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WEEK 36

FRIDAY 04 SEPT 2026

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  Paul Mills

LOTTOMATICA GOES GLOBAL WITH CIRSA M&A

Lottomatica brokered a new deal to absorb Spain-headquartered Cirsa this week, creating one of the largest listed gaming entities currently active in the industry

It's the risk-takers that usually go further in life. And that's good news for those in gaming, an industry built on risk, reward and calculation. With that fact in mind, Lottomatica's decision to absorb Cirsa this week may mark one of the most consequential M&A gambles the industry has seen in some time.

The numbers alone are eye-catching enough: a €2.8bn ($3.24bn) all-share merger, an enlarged business expected to generate billions in annual EBITDA, and the creation of one of the world's largest listed gaming and sports betting operator. However, beneath the financial mechanics lies a wider indication as to the direction of travel in an ever-changing and rapidly evolving M&A-obsessed industry.

THE ART OF THE DEAL

Indeed, European gaming giants expanding overseas is nothing new. Yet as regulation continues to tighten across the continent, technology becomes increasingly expansive and competition increasingly unforgiving, size is becoming more than just a competitive advantage. It's becoming a survival strategy.

This latest deal brings together Lottomatica, which has cemented itself as Italy's dominant online operator, and Cirsa, which has quietly built a highly lucrative multi-jurisdictional product across Spain, Mexico and South America. The strength of the two individual entities is what makes this deal so compelling. Neither is in need of a rescue party, and each is doing just fine on their own. Instead, two companies that have already secured growth in their home territories are joining forces in pursuit of something larger: diversification, resilience and international scale.

For Lottomatica, this M&A represents the acquisition of momentum almost as much as it does assets. Absorbing Cirsa's LatAm presence will open doors that would have taken years of lockpicking otherwise. Further, Lottomatica and Cirsa expect to generate €115m in annual synergies within three years, drawing efficiencies from procurement, technology, trading and shared services – not to mention that all-important omnichannel diversification.

BLACKSTONE AND THE EQUITY ENDEAVOUR

With both companies operating across both the land-based and online sectors, the combination of their respective digital products with extensive retail gaming networks further highlights the one-stop-shop, omnichannel emphasis.

Evidently, there's plenty of meat on the table when it comes to this merger, which is why Blackstone has refused to give up its seat. For context, Blackstone has owned and operated Cirsa since 2018 and has now rolled over that ownership into a 24% holding and two board seats of the new combined company.

That is a powerful signal. Private equity firms do not usually remain at the table unless they believe there is another stage of value creation ahead. Blackstone's decision to retain a significant position suggests confidence that this merger is not the end of Cirsa's story, but the beginning of a much larger one.

NO SUCH THING AS RISK-FREE

While the synergies of this deal are obvious, the risk remains palpable – and the market knows it. Merging large businesses across multiple jurisdictions, cultures and regulatory systems is never straightforward.

Technology platforms must align, operations must be streamlined and management teams must find common purpose. The process will take time, with completion not expected until 2027.

In response to the news, Cirsa's shares have surged, but Lottomatica's have fallen sharply. Why? Because the industry has seen more synergetic and ambitious mergers fail plenty of times before.

A SIGN OF THE TIMES?

Nevertheless, the market factors behind what is driving this deal remain perhaps equally as interesting as the intricacies of the deal itself. When the UK Government implemented a 40% tax rate on the market as part of last year's Autumn budget, many across the industry predicted inflated M&A action.

Yet, in the year since, that trend has been reflected instead not just in the UK, but across the whole of Europe and beyond. The European region is becoming increasingly regulatory and economically volatile, with raised barriers to entry making mature markets increasingly competitive. That landscape is forcing operators to find alternative routes of growth and companies like Cirsa and Lottomatica are now trying to get ahead: by willing a larger, more diversified cross-border offering into being.

As such, this latest deal not simply eye-catching because of its scale, but because it might just represent the future.

