

Paf awarded Swedish Online Gambling Licence

Paf has been granted a Swedish Online Gambling Licence by the Swedish Gambling Authority. The Swedish Gambling Licence is another important step in Paf's long-term strategy to grow in locally regulated markets.

The Swedish Gambling Authority (SGA) approved Paf's licence application on 20 December 2018. Paf's licence for online gambling and betting in the newly regulated Swedish market is effective from 1 January 2019.

Paf is a well-established name in Sweden and has campaigned for the regulation of the Swedish gambling market for many years. The Åland-based company has operated licenced gambling on cruise ferries in Swedish waters since 1974. The new online licence follows an extensive application process and is Paf Group's 5th online licence for a locally regulated market.

"As a Swedish CEO of a genuinely Nordic gaming company I am proud and excited. Gambling regulation will put all the operators in Sweden on equal terms. This licence will reward our deep commitment to customer care and our strong local knowledge. Paf excels at the sort of sustainable growth a regulated market demands," says Paf CEO Christer Fahlstedt.

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About us

Paf is a Nordic gaming company founded on Åland in 1966 to generate profit for the benefit of society. We were one of the very first gaming companies to go online in 1999. Many of our games on Paf.com are exclusive to Paf and developed by our in-house Games Studio. We are an award-winning industry leader in responsible gaming. Our physical gaming operations include over 30 cruise ships criss-crossing the Baltic and North Seas.

Paf has roughly 400 employees representing over 30 nationalities. Our offices are located on Åland, in Helsinki, Stockholm, Riga, Tallinn, Oslo, Norrköping and Madrid. Paf (Ålands Penningautomatförening) is licensed and controlled by the Government of Åland.

In 2017, the Paf Group had a total revenue of 116.5 million euros and a profit of 29.4 million euros. More information at aboutpaf.com