



## **Gaming Innovation Group signs with Slotbox Limited, a creation of Ireland's leading casino group**

Gaming Innovation Group Inc. (GiG) has today signed a long term agreement with Slotbox Limited (Slotbox), for the provision of GiG's iGaming platform (PAM), omnichannel solution and frontend development to launch their new online casino.

Slotbox is founded by the leading Gaming & Casino operator in Ireland, which are based in Dublin with eight locations across the country. Their casinos are the premier destination for all players' gaming needs, with a variety of the latest gaming options to choose from. The Casino operator provides an exceptional gaming experience to their customers having built on a foundation of delivering 5-star customer service, innovation and best-in-class products. A large part of this success can be credited to their focus on cutting edge technology coupled with effective and data-driven marketing. In reflection of this, the group has chosen Gaming Innovation Group to drive its digital transformation and deliver its online offering under the name Slotbox. Slotbox will be taking GiG's leading omnichannel solution bringing together their online and offline worlds, from a single point of registration, through to a shared wallet and loyalty system providing their players with a seamless experience while navigating between the two.

The agreement is based on a combination of fixed fees and revenue share structure. The casino offering is expected to go-live by the end of 2020, and this partnership is expected to make a positive contribution to GiG's revenues from 2021 onwards.

John Doyle, Head of Marketing at Slotbox says: *"Slotbox is founded by a team with extensive experience in the gaming industry and has strong retail operations in Ireland. At Slotbox, we are focused on building loyalty and value with our customers through a combination of excellent digital products, operational excellence, technological leadership and great service. With our customer-first approach, we became Ireland's most popular casino chain. We look forward to continuing to innovate and build on that success with GiG, and deliver a first-class omnichannel experience for our players. In addition, we aim to be an industry leader in the area of professional development for our employees."*

Richard Brown, Chief Executive Officer of GiG says, *"Partnering with Slotbox, who has extensive experience and presence across the Irish retail casino gaming market, provides a great opportunity to both parties. We look forward to delivering their online solution and omnichannel experience to their customers. I am confident that the two companies' alignment in player first focus will drive a top class product and further enhance GiG's track record of extending land-based gaming operations online."*

For further information, please contact:

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### **About Gaming Innovation Group (GiG)**

Gaming Innovation Group is a leading iGaming technology company, providing solutions, products and services to iGaming Operators. Founded in 2012, Gaming Innovation Group's vision is 'To be the industry leading platform and media provider delivering world class solutions to our iGaming partners and their customers. GiG's mission is to drive sustainable growth and profitability of our partners through product innovation, scalable technology and quality of service. Gaming Innovation Group operates out of Malta and is dual-listed on the Oslo Stock Exchange under the ticker symbol GIG and on Nasdaq Stockholm under the ticker symbol GIGSEK. [www.gig.com](http://www.gig.com)

### **About Slotbox Limited**

Slotbox is founded by a team with extensive experience in the gaming industry and has strong retail operations in Ireland. At Slotbox, we are focused on building loyalty and value with our customers through a combination of excellent digital products, operational excellence, technological leadership, and great service. With our customer-first approach, we became Ireland's most popular casino chain. We aim to be an industry leader in the area of professional development for our employees.