THIS WEEK'S BIG QUESTION:

After initial 13% bounce, how high can Cirsa's stock rise?

THE WEEK IN NUMBERS

17.2%

Denmark's total annual GGR increase to DKK760m ($119.2m) for July

44%

Of surveyed US first responders met the criteria for problem gambling, while a further 39% were classified as 'at risk'

$3.4m

AskGamblers Complaint Service recorded its strongest quarter to date in Q2 2026, helping players recover roughly this amount

245%

Rise in Colorado's 2026 World Cup betting handle increased compared with the 2022 tournament

17

New roles planned in Veikkaus' restructure as ahead of Finland's transition to a competitive licensing

THIS WEEK'S EXECUTIVE ROUND-UP: MACAU, SKYCITY, KALSHI & MORE

Macau casinos generated MOP21.89bn (US$2.71bn) in gross gaming revenue (GGR) for August, down 1.2% year-on-year. Despite the decline, the market remains ahead of last year's pace overall, with GGR for the first eight months of 2026 reaching MOP169.05bn, up 3.7%. The August performance also represented an improvement over the sharper falls recorded in June and July, when revenue dropped by 12.1% and 8.4%, respectively. Analysts linked some of the earlier weakness to the FIFA World Cup, with gaming activity now showing signs of stabilising.

While Macau's operators look towards a possible recovery, New Zealand's **SkyCity Entertainment Group** is taking steps to strengthen its financial position. The casino operator completed the NZ$74.5m (US$43.3m) sale of its 99 Albert Street office building and investment properties, on Victoria Street in Auckland to Mainland Capital and Russell Property Group. The transaction forms part of SkyCity's asset monetisation strategy. The operator previously said proceeds from the transaction will help support its long-term financial position, while allowing it to focus capital on its core gaming and hospitality operations.

As usual, the week would not be complete without some news from the prediction markets sector. **Kalshi** took action against a US political candidate over trading activity linked to her own election campaign. Republican House candidate Laurie Buckhout received a three-year ban and a $2,589 penalty after purchasing less than $1,000 worth of contracts tied to her candidacy in North Carolina. The move comes as Kalshi continues to face legal and regulatory challenges. The operator alleges that Washington state regulators used "selective-nonenforcement" when filing recent legal action against it. This follows a federal court ruling that prohibited the operator from offering or accepting event contracts related to sports, elections, politics, culture, technology and science in the state. A lawyer who had represented Kalshi noted how the state's Attorney General's Office has "not taken any action against any other" prediction market operator. The AG's Office refuted these claims.

Elsewhere, **Century Entertainment** once again pushed back the release of its annual results for the financial year ended March 31, 2026. Previously, the release was anticipated by the end of August. The Hong Kong-listed company said additional time is required to complete its audited financial statements, and related disclosures to ensure full compliance with the Stock Exchange's reporting requirements. The Board meeting to approve the results is postponed until 18 September or earlier. The company runs VIP gaming rooms in Dara Sakor, Cambodia, and is expanding its online gambling business into the Philippines.

In **Denmark**, the latest gambling figures indicate satisfactory July performance. Total gambling spend rose 17.2% year-on-year, led by online casino, which climbed 22% and betting, up 21.3%. Land-based gambling moved in the opposite direction, with slot machine spend edging lower by 0.1%, bingo falling 7.9% and land-based casino spend declining 4%. July GGR reached DKK 760m (US$117.7m), with online casino remaining the largest segment at DKK 436m,

Finally, besides prediction markets, traditional gambling operators also continue to face compliance issues in the US. **Fanatics Sportsbook** agreed to pay a $20,000 fine in Colorado after promotional offers were sent to a VIP player who had enrolled in the state's self-exclusion programme. The player had registered for a five-year exclusion in January but received offers from Fanatics' VIP team in February. Fanatics identified the issue, notified its leadership and provided additional training before agreeing to the settlement with the Colorado Division of Gaming.

MACAU, THE STAR, ROMANIA & MORE...

