

METRIC GAMING Peter Bertilsson, CEO

What was the most important occurrence for Metric Gaming in 2015?

The launch of Metric's full sportsbook platform, which pivoted our company away from being a niche supplier of SuperLive® to delivering a full turnkey sportsbook solution (which of course includes our SuperLive® markets).

What do you think was the most important occurrence for the industry in 2015?

The success of Cash-Out, which ironically has been available for many years via betting exchanges, but only took hold when it was presented in a simple, clickable-button format. The success of this type of re-packaging signals a market-wide appetite for fresh perspectives and innovation, which have

been historically lacking in this industry.

What are you most excited about for the industry in 2016?

The continued growth of mobile devices as the method of choice for placing wagers – particularly in-game. This ongoing trend will shape the future of the entire sportsbook industry, as established operators dependent on legacy platforms will inevitably be forced to adapt to survive.

What are you most excited about for Metric Gaming in 2016?

Our launch of several brand new, first-to-market sports betting products with the potential to change people's perspectives on wagering altogether. We are eager to see how these innovations are received by the market, particularly among demographics not typically associated with sports betting.



PLAY'N GO Robert Skogh

What was the most important occurrence for Play'n GO in 2015?

Play'n GO had an immensely successful year that saw new, premium games released and ground-breaking deals agreed. In addition to a number of bespoke games designed exclusively for individual operators, we rolled out nearly 20 games during the past 12 months, included game of the year nominated Gemix, Tower Quest, Eye of the Kraken, Wild North as well as seasonal titles like Happy Halloween and Xmas Joker.

Founded over 10 years ago in Sweden, Play'n GO is proud to have secured agreements this year with operators large and

small, both in Europe and internationally. From Carnival Cruises and Mr. Green to Danske Spil and Casumo, we've built upon our solid foundations to flourish with operators and are set for a great year ahead.

What do you think was the most important occurrence for the industry in 2015?

For all the lauding of technological innovation, regulation changes and mega mergers, it is clear to us that the industry remains committed to quality, premium content.

However, with so many operators in competition for players, there is a real sense that the age of differentiation is well and truly here. There has been a surge in demand for bespoke games this year, and we've been thrilled to work hand-in-hand with the likes of Unibet and Betsson to produce premium content that their players will enjoy. The recognition that players would rather have the best possible games to play, rather than a surplus of sub-standard fare, was a critical step forward made in the industry this year and one that we at Play'n GO welcome wholeheartedly.

What are you most excited about for the industry in 2016?

Like many of our colleagues in the industry, we are excited about the next 12 months as it seems likely that more regulated markets will finally open up. Play'n GO have been producing premium games, tailored for specific countries or regions, for many years and have a number of new titles on the way

that are certain to captivate and excite players.

We are particularly excited about the new opportunities that are opening up in Europe, as more and more markets are being re-regulated. Apart from our games we are excited to push our comprehensive and complete e-gaming platform called GAT (Gaming Account Toolkit). GAT enables operators to heterogeneously manage a complete online gaming operation with seamless integrations of several third party gaming vendors and localised payment options. GAT is already used by the likes of Danske Spil and Tivoli within the Danish regulated market.

We are also looking forward to rolling out games designed specifically for Latin America, as we believe there is significant room for growth throughout the Spanish and Portuguese-speaking world.

What are you most excited about for your company in 2016?

Next year will see Play'n GO announce multiple deals with major operators in tier one markets, which is extremely exciting for everyone in the company. We'll also be taking our full suite of premium games to operators outside of Europe, with a focus of Latin America, as well as regulated markets in Eastern Europe and Asia.

Yet, as a company full of passionate games designers, we are most excited about creating new and innovative, premium content. We love to make quality games and I think next year will be our best year yet.