



Paf is among the world's most powerful gaming companies

For the second year in a row Paf ranks as one of the world's strongest gaming companies. This year Paf is in 13th place on the prestigious EGR Power 50.

The Åland-based Play Among Friends, Paf, is a relatively small gaming company when compared with many of the world's other gaming operators. But because Paf is well managed and works effectively in line with a well-crafted strategy, the company is considered to be one of the most powerful in the world, above relative giants such as Unibet and Ladbrokes.

Last year Paf was the "high climber" on the EGR Power 50 chart, rising from 49th to 9th place.

Paf's CEO Anders Ingves says: "This year's great position shows that last year's place at the top was not temporary. It is exciting and pleasing to see that we have such large companies behind us."

Anders Ingves is very impressed with the work that the staff put in every day: "The greatest joy is to see the focus that exists within Paf. That makes this position on the list a deserved pat on the shoulder for everyone involved."

The list is compiled by the industry's leading media organisation eGaming Review (EGR) and is preceded by a thorough audit of the internet businesses of all the companies involved. The overall assessment is based on the following criteria: strategy, profitability, geographic reach, brand value and products.

[Click here to see the complete list.](#)

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Paf was founded in 1966 with the clear purpose of creating profit to support good causes. This purpose is still our principle reason for being. Today [Paf.com](#) is an international full-service online gaming site with over 150 games. We also maintain a large physical gaming operation on land and sea with about 1 300 gaming machines, 40 gaming tables on ships and Paf Casino on Åland. We offer safe and socially responsible money games to give our customers pleasure and entertainment.

In 2011 the Paf Group had a turnover of €96.3 million producing a profit of €21.5 million and the contribution to good causes was €10.5 million. The group has over 300 employees with offices in Mariehamn, Helsinki, Stockholm, Tallinn and Madrid.