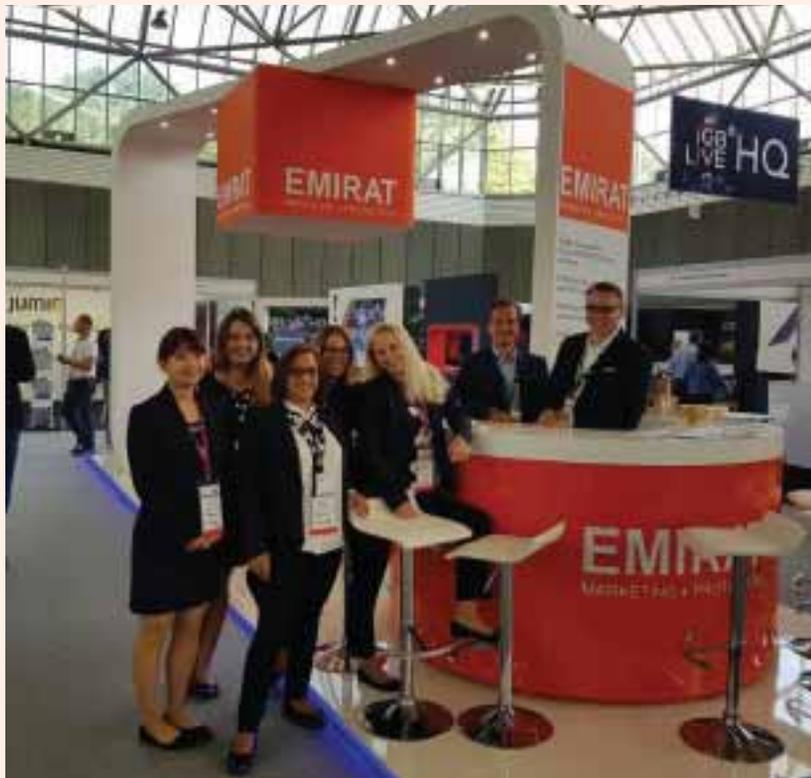


EMIRAT AG

Emirat AG: Why not go big when betting on sports?

SPORTSBETTING EMIRAT AG



With Sports Betting on the tip of everyone's tongue following the landmark decision regarding PASPA earlier this year, driving innovative new ideas in the sector is a must for operators keen to make an impact. Determined to develop the market, Emirat AG, which creates and insures individually designed promotions involving any aspect of sport, whilst also covering the financial risks, is no longer asking why companies should offer additional sports jackpots, it's asking why not? CEO of the Munich-based com-

pany, Ralph Clemens Martin, explained: Sports Betting is a hot topic following the US legislation earlier this year, but the sport betting industry does not need Emirat AG's services in the first place. If an operator knows what they're doing, there should never be a loss if they just spend the money they earn and keep a fee/commission on the bets. Sports Betting legislations worldwide want to protect the official state betting platforms/operators but also protect the people from fraud, cheating betting operators and criminals." "Our USP is to provide the finan-

cial security to offer additional sports jackpots," he continued. "Whether it's for marketing reasons, additional entertainment or to find new players to sign up Emirat AG can help push this additional aspect of the market. Why not offer a billion for the right outcome/table of the 'March Madness' basketball tournament whilst saying: 'Your tip is free if you sign up with us today...'? There's so much potential here but just keep in mind, the premium to cover a billion USD/EUR jackpot is not a bargain!"

Emirat AG provides marketing and protection for sports betting, alongside lottery, gaming and bingo, and features a wide range of innovative product ideas to enhance popular sports or events with specially designed promotions. Discussing how the company differentiates sports campaigns from those in traditional land-based casinos, Clemens Martin explained: "The sports betting target group is vastly different to casino and lottery customers. Sports betting players seem to be younger, faster and want the excitement and the thrill every few seconds as opposed to the more entertainment or jackpot focuses of casino or lottery players."

"With sports betting there is a target group who want to play online or on a mobile and so products should reflect they can place a bet any time of the day even if the game or race has already started. Our campaigns highlight how online is clean, anonymous and nobody can see your tears or anger if you missed the winning horse!"

He concluded: "This industry will continue to grow as there is so much potential but there is a need to protect addicted players and ensure responsible gaming practices are adhered to especially with new technology, new regulations and the exponential growth of online and mobile gaming."