

11th ANNUAL

i-GAMING FORUM

APRIL 11th 2019

STOCKHOLM INTERNATIONAL FAIRS, STOCKHOLM, SWEDEN

REREGULATION IS HERE



PONTUS LINDWALL
CEO, BETSSON GROUP

betsson



PETTER NYLANDER
CHAIRMAN, GiG

GiG



GUSTAF HAGMAN
CEO, LEOVEGAS

LeoVegas
MOBILE GAMING GROUP



ULRIK BENGSSON
CDO, WILLIAM HILL

William HILL



GEORG WESTIN
CXO, HERO GAMING

HERO GAMING



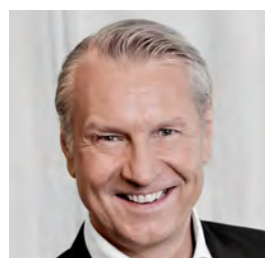
CAMILLA ROSENBERG
GENERAL DIREKTÖR
SPELINSPEKTIONEN

Spel inspek tionen



HANS LORD SKARPLÖTH
CEO, ATG

ATG



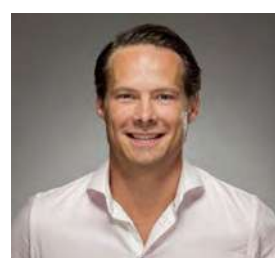
ANDERS ÅRBRANDT
MD, NOVAMEDIA SVERIGE

SVENSKA POSTKOD LOTTERIET



CHRISTER FAHLSTEDT
CEO, PAF

paf



JOACIM MÖLLER
CEO, GLOBAL GAMING

GLOBAL GAMING

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ORGANIZER
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SPEAKERS



CAMILLA ROSENBERG

DIRECTOR GENERAL, SWEDISH GAMBLING AUTHORITY (SPELINSPEKTIONEN)

Camilla Rosenberg, Director General, Swedish Gambling Authority (Spelinspektionen). Camilla came to the Swedish Gambling Authority in September 2015 as head of the operations department with responsibility for the Authority's permit and supervisory activities, and has been acting Director-General since May 2017. She was appointed Director-General of the Swedish Gambling Authority in October 2017. Ms Rosenberg previously worked at the Swedish Energy Agency, where she held various managerial positions, including most recently that of chief legal officer. She has also previously worked at the Swedish Gambling Authority and as a tax adviser.



PONTUS LINDWALL

CEO, BETSSON GROUP

Pontus Lindwall was born in 1965, Stockholm. Employed in the Group since 1991. Board member from 2011-2018. Chairman of the Board from 2011 to 2015 and from 2016 to September 2017. Group president and CEO 1998-2011, July 2015 to February 2016 and from September 2017. Other assignments: Board Member in Net Entertainment NE AB (publ), Nya Solporten Fastighets AB, Mostphotos AB and several companies within the Betsson Group. Background: Many years of experience in the gaming industry, in both offline and online gaming, including founder of Net Entertainment, Group president and CEO of Cherryföretagen. Pontus has an MSc in Civil Engineering from the Royal Institute of Technology (KTH).



DERSIM SYLWAN

GENERAL MANAGER SWEDEN, UNIBET / KINDRED PLC

Dersim Sylwan has more than 12 years of experience from the online gaming industry. He is currently working as General Manager for the Swedish market in Kindred Group, where he has been working for the last 6 years. His background includes 3 years at Svenska Spel and 3 years at bwin.



ANDERS ÅRBRANDT

MANAGING DIRECTOR, NOVAMEDIA SVERIGE AB (POSTKODLOTTERIET).

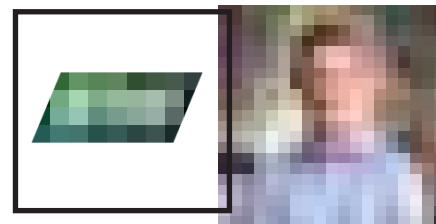
Experienced leader with focus on leading b2c companies. A demonstrated history of transforming successful companies with a clear vision and mission aiming on "doing good". In 2006 I joined the Swedish Postcode lottery with the clear mission to launch it and build a successful business. Today the subscription lottery has a turnover over 3 000 MSEK, engages approx. 180 employees and generates annually 1 000 MSEK to the Swedish civil society. In 2017 I was elected chairman of the industry organization SPER.



PETTER NYLANDER

CHAIRMAN OF THE BOARD GAMING INNOVATION GROUP / GIG

Petter Nylander is an industry veteran and first joined the industry in 2001 when as Director of the Board for Cherryföretagen AB (today divided into Cherry, Betsson and NetEntertainment). He later served as Board Director for Ogame E-solutions before he joined Unibet Group Plc as CEO between 2005-2010 (today Kindred and Kambi). Petter came back to the industry in 2018 by joining the Gaming Innovation Group as Chairman of the Board of Directors.



HANS LORD SKARPLÖTH

CEO, ATG

Hans Lord Skarplöth is the CEO of ATG since January 2013. He has an industry background from FMCG and Media and prior to joining ATG he was the CEO at Viasat Norden, payTV operator. He has worked within Finance, Sales, Business Development and in General Management positions since 2008. He is a big fan of sports in general and Swedish soccer star Zlatan in particular. He has been interested in trotting and betting for 20 years, but still considered himself an amateur of the horseracing and betting industry when joining ATG.



GUSTAF HAGMAN

CEO, LEOVEGAS

Gustaf has over 20 years of experience in entrepreneurship and the online gaming industry and has previously built organizations to over 100 employees. Before he co-founded LeoVegas, Gustaf was CEO of the listed company Net Gaming AB (publ.). He also founded and was CEO of Eurobet Nordic AB. As the group's CEO Gustaf works with the company's strategy and planning. It is his duty to lead the company and to handle stock market-related questions and to ensure that LeoVegas achieves the goals that the board and the owners have set up.



MERY BLOMQVIST

CMO, iGAMING & FINTECH AI

Mery has over 10+ years of senior marketing experience in the online gaming industry and has been involved in launching several successful and now market leading casino startups, LeoVegas, CasinoHeroes, MetalCasino to name a few. Previously Head of Marketing & PR at Boss Media (Scientific Games) and Head of Nordics for NordicBet (Betsson Group) her vast marketing hacking skills is breaking boundaries in the Fintech AI area – having established the leading AI investment & savings app in Sweden.



CHRISTER FAHLSTEDT

CEO, PAF

Mr. Christer Fahlstedt has been the Chief Executive Officer at Ålands Penningautomatförening Oy since May 1, 2016. He has extensive experience in the gaming industry, has a background in management consulting and has worked for 12 years in the online gaming industry. He has experience in senior roles both in B2B (Business to Business) and B2C (Business to Consumer) industries.

