



Betegy signs pan-German and Austrian retail deal with Tipico

Partnership set to see Betegy power Tipico's on-screen marketing across all betting shops

November 30th, 2021: Betegy, the leading sports data and automated content provider, has taken its innovative full-service marketing solution live with leading German operator Tipico, in a move that will further enhance the operator's retail delivery.

The deal will see Betegy power content generation across all marketing points throughout Tipico's German and Austrian retail estate, including self-service betting terminals, display screens and more, totalling thousands of contact points for customers.

All displays will be controlled via a singular Betegy-constructed platform, which allows Tipico to instantly generate and adjust all visual content and therefore engage players more than ever before.

Thanks to Betegy's award-winning technology, Tipico can take the next step forward in its retail marketing operations across its 1200+ German and Austrian betting shops, with the deal marking the latest in a series of partnerships between Betegy and Tipico.

The deal follows the rollout of Betegy's social media content generation services for the operator in 2019.

Commenting on the deal, Alex Kornilov, CEO at Betegy, said: *"Tipico is a huge operator in Germany, and we're thrilled to sign this agreement that will see us provide our leading marketing solution across its entire German and Austrian estates.*

"It is a hugely exciting project as we look to bring tangible value to bettors in every corner of the country, as well as further strengthening our ties with our long-standing partner – we can't wait to start showing just how much is possible!"

Kajetan Strini-Brown, Head of Acquisition Marketing at Tipico added: *"Betegy's impressive products have allowed us to increase the speed and scope of our retail marketing efforts.*

"Having this throughout every retail betting point in Germany and Austria is an amazing improvement in our retail customer experience, and we're excited to see the results!"

The alliance follows important commercial agreements signed by Betegy, most recently including ESTV, FTN Network, PokerGO, Germany's Tipico, as well as Parimatch, and Coingaming.io, as it continues to bring its EGR award-winning solution to tier-one gaming and sports betting companies worldwide.

--ENDS--

For more information on this press release, please contact enquiries@squareintheair.com

About Betegy

Betegy is an automated content generation/production system that turns complex sports data into engaging graphics, animations, banners, widgets, and texts.

Using machine learning algorithms, the Betegy system provides betting operators and media companies with analytics and data visualisation by generating high-quality, personalised content. Betegy clients include major organisations in sports, gaming, television and digital media.

Betegy's work and capabilities span the range of sports and gaming. Betegy is also the recipient of an international EGR B2B Award, for Innovation in Sports Betting Software. Learn more at Betegy.com.

About Tipico

Tipico is the leading sports betting provider in Germany and one of the leading sports betting providers worldwide. Tipico offers fans exciting entertainment with sports betting for over 30 sports in a digital and mobile environment. Tipico invests heavily in the continuous development of technologies that make the sports betting experience better and sports betting safer. Moreover, Tipico places the highest value on player protection.

The company with headquarters in Malta was founded in 2004 and now employs over 1,800 people worldwide with more than 6,000 people working for the entire Tipico Group and the associated franchise network. As a partner with integrity in sports, Tipico is proud Official Partner of the Bundesliga and 2. Bundesliga in Germany as well as Official Platinum Partner of FC Bayern München. More information can be found at www.tipico-group.com.