AT A GLANCE

- Asia Pioneer & Success Universe release H1 2026 results
- The Star Entertainment reports FY26 loss of AU$307m
- Former Finance Minister proposes new online gambling tax in Romania
- IEC revenue rises 50.6% to HK$852.5m for FY26

Macau-based **Asia Pioneer Entertainment** has generated total comprehensive income of approximately HK$2.3m (US$293,480) for H1 of its financial year. The improvement was primarily due to higher group revenue – which rose 47.3% to HK$33.9m – as well as increased customer demand for electronic gaming equipment.

Joining the supplier was **Success Universe Group**, which posted an attributable loss of HK$52.9m for H1 2026 despite an 11% increase in total revenue to HK$32m. The closure of Ponte 16's satellite casino played a significant part in Success Universe Group's profit decline, as Macau operators continue to adjust to revised gaming legislation.

Heading Down Under, **The Star Entertainment** reported a statutory net loss of AU$307.3m for FY2026 after facing difficult trading conditions and ongoing compliance challenges, although the figure still marks an improvement from the AU$428m loss recorded for FY2025. Despite improvement, auditors flagged significant uncertainty over the group's ability to meet its financial obligations over the next 12 months, particularly in relation to the AUSTRAC penalty and its existing liquidity.

As part of regulatory initiatives in **Romania**, former **Finance Minister Adrian Câciu** suggested a new tax on online gambling transactions, proposing that any such payments be withheld directly by banks. The proposal follows concern from the Association of Remote Gambling Organisers, which believes restrictions currently affecting the retail sector could soon extend to online activity.

Turning back to financial reports, **International Entertainment Corporation** (IEC) produced a 50.6% revenue increase to approximately HK$852.5m for fiscal year 2026, supported by new expansion at Manila's LaVie Resort & Casino. Still, IEC's loss for FY2026 widened to HK$486.4m, with the operator referencing higher selling and marketing expenses.

THE WEEK IN QUOTES

BRAZIL

ROUND-UP

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There's no doubt that prediction markets are the biggest threat out there to Tribal sovereignty and commercial gaming.

GRANT EVE, PARTNER AT WIPFLI, SPEAKS EXCLUSIVELY TO GLOBAL GAMING INSIDER

When the opportunity to host some of Pragmatic Play's biggest live casino games came up, I jumped at the chance. I'm bringing the Kevin energy to Pragmatic Play. November can't get here fast enough.

KEVIN HART, SPEAKING ON HIS NEW COLLABORATION WITH PRAGMATIC PLAY

SUPERBET, SPA, FLAMENGO & MORE...

AT A GLANCE

- Government expects Selective Tax to generate BR$41.9bn
- SPA fines Pixbet $156,885
- Flamengo pushes back on plan to redirect betting funds
- Superbet launches helpline for gambling addiction support

As **Brazil's** revenue forecast begins to take shape in the country's 2027 Annual Budget Bill, the Government estimates its new **Selective Tax** will generate BR$41.9bn ($8.08bn) during the full-year period. The Selective Tax was established through Brazil's wider consumption tax reform and is designed to apply to products and activities considered harmful to health or the environment.

However, Finance Minister Dario Durigan confirmed the Government intends to avoid setting the betting rate at a level high enough to encourage migration towards illegal operators.

In additional news related to regulatory oversight in Brazil, the **Secretariat of Prizes and Bets** fined **Pixbet** BR814,567 ($156,885) after the operator failed to be located at its registered address. Pixbet maintains the right to either file an appeal to the enforcement action, or submit proof of payment electronically through Brazil's Electronic Information System.

Turning attention back to potential tax ramifications, **Flamengo** recently argued against a late change to Brazil's Public Security constitutional amendment – which would divert betting tax revenue away from sport – and requested the Senate reverse the alteration before a final vote.

Elsewhere, **Superbet** recently launched its new "Superlinha" 24/7 helpline for gambling addiction support. The service is staffed by social workers, psychologists and psychiatrists, with initial capacity for up to 3,500 monthly consultations.

THE WEEK IN
QUOTES

REGULATORY
ROUND-UP

> *Responsible gaming has the greatest impact when the industry works together.*

ROB LOCKWOOD, SVP OF STRATEGIC COMMUNICATIONS AT THE AMERICAN GAMING ASSOCIATION, ON THE IMPORTANCE OF COLLABORATION

> *We, as experts in this, believe that the root of the problem is consumer education.*

ALEX FONSECA, SUPERBET BRAZIL CEO, ON WHY EDUCATION SHOULD BE CENTRAL TO ADDRESSING GAMBLING-RELATED HARM

KALSHI, ITIA & GAMBLING COMMISSION

AT A GLANCE
- Kalshi fines White House aide
- Two tennis players accept ITIA sanctions
- Gambling Commission suspends two UK licences

While prediction markets have continued to grow in popularity across the US, concerns regarding insider trading – especially on the political scale – increase as well. No better example was formed than **Kalshi** ordering former White House teleprompter Gabriel Perez to pay more than $172,000 after using non-public information related to President Trump's speeches to place bets on the platform.

Under a settlement announced by the **Commodity Futures Trading Commission**, Perez must surrender $107,539.02 in profits, pay a $65,000 civil penalty and face a three-year trading ban.

Regarding anti-corruption efforts in professional sports, the **International Tennis Integrity Agency (ITIA)** suspended Mark Kaufman of Russia and Luka Todorović of Serbia for recent rule breaches, with the penalties having been accepted by both players. Kaufman was fined $5,000 and suspended 18 months for failing to cooperate with an ITIA investigation, while Todorović was suspended nine weeks and fined $10,000 for knowledge or suspicion of corrupt activity and failing to report it.

In the **UK**, the **Gambling Commission** chose to suspend the licences of BresBet and Bet St George for potential social responsibility and anti-money laundering failures. The Gambling Commission continues to review each licence, with the suspension remaining in place until both operators have been deemed compliant.

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THE DEBRIEF

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KALSHI'S SANTOS VERDICT: A LINE IN THE SAND FOR PREDICTION MARKETS?

When George Santos took to X to sarcastically thank Kalshi for banning him for life, he probably didn't mean to hand the prediction-market industry its best marketing moment of the year. But that's (roughly) what happened.

On 31 August, Kalshi's compliance team confirmed what many had suspected since February: the platform had found reasonable cause to believe the former congressman engaged in insider trading tied to his own attendance at Donald Trump's State of the Union address.

The details read like something Santos himself could once have invented – a five-figure profit built on a market he was uniquely positioned to influence, followed by a very public, very convenient last-minute no show.

The lifetime ban, Kalshi's first ever, arrives alongside a $71,356 fine and sits atop a $35,000 settlement Santos already struck with the CFTC back in July. Unlike other traders caught in similar nets this year – including a gubernatorial candidate who bet on his own campaign and a streamer who traded on privileged platform data – Santos reportedly refused to cooperate with Kalshi's investigation.

That, arguably more than the trade itself, seems to be what pushed the operator toward its harshest available penalty.

Why should the wider betting sector care? Because this is Kalshi doing something regulators have spent the year accusing prediction markets of failing to do: policing themselves, visibly and without exception.

The Santos case landed in the same week Kalshi also penalised a former White House teleprompter operator over $172,000 for trading on Trump's speech content, and just days after the Ninth Circuit ruled against Kalshi's own attempt to block Nevada's regulatory reach. Three very different fights, one common thread – Kalshi's legitimacy as a serious marketplace is being stress-tested from every direction at once: in the courts, in statehouses and now within its own user base.

Self-enforcement won't resolve the bigger structural question of whether prediction markets ultimately answer to the CFTC, to state gaming law or to some hybrid regime nobody has finished building yet. But a high-profile, zero-tolerance stand against a genuinely famous rule-breaker is smart positioning while that fight continues to play out in Nevada, Connecticut and elsewhere. It gives Kalshi a stronger answer the next time a regulator questions whether political and "mention" markets are simply too exploitable to trust.