SPEAKERS

**ULRIK BENGTSSON**

CHIEF DIGITAL OFFICER, WILLIAM HILL

Ulrik sits on the William Hill (plc) executive board as Chief Digital Officer. He has oversight of the full online business as well as the global brand

William Hill is one of the world's leading betting and gaming companies with almost 3 million active customers, GBP 1.7bn in revenue and 16000 employees.

Ulrik is the former President and Chief Executive Officer of Betsson (plc) and was for over 5 years the CEO of the operational business of Betsson in Malta. During his time at Betsson, he led the development and the execution of strategies which resulted in strong growth for the group, with revenue increasing from SEK 2.2 bn in 2012 to over SEK 4.7 bn in 2017.

Ulrik has a background from digital consumer services. Between 2008 and 2011 he was CEO of the Pay-TV Emerging Markets business area at Modern Times Group (MTG), before that he was CEO of Viasat Broadcasting in Sweden. Before joining MTG, Ulrik worked in various roles at Telenor, the international telecom and media group and at IBM. Ulrik has a B.Comm. from Dalhousie University in Canada, where he also played varsity ice-hockey.

**GEORG WESTIN**

CXO, HERO GAMING

I am a leader with a deep interest in both the business and the technical/product development part of running successful companies. I can define and execute detailed business strategies as well as handle large scale IT and development projects due to my history in both fields.

**STEFAN NELSON**

CFO, LEOVEGAS

Stefan has a background in the finance industry with around 20 years of experience in the capital market, equity analysis and corporate finance. He comes from a position as director of SEB Corporate Finance with sector responsibility for gaming, media and retail, and he has also worked with a large number of projects within M&A and ECM, including the listing of LeoVegas. Prior to that, he was equity analyst at SEB Enskilda, Standard & Poor and Redeye. Stefan has been top rated equity analyst in the gaming sector for many years.

**PER HELLBERG**

CEO, CATENA MEDIA

Per Hellberg, CEO, Catena Media. Per started his career in the Consumer Electronics industry and has since then held numerous positions within the consumer electronics industry in Sweden, Nordics, Germany, Netherlands and the UK. After 20 years of marketing and management roles especially focusing business development and turn-around's, Mr. Hellberg moved on from his position as Marketing Director at Sony Nordic A/S and took on a new challenge within the telecom sector only to shortly thereafter be headhunted and appointed CEO at Nordic Gaming Group Ltd in 2009. Three years later, he successfully completed the divestment of the company to Betsson AB. After the earn-out period completion, he became CEO of Ready International AB - a start-up within the digital media subscription scene with the mission to establishing its business model globally. 5 years along the way, he was headhunted by Catena Media Ltd to become their new CEO and took office on June 4th 2018.

**SVERKER SKOGBERG**

SENIOR VICE PRESIDENT, PAF

Mr. Sverker Skogberg, 53 years old Master of Political Science, has been the Senior Vice President Public Affairs for PAF (Ålands Penningautomatförening) since February 2015.

Mr Skogberg is based in the Finnish capital Helsinki, and he has extensive knowledge about the political gaming industry development in Finland, as well as in Sweden.

The head office of PAF is based on the Ålands Islands, having its own independent gaming regulation, under which PAF serves, including also international licenses.

Mr. Skogberg came from a long career in the aviation business, and served as Director Government & Industry Affairs, as well as previous similar positions, for the airline Finnair. He has extensive experience in the lobbying and contract negotiating area, especially within Asia and Russia.

**PETRA ZACKRISSON**

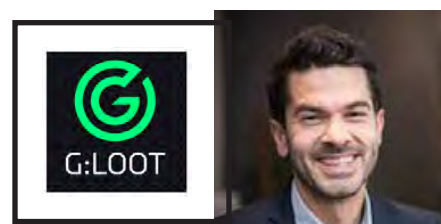
CHIEF CORP. DEVELOPMENT OFFICER, GML INTERACTIVE

Passionate, energetic, curious and result-oriented leader with P&L, personell, online, B2C, B2B, and international experience. A person that gets things done balanced with a solid analytical and strategic mind.

**CLAS DAHLEN**

CO-FOUNDER, METAL CASINO

Voted as "The Best Marketing Executive 2013" in Sweden by the Swedish Marketing Association (Årets Marknadschef). Clas has a proven track record of driving execution to achieve specific, measurable results and ROI. As a strategic and tactical marketing executive, in global markets, he delivers a strong business acumen and is known for his significant business development skills.

**PATRIK NYBLADH**

CEO, G:LOOT

The simple goal was to create an eSports company that gave customers the opportunity to win real money playing skill-based games.

G:Loot allows gamers of mobile, tablet and PC games to win real money against friends and random opponents.

**JENNY NILZON**

CEO, SPER

I am a senior manager with extensive experience running business development, change management (ADKAR), marketing and communications planning. Today CEO of the trade association Swedish Gambling Association (Gambling, iGaming) and am looking for board assignments. Have been working with strategic management for over 15 years, including CEO of communications agency Bite, Nordic PR manager at Panasonic and Chief of Staff at Sweden's largest lottery and entertainment company Novamedia (brand: Swedish Postcode Lottery. Who wants to be a millionaire).

Experienced in long-term strategic work – such as business, change, marketing and communications planning – as well as development projects involving internal and external business communication and brand development for different target groups in both B2B and B2C market.

SPEAKERS



JOACIM MÖLLER

CEO, GLOBAL GAMING

My experience includes management in entrepreneurial, large and state corporations for more than twenty years. In all my roles, I have been strongly involved in developing and pushing the business. The emphasis of my work responsibility has been to support managers and developing the way of working in start-up, change and settlement situations.



VALA KARIMI

GENERAL COUNSEL, LEOVEGAS

Current General Counsel at LeoVegas.



DANIELA JOHANSSON

CHIEF RESPONSABILITY OFFICER, DEPUTY CEO, PAF

Daniela Johansson has worked at Paf for 15 years and has had a number of different roles in the organization over the years. She has been a member of the company's management team since 2014.



ANDREW COCHRANE

CHIEF DEVELOPMENT OFFICER, SBTECH

Experienced iGaming & sports betting commercial executive across international business development, revenue management and commercial partnerships. Sector experience in retail gaming, iGaming and sports betting with proven expertise in managing top-tier omnichannel operators in regulated markets, and a track record of dealing with key customers across a number of industries.



PATRICK NORDWALL

HEAD OF NORDICS, YGGDRASIL GAMING

Current Head of Business Nordics at Yggdrasil



TAL ITZHAK RON

CHAIRMAN, TAL RON DRIHEM & CO LAW FIRM

Advocate, Certified Computer Scientist and Notary Tal Itzhak Ron (LLB, B.Sc., M.Sc.) - a General Member of International Masters of Gaming Law (IMGL), practicing i-Gaming and Financial Entertainment. Tal graduated from Haifa University School of Law (LL.B.) and Faculty of Computer Science (B.Sc.), and while working as a software developer at a publicly-traded software company, Ness Technologies has further obtained a Master's Degree in Computer Science from Bar Ilan University. Tal established Tal Ron, Drihem & Co., Law Firm back in 2003, focusing from the start on Hi Tech, Ad Tech, M&A, Financial Entertainment and iGaming industries, quickly becoming one of the first international firms practicing solely on these areas. The firm today advises the world leading operations, platforms and governing bodies and is considered the first point of contact for entrepreneurs setting up businesses in the CFD, Crypto, FX and iGaming industries



VIDAR DUVNÄS

CEO AND CO-FOUNDER, BETSPAWN

Vidar, CEO and co-founder of BetspawN – the home of eSports betting. Has more than 10,000 hours playing computer games, which is what brought BetspawN to life. He has experience within corporate finance and strategy consulting as well as studies in engineering.



MARIA WENNERBERG SEDIGH

SENIOR ADVISOR, SPER

Maria has been working with gambling regulation for 15 years. Before joining Sper in august 2017 she worked in the Inquiry that had an assignment to re-regulate the gambling market and suggest a new gambling law in Sweden. Maria has before that experienced different positions at the Ministry of Finance and at the Swedish Gambling Authority working with gambling regulation and international relations amongst other things.



JEFFREY HAAS

CHIEF INTERNATIONAL OFFICER, DRAFTKINGS

I am a technologist, strategist and entrepreneur who enjoys creating new businesses and fixing broken ones. My education is in economics and journalism, but I have since gained extensive experience in international business development, public affairs, online & live gaming operations, regulatory compliance, game design, product innovation and negotiating with government agencies around the world.



OSCAR BERGLUND

CEO, TRUSTLY

Oscar joined Trustly in 2013 as CFO and was appointed CEO in 2016. He started his career at Goldman Sachs where he spent close to five years in the Investment Banking Division and Financing Group based in London and Moscow. From 2007 to 2012, he was a Portfolio Manager at Alpcot Capital Management where he was part of the team that developed and launched Europe's first actively managed equity ETF.

SPEAKERS

CHAIRMAN

**BENGT JÖNSSON**

CHAIRMAN EX. ATG

Former Olympic swimmer Bengt Jönsson, was the CEO of state-run horse tote operator ATG from 1998 to 2004. Bengt Jönsson has vast experience of leading roles in gaming and sports in Sweden. He has been a board member of the Swedish Olympic Committee, The Swedish Swimming Association and the academy "Idrottsgalan/Idrottsakademin. He is currently chairman of three boards, in the private business sector.

iGAMING
BUSINESS**MICHAEL CASELLI**

FOUNDER & EDITOR IN CHIEF, iGAMING BUSINESS

Michael Caselli is considered one of the world's leading experts on online gaming and has been a sought-after expert by several international news programs including CNBC, MSNBC and the BBC. Since beginning his career in iGaming in 1996, Michael has shared his expertise in the sector as the editor/publisher of several iGaming magazines; and by participating as organizer, host, chairman and moderator for leading international interactive gaming conferences.

NORDIC
GAMBLING**MORTEN RONDE**

FOUNDER & MANAGING PARTNER

Morten is also CEO of the Danish Online Gambling Association (DOGA), a trade association for the licensed online gambling operators in Denmark. Morten has 18 years of experience from the gambling industry. He worked 12 years as legal counsel to the Danish Gambling Authority where he drafted the Danish online gambling reform that allowed for open licensing of betting and online casino operators in Denmark. Morten received the "European Regulator of the Year Award" in 2010 from the International Masters of Gaming Law for his achievements in the Danish government. Since 2012 Morten has been working in the private sector of the gambling industry and has been advising clients in all sectors of the industry on regulatory affairs issues. In 2016 and 2017 he was a part of Swedish government mandated Inquiry for licensing of online gambling in Sweden. The Inquiry presented a draft law in 2017 which is expected to be presented to the Swedish parliament in 2018.

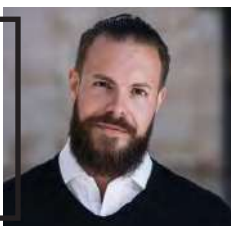
AUTHOR

**DENNIS AVORIN**

AUTHOR OF THE REMOTE SWEDISH GAMING INDUSTRY

Dennis is a Public Relations & Business Development Consultant with 10 years of experience with strategic communication services. In 2019, he is publishing the history book The Remote Swedish Gaming Industry co-authored with Karin Jansson Myhr and published by the Centre for Business History, Stockholm. Dennis has a diplomatic background as a Country Desk Manager at the Swedish Ministry for Foreign Affairs along with various role within everything from journalism to high-end investment promotion media & strategic policy analysis, B2B sales, fundraising, digital marketing and PR communications. He holds an MA in Interdisciplinary Research from the University of Bologna and a B.Sc. in International Relations from the University of Gothenburg.

comeon!

**LAHCENE MERZOUG**

CEO, COMEON

Lahcene Merzoug is the CEO of ComeOn group, a subsidiary of Cherry AB (publ). He has 20 years of experience in business development and marketing together with a solid background from the online gaming industry. Lahcene is an entrepreneurial executive that has previously build many successful companies in different industries. ComeOn group carries 20+ brands such as Snabbare, Hajper, CasinoStugan, CherryCasino, ComeOn, Folkeautomaten, Mobilebet, Norgesspill, Sunmaker, Sunnyplayer and SveaCasino.

HERO
GAMING**MIKAEL JANSSON**

CMO, HERO GAMING

Mikael is the Chief Marketing Officer at Hero Gaming, a fast-growing iGaming operator that delivers the newest and most innovative products to the iGaming industry, such as Speedy Casino, Speedy Bet and Casino Heroes. With a solid track record stretching back more than a decade, he covers his bases within every aspect of marketing with his extensive media experience. His contributions to the extreme growth of Hero Gaming in 2018 have been essential, thanks to his aptitude to interpret international markets, create solid marketing strategies, media investments and being an exceptional leader

Afilexion
ALLIANCE**REUBEN PORTANIER**

CO-FOUNDING PARTNER, AFILEXION ALLIANCE.

Carla has a strong history in startups, entrepreneurship, funding and operational management. She was the former CEO of Optimizer Invest, a family office VC based in Malta and was responsible for managing 24 portfolio companies with a value of over €1bn. Prior to that Carla was Managing Director for Betsson Group's flagship brand Betsson.com and responsible for driving annual revenues into the triple digit millions during her time there. Carla currently advises top notch companies in the blockchain, fintech and iGaming sectors. She is also hosts the Youtube show 'myblockchainisland'

Carnegie

**THOMAS BAEKKEVOLD**

M&A SPECIALIST, CARNEGIE INVESTMENT BANK

Thomas has been at Carnegie since 2010. He has amongst other things, been involved in the gaming sector. He was previously Head of Technology, investment banking at HQ Bank. Head of the TMT sector. Personal network of CEO's, board members and investors active in the Nordic region.

Trustly

**JOSEF DARMARK**

Chief Product Officer, Trustly

Josef has been working with Trustly since 2015. Before joining Trustly most of his career have been on the merchant side working as Payment Director in Betsson and later on Betsafe before leading Payment expansion team at H&M outside of Europe. He's also been on the board with Devcode Payments (later on bought by Bambora/Ingenico).

BOS.nu

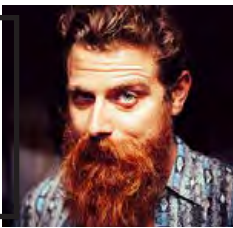
**GUSTAF HOFFSTEDT**

SECRETARY GENERAL, BOS

Gustaf Hoffstedt is the Secretary General of BOS, the Swedish Trade Association for Online Gambling since January 2015.

Among the association's members are all major operators and suppliers that operate with a license inside the European Union, but outside of Sweden. Prior to joining BOS, Gustaf served as a Member of the Swedish Parliament for the Moderate party, and as vice mayor and chairman of the Social board in his constituency Gotland before that. Gustaf has fought for the abolition of the Swedish gambling monopoly and the implementation of a licensing system for more than a decade. He is pleased to see that things currently appear to be moving in the right direction.

SPEAKERS



DANIEL LEHNBERG

PRODUCT MANAGER, POKER STARS

During his eleven years with PokerStars and The Stars Group, Daniel has worked in business development, marketing, and product management. Having initiated the Social Gaming vertical years ago, today he oversees the Group's approach to innovation and new product development: Enabling verticals to innovate within their fields, coaching teams in creative problem solving techniques, arranging hackathons, rapidly prototyping using new technologies and platforms, as well as exploring new product opportunities beyond gaming.



STAV ZILBERSHTEIN

CO-FOUNDER AT HYPERION TECH

Co-Founder and CEO of Hyperion Tech, an industry leader in development outsourcing for the blockchain and financial services sectors. A serial entrepreneur in the online industry for 11 years, Stav has founded several successful companies and brought his knowledge and expertise into the IT sourcing sector. Stav is a sought-after speaker and educator in the field with more than 500 hours of public speaking and deep experience in the online world.



JAN RIDENFELDT

BUSINESS UNIT DIRECTOR

Jan Ridenfeldt joined Oryx Gaming as Chief Commercial Officer in March 2017. He started working in the iGaming industry in 2004 when he joined NetEnt as their first Product Manager and Key Account Manager. He joined EveryMatrix in 2011 as Head of Account Management and assumed the position of Chief Operations Officer in 2012, heading Support, Payments, Sportsbook trading and Casino operations. In 2015, just before joining Oryx, Jan became the General Manager of the NYX Gaming Group and was responsible for the merger between NYX Interactive and Ogame. In 2016 he became the Managing Director of the NYX Business Unit Systems where he successfully developed and implemented their global product strategy. At Oryx Gaming Jan continues to nurture and channel his lifelong passion for the iGaming industry. He lives in central Stockholm with his wife.



BIRGITTE SAND

DIRECTOR OF THE DANISH GAMBLING AUTHORITY (DGA)

Birgitte Sand has been responsible for the successful implementation of a partly liberalisation of the Danish Gambling Market. The results show that the market is now stable, highly compliant and well-functioning. Birgitte has received the award as the 2017 IMGL Gaming Regulator of the Year – Europe. DGA is responsible for issuing licences – and furthermore for the supervising and controlling of a wide range of gaming providers that stretches from land-based casinos to lotteries, gaming machines, charity lotteries, betting, online casino, public poker tournaments and horseracing.

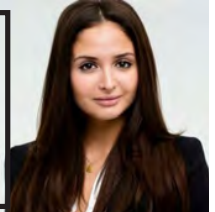


ALEX KORNILOV

CEO & FOUNDER BETEGY

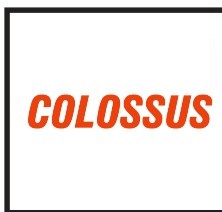
Started his first business at 18. In 2007 won the Ukrainian edition of "Dragons Den" and had his first chance for the big success in the tech industry. Since then he got involved in several "big data" projects. In particular, he took part in various research projects executed by The State Institute of Complex Technical-Economic Researches.

In 2012, together with a partner, he started a company "BETEGY" which analyses statistical data and calculates football predictions with the highest accuracy on the market. The BETEGY predictions are used by a number of companies and individuals worldwide. BETEGY provides data to ESPN in the US, Sport1 in Germany and Ringier Axel Springer in Poland.



VALA KARIMI

GENERAL COUNSEL, LEOVEGAS



PAULA CARA FARCAS

CTO, COLOSSUS BETS



DANIELA JOHANSSON

CHIEF RESPONSIBILITY OFFICER, DEPUTY CEO, PAF

CHAIRMAN OF THE YEAR 2019: **BENGT JÖNSSON**, FORMER CEO OF ATG

The anniversary 10th i-Gaming Forum in Stockholm 2018, had a new chairman. Former Olympic swimmer Bengt Jönsson, was the CEO of state-run horse tote operator ATG from 1998 to 2004. Bengt turned out to be a very popular figure and is also running the show in 2019!

- I have been following the Swedish gaming market from many different positions, he says. The Swedish gaming market reregulates next year, which will be the discussion focal point, of the i-Gaming Forum. The whole country is preparing for a reregulated market in 2019 - parliament voted for this in June 2018.

Bengt, what took so long?

- The revenues from gaming have always been very important for the Swedish government. And the political will to reregulate has been weak. It has never been a big issue for the general public either, so therefore there has not been any urgency.

You were CEO of ATG (AB Trav & Galopp) for six years, our huge state-run horse racing tote operator with about 20 per cent of the Swedish gaming/gambling market. How do you think your former company ATG will fare, in the reregulated environment?

- I think ATG will do well. They have very strong "pool games" (V75, and other multi-race coupons), that are difficult to copy successfully. Since they offer large winning pools, that are the result of huge national participation, built over time. And ATG has also been preparing for a competitive market, for many years.

Do you see the Swedish sports community, benefiting from the reregulation? In terms of sponsorship and the like, from operators?

- The strong clubs in football and ice hockey particularly, will most likely benefit from the reregulation. However the individual sports, with the exception of some individual athletes, will probably not benefit from it.

You were an Olympic swimmer for Sweden in Montreal 1976 as a 20-year old, and until recently you were still on the board, of the Swedish Olympic committee.

- Yes. Hopefully, the Swedish Olympic Committee, can establish new, or strengthen current partnerships with gaming companies. And by doing the the individual Olympic sports will gain from such partnerships.

You left ATG in 2004, to pursue other projects. Why did you take up the challenge, to chairman this years i-Gaming Forum in Stockholm?

- Well, having worked in the industry for some time as a CEO, I really understand the Swedish gaming market. And I have also been following the gaming market over the years, since then, in many different positions. I've also been active within the Swedish Olympic Committee, and I am continuing to assist them in this regard, which is to say their contact with sports gaming.

Bengt continues:

- With the moment in time that we have now, with the reregulation, the opportunity to be actively involved in this year's i-Gaming Forum and the next was too good an opportunity to pass on!

Bengt is currently chairman of three boards, in the private business sector.

"With the moment in time that we have now the opportunity to be actively involved in this year's i-Gaming Forum and the next was too good an opportunity to pass on!"



At the 1976 Olympics in Montreal a 20-year old Bengt Jönsson swam 400 metres freestyle in 4 minutes and 7 seconds, not enough to make the final 22 years later he became CEO of state-run horse tote operator ATG, a post that he held for six years.

EDITOR'S NOTE



This is it then... internet gaming and gambling is finally coming home!

If you take a good look at the world of iGaming, and it's entrepreneurs and founders and top players: Sweden is more often than not the common denominator.

It does not matter if it is Unibet's founder (and hence KindredGroups father) **Anders Ström**, or the "Knutsson brothers" of Betsson and Netent fame (**Michael Knutsson** and **Tristan Sjöberg**... well, it began with dad **Bertil Knutssons** Cherry Casino) or **Henrik Persson Ek-dahl** of Catena Media later of GiG or **Oscar Simonsson** of Casumo... they are of course all Swedes.

Like many of their peers in the industry.

In fact, previous regulatory issues more or less made Sweden export an entire industry. To Malta first and foremost. A much more convenient iGaming hub.

So when Sweden now reregulates (1 January 2019), iGaming is well and truly coming back and coming home to it's cradle... for Sweden is where iGaming well and truly has it's soul!

But it's not just the reregulation, that is creating a buzz in Scandinavia at the moment.

New exciting angles are getting more and more scope: How will crypto and blockchain impact online gaming? Will eSports ever become a top iGaming product? How will AI and other new technologies impact game development?

In fact, there is so much to grasp, that the popular C-level heavy decision maker event the **i-Gaming Forum**, now in it's eleventh year, has become part of **Gamers United**... and the conference has become THE must attend gaming show in Scandinavia, with several platforms.

When the cradle of iGaming is booming more than ever, can you afford not to be here?

So join us in Stockholm, the capital of online gaming and gambling. At our "Wembley Stadium", the Stockholm International Fairs for the i-Gaming Forum and Gamers United 2019.

It's coming home...

Robert Okpu - Editorial Director

i-Gaming Forum 2019
+ 46 70 251 96 00

Robert Okpu (who back in the day attended the University of Benin, in his father's home country Nigeria) has a past career as a journalist. Working for years, with well known newspapers in Sweden, like Expressen and Vestmanlands Läns Tidning. He has also worked for 15 years, as an editor and TV producer with Kanal 75, the media arm of the state controlled horse tote operator ATG. As well as doing some shows for the "Betsafe Premier League Studio" some years ago, with former Premier League players Jesper Blomqvist and Anders Limpar. Robert is very interested in digital technology, and also produces conferences on Analytics/Business Intelligence, GDPR and Healthcare IT.

CONTENT AT A GLANCE

DAY 1 - APRIL 10th

17.30 EARLY REGISTRATION & NETWORKING RECEPTION

19.00 **BY INVITATION ONLY:** NETWORKING DINNER BANQUET; HOSTED BY SIGMA / iGAMING FORUM

DAY 2- APRIL 11th

08.00 REGISTRATION & iGAMING CAFÉ - BREAK THE ICE WITH A GOOD COFFEE IN HAND

08:40 CHAIRMANS OPENING - BENGT JÖNSSON OPENING

08:50 KEYNOTE - CAMILLA ROSENBERG

09:20 INTERVIEW: THE REGULATORY SITUATION IN THE NORDICS

09:40 PANEL - SELF-REGULATION IMPLICATIONS AND NEW AD RULES

10:10 PANEL - MATCHFIXING

10:35 NETWORKING BREAK

10:55 PANEL - REREGULATION IMPACT

11:20 PANEL - MERGERS & ACQUISITIONS

11:50 CENTER FOR BUSINESS HISTORY

12:00 KEYNOTE - THE WAVES OF REREGULATION

12:20 LUNCH & NETWORKING

13:05 FIRESIDE CHAT

13:45 PANEL - WINNING THE PLAYER EXPERIENCE WITH PAY N PLAY

14:15 CEO PANEL

15:30 PANEL - HOW AI WILL IMPACT THE GAMING INDUSTRY RIGHT NOW

15:50 PANEL - ESPORTS & FANTASY SPORTS

16:10 CRYPTO-GAMING TO CREATE NEW BUSINESS

16:30 PANEL - WOMEN IN GAMING

17:00 CHAIRMAN'S WRAP UP

PROGRAM

08:00 - 08:40 IGAMING CAFÉ - BREAK THE ICE WITH A GOOD CUP OF COFFEE IN HAND!

HOSTED BY:



08:40 -08:50 CHAIRMANS OPENING - BENGT JÖNSSON



BENGT JÖNSSON
CHAIRMAN EX. ATG

08:50 -09:20 OPENING KEYNOTE - CAMILLA ROSENBERG, SPELINSPEKTIONEN

WHAT IS THE PROCESS BEHIND THE HANDLING OF THE LICENSE APPLICATIONS?

- Who is getting a license and why?
- What's next for the new entrants?



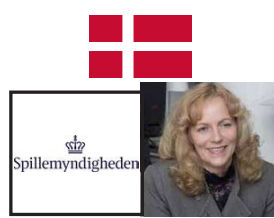
CAMILLA ROSENBERG
DIRECTOR GENERAL, SWEDISH GAMBLING AUTHORITY (SPELINSPEKTIONEN)

09:20-09:40 INTERVIEW-THE REGULATORY SITUATION IN THE NORDICS

INTERVIEWD ON STAGE ARE:



CAMILLA ROSENBERG
DIRECTOR GENERAL, SWEDISH GAMBLING AUTHORITY



BIRGITTE SAND
DIRECTOR OF THE DANISH GAMBLING AUTHORITY (DGA)



CHRISTER FAHLSTEDT
CEO, PAF

INTERVIEWER:



BENGT JÖNSSON
CHAIRMAN EX. ATG

09:40 -10:10 PANEL-Self regulation implications and new ad rules

ARE STRICTER REGULATIONS AGAINST ADVERTISING AND MARKETING HARMING INDUSTRY REVENUE?

Governments are clamping down on gaming adverts on television with bans in Belgium, England and Italy. The responsible minister in Sweden has called for a more restrictive approach, and even operator ATG wants a ban on casino advertising...

LEARN

- Will advertisement bans like those already implemented in Italy and England become standard?
- Gaming advertisement media revenue in Sweden is currently huge. But there is also criticism. What gives?
- What's the "smart" way to proceed?



JENNY NILZON
CEO, SPER



LAHCENE MERZOUG
CEO, COMEON



MIKAEL JANSSON
CMO, HERO GAMING



DERSIM SYLWAN
GENERAL MANAGER SWEDEN,
UNIBET / KINDRED PLC



CHRISTER FAHLSTEDT
CEO, PAF

MODERATOR:



MICHAEL CASELLI
FOUNDER & EDITOR IN CHIEF,
IGAMING BUSINESS

PROGRAM

10:10-10:35 PANEL - MATCHFIXING

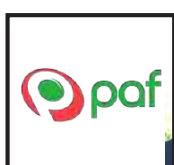
WHO IS WINNING THE WAR ON MATCHFIXING?

Of course the threat of matchfixing will never disappear completely. But which products should be available on the market? Is it reasonable with easily influenced products like the first corner or the first yellow card in a division 2 football game, for example?

LEARN

- How best to work with matchfixing prevention?
- Should "easily influenced" products be banned?
- What is the latest take on livebetting?

MODERATOR:



SVERKER SKOGBERG
SENIOR VICE PRESIDENT, PAF



MARIA WENNERBERG SEDIGH
SENIOR ADVISOR, SPER



GUSTAF HOFFSTEDT
SECRETARY GENERAL, BOS



BENGT JÖNSSON
CHAIRMAN EX. ATG

10:35 -10:55 NETWORKING BREAK

10:55 -11:20 PANEL - THE REREGULATION IMPACT

HOW DOES THE SWEDISH REREGULATION ACTUALLY IMPACT BUSINESS?

Of course, many smaller operators apply for a Swedish license to increase the market value of their brand. But what other business opportunities does the Swedish reregulation actually offer?

LEARN

- Will Sweden rapidly turn into one of Europe's largest regulated jurisdictions?
- What opportunities does the new situation in Sweden offer suppliers?
- Is there anything Spelinspektionen should have done differently?



MORTEN RONDE
FOUNDER & MANAGING PARTNER



PATRICK NORDWALL
HEAD OF NORDICS,
YGGDRASIL GAMING



REUBEN PORTANIER
CO-FOUNDING PARTNER, AFILIXION ALLIANCE.

MODERATOR:



TAL ITZHAK RON
CHAIRMAN, TAL RON DRIHEM & CO LAW FIRM



JAN RIDENFELDT
BUSINESS UNIT DIRECTOR, ORYX GAMING



PROGRAM

11:20 - 11:50 PANEL - MERGERS & ACQUISITIONS

WILL REGULATION JUST LEAD TO MORE CONSOLIDATION?

More consolidation is a natural effect of reregulation. But specifically what is likely to happen now? What do acquisitions like Bridgepoint/Cherry and William Hill/Mr Green indicate?

LEARN

- What takes from big deals like Bridgepoint/Cherry and William Hill/Mr Green?
- Are smaller companies seeking a Swedish license just aiming to be acquired?
- How will the operator landscape look in five or ten years from now?



THOMAS BAEKKEVOLD
M&A SPECIALIST, CARNEGIE INVESTMENT BANK



PER HELLBERG
CEO, CATENA MEDIA



STEFAN NELSON
CFO, LEOVEGAS

MODERATOR:



MORTEN RONDE
FOUNDER & MANAGING PARTNER



ANDREW COCHRANE
CHIEF DEVELOPMENT
OFFICER, SBTECH

11:50 - 12:00 CENTER FOR BUSINESS HISTORY

THE HISTORY OF THE REMOTE SWEDISH IGAMING INDUSTRY

The i-Gaming Forum will host the official presentation of the history book *The Remote Swedish iGaming Industry* authored by Dennis Avorin and Karin Jansson Myhr and published by the reputable Centre for Business History in Stockholm. The book, which offers a comprehensive historical outline and in-depth interviews with the founders of the major Swedish iGaming companies, is a testament to the long journey from the early days of online gaming until one of the major markets, Sweden, finally regulates its market and iGaming has completed its transformation into a respected and consolidated industry.



PONTUS LINDWALL
CEO, BETSSON GROUP



DENNIS AVORIN
AUTHOR OF THE REMOTE SWEDISH
GAMING INDUSTRY

12:00 - 12:20 KEYNOTE - THE WAVES OF REREGULATION

IF WE LOOK AT THE LATEST FORM OF GAMBLING WE CAN LOOK BACK AT A VERY DYNAMIC DEVELOPMENT OVER THE LAST 20 YEARS DRIVEN BY THE MODERN FORM OF INTERNET AND THE EMERGENCE OF E-COMMERCE. I THINK WE ARE NOW IN THE SECOND AND THIRD WAY OF HOW TECHNOLOGY, MARKET DYNAMICS AND POLITICAL WILL IS TRANSFORMING THE LANDSCAPE YET AGAIN.



PETTER NYLANDER
CHAIRMAN OF THE BOARD GAMING INNOVATION GROUP / GiG Petter

PROGRAM

12:20 - 13:05 LUNCH & NETWORKING

13:05-13:45 FIRESIDE CHAT: CRITICAL MARKETING SUCCESS FACTORS FROM A 360 PERSPECTIVE

"THE MARKET HAS BECOME EVEN MORE COMPETITIVE THUS ACHIEVING EXCELLENCE IN A VERY DIFFERENT EXECUTION WILL ALWAYS GIVE YOU THE WINNING HAND"

Discussion and sharing the success factors behind Hero Gamings three successful gaming brands: CasinoHeroes, Speedy Casino, Speedy Bet and CasiTabi and the MetalCasino journey.

- CASE 1: THE DISRUPTIVE COMMERCIAL & PRODUCT PERSPECTIVE:
- CASE 2: INFLUENCER MARKETING PERSPECTIVE:

LEARN

- How to successfully work different product & marketing models; Rationale, success factors & pitfalls?
- View on moving forward post regulation and why real differentiation is business critical.
- Q&A.



GEORG WESTIN
CXO, HERO GAMING



CLAS DAHLEN
CO-FOUNDER, METAL CASINO

MODERATOR:



MERY BLOMQVIST
CMO, iGAMING & FINTECH AI

13:45 - 14:15 PANEL - WINNING THE PLAYER EXPERIENCE WITH PAY N PLAY®

HOW CAN PAYMENT PROVIDERS HELP OPERATORS STREAMLINE THE PLAYER EXPERIENCE?

As the battle heats up between online gambling operators, offering bonuses and new games is no longer enough. Many operators are turning to technologies like Pay N Play® to streamline the registration process and offer fast payouts, therefore improving the player experience.

LEARN

- How can operators differentiate themselves in an increasingly competitive landscape?
- Can faster pay-outs drive player loyalty?
- How do different implementations of Pay N Play® benefit operators?
- What are the challenges Pay N Play® operators face today?
- What new Pay N Play® markets are rolling out soon?

MODERATOR:



GEORG WESTIN
CXO, HERO GAMING



JOACIM MÖLLER
CEO, GLOBAL GAMING



OSCAR BERGLUND
CEO, TRUSTLY



JOSEF DARMARK
Chief Product Officer, Trustly



PROGRAM

14:15 - 15:00 THE CEO PANEL

GAMING IS COMING HOME - OR IS IT?

Stockholm is the cradle of iGaming: brands like Betsson, Cherry, KindredGroup, LeoVegas, Casumo and many more have their heart in Sweden. But will the reregulation actually change that much?

LEARN

- We exported a whole industry to Malta and beyond, what is actually coming back?
- Many new licenses granted... but who will be the real players, and what is really going on?
- Will there be enough focus on responsible gaming and gambling?



HANS LORD SKARPLÖTH
CEO, ATG



ANDERS ÅRBRANDT
MANAGING DIRECTOR, NOVAMEDIA SVERIGE AB
(POSTKODLOTTERIET).



PONTUS LINDWALL
CEO, BETSSON GROUP



MICHAEL CASELLI
FOUNDER & EDITOR IN CHIEF,
IGAMING BUSINESS



ULRIK BENGTSSON
CHIEF DIGITAL OFFICER, WILLIAM HILL



GUSTAF HAGMAN
CEO, LEOVEGAS

GAME CHANGER BLOCK

15:30 - 15:50 HOW WILL AI IMPACT THE GAMING INDUSTRY RIGHT NOW?

HOW GAMING OPERATORS BENEFIT FROM THE AI

Artificial Intelligence is now being used in almost every field that has anything to do with the internet and/or technology, to bring more life. This also includes the industry of iGaming. So, how is AI changing the world of iGaming and what will be its impacts in the long term?



STAV ZILBERSSTEIN
CO-FOUNDER AT HYPERION TECH



ALEX KORNILOV
CEO & FOUNDER

15:50 - 16:10 PANEL - ESPORTS & FANTASY SPORTS

ESPORTS AS AN IGAMING PRODUCT, WHAT IS IT'S ACTUAL POTENTIAL?

Worldwide eSports revenue is shooting through the roof, and eSports is already an iGaming product. But why is this "match made in heaven" moving so slowly? And what scope is there for Fantasy Sports here?

LEARN

- Big iGaming operators are leaning more and more towards eSports – true or false?
- Daily Fantasy eSports: how big is the market?
- Has there been a "rise and fall" in Daily Fantasy eSports?



JEFFREY HAAS
CHIEF INTERNATIONAL OFFICER, DRAFTKINGS



VIDAR DUVNÄS
CEO AND CO-FOUNDER, BETSPAWN



PATRIK NYBLADH
CEO, G:LOOT

PROGRAM

16:10 - 16:30 CRYPTO-GAMING TO CREATE NEW BUSINESS

LEARN

- How segregated crypto-gaming verticals can attract a new type of business from your existing players.
- Why fungibility matters, and how to stay compliant with crypto-regulation as it emerges



DANIEL LEHNBERG
PRODUCT MANAGER, POKER STARS

16:30-17:00 WOMEN IN GAMING

THE ONLINE GAMING INDUSTRY HAS MANY FEMALE LEADERS WHO HAVE CONTRIBUTED TO THE SUCCESS OF THEIR BUSINESS - HERE ARE SOME LEADERS:

How to achieve a great career within the gaming industry? What are the biggest barriers for women in the industry? What are the best advices for those who are starting in the industry?



JENNY NILZON
CEO, SPER



PETRA ZACRISSON
CHIEF CORPORATE DEVELOPMENT
OFFICER, GML



VALA KARIMI
GENERAL COUNSEL, LEOVEGAS

TBC:

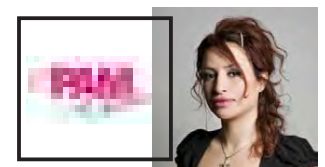


DANIELA JOHANSSON
CHIEF RESPONSABILITY OFFICER, DEPUTY
CEO, PAF



PAULA CARA FARCAS
CTO, COLOSSUS BETS

MODERATOR:



MERY BLOMQVIST
CMO, iGAMING & FINTECH AI

17:00 - CHAIRMANS WRAP UP



BENGT JÖNSSON
CHAIRMAN EX. ATG



PAST DELEGATES

21 Heads Up, Senior Consultant
 21 Heads Up, CEO
 A-Lotterierna, Chairman of Board
 ABG Sundal Collier AB, Analyst
 Advant Games Oy, CEO
 Advokatbyrå Widman & Co AB, Senior associate
 Advokatfirman Lindahl KB, Partner
 Advokatfirman Vinge KB, Advokat / Associate
 Advise.Agency Worldwide traffic company, CMO in Advise.Agency Afiflexion Alliance, Partner
 Aftonbladet (Spel), Journalist
 Ålands Lotteriinspektionen, Myndighetschef Ålands Lotteriinspektion
 Alderney Gambling Control Commission, Executive Director
 Alderney Gambling Control Commission, Director of E-commerce Development
 Alea, Co-Founder
 Aliquantum Gaming / Plus-Five Gaming, Founder and Chief Executive Officer
 Amusnet Gaming Ltd, Director
 Arcadelia, CEO
 At The Front Line, CEO
 ATG, Senior Advisor
 ATG, Chief Affärsutveckling
 ATG, Project Manager
 ATG, Executive VP
 Authentic Gaming, Head of Sales & Account Management
 Automaten brands Sweden & Norway, Brand Manager
 Baker & McKenzie, Lawyer
 BDO Malta, Chief Executive Officer
 BeeFee, Legal Director
 BetClic Everest Group, Country Manager Sweden
 BetClic Everest Group, Head of Nordics
 Betfair, Regional Manager Northern Europe
 Betfair Limited, Public Affairs Manager
 Bethard, Founder
 Betsafe Sweden, Brand Manager
 Betsafe.com (Safepay Malta Ltd), General Counsel
 Betspawn, CEO
 Betsson, Chairman of the Board
 Betsson, CFO
 Betsson AB, Director of communications
 Betsson Group, Head of Marketing Betssongroup
 Betsson Group, Change Advisor
 Betssongroup, Public Affairs Manager Betssongroup
 Better Collective, Senior Business Manager
 Bettor group, Director
 BML Group Ltd, Operations Manager
 Bonnier Gaming, CMO
 BOS, Secretary General
 Brimondo, Founder
 BWIN, Corporate BI Manger
 bwin.party games AB, Team Leader Marketing Operations
 bwin.party games AB, Team Leader Product Management
 bwin.party games AB, MD
 Cashpoint, CEO
 Cashpoint, Executive Consultant
 Cashpoint Agentur & IT Service GmbH, CEO
 Cashpoint Agentur & IT Service GmbH, Head of B2B, Business Development
 Casinos Austria International GmbH, Vice President
 Casinos.se / Otilia Media, MD
 Casumo, CEO / Co-Founder
 Casumo, Compliance Producer
 Catena Media, CEO
 Catena Operation Ltd, CEO
 Cederquist, Senior Associate
 Centerpartiet, Member of Parliament
 ChallengerMode, Investor, Director Strategic Partnerships
 Cherry, CEO
 Cherry, Head of Online
 Cherry, CEO
 Cherry AB, Head of CherryCasino Country Manager Sweden
 Colossus Bets, CEO
 Colossus Bets, Founder
 Colossus Bets, CTO
 Combitech, Sales and Marketing Director, Cyber Security at Combitech AB
 Come On, CEO
 Commercial Sports Media, Partner
 Connective Games LLC, CEO
 Danish Gambling Authority, Head of Division
 Danish Gambling Authority, Special Adviser
 Danish Gambling Authority, Chief Adviser
 Danish Gambling Authority, Head of Section/Compliance Officer
 Danish Gambling Authority, Director
 Danish Gambling Authority, Head of office
 Danish Gambling Authority, Special advisor
 Danish Gambling Authority, Legal Officer
 Danish Gambling Authority, Legal Officer Remote gambling

Danish Online Gambling Association, CEO
 Danske Licens Spil A/S, Business Development Manager
 DevCode, Senior Key Account Manager
 DraftKings, Chief International Officer
 EGT Interactive Ltd., Legal Counsel / Compliance
 ELK Studios, Senior Compliance Officer
 Elmount, CEO
 EnergyCasino, Head of Acquisition
 Equiom Group, Head of e-Gaming
 Erik Penser Bankaktiebolag, Business Support Manager
 Eurofootball, Chief executive legal counsel
 Euroline AB, Business Development Manager
 Europe Entertainment, Legal Counsel
 Europe Entertainment Ltd, Director
 Europe Entertainment Ltd, Lawyer
 Europe Entertainment Ltd, Head of Legal and Compliance
 Evoke Gaming Holding AB, CEO
 Fintoto, Sales Director
 Fintoto Oy, BD Director
 Fintoto Oy, Managing Director
 FORCE Technology, Operations manager
 FORCE Technology, Engineer
 G:loot, CEO
 Galicia, BA and International Development
 Gambling Compliance, managing editor
 Gambling Compliance, Data Analyst
 GamblingCompliance, Senior Reporter
 Game Lounge Limited, CEO
 Gamesys, Head of Nordics
 Gamesys, Commercial Director
 Gaming Associates Pty Ltd, Managing Director
 Gaming Innovation Group, Head of Sweden
 Gaming Innovation Group, Marketing Manager
 Gaming Labs International (GLI), Business Development Representative
 Gärde Wesslau Advokatbyrå, Advocate/Partner
 GIG, Head of Legal
 GLI Europe B.V, Business Development Manager
 GLI Europe BV, Director of European Client Services
 GLI Europe BV, Technical Director
 GLI Interactive BV, Director, iGaming Development GLI/TST
 Global Gaming, Board Member
 Global Gaming Group, Chief Growth Officer
 Global Gaming Group, Chief Marketing Officer
 GLS Legal, Lawyer
 Goodkind Oy Ltd., CEO
 Green Tube, Head of group projects
 Green Tube, Legal & Compliance Manager
 Greentube Internet Entertainment Solutions GmbH, Head of Marketing & Sales
 GTECH G2, Business Development
 GTECH International, Sr Account Director
 GTECH Sweden AB, Director, Account Development/Country Manager
 GTECH Sweden AB, RVP Nordics
 Gullers grupp, Consultant
 Hamburg-Bahrenfeld Racetrack , CEO
 Hammarösköld & Co, Associate
 Hammarösköld & Co, business lawyer member of the Swedish Bar Association
 Hansen Advokatbyrå, Dr and Partner
 Hansen Malta Ltd,
 Happdraetti Haskola Islands, CEO
 Heads Up, CEO
 Hellenic Gaming Commission (HGC), Head of Chairman Office
 Hellenic Gaming Commission (HGC), Chairman
 Hero Gaming, CEO
 HiPay, SVP iGAMING
 HiPay, Sales Director
 HiPay, Marketing and Product mng
 HiQ Finland, Head of mobile solutions
 HNH Law, Advokat
 Horten, Partner
 IBM Svenska AB , Cognitive swat team leader
 Icelandic Gaming, Managing Director
 Icelandic Gaming, Chairman of the Board
 Ideella Spel, General manager
 Igame, CEO
 iGame Limited & iGame Malta Limited, CEO
 iGame Ltd, Director of Sales & Marketing
 iGame Malta Ltd St. Julian's, COO / