevated level of rugged, more sensitive, multi-touch monitors for enhanced player experiences. The consistently fast, accurate and drift-free touch response recognizes up to 12 touches simultaneously. With the sleek edge-to-edge architecture, the surface is easy to clean with no edges to trap dirt or grease and with the touchscreen sealed against dirt and dust, integration into an enclosure is simple.

UL60950 ball-drop test compliance supports applications in demanding public access

venues such as busy casino environments. The full HD displays and high contrast and brightness panels ensure crisp images and vibrant colors that will catch the player's attention. Seamless glass fronts and the option of through touch capability allow for modern cabinet designs.

In addition to the PCAP technology, many of the models are also offered with IntelliTouch® Zero-Bezel, Elo's innovative true flat glass-to-edge surface acoustic wave (SAW) technology, standard bezel IntelliTouch (SAW), and AccuTouch resistive options, to make sure every application has a tailored solution. Existing customers looking to reduce costs can rely on the Elo touchmonitor family to deliver a full product line of refreshed units – all designed to be mechanically standardized and backwards compatible to allow for drop in replacements of existing models. All models are made from professional, commercial-grade components specifically designed to extend product life and for 24/7 use in public environments.

Preview

ICE TOTALLY GAMING 2018

Italy's components specialist, Alberici, has a lot in store for visitors to the ICE Totally Gaming Show in London. Here the company gives a sneak peak at what's going to be unveiled in February

Not wanting to ruin the surprise, but Alberici is laying its cards on the table ahead of the ICE Totally Gaming 2018. The company is excited to reveal its new generation of coin acceptors, including the FG, the AL66 v. 3, and the High-speed SV. The field testing of the new acceptors is almost complete and the company is confident it will be presenting these devices to the market.

Both acceptors boast the new 32-bit/128K ARM processor and detection hardware and software purposely developed to produce 13 parameter sets (12 of them dynamic), meaning that the system chooses among a range of 108 floating parameters, the 12 combinations that are most discriminating for the coin and for the relevant reading conditions. The result is a discrimination rate never reached so far. The ARM processor is installed on four-layer PCB, so that interferences and electrostatic charges are shielded from the reading process. Extra optic protections have been added to the multiple existing ones, to prevent all types of fraud.

A wholly new model in the Alberici line-up is the high-speed SV coin selector: this 3ins. device can read up to 10 coins per seconds. Its wide-spectrum inductive sensors, matching with the advanced features of the ARM enhanced processor, provides prompt and precise feedback to allow for fast and accurate coin processing.

The amazing SV coin acceptor merges within its orange shell the renowned reliability of Alberici products with a surprising rate of discrimination. Thanks to its two broad-spectrum magnetic sensors, its two optic pairs and innovative coin detection technologies, this little genius can process up to 10 coins per second, maintaining high anti-fraud security due to those two sequential optic pairs.



Alberici reveals a host of new products set to be premiered on the show floor at ICE 2018



SV uses a powerful 32 bit ARM microprocessor with 128 KB Flash memory, 'automotive' features, reliable even in the most critical environments, plus the four-layer structure of the circuit board ensures high protection against electrostatic charges.

This electronic coin acceptor is made with high-quality polymers to ensure sturdiness and stable performance is maintained in the long-term. SV is available with ccTalk Italy, MDB, SAS and Pulse/ccTalk interfaces, the last one programmable by two dip-switch rows, or by PC Kit. NFC interface and mini-USB B connection is also available upon request. The SV acceptor is aimed at casino gaming machines, as well as coin-counting applications such as the Alberici's Aventador system.

In addition, Alberici will of course be exhibiting its wide range of products: Money Changers, Cross Changers, electronic coin acceptors, note validators, cash handling devices as coin hoppers and sorters and Illuminated push-buttons. Amongst these are several brand new products: two new shapes join the Halo Parabolic ground-breaking series of illuminated

push-buttons (MY Series). The standout features of this series consist of a new core and a new plunger, both parabolic, as the result of the unceasing research carried out by the Alberici R&D department. In fact, their parabolic structure creates light reflection and brightness unlike anything that's come before. A patented five-LED PCB is also available as an option, in order to enhance the brightness features of these push-buttons. This smart illumination system has been purposely conceived for this new series, but it will be also be available for many other Alberici push-buttons.

The MY push-buttons, characterised by an easy and firm snap-in mount, are available in several and different shapes and can host 10 different sockets, seven of which are completely new.

Thanks to the top quality material used, the specifically designed sockets and illumination devices, their revolutionary parabolic structure, and the eye-catching chrome finishing, the new illuminated push-buttons from Alberici create a better user experience for the player, becoming the must-have product for each gaming machine manufacturer.

Finally, the new illumination lamp-holders will also be a very interesting attraction for visitors to the Alberici booth. There are 10 distinct models, each combining different LED illumination sources (from RGB to various shades of white and number of LEDs), wiring connection terminals (five pin flat or right-angled, in-line seven pin, or IDC 2x3 socket), and activation micro-switches (diverse pressure force).

The HOT new gaming platform from PSM Gaming, the G920 CHILI, scorches at ICE

From a cost-effective all-in-one platform to the high-end G920 CHILI, OEMs will find the perfect solution on PSM Gaming's booth at ICE 2018

During ICE 2018, PSM Gaming, a subsidiary of the global embedded board manufacturer SECO, will offer attendees the chance to explore the world of the G920 CHILI gaming system, a completely fanless, five display, all-in-one gaming platform designed for the specific needs of high-end casino machines and which fulfills all the international gaming

standards and legal requirements. The G920 CHILI is available for OEMs to be pre-ordered with several different SOCs from the AMD Embedded R-Series family to offer players a new gaming experience of the highest quality.

G920 CHILI includes three independent heads with UltraHD 4K resolution and h.264/h.265 4K hardware decoding, along with hardware features to comply with GLIL certification, and implements a Boot Security Chain to improve security and guarantee easier security tests and audits.



The powerful new G920 CHILI

Furthermore, a brand new board will be presented at ICE: with integrated GPU Intel HD Graphics 4000 and hardware support for OpenGL 4.0 and H.264 it is a low-end, cost-effective solution designed to combine high performance and reliability, ready for the challenges of future scenarios that are opening up in the gaming market. Discover it at PSM Gaming's booth N1-234.

Advantech-Innocode, a leader in embedded computing products for the gaming industry, is proud to announce its presence at the ICE tradeshow, scheduled to take place at Excel London, from 6-8 February 2018. Advantech's theme of "Elevating Gaming Intelligence" will highlight Advantech-Innocode, which stands poised to introduce its gamer-changing solutions, including LCD monitors, advanced storage systems, high-performance graphics cards and a revolutionary new gaming platform.

"This year's ICE theme aptly encompasses our products, our knowledge of the industry, and our added value hardware and software solutions," commented Craig Stapleton, Advantech's product director. "Armed with the latest technology for the intelligent heart of today's sophisticated slot machines, our range of software solutions are set to boost performance, efficiency and security for the highly competitive world of commercial gaming. We could not be more excited to attend!"

NEW GAMING PLATFORM

The DPX-S445 is Advantech-Innocode's groundbreaking motherboard for the gaming industry. It features the very latest Intel top-end embedded platform, giving customers field-proven reliability with the peace of mind of massive scalability and future upgradeability. Plus, support for Windows 7 allows customers to move to the latest hardware with all the performance, price and longevity advantages – without having to move to a new operating system.

EYE-POPPING LCD MONITORS

With screen sizes available from 7" to 55" and beyond, new monitors from Advantech-Innocode offer high-visibility, touch screen, sunlight view ability and ruggedization. Curved screen models will be on display, featuring concave and convex curved LCDs, and even S-shaped curve screens.

HIGH PERFORMANCE GRAPHICS CARDS

For customers needing more screens or high performance discrete graphics card



Advantech-Innocode Hardware to Elevate Gaming Intelligence at 2018 ICE Tradeshow

Leading hardware supplier unveils game-changing solutions designed to boost performance and security for the swiftly-evolving casino and lottery industries

performance, Advantech-Innocode graphics cards only use the latest AMD and Nvidia GPUs. Featuring 4GB or 8GB of onboard memory, and the latest Polaris GPU architecture from AMD, customers can experience a 3D performance with extended availability needed for gaming.

SQFLASH RANGE STORAGE

Set to be on display in multiple formats, the incomparable reliability of Advantech's powerful, secure storage solution includes power fail detection and protection, as well as flush manager and voltage stabilization. It has

been approved by the most demanding ODMs in gaming and lottery.

With 15 years of experience, Advantech-Innocode's team of engineers not only builds top-of-the-line computing hardware, they are dedicated to helping customers with the design and install process. For customers requiring specialized hardware, Advantech-Innocode can add intelligence in the form of custom FPGA and additional micro-controllers with custom firmware for sophisticated security, control and supervisory functions.

Magnet have a host of new games to show at ICE and a series of distribution deals reveals

Magnet Gaming will be at exhibiting at ICE for the fourth successive year next month – and they can't wait to tell visitors about their progress in the last 12 months. The Danish supplier has a host of high quality new games to showcase that are designed to give players an immersive and enjoyable user experience.

Titles such as Fish Tank, Deep Blue, Baking Day, and their most recent release Le Chef are designed to entertain players rather than provide them with a vehicle to win life-changing sums of money.

Prizes remain exciting and attainable, of course, it's just that they prefer not to take a hard gambling approach. In doing so they still maintain cutting-edge graphics and crystal-clear sounds for which their products have become known.

What makes these games so popular with operators is their high retention rates, aided by the use of CRM tools honed and refined in

social casino. Magnet are also very careful to analyse player journeys and their playing habits to make sure they continue to enjoy the experience. Players, on the other hand, and especially those who view slots as a form of entertainment rather than gambling, appreciate the low to medium volatility of their products. This, along with some of the best social features, is a winning combination.

In order to help operators, Magnet now has distribution deals in place with Microgaming's Quickskin, NYX's OGS, iSoftbet, iForum, and Gameiom. This comprehensive selection of aggregators has set them in good stead for seamless integrations, which they can also do

very easily direct. Their slots have recently generated impressive numbers on Spillehjørnet, Danish national lottery Danske Spil's micro-site, which hosts a range of exclusive Magnet titles for these casual gamers to enjoy in the calmer waters away from more high-pressure offerings. The same has been the case at Spilnu.dk, which has quickly grown to be Denmark's second biggest casino operator.

A historical preference for volatile games means companies like Magnet have an opportunity to help operators reaching out to new tech-savvy audiences looking for an alternative source of fun. It's one they look forward to demonstrating on stand N6-210.



Thomas Nielsen Magnet Gaming

Preview

ICE TOTALLY GAMING 2018

Konami brings special mix of progressive bonus and base games to ICE 2018

Konami Gaming, Inc.'s 2018 ICE lineup is characterized by a strong mix of progressive bonus games and popular base game releases across its expanded Concerto SeleXion lineup

An estimated 30,000 guests at ICE Totally Gaming will have the opportunity to discover a record variety of progressive game developments spanning symbol-trigger, linked, wheel-spin, mystery-trigger, pick 'em, and more, designed to attract and engage players with top entertainment. Games like Cai Lai Si Ji, Lucky O'Leary Jackpots, and Castlevania: Valiant Guardian are arriving to the 2018 ICE show with a strong momentum of proven performance and exciting bonus game features. Konami stand #S6-110 will also showcase the company's first curved multi-game cabinet with the launch of SeleXion on Concerto Crescent.

CONCERTO SELEXION

Konami's popular SeleXion is bringing the industry's most agile and customizable multi-game technology to a record variety of Concerto cabinets for players across the world to enjoy. During ICE 2018, Konami is showcasing SeleXion on Concerto upright and Concerto Slant, as well as 43" single-screen Concerto Crescent and Concerto Stack. SeleXion's robust processing power gives players the fastest game change speed and an optimal interface to enjoy a fun mix of their favorite games in one spot. Operators can custom select up a mix of game themes on a single machine, as well as a progressive bonus.

SeleXion's expansion to Concerto Crescent and Stack provides international operators a versatile solution to feature a rapidly expanding library of single screen game releases from Konami. New single screen titles like Lotus Land Deluxe Wild, Dragon Fury, and Pharaoh's Fury can all be featured on one machine. Casinos can deploy an entertaining variety of the latest games on one of the most popular multi-game platforms globally.

POWER BOOST INFERNO (LAP)

Concerto upright & Slant

Power Boost Inferno is Konami's newest original linked progressive and will be showcased at ICE 2018 on Concerto for the first time. Players increase their odds for the Supreme jackpot up to 10x through selected extra credit bet contributions. When the mystery-trigger feature is awarded, a wheel with 3 levels of increasing prizes emerges from a lava inferno. According to bet level, players



have a number of assigned pointers that spin around the wheel. With each spin, every pointer will land on a credit prize, progressive prize, or level up to the next level. The bonus continues until all pointers have claimed a prize, with the Supreme jackpot as the center top available award.

SMASH SMASH FESTIVAL (LAP)

Concerto upright & Slant

Bursting with fun fiesta flare and colorful celebration, Smash Smash Festival is another original linked progressive development featured at the Konami booth. Instead of traditional metering progressive prizes, this game progresses the number of available prizes in the jackpot pool with each mystery-trigger selection until a player is awarded the Smash Time bonus to redeem all prizes in the central pot. All jackpot amounts are fixed, and odds of achieving the mystery trigger increase with higher extra bet levels.

LUXURY JACKPOTS (LAP)

Concerto upright & Slant

Luxury Jackpots is a 4-level linked progressive that is compatible with most any KP3 Platform base game and features an attractive \$10,000+ maxi jackpot. This mystery trigger progressive showcases a pick 'em bonus that allows players to match 3 symbols to determine their progressive level award. Each jackpot level is represented by luxury items of increasing value including a sports car, speed boat, and private jet.

SPARKLING ROSES

Concerto upright & Slant

A series first propelled to success by its debut title The Dawn of the Andes, Konami's Multiple Lines 15 REELS games are showing continued popular momentum with the addition of Sparkling Roses. Sparkling Roses features 15 independent reels in a 3x5 grid and an Xtra Reward feature that randomly awards bonus multipliers throughout primary play. This

combined with Action Stacked Symbols across all 15 reels provides ample opportunity for big-win excitement.

FORTUNE STREAMS (SAP)

Concerto upright & Slant

Fans of Konami's virtual coin-pusher progressive Jackpot Streams can now enjoy that same excitement and anticipation with new Asian-inspired art

Konami's Cai Lai Si Ji series is among the top performing progressive games arriving to ICE 2018. Featuring brilliant Asian-style art elements, this 4-level standalone progressive bonus can occur anytime a wild symbol appears. A Chinese scroll opens to reveal 12 mystery gold blossoms, which players match to determine their award. Cai Lai Si Ji spans a collection of custom base games including Wealth of Dynasty, Winning Animals, Power of Riches, and more.

All are part of Konami's ULTRA REELS PRIME series, which awards wins based on left to right adjacent symbol combinations and features 243 possible ways to win. Showcased on Concerto Slant and upright, Cai Lai Si Ji has shown strong global performance and popular momentum across a variety of markets.

Konami's newest available progressive series uniquely combines multipliers, random credit awards, free games, and a big hit jackpot prize to give players a variety of win opportunities at higher odds as they increase their bet amount. Celestial Sun Riches and Celestial Moon Riches are all-new ULTRA REELS series games that feature a selectable Strike Zone area to activate additional bonus opportunities. Players can increase their extra bet amount to further expand the Strike Zone, where every wild eclipse symbols transforms to random 2x or 3x multipliers and each sun or moon symbol awards a wheel bonus if the free game feature is triggered.



During the wheel bonus, players have the chance to win credit prize awards, additional free games, 3x or 5x wild multipliers, and the big jackpot.

The free game feature begins directly after the wheel bonus and all wins are doubled during the free games. Celestial Sun Riches and Celestial Moon Riches are available exclusively on Konami's Concerto cabinet lineup, including Concerto upright and Concerto Slant.

For the first time at ICE Totally Gaming, Konami is showcasing its Castlevania themed video slots for guests to explore. Based on the iconic video game series first popularized in the 80's, Konami's Castlevania games invite players to explore enchanting new territories, battle beasts, and take on fierce monsters across the 43" canvas of Konami's Concerto Crescent curved screen cabinet.