For an industry still writing its own rulebook, banning a former congressman for betting on himself is either a genuine credibility milestone or a remarkably well-timed piece of theatre. Quite possibly both. Either way, expect insider-trading enforcement stories to become a regular fixture of the prediction-market beat – Santos just won't be allowed to read them from the inside anymore.

GGI FRIDAY MOVERS & SHAKERS

philweb CORPORATION

WILLIE LOK
VP of Casino and Loyalty Products
Midnite
UK

Midnite has appointed **Lok** to lead the development of its casino and loyalty products as it expands internationally. Lok brings substantial experience, having most recently served as VP of Product for Casino and Loyalty at FanDuel, following an earlier leadership role at Sky Betting and Gaming.

LANCE GOKONGWEI
Chairman
PhilWeb Corporation
Philippines

Gokongwei has been appointed Chairman of PhilWeb following his investment in the gaming technology provider. He succeeds Crisanto Roy Alcid, who has relinquished his Chairman and CEO responsibilities but remains a Director. PhilWeb has yet to appoint a new CEO.

JONAS ERICSON
Chief Financial Officer
Avanti Studios
Sweden

Avanti Studios has bolstered its executive team by appointing **Ericson** as CFO. Ericson joins the live casino supplier after six-and-a-half years at Klarna, where he rose to Global Head of Finance. He will oversee financial strategy, operations, investment, risk management and compliance.

RACHEL WATSON
Lead Independent Director
Tsogo Sun
South Africa

Tsogo Sun has named **Watson** as Lead Independent Director, following Busi Mabuza's retirement from the Board after more than 12 years. Watson, an Independent Non-Executive Director since 2019, brings Board and committee experience across several businesses associated with Hosken Consolidated Investments.

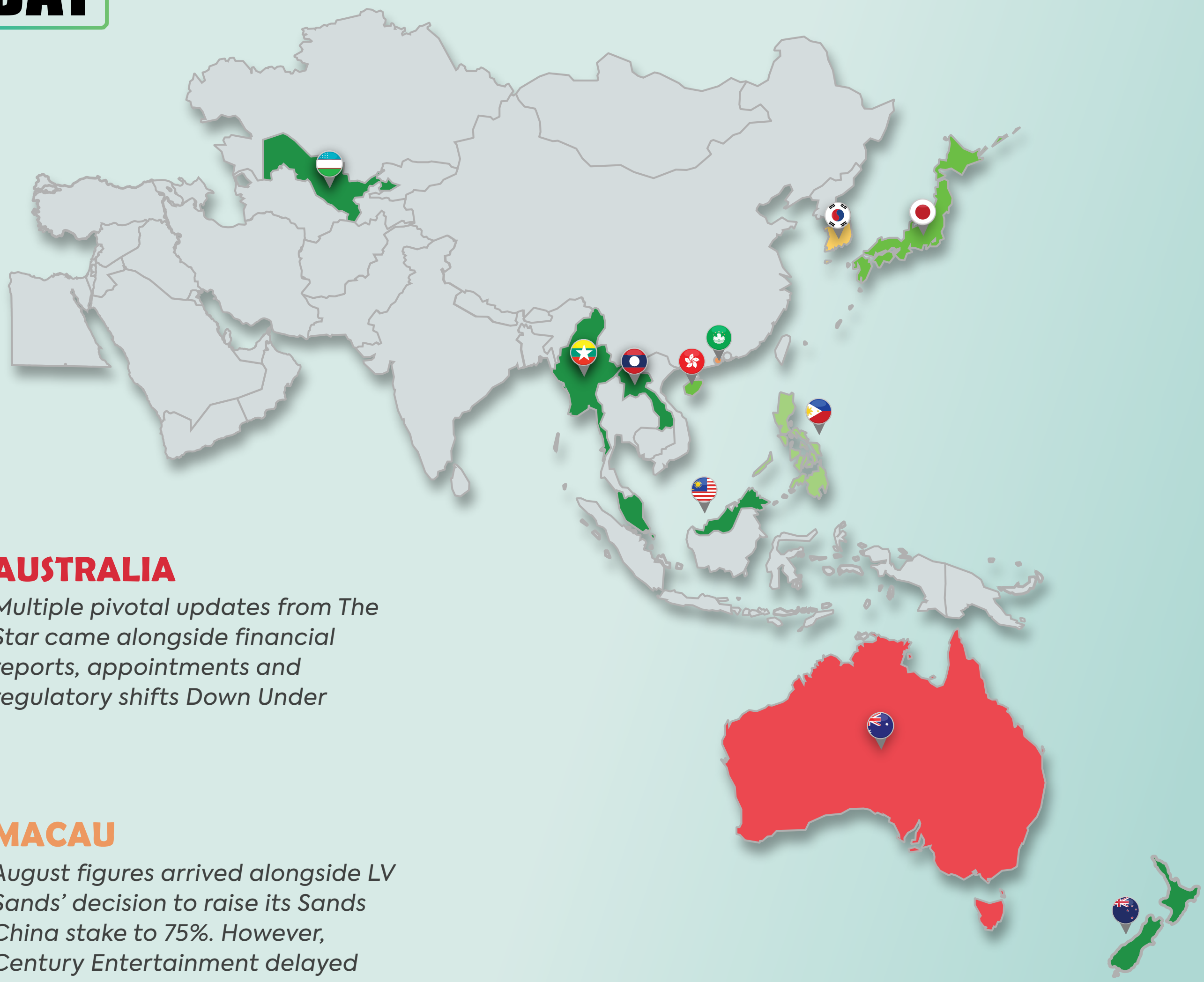
CHRISTIAN HEINS
Chief Commercial Officer
Tipwin
Germany

