

Paf acquires the Italian gaming company Winga

The Åland gaming company Paf has entered the Italian market by acquiring Winga. The Italian online operator Winga offers casino, poker and bingo products at winga.it and via the television channel Winga TV.

Winga operates within the regulated Italian gaming market using local gaming licences. The company, which is headquartered in Milan, was founded in 2010 and currently has 27 employees. In 2014 Winga's revenue was about 10 million euros. The acquisition means that Winga becomes a subsidiary of the Paf Group. Winga's activities will continue to operate under the Winga brand and online at winga.it.

"The acquisition of Winga is part of our strategy of continued internationalisation and expansion. We see great potential in Winga's well-established operational base in combination with Paf's international industry experience and broad range of products. As a first step, we will expand Winga's product range to include additional casino games and betting in the next few years," says Anders Ingves, CEO of Paf.

Winga has broadcast daily games programmes on its own television channel Winga TV since 2011 with a focus on casino games. The channel's output is strongly linked to the gaming offers on winga.it. The TV channel is available through the Italian digital terrestrial television network and via online streaming.

"It's exciting and challenging to lead Winga into a new era. Our market niche within casino TV in combination with Paf's international gaming expertise makes me confident that together we can grow the business in Italy over the next few years," says Assen Diakovski, CEO of Winga.

Paf has acquired Winga from Buongiorno SpA, an Italy-based multinational group of companies who focus on multimedia and digital entertainment.

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