Authentic art, animation, and music from the series are found throughout, with multi-mystery bonus adventures that bring the legend of Castlevania to life. Konami is bringing the excitement and valor of this classic video game to casinos with two premium debut themes—Castlevania: Valiant Guardian and Castlevania: Labyrinth of Love—each featuring iconic heroes from the series as they venture through exciting new quests with fun slot play experiences.

Players are on the hunt for the leprechaun's shining pot of gold in Konami's new Lucky O-Leary Jackpots. Available for Concerto Crescent and Stack, this 7-8-8-8-7 game includes a 3-level progressive jackpot chance, with increasing odds at higher bet levels.

Players can win a maxi, major, or mini jackpot by collecting specially-activated wild pot of gold symbols of blue and red. During the free games, Lucky O-Leary awards over 240 additional wilds, according to the number of four leaf clover trigger symbols collected.



APEX to build on success of DRAGON EGG with new single game concepts for jackpot solution

There are many reasons to make visiting the APEX gaming stand a priority at the forthcoming ICE that will take place at London's ExCel Centre in February 2018. The APEX team can be found at booth number S4-250.

What a difference a year can make. DRAGON EGG was formally introduced at last year's ICE. In the meantime casinos around the globe have installed the Pinnacle Premium Jackpot Island with the DRAGON EGG game and the many testimonials can be found on the APEX website (in the news section).

APEX gaming offers three different versions of the Jackpot Island: the big Pinnacle Premium SL Jackpot Island that consists of 8 Pinnacle Premium SL slot machines (two banks of four) that each has 3 x 27" monitors, the Pinnacle Premium 43" Curved Small Jackpot Island with four slots that each has a curved 43" monitor and Pinnacle Premium SL Small Jackpot Island with four slots that each have 3 x 27" monitors. All Jackpot Islands are available with the game Dragon Egg or the brand new game Leonardo's Code.

The DRAGON EGG game that spreads over the entire screens as well as the large overhead display, making this game extra special. The fact that there are 16 different jackpot levels heightens player suspense and the level of entertainment so much more. APEX gaming will be introducing their game Leonardo's Code on the Jackpot Island at ICE.

Kubilay Özer, Global Sales Director at APEX gaming, explains what can be expected at ICE for this complete jackpot system solution, "DRAGON EGG has become one of the strongest APEX games within a space of a few months. This shows the strength of our games and we will be introducing new single game concepts that fit into our jackpot solution.

Visitors can look forward to seeing LEONARDO'S CODE on our Jackpot Island. Therefore, we are taking our solution here to the next level."

A further innovation that visitors can look forward to is the new addition to the iDROPS family: the iDROPS. The iDROPS takes the capabilities of the award-winning iDROPS even further. Banknotes and tickets can be entered in a bundle of up to 250 at a time – with an acceptance rate of up to 6 notes per second. Speed is the essence – especially for croupiers/dealers at live tables.

"The iDROPS shows that we are the leading innovator for cash handling at live tables. Players can now purchase jetons directly at the live gaming table. Croupiers do not have to worry about handling cash / tickets – the iDROPS takes responsibility and checks each individual note / ticket for its validity. And the operators have real-time information on the iDROPS contents. The speed of the iDROPS is the answer to what operators have been asking for. We anticipate strong demand for the iDROPS. This will for sure be a highlight at the ICE," continues Mr. Özer.

The large APEX stand will play host to the full spectrum of APEX solutions – including further members of the Pinnacle slot machine family, such as the Pinnacle VIP Premium Lounge. The APEX PLAYER STATION (APS) electronic multiplayer, APEX MOBILE SLOTS, APEX live gaming solutions, the Shuffle King electronic shufflers – all these and more can be seen at the APEX stand #S4-250 at ICE.

Preview

ICE TOTALLY GAMING 2018

Casino Technology's team heads to ICE Totally Gaming 2018, ready for a strong new sales year with an enhanced and diversified portfolio of products.

The gaming manufacturer and provider with almost 20 years of history showcases its latest solutions at a glance on almost 500 sq. m. stand. The extended presentation is a reflection of Casino Technology's expanded market positioning in 2017. The portfolio of products was developed to support and fuel the growth, that was confirmed with the multitude of new installations made in Central and Eastern Europe, including Cyprus and Georgia, Latin America, Africa and Asia. While opening new markets, the company has been strengthening its presence at core markets as well past year.

Casino Technology is proceeding with a steady plan for continuous growth in 2018. The plan is entirely supported by the management team of the company, which also expanded to include new key entries for different functions and territories, and aiming to materialise the mission and the vision of the company. With international offices in almost 15 countries and extended network of distributors, Casino Technology is moving ahead to execute the expansion road map, providing for its customers



Casino Technology's growth fueled with new products and team members unveiled at ICE

local 24/7 support and highly qualified team of professionals. Focused on enriching the library of games, diversification of the product portfolio and offering fresh innovative concepts, the company also expanded their R&D team to include new engineers, mathematicians, designers.

Rossi McKee, Vice President of Casino Technology commented: "We have been keeping the top 3 performance position in our core markets. The same objective drives us opening new markets, which requires new customized content and top notch products. Our experience

substantiates in providing value-driven technology solutions combined with innovative concepts, leveraging latest technology offerings".

Milo Borissov, Founder, President and CEO of the company commented: "Casino Technology has been steadily positioned on the global gaming stage for almost 20 years. Now, with a new strategic plan for growth, the company is unfolding further its potential. We are working closely with our management team, partners and customers in order to deliver our vision for the next period."

A strong portfolio of new products for landbased and online

Casino Technology releases a strong portfolio of novelty multigame packages, latest versions of successful and new slot products, roulette terminals and extended system solutions for landbased and online gaming at ICE Totally Gaming 2018. Emphasising on its core strength – the innovative concepts and performing content – the company highlights its latest innovative multigame packages in a strong product presentation.

The new multilevel progressive multigame with six game titles – GORILLA WHEEL – offers an entirely new concept of 4-level progressive symbol driven jackpot. The Pick Me on screen bonus triggers the Gorilla bonus and the chance to win the progressive jackpot. Attractive graphics and winning gaming concepts are built in the new progressive game product.

The GORILLA WHEEL is offered with the latest EZ MODULO slot machine releases, presented in two different configurations – the 2017 year version with 27" HD monitors and the newly released enhanced version is with 32" HD monitors. A new arrival in the luxury line of upright slot machines is also going to be launched at ICE.



All of the upright slot machines will be offered with the winning SPEED KING multigame package, released last year and already ranked amongst the top performers. The SPEED KING multigame is offered with versions of 20, 40 and 60 games and is pending new releases with more games this year. As a continuation of the successful launch of the TOWER slant top with vertically curved monitor and TOWER 101 multigame, is presented the new game mix – TOWER 102 – a promising successor of the already very popular first release. The machine is amongst the top choices on markets in Europe and Latin America, showing excellent results. Those unique game sets cannot be missed on the casino floor with their eye-catching graphics displayed on the bright 43" monitor with 4K resolution of TOWER Slant Top.

The fans of the highly successful GAMOPOLIS multigame series will not be disappointed with the new arrivals of the GAMOPOLIS SPEEDWAY 73 and 74 multigame versions. Now the series already includes 5 highly performing packages – from 70 to 74 – and offer a variety for as successful slot mix and diversification on the casino floor.

In the premium segment will be showcased the unique, one-of-a-kind, luxurious and prominent slot machine – ARCH Titan, combining 42" horizontally curved full HD main monitor and 42" vertically curved top box for jackpot accumulations, which adds a boutique touch in any casino. The slot machine is complemented by an extensive portfolio of multilevel progressive games tailored to the North American and Asian markets. The successful predecessor of TITAN – the premium slot machine ARCH with 42" horizontal curved monitor, is offered with the extended full HD dedicated multigame packs – GAMOPOLIS ARCH with 20, 40 and 60 game titles.

Casino Technology Interactive makes a strong statement at ICE presenting the successor of the LEOPARD Online Platform – the newly released enhanced online platform – Baby LEOPARD, launched on the market recently and having already several new implementations. On the content side new arrivals in the 100+ HTML5 games are showcased through the ELEPHANT Remote Game Server.



EGT Interactive's rapid expansion continues

For the past 12 months, EGT Interactive has been taking part in numerous exhibitions world-wide, including: Feria Internacional del Juego, Spain, EiG Amsterdam, Romania, G2E Las Vegas, US, BEGE Expo Bulgaria and most recently, the WGE in Monaco

At the most important exhibition in our industry, ICE, EGT Interactive will stress the company's experienced rapid growth during the past 12 months – supplying over 150 casino games to more than 100 operators worldwide. With constant update of at least two new titles each month, our portfolio includes some of the most emblematic titles in the casino gaming such as: 40 Super Hot, Burning Hot, Flaming Hot, Blue Heart, Amazons' Battle, European roulette and many more.

We also stepped on number of new markets some of which: Romania, Belgium, Lithuania, Latvia, Estonia, Portugal, Croatia and Serbia. One of the things that we'll provide on this exhibition is a new brand identity and corporate vision, which we already started under the slogan We Make People Play.

EGT Interactive crafts advanced online gaming software and solutions which power some of the world's top casino operators. We are highly motivated team of professionals, dedicated to providing the best solutions and services to the online casino market.

Transferring the 15 years of experience of EGT's (Euro Game Technology's) land-based casino games to the world of online video slots, our portfolio of casino games is notable for its original look and traditional characteristics. The proven engine, attractive RTP, high execution quality of the video slots and the Mystery Jackpot feature are only some of the advantages that build our strong base of dedicated players, retain them longer in the game and attract new users. Our services are distinguished by the proved 24/7 customer service support, variety of languages and currencies which we offer to our casino operators. With the MGS Back office our operators have access to important features such as real – time accounting, comprehensive game transaction history, game management and monitoring, administrator and role management, statistics, generator of reports.

So, come and see us on ICE Totally Gaming London! It'll worth it.

StylGame brings its Service Call to ICE '18

StylGame specialises in the design and manufacture of ergonomic, high comfort products, dedicated to the Casino and Gaming industry. Since it was founded, StylGame has focused on the optimisation of the gaming station

StylGame has just finalised important agreements with some of the major manufacturers of slot machines, to match the high end technological seats of the Royal Stool line to the latest slot machines. The aim is to

increase player's involvement in the game, fully drawing him/her into the game.

In this context, one of the most popular products realised by StylGame is the Service Call. The Service Call is a system envisioned and designed to keep the player playing, avoiding any distraction and allowing him/her to stay at the machine. The Service Call allows a better management of the cash service, bar/restaurant service and technical assistance, providing a professional and prompt service that distinguishes the hall.



Digitain best of breed platforms at ICE 2018

Digitain is an Armenia-based sportsbook and casino platform provider offering best of breed turn-key and white-label solutions

The company's primary focus is on the regulated European market, with ambitious plans to expand its geographical footprint into the Americas and Asia. It has recently made some bold steps into Russia (notably a tie-up with the CIS' number-one poker site, Pokerdom) and

employs more than 800 of the brightest minds and creative talents in the gaming industry, progressively providing a one-stop-shop for its customers.

The multi-channel Digitain Gaming Platform allows operators to plug-in sports betting, casino, live dealer and virtual sports modules, and includes an integrated payment gateway, bonus engine, CRM system and dedicated customer support. Its sportsbook covers 65 sports, taking in 7,500 leagues, and offers more than 3,000 betting markets. It also offers odds on 30,000 live events each month, while its casino solution has 1000-plus games from the likes of NetEnt, Microgaming and Playson. Stand SI-344 & Meeting Room SG3

Evolution Gaming to unveil 'mind-blowing' new products and more at ICE 2018

Evolution Gaming, leading provider of Live Casino solutions, is to showcase a host of new products on stand N2-230 at ICE, including “a few surprises that are sure to blow everyone's mind,” says Chief Product Officer Todd Haushalter.

Amongst the new products will be:

- An exciting new live game, details of which will only be revealed on the Evolution stand on day one of ICE.
- New games — Dragon Tiger and No Commission Baccarat.
- Salon Privé, an elegant, high-end VIP environment offering high maximum bets and enhanced player control at private, single-player Blackjack and Roulette tables.
- Texas Hold'em Bonus Poker, a unique online live Hold'em variant that adds optional,

easy-to-play bonuses for poker lovers. These include an ever-increasing 'First Five' Progressive Jackpot with an initial seed from Evolution of EUR 50,000 for the top-level Jackpot fund.

Also featured will be Evolution's Dream Catcher money wheel (recently voted Digital Product of the Year at the Global Gaming Awards, G2E Las Vegas), previews of the company's new studios in Canada and Georgia, and an overview of the soon-to-be-completed HTML5 update of the Evolution live games portfolio. Be sure to visit the Evolution stand at ICE Totally Gaming, N2-230, to find out more.

Preview



Tom Mitchell
RISQ

RISQ's scalable solutions stimulate traffic, acquisitions, and retention in the global-gaming and digital-marketing sectors. RISQ think differently, seeking out opportunities that allow clients to increase their margins and maximise returns through innovative technology, allied to both UK and Alderney licences. RISQ offer the first-ever insured RNG solution with scope to grow limits up to £250m per play.

RISQ IN 2017

RISQ, the definitive B2B-only solution for jackpot-platform provision and leading tech, have leapt on to the scene in late 2017, with a game-changing (RNG) random number generator platform which boosts client jackpots by up to £25 million.

The industry-specific generator is a gaming first,

RISQ presents its landmark industry-specific generator at the ICE as a real game-changer

RISQ is a London-based technology company offering high-level precision and data analytics in jackpot risk-management. The company provide insurance on international lotteries and have access to the largest insurance limits in the industry. Their Jackpot RNG is suited to a wide range of applications, tailoring odds, jackpot-size, and frequency. ICE Stand S8-255

and can be attached to a number of client games including slots, tables games, lottery, keno, bingo, and instant win. Furthermore, its landmark launch also hails the ability to tailor the generator to individual needs for game development, operations and marketing.

RISQ's RNG offers adjustable odds, flexible jackpot totals, and variable pay tables, allowing operators to build their own unique jackpot games. The generator requires no reliance on cross-network liquidity, with the breakthrough technology designed to provide an effective and risk-free customer acquisition and retention tool for betting and gaming brands.

Optimising margins and revenue-performance has never been a more salient issue in today's ever-changing gaming landscape, and the market is crying out for huge, scalable jackpots. RISQ are accordingly raising the bar to new heights for cutting-edge systems, customised development, and sophisticated risk management.

For jackpots have a proven and unique ability to deliver and retain new customers. And this new

offering, standing apart as the first of its kind in the market, consequently opens up the opportunity for operators to harness all the accompanying acquisition and retention possibilities which, in turn, will facilitate growth into fresh markets. And while RISQ currently cater for jackpots up to £25m, the company has plans in place to quadruple that insurance limit to £100m over the coming months.

From its world-class technology and platforms, to its recent partnerships with the likes of leading instant-win games provider IWG (with whom a deal has been announced to roll out a new range of jackpots over the next year), RISQ are empowering their operators with the progressive functionality of proven easy-to-integrate models.

RISQ always allow operators to gain a competitive edge (e.g. their tiered rewards system, which brings jackpot credibility) as well as rewarding players with truly life-changing sums of money from a dependable provider that only contracts with A-rated insurers for complete peace of mind and authenticity across both sides of the playing divide.

Blueprint Gaming sets out its stall to push the creative boundaries in 2018

Matt Cole, Managing Director of UK-based Blueprint Gaming, says the foundations are in place for another strong year of product development for the slot provider

This time last year, we set the bar high to take Blueprint Gaming to the next level and maintain our position as one of the leading slot providers in the industry. As we enter 2018, we've achieved those ambitions with the launch of some of the best performing games on the market. This year will be no different, as we look to build on our success and take the next step forward in slot provision.

Perhaps one of the biggest highlights for us in 2017 was the launch of TED, the slot game based on the hugely popular Hollywood film of the same name. The 5x3 reel adventure follows the mischievous antics of TED, with the hilarious teddy bear causing trouble when randomly awakening from his slumber.

Although branded slots are much easier to appeal to a wider audience, the gameplay of



Matt Cole Blueprint Gaming

TED has been fundamental to its success seen across our network of operators. Our design team has brought the game to life with captivating storylines, designed to keep players engaged for the long term.

An intriguing storyline is even more integral when developing our own non-branded content, as there's no well-known figure to lean on to initially attract players to the game. These multi-bonus games packed with features take players on a journey, becoming an effective retention tool as a result.

