



GAMING INTERNATIONAL ONLINE

JANUARY 2020

**HELLO
2020!**



DIGITAIN

THE WORLD'S SPORTSBOOK

STAND S2-350

Goodbye 2019. Hello 2020!

Wow. 2020. Can you believe it? We gather the industry to say goodbye to 2019 and start getting excited about the year ahead.

Maria Bashkevich Head of Marketing Department, Endorphina

What was great about 2018?

Actually, the whole year at Endorphina for me personally was very exciting. We've gotten the chance to try many new tools and a new approach in the marketing strategy and started to successfully implement them. I can say we've found the right direction to move in, so 2020 will also be very interesting to watch unfold.

On top of this, we've attended a large amount of iGaming events in 2019. For most of them, we've prepared very successful and amusing promos – where we always strive to entertain and surprise our visitors.

This year, our games were also tested by GLI. This means we can prove on paper that the games always had a stable behavior and proven mathematics. In the meantime, we've also just released the new game engine that we were working hard on.

And of course, there are our new titles that are still at the top positions in the biggest markets. One of the latest releases, our first Christmas game called the Book of Santa, started to be a hit just a few hours after its release!

What are you most excited about for yourselves in 2020?

We have very ambitious plans for this year, but I think with our highly motivated team, we'll manage to achieve those plans and surprise ourselves even more.

Below are just some of the areas that we look forward to in 2020:



New markets - We're extremely excited to enter the new regulated market. But as for now, we have a roadmap with around 10 new jurisdictions.

New games - We've planned several great releases, with new mathematics and themes. In combination with the new engine, it will give players a new gambling experience and a new wave of endorphins. We're all very thrilled about the performance and players' feedback.

New ideas for the shows - We've prepared a great promotion for this year's ICE event. Just mark my words, this year we're going even BIGGER than ever before! The same

will be for the other gaming shows, as we are Endorphina after all :)

New team members - As we are rapidly growing, we're very excited to welcome new colleagues aboard. Personally, I'm waiting for new people in my team to start soon, so I'm looking forward to working with them.

New opportunities and challenges - Next year seems to be very exciting and overwhelming. We've set the standards pretty high for ourselves and sometimes it's very complicated to keep it at the same level or to climb even higher. But with every challenge, I'm looking forward to it.

What are you looking forward to for the iGaming sector in 2020?

In the near future, we expect that a new niche will rise in the industry, similar to how it was with VR. But as we expected with VR, it will probably have a short-term lifecycle and will burn out quickly.

Also, we expect a lot out of Mergers and Acquisitions (M&A) in 2020-2021, as we can see the overwhelming supply on the market. But I can say that Endorphina plans to stay true to its independency.

We are also looking forward to new jurisdictions to appear like how it's currently happening with Ukraine. For us, it's an amazing opportunity and challenge to explore brand new markets and leave our mark.

I'm very curious about the new features and mathematics that will appear in the future. As new player generations and new markets are coming to the industry, I look forward to what kind of new features and themes it will bring to the slots.

Adam Doyle Head of Gaming, TruNarrative

What was the most important occurrence for you in 2019?

Joining TruNarrative, after 10 years in the industry working for a major ID data supplier. Mid-2019 I made the move to a technology platform; I can now deliver the single customer view and dynamic customer journeys required by operators. I'm genuinely excited about our offering and believe it can help massively within our industry.

What are you most excited about for yourselves in 2020?

TruNarrative's push out into the USA. We've just opened up an office in Atlanta, therefore the US is going to be a huge focus for us in 2020 which will hopefully be perfect timing with current and new states opening up further.

We also hope to make a few big



announcements regarding direct integrations and strategic partnership deals. We ended 2019 on a high with our announcement of our partnership with Gamesys group plc and we hope to keep the momentum going in 2020.

We have also just launched our

own TruNarrative BioMetrics which offers a traditional document verification service but also selfies, likeness and video. This service offering is truly brilliant, and I know it will quickly become a market leading service within the gambling space.



What are you predicting for the iGaming sector in 2020?

Tighter regulation will undoubtedly see some more operators under the microscope. Operators are quickly realising that they can no longer count on using the cheapest data source to meet minimum requirements. Another big challenge in our industry is the availability of technical resource, therefore consolidation and acquisitions in the industry will inevitably mean that operators will encounter technology integration challenges when trying to work with and move away from legacy platforms.

Zac Cohen COO, Trulioo

What was the most exciting occurrence for you in 2019?

The opening of U.S. sportsbook operations was exciting and has totally changed the industry outlook in 2019. New operations have already started in many states, and legislation is in process in many more. We'll look back at 2019 as the year that U.S. sports betting began to become a widespread, mainstream phenomenon.

What are you most excited about for yourselves in 2020?

We're expecting continued growth within the online gaming market overall, which is exciting in and of itself. To take advantage of regulatory change, I predict most

organisations revisiting their user onboarding experience and fraud prevention infrastructure. As such, we're most excited about playing a part in helping our customers and partners ensure that dynamic innovation within the industry is underpinned by frictionless, safe and secure technology and processes.

What are you looking forward for the iGaming sector in 2020?

What I'm most excited about is the evolution of esports in the iGaming sector. Sportsbooks continue to grow their esports wager options, opening up a whole new consumer segment. Not only are we seeing traditional head-to-head match options, but more and more interest exists in the skill-based-wager area, where individuals are able to bet on themselves

to win matches against opponents online. The potential here is infinite for both the iGaming sector and esports.

In 2020, operators will undoubtedly be looking to improve onboarding, optimise their operations and improve the quality of player experience. In the U.S., players have to be convinced that new sports operations are a fit for their gaming needs and that they should spend their hard-earned dollar there, rather than at a competitor or a bookie.

On a broader level, there is just such a buzz around innovation within the sector. Technology is enabling operators to offer new models and new ways to play, giving consumers the innovative entertainment experiences they crave. From betting on the next play to large,



interactive pools, the more that gaming companies can support and take advantage of people's dependence on and love for their mobile phones, the more the