Tipwin has appointed former Tipico executive **Heins** as CCO, placing him in charge of virtual gaming machines and online sports betting. Heins will support digital expansion and closer retail-online integration, drawing on his experience leading Tipico's iGaming business through Germany's changing regulatory environment.

PIERRE TOURNIER
Interim Secretary General
EGBA
Europe

Tournier has become Interim Secretary General of the European Gaming and Betting Association (EGBA), succeeding Maarten Haijer after 13 years of leadership. An experienced industry advocate, Tournier will guide EGBA's response to Europe's evolving regulatory environment and the continued growth of illegal online gambling.

GGI FRIDAY HEAT MAP



AUSTRALIA

Multiple pivotal updates from The Star came alongside financial reports, appointments and regulatory shifts Down Under

MACAU

August figures arrived alongside LV Sands' decision to raise its Sands China stake to 75%. However, Century Entertainment delayed its results...

SOUTH KOREA

Jeju Dream Tower and Shin Hwa World unveiled financial results, plus updates from GKL and Kangwon Land

JAPAN

Wakayama announced a new casino development, there was campaigning for an IR in Hokkaido and Okada finalised plans for its addiction centre

PHILIPPINES

PAGCOR provided licence updates, as IEC revenue rose and PhilWeb provided an executive update

HONG KONG

Paradise Entertainment reported its financial results

LOW

HIGH

DATA CENTRE

MISSOURI JULY 2026 SPORTS BETTING RESULTS

- **Missouri's online sports betting revenue rose by 59.4% between June and July 2026, thanks to inflated engagement from the World Cup**
- **DraftKings was the state's highest-earning operator in July, reporting revenue of $11.25m, up 93.1% month-on-month**
- **Elsewhere, bet365 reported the highest revenue rise of 180.7% month-on-month, settling at $1.6m during July**

ONLINE

OPERATOR	REVENUE ($M)	% CHANGE MONTH-ON-MONTH
bet365	1.60	+180.7
BetMGM	1.04	+52.9
Caesars	0.27	–70.3
Cirsa	–0.05	–350.0
DraftKings	11.25	+93.1
Fanatics	1.24	+60.6
FanDuel	5.59	+26.2
Penn Sports Interactive	0.32	+45.45
Total	**21.2**	**+59.4**