For instance, our popular title Paws of Fury

takes the experience to a new level with five unique bonuses available for players to trigger. Whenever a feature win is achieved in the game, the player has the option to either collect the feature or gamble to try and win one of the other features in the game.

It's why these kinds of games have proven to be so popular in the UK, as well as across Europe where momentum is gathering at a pace. The level of depth these games offer is highly engaging, while production values are at an all-time high thanks to advancements in technology, which is offering a greater immersive experience and are appealing to a mass audience.

Heading into 2018 and ICE, much of our attention will be focused on pushing the boundaries once again, developing exciting new games for our existing partners and new clients.

We'll also be focusing on expanding the international footprint of Blueprint Gaming. Just recently, our games received certification to operate in the regulated markets of Denmark and Romania.

We're looking to build on this in 2018, as we look to enter both Spain and Italy, which are highly attractive territories for us.

At ICE, delegates will be able to find out much more about our product offering and why our content is so appealing on the international stage.



ICE London visitors win Clarion Gaming prize to visit Paradise

Clarion Gaming has ripped up its own rule book by declaring not one, but two winning entries for its #myparadise competition run through social media.

Such was the quality of entries that the organisers of the world's biggest gaming technology event (6th – 8th February, ExCeL London, UK) have named Gambling education charity, YGAM and Netherlands based ICE visitor, Wilco van Boxtel as joint winners. Both will experience a seven-night trip for two to Paradise Island in the Bahamas. Asked to explain their idea of Paradise, the winning YGAM entry defined it as 'Working with the talented @ygamuk team to minimise gaming-related harm' with Wilco van Boxtel proposing an intriguingly ICE-hued sunset on the beach. Both entries were selected from hundreds submitted by ICE London's international stakeholders.

Reflecting on the success of the competition, Dan Stone, Senior Marketing Manager responsible for ICE London, said: "We wanted to launch the marketing campaign for the most spectacular event on the gaming industry calendar in spectacular fashion. The competition prize, which echoed the Passport to Paradise ICE London 2018 creative, certainly captured the imagination of our stakeholders. The message behind the YGAM entry highlighted the importance of a collective approach toward minimising gaming-related harm and Mr Van Boxtel's captured the essence of Paradise in the mind of the judging panel."

Lee Wilows, Founder and Chief Executive of YGAM, confirmed the 'prize to Paradise' was being donated to Anne and Keith Evans, founding volunteer Trustees of the charity. Organisers, Clarion Gaming, supplied a further nine runners-up prizes comprising tickets to attend ICE VOX, each worth over £1,000.

ICE London is the world's most international business-to-business gaming event, with 151 countries represented by the record 30,213 visitors who attended the 2017 edition. Featuring world-leading innovators drawn from across the gaming landscape, ICE London provides visitors with the most comprehensive shop window on the international industry. To register for the 2018 edition of ICE London, which will comprise 500+ exhibitors occupying a record 43,500sqm of net space, visit: icetotallygaming.com



e-gaming is increasing its presence in the Spanish market and preparing for ICE 2018

e-gaming, the Czech manufacturer of VLT-SBG systems has around 3,500 terminals installed in several communities in Spain and has recently announced successful AWP machines in test in Andalusia, where the games have received excellent player acceptance. e-gaming has created its own operations company in Andalusia, under the name of Victory Salones, and the opening of additional arcades in other communities is expected soon

The idea for e-gaming to operate its own sites in Spain comes from the company's experience of Czech and Slovak markets, where the company opened arcades in order to promote their machines and games. As this is a big support for its product in those countries, e-gaming decided to do construct a similar business plan in Spain.

Thanks to great success of their games in several Spanish communities, operators have decided to open arcades exclusively utilising games from e-gaming alongside roulette. After Czech Republic and Slovakia the Spanish market is one of the most important markets where e-gaming is currently enjoying great results.

In the Latin American countries – Mexico, Colombia and Panama, e-gaming continues to increase its market share step-by-step with the installation of the company's terminals in prestigious locations with some of the most important operators in this region.

2017 was a very busy year for e-gaming with successes experienced in several countries and fully booked capacity of production for all year. It was also a very busy moment for e-gaming's R&D team, which has been developing new games in several languages

and adapting e-gaming's software for the new 2018 legislation in the Czech Republic.

From the first of January 2018, there is a new gaming law that becomes effective in the Czech Republic, which changes completely the rules for gaming industry. It tightens requirements on the control of player limits and introduces different kinds of player self-exclusion options.

Under this new law with strict rules, which gives more protection for players, there is also an opening for other business opportunities with operators as it allows the operation of online casino gaming for domestic companies.

e-gaming is one of the first Czech operating companies to have successfully secured a licence for online casino, which is a great success for the company.

At this moment there is a lot of activity on all production and development sites of e-gaming as they are preparing the presentation for ICE show in London. This means finishing software for the new games it will present, including the new online casino platform, cabinet and more, which will be seen on a new stand number N6-330 at ICE 2018 in February.



Preview



Yossi Barzely
Chief Business
Development
Officer
Pragmatic Play

Bringing our games to a wider audience in regulated markets around the world has been a priority throughout 2017. We were awarded a license by the UK Gambling Commission in April 2017, while our games are now certified in Denmark, Spain and Portugal, going live in Denmark in August with leading operator Vera&John.

We have also extended our global footprint by signing with a number of leading operators and platform providers. Rolling out our portfolio with highly regarded operators including GVC Holdings, BetVictor and William Hill matches our ambitions to deliver best-in-class online entertainment to our growing player base, and serves as a real marker of our potential. Our games have been performing well with all of our partners, achieving that all important goal of "stickiness" in consistently bringing players back. The momentum behind this growth is something we are confident will continue through 2018, and we are in discussions with a host of actively engaged operators and suppliers impressed by our range of top-performing titles.

Our speed to market has been a key driver, and a core factor in successfully executing our award-winning offering at pace. We release two video slots a month without any sacrifices in quality, and our dedication to this release cycle



Pragmatic Play bounces into ICE on the back of a transformative year for the games developer

For Pragmatic Play, 2017 has been a transformative year in which we have truly established ourselves on the international stage as a recognised and respected provider to the igaming industry. Despite being a relative newcomer to the market, we have built up significant and positive momentum over the last 12 months. We've gone live in new regulated markets and across a number of tier one operators, with a consistently expanding portfolio now standing at more than 80 HTML5 games.

has helped to elevate our portfolio. This same speed can be found in our approach to commercial and technical integrations. Our integrations with some customers have taken place within less than two months of our initial meetings, highlighting the proficiency with which we operate.

With this speed in mind, there is no doubt that building a commercial and technical team replete with experience and skill is crucial to the progress of any nascent slot developer, and it has been a significant focus for Pragmatic Play throughout 2017. From our headquarters in the heart of Malta we have developed a team with the ability to execute on an intense schedule,

and it is the quality and efficiency of this group that will continue to drive our success.

Underpinning all of this is our approach to game design. We seek to set ourselves apart by delivering to players an experience that delivers the best of land-based gaming, online, with every spin and bonus feature serving to enhance the core gameplay. All of our titles, including recent releases Vegas Nights, Panda's Fortune and Diamond Strike are built on this principle. Bringing this core principle of strong mathematics and adding unique bonus features has driven us to new heights in 2017, and it is this strength that we are confident will fuel our ambitions into 2018 and beyond.

Apollo Games returns to ICE with dynamic range of VLT products

APOLLO GAMES is one of the leading Czech based developers and providers of trustworthy gaming solutions supplying an impressive number of clients all over the world.

Since 2007, APOLLO GAMES has grown into well-established company standing at the forefront of VLT gaming in the Central Europe, Serbia, Romania, Ireland and numerous African countries with further expansion underway in 2018.

APOLLO GAMES is a vibrant company active in all segments of the gaming industry offering innovative and value added solutions for both



land-based as well as online gaming operators. APOLLO GAMES product portfolio includes a wide range of premium products and services e.g.: VLT Systems, Standalones and AWP's, Cabinets, Casino Slot Games, HTML5 Slot Games and Platform for Online Casino.

The paramount goal of the Company is to make

products that excel in terms of their quality, meet demanding requirements of business partners in global marketplace and provide solid return on the investment.

Up to now, APOLLO GAMES has designed and manufactured a series of cabinets: CLASSIC, NEOS, THUNDER, ORCANE and recently HURRICANE – the latest generation three-monitor casino cabinet that stands out due to its breath-taking design and excellent ergonomic properties for maximum player's comfort.

There is nothing quite like the excitement playing APOLLO GAMES slots and knowing that each spin could win you a life-changing amount of money. With more than 50 unique slots, tailored for different market needs, APOLLO GAMES software continues to gain international recognition. The game content is renowned mainly for its appealing graphics, sophisticated algorithms and guarantees the ultimate gaming experience to the players and a high performance to the operators.



Astrosystems focus on casino-specific validation offer at ICE

Astrosystems is looking forward to showing its range of note and coin validation product at the forthcoming ICE Totally Gaming 2018 stand no N3-200). This prestigious show offers an ideal opportunity for Astrosystems to meet up with current customers, and for greeting new faces.

With the emphasis on casino specific components, the GBA GV1 and the Microcoin QL, staff will be on hand to offer demonstrations and advice.

The GBA GV1 bank note validator has a front loading cassette designed for applications where security is key. It has a unique modular system which makes the unit ideal for ease of service.

The ever popular GBA ST2 stackerless note reader is used as the GV1's currency validation module, providing ready access to a wide variety of global currencies. It is discreetly integrated into the GV1 transport system, yet can be easily accessed for cleaning or extraction.

The ability to strip the product down to its serviceable parts, and with belts easily accessible for changeouts, the main PCB controller slides out from its position with the flick of a finger and the note transport pathway is completely accessible for cleaning.

The secure note cassette is audit-capable, lockable both to itself and to the GV1 chassis and can hold up to 800 notes.

The latest addition to the GV1 is its universal bezel, which allows it to be drop-in replaceable to existing applications as a cost effective solution.

Similarly, the GV1 cassette has a 19mm lock to assimilate into current operations and a mechanical anti-stringing solution derived from its patented solution with the GBA ST1C note validator.

For further details on the GBA product, or to obtain the latest software, please contact Astrosystems Ltd via info@astrosystems.co.uk



R. Franco Group to present global solutions at ICE

The R. Franco Group will be showcasing a full range of products at ICE 2018 designed to service all requirements of operators across the retail and online spaces.

Bringing more than 50 years of gaming experience to the show, R. Franco has now been exhibiting at ICE for more than two decades.

Its more than 300-strong team combines creativity with cutting-edge technology to deliver a unique leisure and entertainment

experience to clients. In attendance this year will be the Group's president, Jesús Franco, and a full showcase of the company's products, including its largest portfolio of games, products, solutions and contents for AWP, bingos, arcades and casinos, both for the land-based and online sectors.

This extensive catalogue of solutions has a proven record of success, and are designed by and for the operator to ensure they meet every need. The 500-square metre stand, the most of any Spanish company at the show, will also include a display of products from the Group's online arm, R. Franco Digital.

These include the open, omni-channel IRIS platform, an extensive range of HTML5 games, R. Franco On Mix Terminal, and Kolyseo, a remote microservices-based games server scalable to an unlimited capability.

OffsideGaming celebrates its 10th anniversary at ICE '18

With an exciting decade of iGaming experience, providing global clients with Sports Betting and Casino solutions, OffsideGaming will be at ICE to celebrate its 10th anniversary and demonstrate its complete product range: Sportsbook, Casino, and Gaming Platform with Payment Gateway.

Our team of experts have developed our solutions to be available as full turnkey or plug-in modules, so that we work with your

specific needs and enhance your product offering. Over the last 10 years we have continually gone one step further, using our advanced intelligent platform to drive substantial GGR with detailed reporting, ensuring you continue to maximise player profitability and lifetime value.

At this impressive milestone, we now have over 70 traders offering over 21,000 live sport events per month across web and mobile, along with over 1,000 Casino games and virtual sports products from the industry's leading suppliers. Join us in our excitement about where the next 10 years will take us.

If you are ready for a new and exciting provider or simply want to add Sports or Casino products to your site, we would be delighted to show you the OG difference.

To arrange a meeting with us at ICE contact info@offsidegaming.com or for more information visit www.offsidegaming.com



EASITRAX Live is the next generation of CPI's winning EASITRAX product, which has been embraced by operators for providing the critical insight needed to drive faster, smarter and more profitable cash management efficiencies from the gaming floor to the back room. It works by collecting transaction and performance data directly from the note acceptor and then generating reports that can be used to streamline the drop process, facilitate asset evaluations, optimise asset performance and improve maintenance programs.

"What makes EASITRAX Live different than its predecessor – and, in fact, any other cashbox system out there – is that it operates in real-time instead of on delay," said Eric Fisher, CPI president of Gaming.

"That means operators will no longer need to wait for the drop to understand how their note

Crane Payment Innovations is bringing new products and proven performance to ICE '18

Crane Payment Innovations (CPI) is exhibiting at ICE 2018 on booth N3-320 with a powerful suite of products that are revolutionising the way operators connect with their players, their business process and, ultimately, their revenue. A full range of currency validation and cash management solutions will be on display, including the all-new SCR Advance MDR banknote recycler and the forthcoming EASITRAX Live smart cashbox system.

acceptors are performing and what the status of each cashbox is. Instead, they will be able to respond to potential issues as – or even before – they occur.

"This kind of functionality is unprecedented in the Gaming industry, and we are thrilled to give our customers a sneak peek at it during the show. Our intent is to formally launch EASITRAX Live later in 2018."

Also on display will be the newest model of the SCR Advance banknote recycler, called SCR Advance MDR. SCR Advance already offers the fastest transaction speeds, tightest security and lowest jam rate in the industry – but now, thanks to its new MDR (Mixed-Denomination Recycling) functionality, it can also recycle more than two denominations of banknotes. In fact, it can recycle up to four – all from the same compact form factor and 2-drum architecture.

The ability to recycle more than two denominations of banknotes is especially critical to the German AWP market, where new legislation next year will reduce the maximum credit allowed on machines from 20 to 10. Meanwhile, players will continue to use high denomination notes like the 50, forcing machines to give more change. This would normally starve the hoppers in very little time, but thankfully SCR Advance MDR can help prevent this problem. It enables the recycling of lower denomination notes like 5s and 10s in addition to 20s and even 50s when players use higher denomination notes – allowing machines to run efficiently for longer periods of time, saving operators the costs associated with downtime and service calls.

To learn more about SCR Advance MDR and EASITRAX Live, along with the rest of CPI's winning product portfolio, visit CPI on booth N3-320 at ICE.



Ondrej Lapides
CEO,
Tom Horn Gaming

CEO Ondrej Lapides explains how securing new licences and a growing games portfolio has positioned Tom Horn Gaming for rapid expansion in 2018 ahead of the ICE show in London

Tom Horn Gaming is a leading omni-channel software supplier for the casino industry, hosting a diverse range of video slots to suit operators in multiple markets. Returning once again to ICE 2018, it will demonstrate its proven revenue-driving casino solutions and gaming content on the back of its most successful year to date.

The online casino landscape has changed considerably in recent years, with numerous slots developers coming to market, making it an increasingly competitive environment. This may have given the player greater choice in slots available to them, but it could be argued that – in some cases – this has been at the expense of quality. Suppliers must now raise the bar to offer the player a premium user experience

Robust growth and expansion providing strong platform for year ahead – Tom Horn Gaming

which differentiate a good slot from an indifferent, hoping for a slice of growing global casino revenues.

Tom Horn Gaming has delivered above and beyond over the past year, with significant additions and improvements to its games portfolio, which put the player and our operator partners first.

On stand #N7-410, it'll be showcasing its latest titles, including their brand new games Red Lights and Wild Weather. The former is a fabulous five-reel game set in the famous Amsterdam district of the same name, which is a thrill-a-minute fantasy culminating in a sexy striptease feature round that leaves nothing to the imagination! In Wild Weather the temperature swings dramatically as rain, rattling thunder, battering tornadoes, and scorching summer skies compete in what is a dramatically changing video slot. Tom Horn will also be discussing its first foray into the progressive jackpot world with Dragon Riches, which has been developed to ensure brands can provide a diverse offering that appeals to all customer preferences.

Its gaming content has continued to expand over the past 12 months, with blockbuster titles released across various genres, including 243 Crystal Fruits, and Monster Madness. These boast the high-end graphics, soundscapes and innovative mechanics associated with Tom Horn's HTML5 titles, as well as covering

different regional requirements.

