Sky Wins EGR Innovation Award For Playtech Live Casino Offering

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Sky has won this year's **eGaming Review** Innovation in Casino award for its new Playtech-supplied Live Casino, offering players an enhanced omni-channel experience, product enhancements and richer gameplay.

Sky won the innovation award due to its significant Live Casino growth and achievements, including close collaboration with Playtech on Live product innovation, and usability and accessibility that has driven consistent uplift in Live performance.

At eGR's B2B awards this week Playtech picked up five trophies, a record for the event, winning awards for Platform of the Year; Multi-channel supplier of the Year; Bingo Supplier of the Year; and Poker Software and Poker Network of the Year.

Sky launched a new, state-of-the-art dedicated Live Casino environment within Playtech's new studio in Riga, Latvia, in April this year, using the industry's leading digital Roulette wheel that allows players to immerse themselves in the action.

Sky's new Live Casino is part of Playtech Live's next-generation offering which, following significant investment in the industry's most advanced technology, offers Sky and many other leading brands and their players, with an enhanced mobile and desktop experience, major product enhancements and improved gameplay.

The new Playtech Live building is the world's largest next-generation live casino studio catering for hundreds of custom-made tables and gaming areas, an advanced control and monitoring centre and large-scale dealer campus used to train and develop all Playtech Live's staff.

Earlier this year Sky Casino also won the first ever annual Playtech Award that recognises and rewards marketing excellence and innovation across the Playtech Casino network of global licensees.

As a result of winning the Playtech Award, Sky Casino received the top prize of one month's exclusivity on a new Playtech game as well as a sum of £50,000 marketing budget contribution.

Shimon Akad, COO, Playtech, said: **'Many congratulations to Sky on winning this prestigious and well-deserved award. This is fantastic recognition for the growth and success of their new offering, the close working relationship we continue to have with them on Live and many other products, and the innovation both Sky and Playtech continue to drive forward to generate such a unique and best-performing Live product.'**

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About Playtech

Playtech is a market leader in the gambling and financial trading industries. Founded in 1999 and listed on the Main Market of the London Stock Exchange, Playtech has more than 5,000 employees in 17 countries.

Playtech is the gambling industry's leading software and services supplier with more than 140 licensees globally, including many of the world's leading regulated online, retail and mobile operators, land-based casino groups, government sponsored entities such as lotteries, and new entrants opening operations in newly-regulated markets. Its business intelligence-driven gambling software offering includes casino, live casino, bingo, poker and sports betting.

It is the pioneer of Omni-channel gambling which, through Playtech ONE, offers operators and their customers, a seamless, anytime, anywhere experience across any product, any channel (online, mobile, retail) and any device using a single account and single wallet. It provides marketing expertise, sophisticated CRM solutions and other services for operators seeking a full turnkey solution.

Playtech's Financials division operates both on a B2C and B2B basis. Its B2C focused offering is an established and growing online CFDs broker, operating the brand markets.com. Its B2B offering includes

the division's proprietary trading platform, CRM and back-office systems, as well as its liquidity technology platform which provides retail brokers with multi-asset execution, prime brokerage services, liquidity and complementary risk management tools.

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