

## GUEST INTERVIEW



**LASZLO PADOS,**  
*BRAND MANAGER  
OF STARGAMES  
– GREENTUBE*

*Pados discusses the German market in-depth with Gambling Insider*

### **What makes Germany an important market for Greentube?**

There are several factors that make Germany so valuable for Greentube. First of all, our games and content are highly popular among land-based players, which in turn makes it an important market for online. Additionally, the sheer size of the country's 83 million population, as well as its advancement in mobile and internet technology, and the public interest in gambling, makes it a top three market in Europe. In addition, studies have shown that the regulations, despite their challenges, will allow the market to rebound and further increase in size over the next five years.

Greentube acquired the brand StarGames in 2018, which has been well-known in online gambling for more than 10 years now. In general, players associate StarGames

with the Novomatic classic Book of Ra, as it was first available on StarGames back in the day, setting the groundwork for its success. Since then, the brand has become very well known among online gamblers due to its longevity and tradition. Stability and reliability are also ingredients that can help create instant recognition and trust among players.

All in all, the mixture of the market's size and its potential for growth, in conjunction with our popular content and strong brand, make it a very important region for us.

***"I personally hope the lawmakers will, in the near future, re-evaluate some of the articles in the Interstate Treaty on Gambling. Until then, we will continue our discussions with authorities and industry participants to create further understanding"***

### **How do you assess your performance in the regulated market at this early stage?**

So far, we are happy with what we achieved since our project started 18 months ago within challenging market conditions. We launched our brand StarGames.de on 1 July, together with

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