The likes of Geisha's Fan, Thrones of Persia, and Shaolin's Tiger can be utilised by Asian-facing operators, who are also able to host its more wide-ranging titles with mass appeal across the world, including Blackbeard's Quest and Book of Spells.

Tailoring its approach to different markets has led Tom Horn to enter various new territories with leading operators in the past year. Since ICE 2017, the supplier has gone live with a multiple leading multi-market operators. It has also signed long-term deals with many igaming solutions providers, such as EveryMatrix, and Solid Gaming.

Tom Horn Gaming was also granted a Combined Remote Operating Licence by the UKGC back in October, a significant milestone which will allow it to offer its comprehensive slots range to operators in one of the largest casino jurisdictions in the world.

With a new UK licence, continued and ever-improving game releases, extended aggregator deals and various new territories entered over the past year, Tom Horn Gaming has established a strong platform to continue its impressive growth into 2018. All delegates looking to improve their casino offerings and see the latest in games content and platform provision are encouraged to visit Tom Horn Gaming on its stand #N7-410 at ICE 2018.

Sharpening of Customer Relationship Management functions the key for 2018

Joe Hannaford, principal consultant, explains the key acquisition and retention issues operators face and how to overcome such challenges

OtherLevels is a market leading multi-environment messaging platform, and we're excited to be exhibiting at ICE for the first time to showcase how our software and services enable operators to enhance their CRM capabilities. The company's tools are designed to reduce acquisition costs, drive retention and increase revenues through the use of personalised and relevant intelligent messaging.

The need for this is apparent with the expensive costs involved with brand advertising and audience acquisition, a prerequisite for any online operator, and we estimate this accounts for nine in every ten pounds of most marketing budgets.

The challenge for many is that a large number of visitors acquired via online banners, television adverts, and product placements fail to become funded bettors. The most common solution is to re-target them using media or hope they return off their own back.

Furthermore, we're seeing that retention marketing is having to adapt to the decline in email conversion, as bettors demand more personalised content delivered at a time more convenient to them.

At OtherLevels, we utilise a solution known as Intelligent Messaging. By adopting innovative tools, operators can engage with those who have yet to be converted, and turn them from a visitor into a registered user. In addition, the service maximises engagement and increased retention, in partnership with existing CRM and marketing cloud solutions.

Crucial to this are modern messaging formats, such as interstitials, web push, and inbox messaging, which significantly widens the audience reach and user contact points, leading to greater conversion rates and reduced acquisition costs.

These messaging types form a key part in the retention process too, when backed by a sophisticated platform capable of segmenting users.

The common approach to player segmentation is based on simple betting behaviour, but

increasingly this method is limited and fails to engage with 100% of your audience.

However, by segmenting visitors and bettors based on betting patterns, behaviour, contactability by channel and outcomes, as well as the preferred channels on which they consume content, and the time when they are most likely to engage, operators will soon find an increase in user lifetime value.

At a time when marketing budgets are being stretched to their limit, the need for cost-effective measures to improve engagement and reduce costs is becoming increasingly important.

This will only be heightened from May 2018 when GDPR will be introduced. Under new regulations, new bettors will be required to opt in to receive marketing communications, whilst existing ones whose personal data was captured via an implied opt-in will be subject to the same protocol.

At ICE, delegates will be able to understand first-hand how OtherLevels can improve the monetisation of CRM strategies with sophisticated and intelligent messaging. We'll also be showcasing our innovative new in-play sports betting messaging module, designed to increase share of wallet and betting cadence for operators.

Endorphina's daring show at ICE 2018

For the fourth time in a row, Endorphina will be joining the ICE Totally Gaming show.

Last year, Endorphina presented their cool and fresh Diamond Vapor slot game (the first game ever incorporating the trendy vaping theme). This year, however, rumor has it that they are going to spice things up even more with something very, very hot.

At Endorphina's stand everyone will be breaking the ice with game talk and discovering the latest seductive trends. All visitors should get ready to push their boundaries with a completely unique and sizzling show that will accompany the release of Endorphina's mysterious new slot game – visitors definitely don't want to miss this one.

Come to Endorphina's stand N6-230 and you'll find two sexy girls dancing to the pulse of the music, slowly seducing your thoughts to keep you interested. The company prepared a provocative show that will push all taboos to the corner of the room. All of the daring visitors will get a special experience and an option to win sophisticated gifts that they will want to share. Additionally there will be an exclusive release of the new game which will allow visitors to be the first to put their hands on "it" to experience what it truly means to destroy taboos in this gaming world.

AMATIC celebrates 25 years of innovation with new stand, new games and more at ICE

AMATIC Industries is celebrating 25 years in business during 2018. Video-based Multi Game is standard today in many gaming jurisdictions yet that was not the case 25 years ago. AMATIC Industries was founded in 1993 with the clear focus on MULTI GAME

AMATIC Industries will naturally be taking a strong presence at the forthcoming ICE that will take place between 6th and 8th February in London. This time, the company will be exhibiting at the new and larger booth # S4-240 in South Gallery Suites where visitors can look forward to seeing a brand new stand design and a lot of eye-catching attractions. The stylish and trend-setting gaming machines – the slant-top PGA (Performer Grand Arc) and the upright AmaroX C24 will be adorning the stand with their HARDROX (HX) platform. These gaming machines have set the standard for how customer-appealing cabinets should look like. This is another example of how innovative AMATIC is, being prepared to break the mold and lead in creating new cabinet designs in the industry.

MULTI GAME stands at the heart of this company and explains its enduring success throughout the 25 years. A range of new and completely in-house developed games will be introduced to the global gaming market at ICE. As ever, these games cover a wide range of tastes to ensure that all kinds of players can



continue to enjoy the new AMATIC games.

The focus on MULTI GAME has seen AMATIC Industries strongly grow its footprint in the online gaming market in the past years. AMANET is the online gaming division from AMATIC – showing that proven land-based games will be popular in the online gaming market as well. AMANET was the division that grew the quickest in 2017 at AMATIC. The number of jurisdictions / countries where AMANET is available rose correspondingly in 2017.

With many years experience and innovation in the development and production of electronic roulette solutions – the Roulette Grand Jeu 24HX will naturally be taking centre place as well. 2017 was a very special year for this division as AMATIC celebrated selling its 1000th Roulette Grand Jeu in Spain.

AMATIC Industries will be exhibiting at the new stand location # S4-240. The whole team from AMATIC looks forward to welcome all visitors.

Preview

ICE TOTALLY GAMING 2018



Aristocrat Technologies will maintain its pronounced focus on leading gaming content and innovative hardware solutions at ICE 2018, unveiling a new portfolio for EMEA markets on stand S3-250 under the all-encompassing theme, 'It's all about what's inside'.

"Aristocrat's premium offering and clear, simple messaging for 2018 has already been acknowledged by visitors to G2E in Las Vegas, where our booth was voted the number one showcase for the fourth year running in an independent survey," said James Boje, Managing Director – EMEA. "Our ongoing drive to deliver the world's greatest entertainment experience, every day, is centred around three key pillars – the content, the people who create the content and the delivery platform to bring out the best in our games. Having witnessed the huge array of stunning games in Las Vegas and customers' response to them, we are now excited to bring the very best of them to gaming floors across Europe, the Middle East and Africa."

Leading the charge of new licensed concepts on display at the London show is the Flame55 cabinet, a sleek and elegant large format cabinet featuring a 55-inch portrait double-curved screen. Available in standalone and beacon carousels, the launch title is themed on the three-time Grammy award winning pop music superstar brand, Mariah Carey – female artist of the millennium who has sold over 200 million albums. Mariah Carey is a single-site progressive entertainment game with raised volatility and mechanics derived from proven Aristocrat titles including Lightning Link, Buffalo Gold and More Chilli. The Flame55 pipeline includes a sequel to the highly successful title Game of Thrones and a new title based on the HBO powerhouse series, Westworld.



Aristocrat to take 'inside' track at ICE 2018 with diverse portfolio for EMEA gaming markets

Another bill-topping ICE breaker is the eagerly awaited Dragon Link, which is an Arc Single portrait-screen form factor evolution of Lightning Link with 1€ and 2€ added to the player-selectable multi-denomination options. Having already demonstrated remarkably strong performance in Australia and North America, Dragon Link will launch in Europe with four Asian-themed base games – Autumn Moon, Golden Century, Happy & Prosperous and Panda Magic – and a choice of jaw-dropping LED sign packages.

Amongst several other Aristocrat titles also enjoying prolonged popularity having adopted the Lightning Link 'Hold & Spin' mechanic, the Mighty Cash game library spearheaded by Zorro will be joined by another licensed brand, Ted, with both existing standalone progressive games also being featured in the new multi-licensed Mighty Cash Link, along with complementary base game themes Elvira and Pan-Am.

More Mighty Cash mastery comes in the form of Crazy Ca\$h Big Money, a 4-level linked progressive game on the Helix platform incorporating 55-inch portrait toppers, synchronised to create a giant video wall dubbed 'Helix Tower'. Base game flavours include Big Money Green and Big Money Gold.

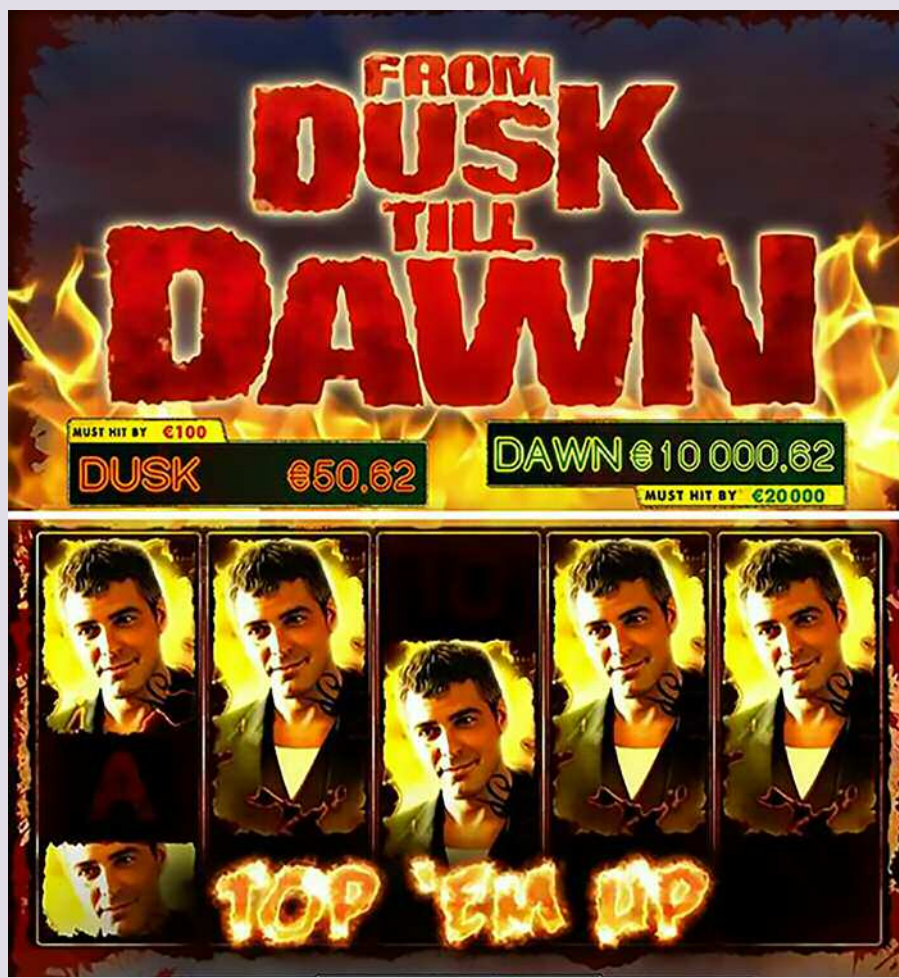
With a firm and growing footprint in major European and South African casinos, the towering dual curved portrait screen Arc Double platform is being given a further boost in 2018 with the addition of more premium licensed and proprietary game content. New games on the scene include the film-themed My Cousin Vinny, one of Aristocrat's most successful game theme franchises, Tarzan, the Buffalo-inspired



Timber Wolf Grand and hit sci-fi brand, The X-Files, which features a unique X-shaped reel layout.

Further licensed releases include Gold Stacks 88 Link, an Asian-themed progressive link, and Fast Cash 100, a multi-/single-site multigame progressive link with frequent jackpot prizes, which is now optimised to perform across smaller wide area progressive networks.

Mr Boje concluded, "Aristocrat is packing more layers of rich content and features into an expanding portfolio of games, supported by our popular and proven mechanics. We're delighted to be delivering customers products that perform and we look forward to offering them even more choice and sharing our vision of the future at ICE 2018."



demonstrate new player tracking and loyalty modules of the myACP casino management system.

A compelling line-up of Ainsworth products including the A640 A600 and A600 Slant Top cabinets will feature standout content such as Pac-Man Dynamic Edition, Pac-Man Wild Edition, Desert Dusk and Rio Riches. New technologies on display also include the AnyBet progressive jackpot, Hao Yun Dao linked progressive series and Mega Choice Treasures mystery progressive. Several brands making their debut will include Fire Power, Fire Power Jackpots, Big Hit Bonanza and Raging Roosters Reloaded.

Products for European casino, arcade and pub markets will be on full display. The NOVOMATIC UK Group exhibit highlights local market innovations such as Austin Powers, Batman and Sherlock Holmes themed products. New solutions for the imminent changes in Germany are on display by Löwen Entertainment and Crown Technologies, and NOVOMATIC Italia, NOVOMATIC Netherlands and NOVOMATIC Gaming Spain together with GiGames, will respectively show new products for Italy, the Netherlands and Spain. NOVOMATIC Sports Betting Solutions (NSBS) will also entertain guests with a full suite of sports betting products.

NOVOMATIC lines up a host of market-ready innovations for visitors to savour at ICE 2018

As the gaming industry prepares to unveil the latest trends and technologies for 2018 at ICE Totally Gaming next February, NOVOMATIC is amassing a wide selection of innovations across its international subsidiaries that cater to all areas of land-based and interactive gaming. NOVOMATIC's famous giant stand will deliver a variety of new products for European and international markets.

NOVOMATIC Gaming Industries is delighted to introduce new cabinets including 4k monitors, exciting licensed and single games, innovative game mixes, a variety of electronic table games supported by NOVOMATIC Media Technology, as well as jackpots and systems. Guests will be taken on a journey through

cultures and time with titles such as From Dusk Till Dawn, Voodoo Fortunes and Viking & Dragon, and the Enchanted Fortunes Linked Jackpot will feature a new series of NOVOMATIC linked progressive games. Otium will show leading international video bingo titles on the OT300 cabinet and Octavian will



Greentube will show its capabilities as a full-service provider of interactive products. From top-performing land-based titles and NOVOMATIC blue-chip slots to an extensive portfolio of casino games with new titles such as Crazy Birds, the NOVOMATIC Interactive division will present complete and scalable online casino solutions. Other interactive highlights are the Plurius server-based gaming solution featuring a new jackpot as well as advancements to the Greentube Pro social gaming platform.

Preview

ICE TOTALLY GAMING 2018

ONE suite dominates the Playtech booth at the ICE gaming show

At ICE 2018 we will showcase our Omni-channel Playtech ONE suite of software and BI productivity tools, huge selection of in-house and premium branded content designed by our diverse yet highly collaborative eight global studios as well as our entire next-generation offering – by far the most comprehensive, powerful and innovative in the industry today.

At ICE 2018 we will showcase our Omni-channel Playtech ONE suite of software and BI productivity tools, huge selection of in-house and premium branded content designed by our diverse yet highly collaborative eight global studios as well as our entire next-generation offering – by far the most comprehensive, powerful and innovative in the industry today.

GAMING PLATFORM AS A SERVICE (GPAS)

A key highlight of our stand this year will be our revolutionary approach to content creation, discovery, configurability and delivery using Gaming Platform as a Service (GPAS) and the Playtech Games Marketplace, that both work together to reinvent content creation and delivery.

Playtech has developed a next-generation content ecosystem with GPAS at its core. GPAS is the power behind Playtech's next generation content and the Playtech Games Marketplace, a unified games delivery platform and developer programme, enabling accelerated maths

creation for games and full licensee game discovery capabilities across all channels.

