

of approximately £20m this year, will strengthen its position even further.



28

**LOTTOLAND (N/A)**

Last year's 'one to watch', bet-on-lotteries operator Lottoland has enjoyed what can only be described as an incredible year. Figures seen by *EGR* under NDA reflect a firm which could, and perhaps should, be higher up the rankings were it not for an element of regulatory uncertainty. Its offer of bets on EuroMillions is currently being contested by UK lottery operator Camelot while a large number of German states haven't taken kindly to Lottoland's business model. Nonetheless, the firm has found success in taking an innovative approach to what is often a sector driven by me-too business models.

29

**GAMESYS (17)**

Limited by its non-compete bingo clause following the sale of Jackpotjoy to Intertain last year, Gamesys rolled out a new Monopoly Casino brand with Sci Games and sought to diversify its offering in 2016 through the launch of Wild Seat Poker and the mooted release of a sportsbook product - although the Metric Gaming-powered platform had yet to see the light of day at the time of writing. And with the establishment of Gamesys Estonia the London-based firm may be taking tentative steps towards what it describes as "the vibrant Nordic gaming scene".

30

**mFORTUNE (33)**

Mobile casino operator mFortune continues to grow strongly off the back of investment in its in-house content with a 40% rise in revenues to £25m for the year to June 2015, with a pre-tax profit of £9.3m. Its key advantage remains its self-reliance with all game content produced in-house and everything running on its own tech platform, which has led to some larger firms casting an eye over it as a potential acquisition target. It has threatened to move out of its core UK market in previous years, but so far remains content to continue to mine the rich casino seams closer to home.



31

**LEOVEGAS (24)**

If successfully mounting an IPO wasn't enough for LeoVegas in H1, the firm also launched a Kambi-powered sportsbook which was marketed aggressively around Euro 2016. And this investment caused the firm to post a loss in Q2, however, customer acquisition numbers were healthy and management expect to see a return in the long-term. Total H1 revenues grew 76% to €60.5m.

32

**TABCORP (34)**

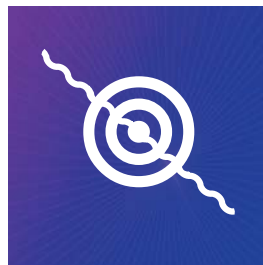
The Australian wagering giant has enjoyed an eventful 12 months having launched

Sun Bets in the UK market in partnership with media giant News UK while also going on the defensive in its home market to lobby, successfully, against the use of online in-play products by rivals. Digital wagering amounted to £2.2bn, a rise of 12% for the year ended 30 June, driven by the release of a new mobile product.

33

**PAF (30)**

There was a changing of the guard at Paf earlier this year but the firm's digital performance was unaffected as the company continued its recent growth. Chief exec Anders Ingves left the Åland-based operator following a disagreement over the firm's international expansion strategy and former Tain chief Christer Fahlstedt was hired as his replacement. Online revenues amounted to €70.6m for 2015.



34

**CASUMO (48)**

Casumo continues to gain traction with its distinctive blend of social and real-money gaming, with a focus on the aesthetic design and story-telling aspects of its content. In the past year, Casumo has enjoyed success through The Reel Races product, which has been marketed heavily in its core Swedish market. The firm recently released a new iOS app, which enables players to leave a slot in auto-spin while browsing the rest of the app.

