

EXPANDED HORIZONS | GREENTUBE



# Greentube outlines relentless expansion strategy at ICE 2019

STRATEGIC SPORTS BETTING

2018 was yet another prosperous period for the machine manufacturer, Novomatic AG - and not least for its digital, social and nascent sports betting divisions.

Thomas Graf, the group's CTO - who also serves as CEO of Novomatic's online arm, Greentube - briefed the press at ICE 2019 on a range of strategic steps made over the past year to advance its position in the regulated international markets.

"Greentube currently has close to 600 people working in digital areas, mainly development, at our offices in Austria, Malta, Gibraltar, Slovakia, Greece, UK and Canada," said the Greentube CEO.

"We currently have more than 500 slot and casino games in the portfolio made available in multiple languages."

Regulatory change forced Greentube to withdraw from some "very relevant markets" in 2018 - namely Germany and the Netherlands - and to restructure some of the business. This, however, was largely overshadowed by a string of new B2B entries into markets such as Italy, Romania, Greece, Colombia, Serbia and Aus-

Speaking at a press briefing at ICE 2019, CTO of Novomatic and CEO of Greentube, Thomas Graf, talks through the company's digital and sports betting strategy for the US - as well as B2C and B2B growth closer to home, and target markets for the year ahead.

tria with the Austrian lottery. In total, Greentube delivered content to more than 20 markets in 2018 through its B2B channels, and increased its clients from 27 to 47.

The B2C real money side of Greentube saw impressive growth too, and again across various new markets including Italy which was up around 50 percent; Star Vegas in Spain up 160 percent; and the UK was up by 150 percent.

Greentube also launched Admiral Casino in the UK, a real money brand "which is growing very rapidly and becoming profitable after a relatively short time span," Graf went on. Also in the UK, Greentube's server-based solution, Plurius, was rolled out, "where we see it's clearly a competitive product with new features to be introduced during the course of this year."

For 2019 Graf's outlook is primarily focused on entering new markets. "Switzerland is the closest one," he disclosed. "New legislation has been introduced and we expect a market opening in the second half of this year, where we will be supplying our games to licensed operators and offering our online gaming platform to selective customers in the country."

"Other markets we plan to enter include Croatia, Sweden, Denmark, New Jersey, Pennsylvania - and last but not least Mexico."

The firm's social gaming initiative, Greentube Pro, continues to move from strength to strength in the US, he said, giving land-based casinos a digital non-money marketing and retention tool. Two years on from signing its first casino customer, Foxwoods, "the numbers are encouraging," said Graf. "We have recently added two more customers in Pennsylvania and Minnesota, and last year another big customer, the Seminole's Hard Rock Group, where we are rolling out the product throughout their operations in the US."

In Australia too, the firm has found a social gaming partner, The Stars Group, owner of Sydney's largest casino.

Novomatic has been a leading provider of sports betting in Europe through its Admiral and Millennium brands for many years. Novomatic's move into sports betting in the US also began to materialise last year with a number of kiosks placed at major resorts in New Jersey and Pennsylvania, generating plenty of play and increasing orders.

# 60 second interview: Quinel

After 10 years of providing a first class service to some of the industry's most ambitious suppliers, testing house Quinel has earned an international reputation for both quality and speed. The firm's CCO Pietro Fiorito sits down with iGaming Times for a quick-fire Q & A.

TEST LABS QUINEL

**iGAMING TIMES:** How would you describe Quinel in one sentence?

**PIETRO FIORITO:** We are an independent Testing House which offers certification, testing and audit services for igaming companies.

extremely important.

**iGT:** What are the main challenge to a test lab like Quinel?

**PF:** The main challenges are managing to keep up to date with a fast-paced industry like igaming, especially with new regulatory standards continually being issued.

**iGT:** What is your company philosophy?

**PF:** The name Qu-in-el comes from Quality in Electronics. Thus we consider the Qualitative standard of our service as our top priority. Quality also relates to our core objective: to satisfy precisely any guidelines issued by regulators. Having said that, we pride ourselves on more than just quality - I'd say that flexibility and speed combined are also

**iGT:** What's your outlook for the next 12 months?

**PF:** iGaming is expanding, and new regulations are always soon to be introduced, so we must keep ourselves informed and be ready for them. We've been well prepared for new regulations in both Sweden and Czech Republic recently - so we're always keeping an eye on any potential opportunities like these.