GPAS delivers high quality, best-performing content in an instant, using a drag and drop maths engine to create any type of game with any array of features for any type of market or player. Access real-time stats (RTP) calculation, model sharing and collaboration, component reuse within and between games and immediate deployment.

GPAS provides a further evolution of partnership both with licensees and content providers and developers. In partnership with licensees GPAS develops content to any precise requirement, flexibly and efficiently, no matter what the need.

Under the Playtech Developer Programme GPAS enables developers and content providers to either submit existing or create new, high-quality HTML games and gain access to Playtech's global distribution network in multiple jurisdictions and across multiple channels. Developers submit their game to Playtech which is then managed via the Playtech Games Marketplace with access to an intuitive interface and real-time statistics. Everything they need is online.

GPAS RETAIL

GPAS also enables HTML5 games to be delivered not only to online devices, but also to land-based slot machines.

Games are delivered to slot machines and run in 'true retail fashion', interacting with multiple screens, and full access to interactive hardware such as buttons and lights and gaming machine peripheral devices.

By using GPAS productivity tools, adjusting a game for the retail floor is simple and includes game volatility, feature frequency, high-end graphics and much more. HTML5 games delivered through GPAS to land-based slot machines have instant appeal to traditional retail players and are indistinguishable between HTML5 games on retail cabinets and traditional C++ games on the retail cabinets.

Playtech's revolutionary high-productivity, rapid game development tools can modify and optimise HTML5 games, run them on a slot machine simulation environment, generate slot machine deployment packages and transform HTML5 games into true retail titles in a matter of hours. This has never been done before, but today Playtech has made this possible.

PLAYTECH GAMES MARKETPLACE

The Playtech Games Marketplace is a highly secure web-based system for both operators and game developers, completely reinventing the way content is discovered, created, configured and delivered.

Logging into the app store style layout operators can access, browse, install and manage any or all their Playtech Omni-channel games content on Marketplace in an instant. Select from more than 600 smash hit Playtech games, plus, the industry's best third-party content and configure any game in a single click, anytime, and anywhere.

Developers and content providers can use Marketplace to access its cutting-edge content management tools and ensure their games enjoy the most attractive presentation opportunity to bring their content closer to Playtech licensees and access the world's widest distribution network. Combined, all of this opens a new gaming gateway to more sales and more success.

Playtech Games Marketplace brings licensees and content providers closer together to develop, market, configure or simply select games in one easy to use location.

Complete with intelligent game recommendations, giving you immediate access to hundreds of Omni-channel games from our industry-leading Playtech content studios including Origins, Ash Gaming, Vikings, Quickspin, Psiclone, SUNFOX Games, Eyecon, and GECO Gaming.

No matter what your business case is, we have the games for you. Wave goodbye to multiple back office products to manage your games portfolio – and say hello to Playtech Games Marketplace.



Magdalena Podhorska-Okolow
Head of Sales and B2B Marketing, Authentic Gaming

Authentic Gaming promises an ICE storm at London show

At the ICE Totally Gaming 2018 exhibition in London, Authentic Gaming is to showcase our flagship product, Authentic Roulette, which streams live from tables located on the floors of real casinos; it means the tables are real, the croupiers are real, the chips are real and, most importantly, the other players are real.

Authentic Roulette can be hooked up to our Lucky Ball side bets offering odds of 120:1.

Authentic LIVE! Entertainment enables us to stream performances (singers, dancers, comedians, magicians, etc) from land-based casino floors to online players while they

continue to wager at real-world roulette tables. The next LIVE! Entertainment programme organised by Authentic Gaming will be based around a colourful carnival theme.

Casino Floor Live Studio is the first ever dedicated online live casino table to be located at the heart of a land-based operator's gaming floor, where players can experience the buzz and vibrant atmosphere of the land-based casino, but simultaneously enjoy the speed and consistency of the studio framework. We will also be showcasing our new and improved mobile offering, which allows for portrait gameplay for the very first time.

In addition, we will also be announcing the latest land-based casino brand to join our roster of live tables. It is our largest and most prestigious partnership to date, and we can't wait to share it with ICE delegates.

Authentic Gaming is set to take ICE by storm, and will be showcasing its premium live casino systems designed for both land-based and online operators.



IGT brings its latest gaming solutions to ICE Totally Gaming 2018 - Designed to Entertain

IGT's ICE stand will feature a range of gaming solutions that will bring to life the Company's trade show theme, "Designed to Entertain." From content and cabinets, and from systems to interactive solutions, IGT invites its gaming, lottery, and interactive customers from throughout the world to enjoy the innovations within its ICE stand N3-I60.

IGT will shine a spotlight on the Company's commitment to innovation through products such as SPHINX 4D, Ghostbusters 4D, and the Sex and the City Video Slots game featuring PowerSight technology. SPHINX 4D and Ghostbusters 4D combine TRUE 3D, gesture recognition and mid-air haptic technologies to create an immersive multi-sensory gaming experience. PowerSight technology enables a player to stare at on-screen objects to unlock them in pick bonuses and other player-selectable components of gameplay.

Many of IGT's internationally celebrated multi-level progressives such as Fort Knox

Video Slots, Hyper Hits, Fortune Gong and CASH CLIMB will be on display, along with new TRUE 3D titles such as Phoenix Rising 3D, and the Company's new mechanical reel linked progressive, Money Storm on the S3000 cabinet.

IGT will demonstrate its commitment to localised, player-tested content through its robust and diverse video core portfolio.

The CrystalCurve cabinet with its ultra-HD, 4K, 43-inch curved display will showcase in-demand games such as Wild Fury Jackpots, Star Rise and Dreams of Egypt.



IGT will also showcase the depth and breadth of its dual-screen core video portfolio with games such as Guardians of the Rose, Mistress of Egypt and Temple of Fire on the CrystalSlant cabinet, and diversity HD game bundles on the AXXIS 23/23 cabinet.

IGT will also spotlight its multi-faceted offering for its interactive customers by showcasing the content and features within its Remote Game Server. The company will highlight its new, omni-channel games such as Ocean Magic, hot licensed brand such as BAYWATCH, new Casual Games, and recently introduced game features from its Gaming Services solution.

The Company's mobile solutions, PlaySpot and Cardless Connect, will be in the IGT stand and will illustrate how innovative mobile technology can enhance the land-based casino environment.

A mix of Electronic Table Games (ETG), Video Lottery Terminals (VLT), skill-based products, bingo content, video poker games, and tournament solutions will round out the more than two hundred innovations that ICE show-goers can enjoy in IGT's ICE stand.

100 speakers and 64 hours of learning confirmed for London's ICE VOX 2018

Hard Rock Chairman Jim Allen, Sarah Harrison, CEO, UK Gambling Commission, and Jodie Fullagar, Head of Entertainment, M&C Saatchi Sport & Entertainment, will be among the 100+ speakers sharing their insight and knowledge at ICE VOX, the world gaming industry's most comprehensive learning and knowledge exchange event. Part of the ICE London experience, the ICE VOX conference programme comprises eight tracks running across the 5, 6 and 7 February.

Previewing ICE VOX, Clarion Gaming's Sadie Walters said: "The 2018 edition will feature 64 hours of learning covering eight tracks and

delivered by thought leaders drawn from both within and outside the gaming industry. ICE VOX has been curated to provide insights and knowledge which deliver tangible benefits that delegates can take back to their businesses and improve performance. We have worked closely with the industry to ensure ICE VOX reflects the dominant themes and trends, hence the inclusion of two new tracks comprising The eSports Conference (6 February) and Blockchain (7 February).

"Our research has shown how much importance the industry places on the learning programme that's in place as part of the ICE London

experience. Co-locating gaming's most comprehensive learning event with the world's most influential gaming technology exhibition provides delegates with an opportunity to understand more about a particular strand of gaming and go on to meet the leading exponents within that sector on the ICE show floor. This is an opportunity which is unique to ICE London and one which ranks highly in our post-event market research."

The eight tracks of ICE VOX 2018 comprise: Monday 5 February: World Regulatory Briefing; The International Casino Conference; Tuesday 6 February: World Regulatory Briefing (2); Data Science & Personalisation; The eSports Conference; Wednesday 7th February: Blockchain; Modernising Lotteries; Cybercrime & Security.

Preview

ICT TOTALLY GAMING 2016

Microgaming gears up to unveil a wave of announcements at ICE Totally Gaming

The countdown is well and truly on for ICE 2018 where Microgaming will be building another show-stopping stand at the heart of the ExCeL Centre.

Pioneering on every platform, Microgaming's market-leading products will be on show within a new demo area where attendees can immerse themselves in the latest technology and journey through the company's diverse offering.

Well-known for entertaining and wowing attendees, the software giant will have its popular Microgaming bar next door (N5 – 120), where it stole the show last year with three spectacular stunts showcasing some of its biggest games for 2017: Jurassic World, The Phantom of the Opera and Castle Builder II. Microgaming is gearing up to bring yet another round of entertainment for 2018, so don't miss



out and head to the bar to find out what is in store!

To kick off the event, Microgaming will be announcing Triple Edge Studios, the first of a new generation of independent game builders that will be supplying exclusive content to the company. The first game to launch under the Triple Edge brand is Playboy: Gold, a branded game developed under licence by Triple Edge Studios for Microgaming (who has a licensing agreement with Playboy dating back to 2013).

The game is due out early 2018.

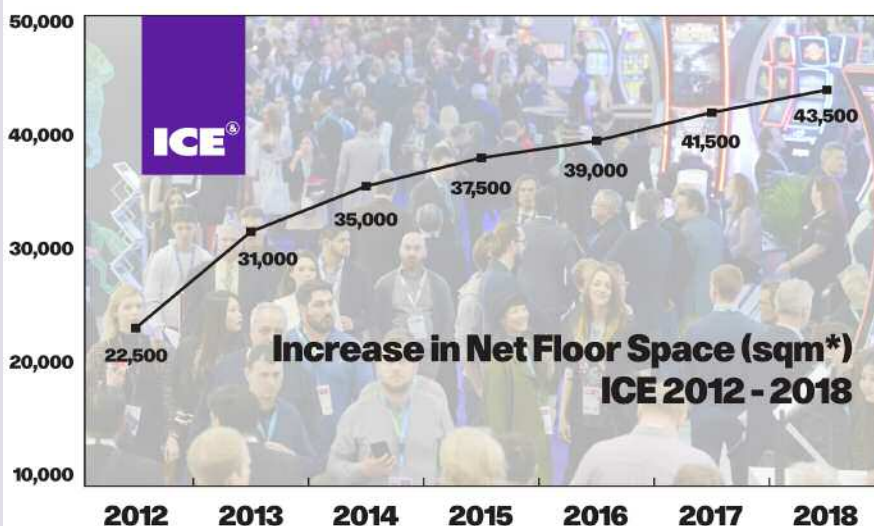
Microgaming will of course be bringing all the glitz and glamour of the Playboy brand to the show, specifically in the boulevard at the N5 entrance, to celebrate the studio's launch.

The award-winning company has plenty more up its sleeve and will be unveiling more exciting announcements across the three-day event. Step into Microgaming's world and find out more at stand N5-220.

ICE London grows again with 2018 edition set to be the biggest on record

The 2018 edition of ICE London will be the biggest on record. Event organisers, Clarion Gaming, have confirmed the addition of a further 2,000sq.m of space, which will raise the total size of the world's favourite gaming technology event to 43,500sq.m, a five per cent increase on the 2017 figure and approaching twice the size of ICE 2012 (22,500sq.m). The development, which has been driven by demand for stand space by existing and new exhibitors, represents the sixth consecutive year of growth for the London event.

Kate Chambers, MD of Clarion Gaming, said: "This is great news for gaming organisations who we know want a stand out, flagship event that showcases the world's leading innovators from every gaming vertical. By expanding our footprint in this way, I believe ICE London has underlined its status as the world's capital for the international gaming industry. Our strategy, wherever we operate in the world, is to work with the industry to create events and opportunities that help meet its business objectives. The expansion of ICE has been driven by demand and reflects the dynamics of the international market which views London as the once-in-the-year opportunity to engage



with a really significant and influential community of buyers and influencers, which in 2017 travelled to ICE from 151 jurisdictions."

ICE 2018 is already on course to be gaming's most international showcase of the year. Within a fortnight of the Passport to Paradise website going live, industry professionals from 81 countries had registered to attend the London based event, a total which represents close to half the number of countries recognised by the United Nations. The countries on course to be represented in London comprise: Albania, Argentina, Australia, Austria, Barbados, Belarus, Belgium, Belize, Brazil, Bulgaria, Cameroon, Canada,

China, Colombia, Curaçao, Cyprus, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Georgia, Germany, Ghana, Gibraltar, Greece, Hong Kong, Hungary, India, Ireland, Isle of Man, Israel, Italy, Japan, Jersey, Kenya, Liechtenstein, Lithuania, Luxembourg, Macao, Macedonia, Malaysia, Mali, Malta, Martinique, Mauritius, Mexico, Monaco, Montenegro, Morocco, Netherlands, Nigeria, Norway, Panama, Peru, Philippines, Poland, Portugal, Romania, Russian Federation, Senegal, Serbia, Seychelles, Singapore, Slovakia, Slovenia, South Africa, Spain, Suriname, Sweden, Switzerland, Taiwan, Turkey, Uganda, Ukraine, United Arab Emirates, UK, US, Uruguay and the Virgin Islands (British).

SUZOHAPP to highlight its latest innovations at ICE

SUZOHAPP will be showcasing the most complete array of solutions alongside components and spare parts at the upcoming ICE. SUZOHAPP can be found at stand N4-I10.

SUZOHAPP is focused on creating technology that will lead the gaming industry toward tomorrow's solutions. Cash handling equipment is a prominent offering in the SUZOHAPP portfolio and a broad range of components will be showcased at ICE. These include Comestero coin validators (RM5 HD) and banknote validators (MFL and SC Advance), and coin hoppers (Flow, Cube and Evolution).

For complete coin recycling, SUZOHAPP recommends the ICS that is a real step ahead in multi-denomination coin pay-out technology. This Intelligent Coin System represents eight hoppers and a sorter all in one product. The compact design makes it easier for manufacturers to incorporate. Banknote recycling is increasing in importance in the global gaming business and the Bill-to-Bill is already well established in a number of different markets with its unique benefits such as a



multi-note escrow and large note recycling capacity.

SUZOHAPP also offers complete solutions for operators, such as Comestero change machines and SCAN COIN back-office coin and note sorters. ICE attendees will have the opportunity to learn more about the Dual Coin Pro and Easy Pro change machines and the SC-8220 banknote sorter. Significant focus will also be placed on the new SCAN COIN ICX Active-9 coin sorter. Through years of research, development, testing and industry trials, the ICX Active-9 is engineered to be the best at delivering what any coin sorter should -

accuracy and consistency. The ICX Active-9 is a brand new mid-range Coin Sorter which has 9 coin outlets and a reject outlet, with a count speed of 2,700 coins per minute. New to the SUZOHAPP product range are the Nanoptix printers, as the global distribution agreement formally begins on 1st January 2018. The Paycheck NextGen is the ideal ticket printer for the gaming market.

Display technology is a focus for SUZOHAPP and there will be a wide selection on the stand. As long-serving partner for ELO, visitors can look forward to seeing the latest ELO solutions for touchscreen technology that includes Open Frame, Desktop Monitors and IDS. SUZOHAPP will be showing its own range of monitors as well under the VisionPRO brand.

A vast selection of toppers will be displayed, including the top-selling SHI950 LCD Video Topper. SUZOHAPP offers a great variety of pushbuttons as well. The highlight here is the PKT (Picture Key Technology) that is the leading-edge technology in tactile controls, combining SUZOHAPP's key capabilities in push buttons, displays and RGB LED design to create an innovative all-in-one solution. They are fiber optic glass pushbuttons that present any graphic content from a display underneath the surface, with the tactile feel of mechanical pushbuttons.

Further examples of components on display include AudioPRO speakers, locks, Newland barcode scanners and switches.



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What's the story with narrative in games?

Telling a story that immediately captures the attention of the player and then sustains it is a vital part of slot and game design. Beyond the maths behind any successful video slot or multi game product lies, arguably, one of the most important parts of the design of itself: the narrative that draws the customer in and then keeps that customer engaged in the product. So how do the world's leading companies use new ways, technologies and techniques to tell stories in order to drive player interest and keep them engaged in their products?



Madelon de Haas,
Chief Operating Officer,
StakeLogic

In each of our slot game stories, we aim to create games that appear simple and easy to understand, while enabling players to discover the different levels and features on their own terms

In the first of a series on narratives in gaming, we talked to Madelon de Haas, Chief Operating Officer of StakeLogic. Established as part of Greentube Internet Entertainment Solutions GmbH, StakeLogic is the interactive unit of the highly respected NOVOMATIC Group. It's highly animated, intensely graphic slot games represent some of the most advanced games available in the market today. StakeLogic's premium games are focused on the player experience and are backed by advanced algorithms and turnkey support solutions.

How do StakeLogic's slots tell a story and keep players engaged through narrative devices? And how do these techniques compare with the more traditional ways of telling a story?

With each of our slots we try to build a new world: a world that appeals to the player. We work on finding the correct balance for this world so that it is full of colour and has a high impact, without being too loud or overbearing. Into this, we inject subtle but dynamic

background animations that look alive – like in our game Tropical Adventure.

Well-cared for and polished graphics, animations and sounds that load fast but run smoothly help to maintain interest in a game, rather than just act as mechanisms to attract players. Also, we like to hide worlds within worlds. A bonus symbol, for example, can be used as a precursor to what lies beyond – so when a player collects three bonus symbols, the





game progresses to a completely new, but logical, next level – always sticking to the theme.

In each of our slot game stories, we aim to create games that appear simple and easy to understand, while enabling players to discover the different levels and features on their own terms – and not have the complete game figured out within minutes. The thrill and promise of big rewards hidden within these worlds, unlike “the more traditional ways of telling a story,” heightens the player’s desire to unravel the full story.

What about different genres? How do narratives within different genres work in your games?

One small thumbnail image and logo in a casino lobby should be able to communicate the game’s genre and narrative. We always ensure the genre is strong, and the narrative is simple and accessible. Typical narratives that include journeys, adventures, treasures and prizes translate particularly well into a slot game genre. We try and entice the player with familiar



story settings and likeable characters. In the case of a more complex world or storyline, we create an intro or trailer that familiarizes players with the game’s narrative.

So a novel or a short story needs to draw the attention of the reader and keep that reader interested. How do you use narrative devices to attract players?

Players need to be convinced with a strong setting and accessible story. Simple, cartoon-like characters such as the Banker and Joker in the Bank or Prank video slot are a great way to establish a mood and beginnings of a story



As with a novel or short story, we have limited tools to attract a player. Books are judged by their cover, whereas slot games are judged by the game icon as well as the marketing assets that make up the first impression. Players need to be convinced with a strong setting and accessible story. Simple, cartoon-like characters such as the Banker and Joker in the Bank or Prank video slot are a great way to establish a mood and beginnings of a story

What about technological advances? How do they help drive narratives along in your games and keep players compelled?

Our games are packed with well-chosen, smooth-running and high-quality symbols, scenes, music, animation and features that set the world. These elements are drafted in advance to be used at the right times and places, assisting in narrative development. This is particularly important with licensed titles so that all necessary elements are considered when forming a licensing agreement. Technological advances can drive the narrative, as well as build suspense, such as longer reel

Interactive

GAME DESIGN AND DEVELOPMENT



Players may already have a positive connection and prior knowledge of the world in which these characters live, allowing designers to expand on that world for a more intriguing experience.

spins enhanced with special effects in anticipation of triggering a feature or new, unique animations that spark emotion surrounding a big win.

When it comes to new themes and sports celebrities, how are they used to drive the story along?

We aim to maintain a portfolio with many innovative themes as well as established land-



based titles. Real-life or branded characters with a wide appeal – such as the football stars Rio Ferdinand, Robin van Persie, Toni Kroos and Andrea Pirlo in Football Gladiators and the darts players Michael van Gerwen, Raymond van Barneveld, Phil Taylor and Gary Anderson in Darts Heroes – are instantly recognisable and work particularly well. Players may already have a positive connection and prior knowledge of the world in which these characters live, allowing designers to expand on that world for a more intriguing experience.

How can different narratives attract different

types of audiences? And could you perhaps tell us a bit more about what kind of story lines are best at attracting customers?

Of course, different people have different tastes and like different games. It is therefore important to create a variety of worlds that appeal across demographics. This consideration takes place during the conception of a game: we determine either to specialize, aim to make niche themes accessible to a larger public, or to find mutual interests between different types of audience such as seasonal games – who doesn't like Christmas?!



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Greyhound racing shows its got the fighting spirit

Sandra McWilliams, Sales Director at SIS, says despite a changing landscape for the sport, there's a real opportunity for growth



Sandra McWilliams,
Sales Director, SIS

The new SIS Greyhound Channel for online and retail, which launches in early 2018, offers over 80,000 betting events across the year, seven days a week, and includes virtual races which are becoming increasingly popular.

There's no hiding from the debate concerning media rights in greyhounds racing which has hit the headlines in recent months. The scene is changing as rival distributors go head-to-head. But while change is often feared, it's also an opportunity to embrace new ideas and improve what has previously been on offer

With the competition for media rights we have seen, the real winner will be the sport itself. There's still very much a desire from bookmakers and bettors for greyhounds, and providers such as ourselves are leading the charge to provide all stakeholders with an improved experience which is both entertaining and engaging.

IMPROVED SERVICE

Through the launch of new channels and products, 2018 will be an exciting year for greyhound racing. At SIS, we've taken a lot of time and effort to provide a new service which will not only improve the betting experience for punters, but will also provide bookmakers with

an attractive proposition to generate additional revenues.

The new SIS Greyhound Channel for online and retail, which launches in early 2018, offers over 80,000 betting events across the year, seven days a week, and includes virtual races which are becoming increasingly popular. With an event taking place around every three minutes at convenient times, plus the option of an end-to-end betting solution for operators, including pictures, data and starting prices, bookmakers will be able to take full advantage of the additional betting opportunities and offer them to their customers.





We've seen short-form betting become a popular market for other sports in recent times. Betfair recently launched new football betting feature, Quickbets, which lets exchange users bet and trade on five-minute periods of a match.

To complement this even further, our new fully-fledged greyhound pricing derivatives service will create new markets which have previously been difficult for some to offer due to the labour and time-intensive nature of pricing such odds in-house.

Additional markets such as match bets allows bettors to bet on one greyhound beating another, while also wagering on the distance the winning

greyhound wins by, and bet without the favourite. Furthermore, users can get to see what their returns will be on our forecast and tricast fixed odds markets, rather than waiting until the end of the race. There's also the opportunity to bet on the total performance of favourites at a specific greyhound meeting, and betting on the favourites against the entire field. These new markets allow new audiences without a pre-existing knowledge of greyhound racing to take part in the action, as they are 'spin and win' style bets similar to roulette.

ENGAGING WITH A NEW AUDIENCE

Although it is one of the oldest and more traditional sports, greyhound racing still represents an exciting opportunity for bettors. The sport has built a legion of fans, but those with close connections to dogs also recognise the need to attract a new audience to secure the long-term future.

We've seen short-form betting become a popular market for other sports in recent times. Betfair recently launched new football betting

feature, Quickbets, which lets exchange users bet and trade on five-minute periods of a match.

Greyhound racing holds similar attributes to the markets that Quickbets and other short form betting events offer, and it's where the sport can really grab the attention of bettors keen for a quick flutter.

The quickfire nature of the sport means that it is quick and easy to understand, whilst races last around 30 seconds and occur every 8 minutes throughout the day on the SIS Greyhound Channel. This represents a significant opportunity for frequent and quick betting, which should resonate with today's bettors wherever they are in the world.

Once again, the greyhound racing industry continues to grit its teeth with all stakeholders determined to secure the sport's long-term future. With over 30 years' heritage as a trusted partner, SIS is well placed to play its part in helping the sport become an ever-greater proposition for operators and bettors.

Performance Marketing Making Data-Driven Decisions Easy and Automated

Netrefer's Timothy Buttigieg discusses the ways in which operators can make sense of big data

Did you take any big decision this morning? Are you sure that the information used to make that decision was accurate? If so, how can you measure the effectiveness of this decision in a S.M.A.R.T manner.



Timothy Buttigieg,
Chief Operating
Officer, Netrefer

Tim is a target-oriented executive with a comprehensive combination of technical and business competencies with the IT industry. Tim started his journey with NetRefer eight years ago and has occupied various roles within the company, he currently holds the position of Chief Operating Officer. Tim provides day-to-day oversight of NetRefer's operations and is responsible for the Professional Services and Sales & Marketing teams.

Data should always be at the heart and soul of strategic decision making within organisations, whether these organisations are the multinational behemoths or the small family-run businesses. Data leads you in the right direction, generating insights which can then be switched to data-driven decisions for effective business practices.

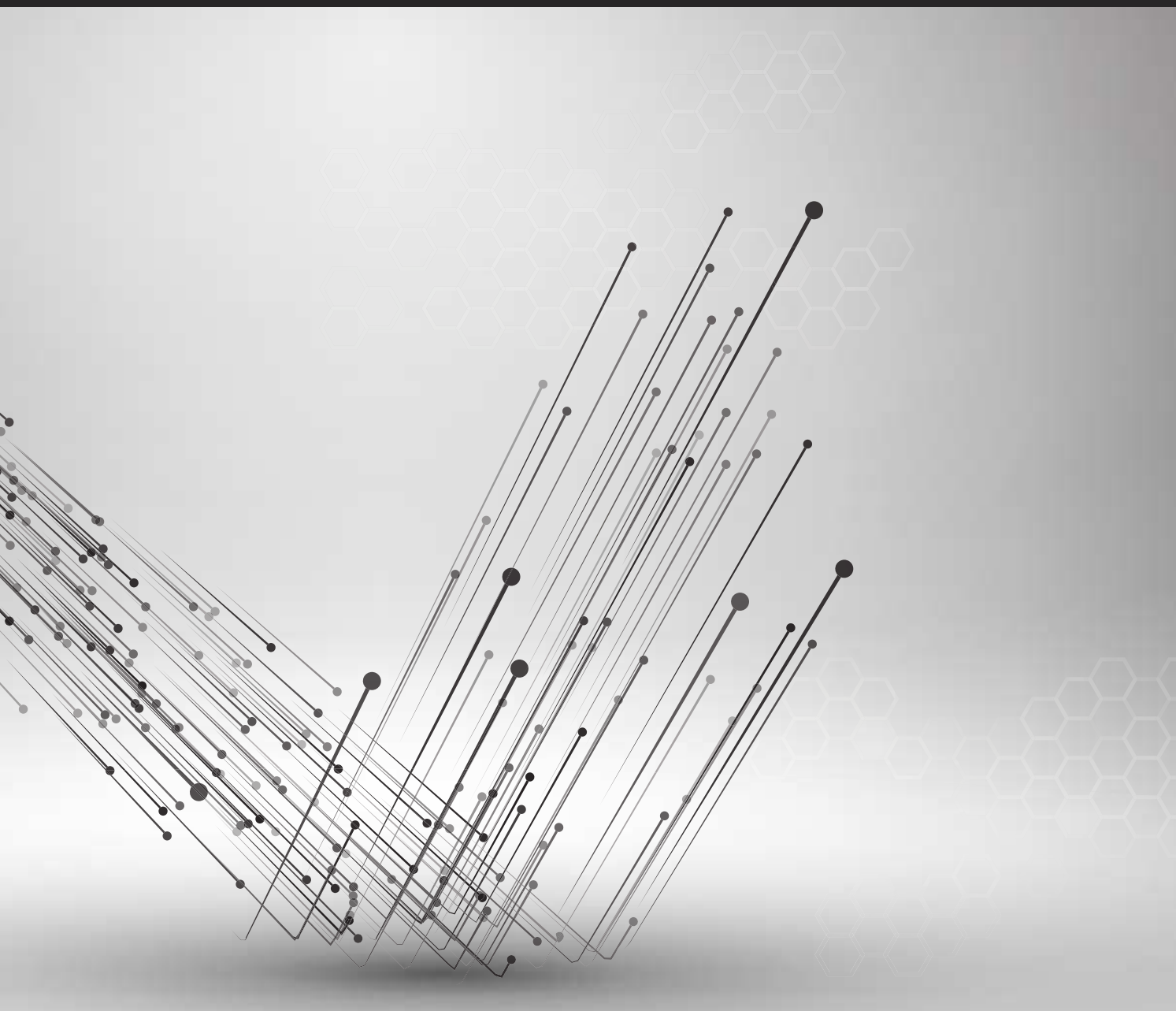
Data comes in all shapes and forms; data which can be used to form accurate business decisions usually comes in the form of personal data, web data, sensor data and many more. Transactional data, especially in e-commerce is highly important; be it from secondary resources or driven from your website is an incredibly important of data because it helps expose variability and can be used to optimize operations. By examining this data, it is possible to uncover hidden patterns, trends and correlations which can help digital operations end up more efficient and effective, resulting in the creation of competitive advantages and increased revenue.

While all this data is well and good, what

organisations lack is what to do with this data when it is in its most raw form. In comes NetRefer, the industry leader in the provision of Unified Performance Marketing. NetRefer powers the most successful and high-volume partner programs through a centralized and scalable platform of products. Nowadays, NetRefer provides a fully-fledged Performance Marketing Ecosystem, while also providing its robust, feature-rich and award-winning performance marketing platform it is now loaded with two innovative products; Performance Marketing Intelligence & Loyalty and Gamification.

THE WIZARDS OF PERFORMANCE MARKETING INSIGHTS

NetRefer understands the importance of actionable insights; Performance Marketing Intelligence is NetRefer's cloud-based BI Platform providing self-service intelligence, enabling users to make faster, well-informed decisions based on a 360-degree view of their data. PMI enables marketers to swiftly identify trends, gaps and opportunities in real time. Businesses will be able to take informed



PMI enables marketers to swiftly identify trends, gaps and opportunities in real time. Businesses will be able to take informed decisions that improve campaign effectiveness for better results

decisions that improve campaign effectiveness for better results, and at a low Total Cost of Ownership (TCO), without requiring any expensive in-house IT infrastructure, BI tools or an army of data scientists.

Making sense of large amounts of data and visually presenting this directly to the decision maker requires a mix of technical, analytical and presentation skills. PMI provides this out of the box. Giving the business full control over their affiliate rewards and ensure that customers' LTV keeps rising.

Our data scientists and BI specialists have built a ready-to-use statistical and Machine Learning (ML) models together with industry KPIs that enable self-service analytics: descriptive analytics (what happened and why), predictive analytics (forecast what will happen if) and prescriptive analytics (how do we make the best happen).

All this is packaged into easy-to-use visual dashboards, reports and industry KPIs that requires no prior knowledge of BI, data science or analytics.

All this enables marketing teams, product teams, VIP teams, senior managers and executives to focus on what they do best – as all intelligence is available at their fingertips.

BACK-OFFICE LOYALTY AND GAMIFICATION ADMINISTRATOR

It is clear to say that the future of online casinos and sportsbooks is gamification. With more and more operators sprouting, differentiating oneself from the competition, and creating unique selling points is a difficult task, especially since

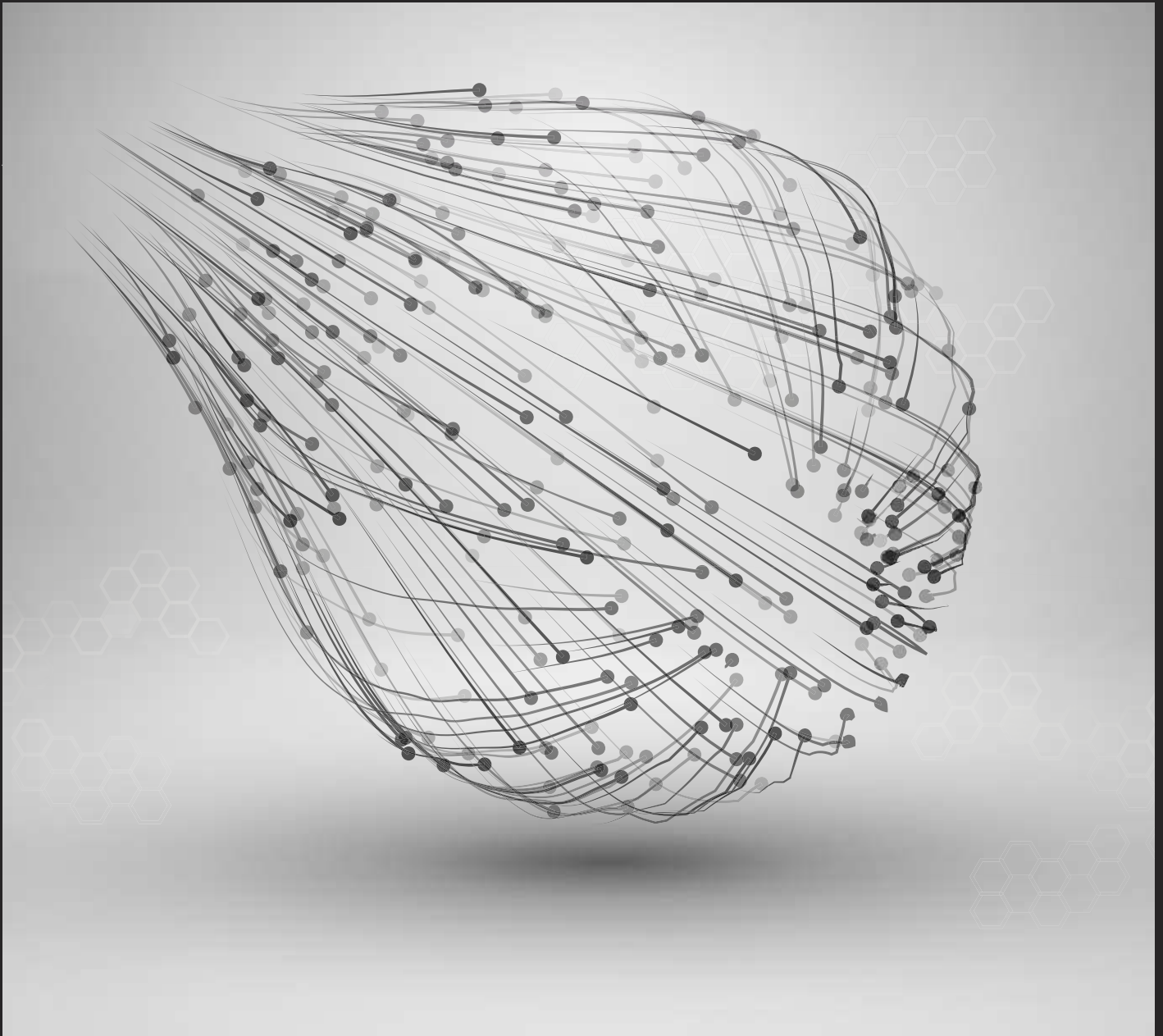
most of them offer the same games, from the same game providers.

A lot of companies, new and old have embedded some sort of gamification within their product; these might include sign-up bonuses, referral bonuses, gamified campaigns to increase conversion rates and so on. Whilst these are a good first step and can reflect well within the company's targets, these are generally highly limited in scope and duration. In many cases, they are simply tacked on temporarily, with nary a concern for the collection of performance data, and the effect it has on player retention and encouragement.

Now this question looms over organisations; how can an operator use gamification to increase loyalty, customer retention and motivation to play?

CONNECTING WITH THE OPERATOR'S CLIENTS ON A MORE PERSONAL LEVEL

By basing the system upon a rules engine, considerable power has been placed in the hands of the operator, with the ability to target



certain segments, as well as automatically segment customers based on certain behaviour. Systems can be configured to meet any business needs, using a myriad of features. The operator is fully in control to choose how they reward their customers.

Leader boards, badges, points and online currencies are all ingredients for a proper gamification engine within an operator's platform. The real trick behind this, is to know how to use them. The application of these tools

A rules engine is created with pre-determined conditions (created by the operator) which is easily configured that puts into consideration; groups, actions, multipliers, wallets, compartments and much more.

to increase customer LTV must be catered to the core values of the brand. Certain attributes and processes must be built to scale and integrated to give the customer the best experience possible. Positive re-enforcement to drive desired behaviour is the usual method, companies recently are going beyond that and creating a customer journey within their gamification engine.

Auditing practices within the software is useful, to reflect upon past player activity and understand how to cater for specific segments on a more effective level. This gives the ability to observe their LTVs, costs and accumulation of milestones within the system. This can then help operators segment and target their customers with the rules configured. The operator can then set up and fully customise the rules which govern the loyalty programme, to meet their exact needs.

Consider customised gamification, especially as many operators are entering into regulated markets and use certain platform providers that provide their iGaming solution out of the box, there is a massive need to differentiate and creating value for the bulk of the players, be it; a

first-time depositor, an active player or a VIP.

CONFIGURE. OPERATE. DELIVER.

NetRefer's Loyalty and Gamification Platform drives customer brand loyalty and retention, increases LTV and helps drive desired behaviour. Our L&G Platform uses gamification backed up by a sought after, robust performance marketing ecosystem which brings game mechanics to campaign management, affiliate management and performance marketing. Regarding analytics, L&G provides advanced and powerful customer tagging for easier segmentation and personalisation across multiple game providers by managing multiple organisations, brands and games in one place.

A rules engine is created with pre-determined conditions (created by the operator) which is easily configured that puts into consideration; groups, actions, multipliers, wallets, compartments and much more. Unlimited customer segmentation possibilities with the ability to link to activities, products and sub-products.

With NetRefer a business can truly stand out and outplay competitors.

Interactive

GAME DESIGN AND DEVELOPMENT



Collaborative learning in a competitive environment

The first Intralot Hackathon adds a new dimension to the Group's culture of innovation

The first INTRALOT Hackathon was held with great success in November 2017, at the INTRALOT Innovation Center with the participation of over 50 employees and 16 mentors and coaches. Among 15 participating teams, the AR-Lot Team was ranked first for developing an augmented reality concept for retail customer engagement.

"All ideas presented were excellent and selection of the top three was a very difficult task. I would like to thank all colleagues who committed their time as mentors and for inspiring our talented creators as well as the People Development Team of the HR Department and all other colleagues for their tireless efforts towards such a successful organisation."

The INTRALOT Hackathon 2017 is an internal innovation contest for INTRALOT's employees in Greece, aimed at generating ideas for new products, distribution and support channels, as well as improving the Group's existing operational flows, while also promoting the spirit of collaboration and out-of-the box thinking to drive innovation and growth.

A. Diamantis, Group CTO, stated: "By designing INTRALOT Hackathon 2017 we sought to offer an environment of creativity for our staff and enhance their ability to develop new products and technology solutions for our customers, all over the world. I was thrilled not only by the quality of ideas, but also by the excitement and the level of engagement from everyone who participated. All ideas presented were excellent and the selection of the top three was a very difficult task. I would like to thank all colleagues who committed their time as mentors and for inspiring our talented creators, as well as the People Development Team of the HR Department and all other colleagues for their tireless efforts towards such a successful organisation."

THE COMPETITION

The 15 teams that participated in the final phase on November 26th, after a three-month ideation, knowledge sharing preparatory

At the conclusion of the competition, the teams presented their proposals to a five-member jury, which consisted of high-ranking executives of the Group. The jury voted for the top three winning teams that were rewarded with Prizes of €5,000, €3,000 and €2,000 respectively.

process, gathered at the hackathon for more than 50 hours in a specially designed space at the Peania Innovation Center to complete their prototype. Sixteen highly qualified mentors and coaches from INTRALOT and selected companies supported the teams, offering practical advice and guidance. At the conclusion of the competition, the teams presented their proposals to a five-member jury, which consisted of high-ranking executives of the Group. The jury voted for the top three winning teams that were rewarded with Prizes of €5,000, 3,000 and 2,000 respectively.

INTRALOT Hackathon 2017 was implemented in collaboration with The Cube Athens and Hippocampus.io Innovation Consultancy.

Products

LAND-BASED AND INTERACTIVE GAMING



Legend of the Nile Online Slots Betsoft

Betsoft Gaming has announced the release of their its Classic Slots title – LEGEND OF THE NILE. This fast-paced adventure down the legendary river offers an exciting experience that weaves dramatically different mechanics together into one amazing game.

LEGEND OF THE NILE is a 6x6 grid format cascading reels slot machine, featuring exploding wins and a visionary array of bonus elements called the God Trails. Featuring Isis, Ra and Anubis, these God Trails act as meters that advance with each cluster win involving each respective God symbol.

The Isis Trail progresses by one with every winning Isis icon cluster win. The progress of the Isis Trail persists through game sessions. When the Trail of Isis is filled, Free Spins are awarded, and each Free Spin provides a progressively larger payout. The Ra Trail is reset with each spin, but conversely, it fills up much faster than the other Trails. This dynamic Trail can result in Free Spins, a 400x stake win and even a Progressive Jackpot!

The Anubis Trail, like the Isis Trail, advances by one with every winning Anubis cluster win. This Trail's progress level also persists between game sessions. When the Anubis Trail has been filled, Free Spins are awarded and the Anubis symbol spikes in value and shows up more frequently during those Free Spins.

"LEGEND OF THE NILE is a Betsoft game quite unlike any other," said Dan Cooper, Betsoft's Head of Product Development. "Created exclusively for our Shift platform, LEGEND OF THE NILE takes the traditional, familiar Egyptian theme and updates it for modern iGaming. What we've done with the God Trails stands out in terms of innovation, giving players three separate potential bonus options during play that will keep things fresh and exciting."

The Casino Technology's ARCH Titan was awarded in "The most innovative premium casino product" category at a special BEGE Awards ceremony. The high level event took place during the 10th anniversary edition of the BEGE Expo, held in Sofia, Bulgaria.

The luxurious slot machine was nominated for its quality and high-end design. The ARCH Titan was chosen as winner amongst three shortlisted finalists in the category.

The organisers explained their choice: "The machine offers a feel of the game with no comparison. With its impressive construction, the ARCH Titan stands out with a contemporary presentation that distinguishes from all other machines and gives a distinctive look to every gaming hall or casino".

Combining 42" horizontally curved full HD main monitor and 42" vertically curved top box, the slot machine provides precisely calculated viewing angle for superior players comfort. The



ARCH Titan Casino Slots Casino Technology

features of the machine allows perfect immersion without external distraction of the gaming experience that secures more time on the device. The curved radius of both main monitor and the top box makes the game more exciting and entertaining.

Elena Shaterova, Global Sales Director commented: "We are

honored by the award, moreover it is given on the 10th anniversary edition of BEGE Expo. The boutique and very impressive ARCH Titan™ was released few months ago with official premiere at G2E, Las Vegas and the feedback from operators is very promising and proves the overall cutting-edge performance of the machine".



Orient Express Online Slots Yggdrasil Gaming

Yggdrasil Gaming transports players on the trip of a lifetime in its latest slot Orient Express.

Passengers will start their luxurious journey in Paris, as they look to spin their way to Istanbul, stopping at Venice and Belgrade on the way.

Players will be immersed in the heart of each city on the way, with each stop providing its own background, free spins and unique features, including Walking Wilds, Win Multipliers, Wild Reels and Random Wilds.

Reaching the final destination, magnificent Istanbul, unlocks all the previous cities and allows players to pick their favourite destination after each Free Spins round, delivering a

diverse gaming experience suited to the individual's preferences.

Head of Slots at Yggdrasil Gaming, Jonas Strandman, said: "With Orient Express, we're proud of creating a game which keeps delivering fresh excitement even after hundreds of spins.

"The game's engaging mechanics, which reward extended playtime, combined with quality visuals and a soundscape that takes players back to an era of lavish luxury, makes Orient Express a guaranteed hit which is certain to entertain players for hours and hours."

Orient Express has launched on Yggdrasil's reputable HTML client framework iSENSE 2.0, and will be backed by its collection of in-game promotion tools, BOOST, designed to improve operator's retention rates.

BEGE Expo 2017 Components Quixant

At the recent BEGE show in Sofia, exhibitor Quixant was pleased with the range and depth of successful conversations with customers and prospects. With a continually expanding floorplan confirming BEGE's standing as the premier Eastern European gaming event, the majority of the region's principal EGM manufacturers and suppliers were present. Visitor numbers were strong, and there was significant interest in Quixant's versatile range – from the cost-effective QXi-307, and fully fan-less, 4K-capable QXi-6000 PC-based platforms, to the display portfolio featuring a variety of monitor and digital button deck solutions.

"BEGE 2017 exceeded all expectations", said Leo Bateman, Quixant UK. "It was remarkably well managed; there were excellent opportunities for networking with current customers, combined with great potential for new business stemming from the event. We were pleased to be awarded as the Most Versatile Gaming Platform Supplier at the BEGE awards, and will be sure to attend again in 2018."



Fu Er Dai Online Slots Play'n GO

Play'n GO has launched Fu Er Dai, a lavish slot inspired by the designer lifestyles of China's super-rich. Players will enter a world of luxury items in the five-reel, 10 pay line slot. A girl with a dragon tattoo will occasionally present herself on the gameboard, covering an entire reel, helping players to further wins. These will be enhanced when two appear simultaneously, with players granted five free Win Spins, and at least one guaranteed to hit a winning combination. Developed in Play'n GO's standard HTML5, players will experience intricate graphics and realistic sound effects across all devices.



Panda's Fortune Online Slots Pragmatic Play

Pragmatic Play is taking players on a journey through bamboo forests in its latest video slot, Panda's Fortune.

The game is an intricately designed 3x5 video slot, complementing koi fish, bonsai trees and yin and yang symbols with a soothing oriental soundtrack.

The game's fifth reel is home to golden variants of every symbol, which are the key to unlocking minor, major and grand jackpots that pay up to 800x the player's original stake.

In another innovative spin, up to 25 jackpots can be won on a game round and the jackpot feature is also available during the free spins round, where stacked lanterns appear in the spin before scattering to the wind to reveal new symbols.

Catalin Bratosin, Head of Games Production at Pragmatic Play, said: "We are proud to launch Panda's Fortune, a game that is both visually charming and expertly-modelled, with intuitive mechanics offering a truly unique gameplay experience."

Performer Grand Arc Casino Slots AMATIC

The focus of AMATIC Industries has always been on MULTI GAME. The strength in depth of these games – whether as feature, fruit or card-based – form the backbone of the enduring success of the company. The AMATIC team always looks to the future to pre-empt the topics and trends that can entertain and fascinate players. AMATIC's in-house game development team then turns these ideas into games reality.

It was then no surprise that AMATIC Industries introduced new games to the visitors of the Bulgarian show BEGE that took place between 22nd and 23rd November in Sofia. Local distributor Casino Game Innovation (CGI) made full use of their stand to present the AMATIC solutions. The new games could be seen alongside the wide range of the most popular AMATIC games.

AMATIC's success lies in the combination of winning games placed into great cabinets. With the boldness to turn their own ideas into new products based on their own experience and knowledge, the Performer Grand



Georgi Nikolov and Milen Totev of CGI with Thomas Engstberger of AMATIC Industries at the BEGE

Arc (PGA) curved slant-top has become the standard gaming machine within the company's product range. AMATIC offers the PGA with either two or three large screens. The strong demand for the PGA demonstrates the high popularity of this machine in Bulgaria.

Thomas Engstberger, Sales Manager at AMATIC, looks back at a very positive show, stating, "We have an excellent partner here in CGI. They know the market very well and have ensured that the PGA has made a strong impact in Bulgaria. The new games as well as our upgrade solutions were appreciated by the many visitors to our common stand. We send out our thanks to everyone who took the time to come and see us".

CrystalCurve Casino Slots IGT

IGT has introduced the CrystalCurve cabinet at Enjoy Chile casinos Enjoy Coquimbo and Enjoy Viña del Mar. These installs mark the first placements of IGT's CrystalCurve cabinet in Chile.

Enjoy Coquimbo and Enjoy Viña del Mar guests can now enjoy the

Wild Fury Jackpots game on the CrystalCurve cabinet. During the title's free game bonus, players ascend its five-level "jackpot ladder" and gain eligibility to larger jackpots with every wild symbol that lands on the reels. Players will enjoy the vibrant game's Stacked Wilds and Gold and Blue Dragon features, along with its use of upgrades, double upgrades and free spins. Graphics look pristine on the CrystalCurve cabinet's 43ins. curved, ultra-HD 4K display.

"IGT is excited to introduce the

CrystalCurve cabinet to the Chilean market," said Marcel Heutmakers, IGT Senior Vice President Gaming, Latin America. "The cabinet delivers an exceptional player experience, can modernize the look and feel of any casino floor, and is backed by a deep content pipeline of premium and player-tested, for-sale IGT content."



BEGE Expo 2018 Cash Handling CPI

CPI exhibited in Sofia once again and came to BEGE with a clear focus on the SC Advance banknote validator and EASITRAX cashbox solution. Many visitors took this opportunity to learn more about the most recent CPI innovations and resulting benefits.

