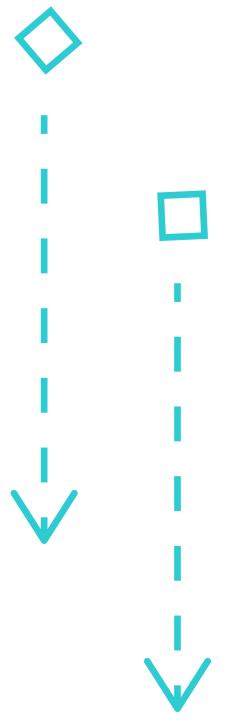


of the competition.

In collaboration with **iGB**



Challenge 1:

Limited access to new content and lack of localisation

Key insights to tackle Challenge 1

Expert recommendations on content localisation to tailor offerings to specific audiences and markets.

European markets require careful curation due to strict regulations, ensuring compliance while maintaining a fun player experience.



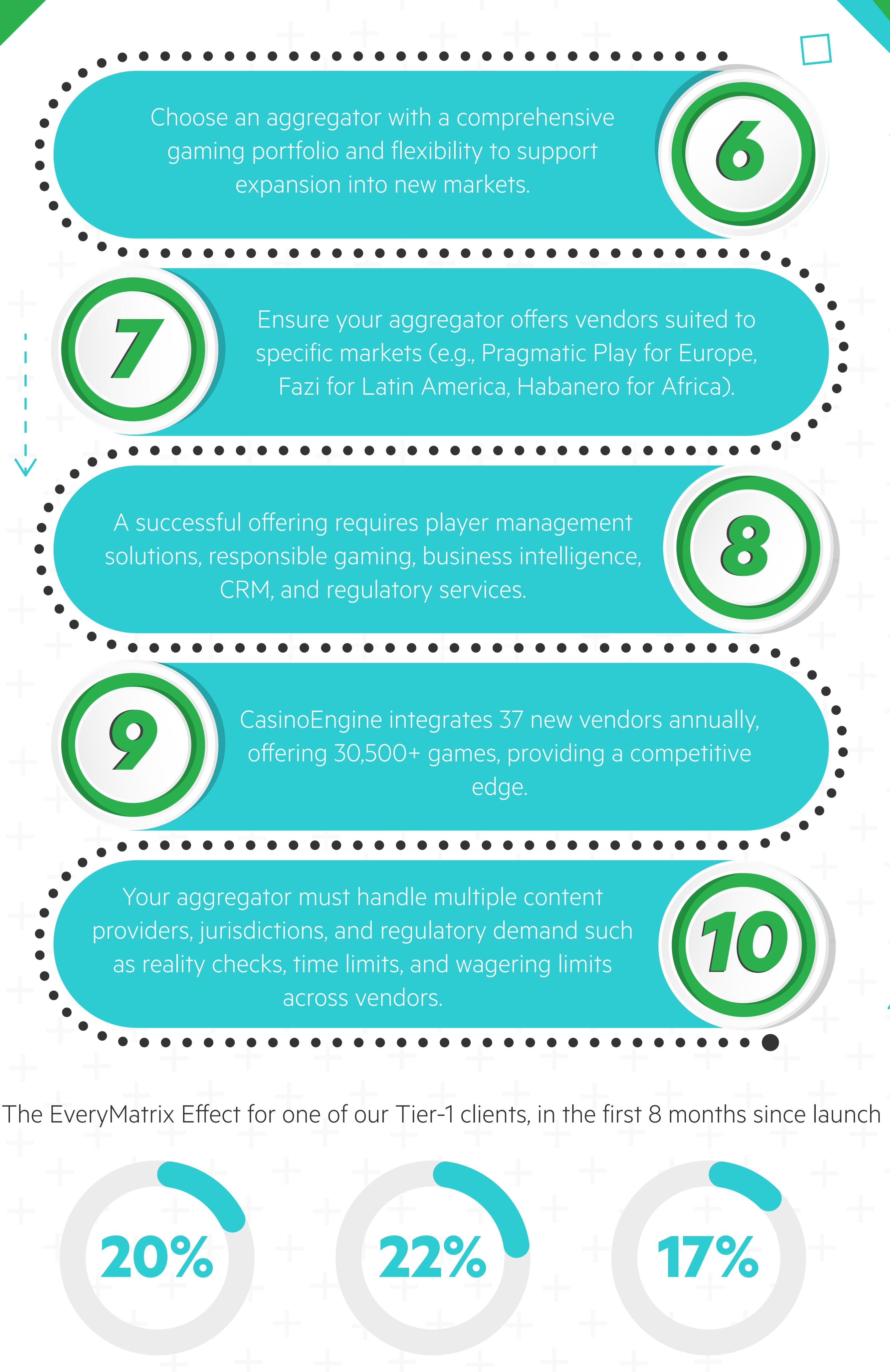
Latin American markets offer growth potential and flexibility but require player education on online casino games and European providers.

African markets face infrastructure challenges; prioritise lightweight, low-data games optimised for mobile.





Localising content based on player preferences is key to success.



Average MoM increase in in number of game rounds

Average MoM increase in turnover