- **Retail revenue from the Missouri sports betting market rose 56.8% month-on-month to $0.58m for June**
- **Penn Entertainment's Argosy Casino reported the highest revenue figure of $0.13m for the month, up 46.9%**
- **Fanatics' Ameristar Kansas City reported the steepest month-on-month revenue incline of 329.9%**

RETAIL

OPERATOR	REVENUE ($M)	% CHANGE MONTH-ON-MONTH
Argosy Casino	0.13	+46.9
Harrah's KC (Caesars)	0.03	+10.7
Horseshoe (Caesars)	0.04	+50.0
Century Casino	0.04	+2.4
Ameristar KC (Fanatics)	0.04	+329.9
Ameristar St. Charles (Fanatics)	0.01	N/a
Hollywood Casino	0.05	+6.8
River City Casino	0.01	+170.7
Total	**0.58**	**+56.8**

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GGI FRIDAY GUEST

INTERVIEW

PAUL MILLS,

EVENT DIRECTOR,
SBC

SBC's Event Director Mills speaks exclusively to Global Gaming Insider about what new to expect from this year's Lisbon summit

To begin, please give us an overview of everything new we can expect to see at the SBC Summit 2026!

There's a huge amount that's new this year. One of the first things people will notice is Festival Square, a new open-air social space between the MEO Arena, home of the Super Stage, and the FIL exhibition halls. Festival Square will remain open after the exhibition closes, giving attendees somewhere to stay, network and socialise rather than everyone disappearing at the same time. There will be a piano bar, cocktail bar, entertainment, singing and shisha, creating a relaxed environment where people can continue conversations after 6pm.

The scale of the event is also growing significantly. We're expecting around 40,000 registrations this year, compared with approximately 30,000 last year, with attendees expected from around 150 countries. In that sense, networking is another area where we've made significant improvements. We've introduced speed networking sessions, particularly to help first-time attendees meet people and find their way around the event. We're also introducing show tours, taking attendees around relevant parts of the exhibition based on their interests. They'll be able to discover new products, meet exhibitors and connect with other attendees interested in similar areas. It's also a good way of ensuring buyers are introduced to relevant exhibitors.

We're expanding our regulatory networking through a partnership with the International Association of Gaming Regulators. Regulators from different jurisdictions will host dedicated meetups throughout the event, covering key European territories as well as Canada, Brazil and Eurasia. There are also two new focused forums: the Africa Gaming Forum and the Prediction Markets Forum. Both will run alongside the main summit, providing dedicated discussions around the opportunities and challenges facing those sectors. More broadly, we've focused on five key pillars: the show floor, networking, conference content, education and experience. The conference has around 600 speakers across eight stages, while our educational offering includes dedicated academies providing practical skills and knowledge.

How do you feel the show has begun to settle into its own identity after three consecutive years?

I think it's now an established event. SBC has had a major event in September for around 10 years, first in London, then Barcelona and now Lisbon, so there's already an established place for it in the industry calendar. It's also a good time of year. It comes straight after the summer, when companies are finishing their plans for the current year while beginning to focus on the next one. They're considering budgets, investment, training and where they need to improve, so it creates a natural opportunity to meet and discuss those priorities.

Lisbon itself has also become an important part of the event's identity. It's a great city and the infrastructure works well for what we're trying to create. The airport is close to the exhibition centre, while the MEO Arena next door allows us to host the Super Stage, major keynote sessions, awards ceremonies and the closing party. We call it 'The Greatest Show in Gaming' and that's ultimately what we're trying to build. The fundamental reason people attend is to do business, but we want to add those extra elements that make the experience memorable.

That comes back to hospitality and understanding the difference between simply providing a service and creating a genuine experience. Whether someone is an exhibitor, sponsor or attendee, we want them to leave feeling like they've had an exceptional few days.

One thing hard to ignore this year is the clash with G2E. Has that altered your preparation in any way, particularly around panel content?

It's a difficult situation, and unfortunately one of those things that neither event could really change. As soon as we found out about the G2E dates, we spoke to the team there, who we've known and worked with for many years. Their dates moved earlier, while our dates were slightly later this year to try to avoid clashes with religious holidays. It's simply one of those situations where circumstances have created an overlap.

We know some senior executives, particularly those based in the US, will have to make a decision about which event to attend. G2E is a predominantly land-based and Las Vegas-focused event, and it's a very good show. I've attended many times myself. However, if you're focused on the international iGaming industry, Lisbon remains the key global meeting point. We're expecting attendees from around 150 countries, and that international nature is one of the major strengths of the event.

Of course, we recognise that the clash will affect some audiences, and it's frustrating that people are being forced to make that choice. But the key people and companies we need for the event will be in Lisbon.

How do you believe the celebrity endorsements, performances and panel appearances help broaden the show's appeal?

Having celebrities and major keynote speakers at an event is always valuable. It gives you profile, creates stories around the event and gives people something additional to look forward to. It doesn't take away from the fundamental reason people attend, which is to do business and improve their companies, but these appearances provide another reason to attend and broaden the event's appeal.

This year, however, Michael Jordan takes that to another level. It's a genuinely unique appearance. He rarely speaks publicly and hasn't appeared in Europe for many years outside of occasional commitments, so this is a significant moment not only for SBC, but for the gaming industry, Lisbon and Portugal. Since announcing his appearance, we've seen interest from media around the world, particularly from the US. We've even heard from people who have said this will be their first trip outside America because they want to attend the event.

That demonstrates how much the right personality can broaden the reach of an event and attract audiences who may not otherwise have considered attending. What's also important is that these sessions aren't simply celebrity appearances. Michael Jordan, alongside figures such as Jason Robins, will discuss their experiences in US leadership, business and sport, giving the audience perspectives that have relevance beyond their individual industries.

What can you tell us about the development of the Affiliate Leaders Summit this year?

The Affiliate Leaders Summit is significantly different this year because it has become a standalone event with its own dedicated registration. Previously, it was effectively a specialised area within the wider SBC Summit. It had its own marketing, targeting and media partnerships, but one ticket gave attendees access to both events. That's no longer the case.

"This year, however, Michael Jordan takes that to another level. It's a genuinely unique appearance"

The change reflects the importance of affiliates within the gaming industry and recognises that they need their own platform and voice. Their priorities are different from those of the wider B2B industry, so it would be naive to assume they are looking for exactly the same things. We're now marketing directly to the affiliate community and building the event specifically around their needs.

That's the key objective: creating an audience that generates meaningful commercial opportunities. We have high hopes for the Affiliate Leaders Summit and believe it can become an important standalone platform for the affiliate sector, while remaining connected to the wider SBC Summit.

GGI FRIDAY

THE DEALMAKERS

COMPANY	NEW PARTNER	VERTICAL	REGION
MGM Resorts	American Gaming Association	RG	US
Kalshi	The Weather	Prediction markets	US
Lotto.com	World Series of Golf	Lottery	US
FSIN	SIGA	Land-based	Canada
Yggdrasil	Hub88	iGaming	Europe
Kanggiten	Evoplay	iGaming	Europe
Logifuture	Mozzartbet	iGaming	Bosnia & Herzegovina
Enjoy	Stanleybet.it	iGaming	Italy
Hub88	Playzaar	iGaming	Europe
Wazdan	Caliente	iGaming	Mexico

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iGAMING PLATFORM

LOCAL BY DESIGN

COMPLIANT BY DAY ONE

MEGA GAMIFICATION SOLUTION

FRONT-END

SPORTSBOOK INTEGRATED SOLUTION

MARKET ACCESS

MANAGED SERVICES

PERFORMANCE MARKETING

PLAYER ACCOUNT MANAGEMENT