"BEGE is one of the major highlights in our annual show calendar," explained CPI regional sales manager Alan Humble, who is responsible for the Bulgarian market. "It is the most important Gaming show in Eastern Europe, and most of the big industry players attend. Naturally, we came here to support our customers, who were very keen to find out more on the SC Advance and EASITRAX."

SC Advance is the next generation banknote validator from CPI, with



major enhancements up and above its predecessor, the CASHFLOW SC. It features increased memory capacity, faster acceptance speed and improved 4-way ticket validation – all of which leads to improved security, higher performance and happier players.

Humble explains that upgrading to the SC Advance from the older SC is a quick and easy process. "While developing SC Advance, we focused on securing our customers' previous investments," he said. "That explains why only the acceptor head needs to be replaced – the rest of the unit, including the

cashbox and chassis, remains intact for continued use. This simple swap of only the head brings considerable cost and time saving to operators."

One of CPI's most recent, and continually evolving, product developments – EASITRAX – was also centre stage for visitors to the company's stand. This powerful cashbox system creates a comprehensive software/hardware cash management system designed to improve operational efficiencies from the slot floor to the soft count room.

As a complete payment solutions company, CPI took the chance to exhibit its coin technology, including an array of coin validators and hoppers. "We are offering added value for each product group. I'd like to thank everyone who came to see us. This was a great show to be at," concluded Humble.

Products

LAND-BASED AND INTERACTIVE GAMING



Casinobarcelona.es Online Playtech

Casinobarcelona.es has launched a new and exclusive online and mobile Playtech casino and gone live on Playtech's iPoker.es joining a host of well-known brands on Spain's largest poker network.

Playtech's latest licensee has also joined several other big-name brands on iPoker.es adding even more players to the well-established Spanish network that has been running since poker was regulated in Spain in 2011.

Casino Barcelona selected Playtech's network as it is the strongest of its kind in the country and is run using Playtech's successful Source-Based Rake (SBR) Player Valuation Formula.

SBR generates additional recreational player traffic by changing the way in which individual player value is calculated, basing it on a player's net contribution to network liquidity instead of looking at how much gross rake and fee a player has generated.

Pedro Extremera, Spain Country Manager, Playtech, said: "We're delighted to have Casino Barcelona join our growing Spanish network and contribute to the growing success of iPoker.es. We look forward to working with the team there and adding to their growing online gaming offering."

Xavier Ballester, Director at Casino Barcelona Online, said: "This agreement is part of the strategy of Casino Barcelona (both the physical and online casino) to continually strive to offer players the most comprehensive selection of games and content with the highest standards of quality. Incorporating Playtech table games, slots and poker into our online product portfolio gives us the opportunity to offer our players a higher level of entertainment excellence."

BPS C2 Cash Handling G+D Currency

G+D Currency Technology adds the BPS C2 to its portfolio of banknote processing systems. The combination of connectivity, productivity, and usability enhances efficiency and competitiveness in the cash cycle. In addition, it has been recognised with the German Design Award 2018 for Excellent Product Design.

The requirements placed on banknote processing systems by commercial banks, CIT companies, and casinos are high, and they will continue to increase in future. "We meet these demands with the BPS C2, enabling extremely high performance in even the smallest of spaces," explained Wolfgang Kneilmann, Head of the Currency Management Solutions Division, and Member of the G+D Currency Technology Management Board. "High throughput, improved usability, and the ability to network with advanced tools and applications increase our customers' efficiency, and therefore their competitiveness," continued Kneilmann.

Whether counting, sorting, performing authentication, or reading serial numbers, the BPS C2 operates at consistently high speed, and ensures maximum productivity at a throughput of 1,050 banknotes per minutes. The best-in-class sensor



technology built into the table-top system also ensures that banknotes are sorted according to fitness for circulation, to the highest standards: "The system's unrivaled ability to detect counterfeits, and to reliably and consistently sort according to fitness throughout the system's life cycle, sets new benchmarks," explained Wolfgang Kneilmann.

With the BPS C2, G+D Currency Technology has created a new, industrial design standard "Made in Germany". Its ergonomic design is intuitive and user-friendly, and enhances productivity due to a new arrangement of feeder and output pockets. The latest accolade bestowed on the system – the prestigious 2018 German Design Award for Excellent Product Design – reflects the positive response to the BPS C2.

elo

Entertain with interactive gaming experiences

Elo helps power entertainment & engagement with touchscreens from 7 to 70 inches to ensure players keep coming back for more.



Slot Machine



Table Gaming



Sport Betting Kiosk



Lottery eVending

Elo Open Frames

Touch ready with projected capacitive

Multi-touch & thru touch capability

Sleek edge-to-edge glass architecture

Multiple mounting options for easy integration



ICE Totally Gaming

Elo @ SuzoHapp Booth #N4-110
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February 6 -8, 2018

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Texas Tea Pinball Casino Slots IGT

IGT's skill-based game, Texas Tea Pinball, has been deployed at Enjoy Chile-operated casinos, Enjoy Coquimbo and Enjoy Viña del Mar. These installations mark the first placement of IGT's Texas Tea Pinball game in Chile.

Texas Tea Pinball is part of IGT's Video Reel Edge (VRE) game family. Housed on the CrystalCore Cabinet, the game gives players the opportunity to enjoy a traditional video slots base game, and the choice between a free games bonus or a skill-based bonus where a player's pinball skill influences his or her bonus reward.

"IGT is thrilled to extend the success of Texas Tea Pinball to Chile. The skill-based game leverages innovation to engage players in a new way, and can help Enjoy Chile modernize its casino floors," said Jessica Luna, IGT Senior Director Sales Chile, Andean, Central America and Caribbean Region.



Social WLC Social Gaming AGS Interactive

AGS recently added a new partner-focused component to its AGS Interactive business – a Social White Label Casino (Social WLC) platform. This product soft-launched in the first quarter of 2017 and is already live with six customers, quickly gaining momentum.

AGS Interactive Senior Vice President Bryan Bennett said, "We are thrilled about the adoption of our Social WLC after our first launch in March. Six new partners have selected our turn-key, white-label B2B solution as a powerful self-funded marketing channel, designed to engage players in the casino, at home, and on the go. The key benefit of our platform is that it



has been battle-tested in the highly competitive social casino market, and is now ready to support casinos' player-engagement initiatives, with powerful brand extension, communications, promotions, and monetization features."

The early adopters of AGS's Social WLC include BJ's Bingo & Gaming in Fife, Wash.; Gray Wolf Peak Casino in Missoula, Mont.; and Shoalwater

Bay Casino in Tokeland, Wash.

AGS's Social WLC is a casino-branded player engagement app for iOS and Android devices and the web featuring premium and proven AGS slot content, as well as video poker, various table games, and bingo content for free-play, along with engaging extras like tournaments, in-game progression, charms, rumbles, treasure hunts, missions and challenges. In addition, the Social WLC app offers promotions, live events, land-based marketing tie-ins, and integration with the casino player-management system.

AGS's turn-key solution includes a fully casino-branded app with content that is managed by the AGS team, live operations scheduling, segmentation, player targeting, analytics and customer support – along with a core suite of 50+ proven land-based game titles and a strong pipeline of new content.

DRAGON EGG Casino Slots APEX gaming

APEX GAMING once again exhibited in strength at the BEGE show in Bulgaria. "We made full use of this show," explained Kubilay Özer, Global Sales Director at APEX. "We felt that this would be a very good show for us given the solutions we have to offer the market. We were not disappointed – our stand was very much sought after over both days."

The reason was clear – the DRAGON EGG jackpot island stood out amongst the innovations at the BEGE. APEX gaming presented three different versions of the DRAGON EGG: The DRAGON EGG Big Island (that consists of

eight Pinnacle Premium SL slot machines – two banks of four – that each has 3 x 27ins. monitors), the DRAGON EGG Small Island with 43ins. curved monitors (that has four Pinnacle Premium Curved slots each equipped with the large curved screen) and the DRAGON EGG small island (with three x 27ins. monitors with circular design – but consists of four Pinnacle Premium SL slots).

"Many operators in Bulgaria have seen or heard about the DRAGON EGG jackpot island – and the BEGE was the ideal time to see it in person", added Mr. Özer. "The reaction to this was phenomenal".

The DRAGON EGG was joined by a wide range of further solutions, including further members of the



Pinnacle gaming machine family, including the Pinnacle VIP Premium Lounge. The APEX PLAYER STATION (APS) attracted strong interest from operators looking for an electronic roulette multiplayer. The APS can be linked to a total of four roulette wheels (live and/or electronic) and is available with the EVO games as well.

Casino Floor Live Studio Online Live Casino Authentic Gaming

Live casino pioneer, Authentic Gaming, has launched a unique live game format that allows online players to access dedicated tables in studio environments located on the floors of real land-based casinos.

Casino Floor Live Studio is a brand new vertical for the gaming industry that combines the ambience and buzzing atmosphere of land-based gaming floors with dedicated online only dealers.

Unlike other live dealer studios located in land-based casinos, which are often in purpose built rooms hidden away, Casino Floor Live Studio is situated at the heart of the gaming floor and can be seen by patrons.

For online players, it means they can soak up the unique sights and sounds of a land-based casino, while still enjoying the speed, consistency, and dealer interaction that only studio live casino can bring.

Casino Floor Live Studio first launched with LeoVegas in November, and is now being rolled out to online operators on the Authentic Gaming network, including Mr Green, Unibet, Codeta, NYX Gaming Group and many others.

Jonas Delin, CEO of Authentic Gaming, said: "Casino Floor Live Studio marks the next stage in our product diversification plan. We have an active production pipeline, with a raft of new formats and games set to launch in the coming months and throughout 2018.

"We are launching new live casino products in Q4 and throughout 2018 that are specifically designed to appeal to the large and growing player base that engage with tables streamed out of studios."

Products

LAND-BASED AND INTERACTIVE GAMING



Pluto Video PSU Components Heber

Heber Gaming customers will soon be able to order the brand new addition to the Pluto range; a drop-in replacement for the Sanken 2H167W-1 power supply unit that provides multiple voltage outputs.

Gloucestershire based Heber is an established supplier of peripherals and control systems for gaming, AWP's and amusement machine manufacturers with their Pluto range being synonymous with quality and innovation. The announcement of a new addition to the line is exciting news for their varied and global client base. The new video PSU is a perfect companion for the Pluto range of controllers and is a simple drop-in replacement for the Sanken 2H167W-1, ensuring reliability and dependability.

Heber Gaming's Business Development Manager Simon Rose comments, "the Pluto Video PSU is an ideal solution for AWP manufacturers and developers that require multiple voltage outputs. What's more, the new Pluto Video PSU also offers high peak power capability along with over current and over voltage protection."

With over 30 years of gaming peripheral and controller design and manufacturing experience, Heber has seen many changes in the industry. Recent years have seen trends towards more PC based games, a greater desire for quality visuals amongst customers and also an increase in the number of screens. The challenge for designers and manufacturers such as Heber, therefore, is to provide new technology to support such a rapidly changing industry, without compromising on the quality or durability of their products.

Products

LAND-BASED AND INTERACTIVE GAMING



Serbia Casino Slots Merkur Gaming

For the fourth time, Merkur Gaming invited customers to attend its in-house exhibition in Serbia. More customers than ever chose to learn about the latest products from Merkur Gaming and four other exhibiting companies at Belgrade's Hotel Tulip Inn Putnik.

Highlights this year included the premium multigamers Avantgarde, Avantgarde Trio in the Black Series paired with the high-graphic-capability black and white Win City game and the modern Merkurstar upright cabinet. Also on display were the Evolution SL and WB5 cabinet models. A further focus was Merkur Gamings' broad range of games with over 100 to choose from.

"Whether from Serbia, Bosnia, Montenegro or Croatia – this year, many of our customers took the opportunity to engage with our team in Belgrade and inform themselves about the latest cabinet and games developments," said Borivoje Rajsic, Managing Director Merkur Gaming Serbia. "All five exhibitors received positive feedback for the product presentations. I would like to thank all participating firms for the successful organisation." In addition to Merkur Gaming, the other exhibiting companies were GeWeTe with its cash handling portfolio, EEP Casino with the Xlivebet terminal, Fazi with a casino management system and electric roulette and Pionir International.

Christian Wiechert, Merkur Gaming, was similarly impressed by the great response from customers: "The in-house exhibition in Belgrade showed that our customers see the next development steps in a very positive light. The new Merkur Gaming games are very popular and our customers are now looking forward to positioning them in their own markets."

PayPoint Plus Touchscreens ELO

Elo has released the next generation of the PayPoint mPOS solution, the PayPoint Plus for iPad and the PayPoint Plus for Android. The all-in-one mPOS solutions bring unmatched style to the point of sale with a distinctive, modern aesthetic.

PayPoint Plus provides everything a merchant needs including a fully integrated 2D barcode scanner from Honeywell, a 3ins. printer from Star Micronics and an encryptable MSR from Magtek. Also integrated is a full-sized cash drawer, connections for third-party peripherals, a flip-for-signature touchscreen, and on some configurations a built-in customer-



facing display. This space-saving and commercial-grade AiO is ideal for retailers and operators of all sizes in all verticals, including general retail, specialty, salons, quick-service, casual dining, cafes, grocers, hotels, stadiums and other entertainment venues.

"Since certifying Elo PayPoint with our Merchant-in-a-Box software platform, checkout has never looked or functioned better," said Chad Corbitt, COO at iMobile3, an Elo POS software partner. "The all-in-one solution creates an unmatched experience – from the

simple and streamlined setup to the fast and engaging transaction processing – uncomplicating POS for our customers and merchants in the retail and quick-serve industries."

PayPoint's single-cable design makes setting up the POS system fast and easy. Merchants can customise the platform to their needs by adding third-party peripherals, including a scale, secondary cash drawer, handheld scanner, EMV terminal, and near-field communication (NFC) reader.

Elo also offers software development kits for developers who want to run their software on PayPoint Plus, and the peripheral test application makes it easy for integrators and customers to update firmware, manage key injection, and check the status of hardware during support calls.

BEGE Expo Components SUZOHAPP

"BEGE has brought a fitting end to our show season," commented Amir Saluhovic, Regional Sales Manager at SUZOHAPP during BEGE in Sofia. "We are proud to have supported the show as a Silver Sponsor. This is the 10th edition of the BEGE and the show grows in importance every year."

At BEGE, SUZOHAPP showed its rich selection of solutions for all market segments, such as touch monitors and displays, bill and coin validators, pushbuttons, toppers and various cabinets' components.

SUZOHAPP was able to impress visitors with its new PKT (Picture Key Technology) – the latest innovation in pushbuttons. They are fiber optic glass pushbuttons that present any graphic content from a display underneath the surface, with the tactile feel of mechanical pushbuttons. Through



a patented technology, SUZOHAPP enables its clients to bring dynamic content via a highly configurable user interface.

The latest VisionPRO and ELO monitors and LCDs were also the focus for many visitors to the SUZOHAPP stand. BEGE attendees appreciated seeing the latest cash handling innovations, specifically a selection of Comestero and SCAN COIN solutions, and a vast array of components such as banknote readers and recyclers, coin hoppers, and coin validators. The

SH1950 LCD continues to be the top selling topper and visitors had the opportunity to see its new backlit version. Finally, casino equipment – locks and speakers were in high demand.

"It is all about bringing value to our customers," stated Goran Sovilj, Vice President of Sales Gaming EMEA. "We are not only a solutions provider. We inform, educate and train our customers, and we are constantly in close dialogue with them. We greatly appreciate their opinion and feedback."

Le Chef Online Slots Magnet Gaming

Magnet Gaming is giving players the chance to cook up a storm thanks to its newest slot, Le Chef.

The slots provider's latest release features nine aptly-designed reels and two progressive jackpots, and



is sure to appeal to those with a sweet tooth. Available on desktop and all mobile devices, players help Le Chef create some tasty treats in their bid to scoop Le Jackpot.

The slot offers players the chance

to win on every spin with entertaining bonus rounds such as Bon Appétit, Food Critic, Kitchen Time and Pick a Dish.

Thomas Nielsen, Head of Gaming Licensing at Magnet Gaming, said: "Le Chef serves up the French restaurant experience to players and if you can impress Paris's toughest food critics, there are plenty of delicious prizes to be gobbled up. "We are sure this will appeal to those foodies out there."

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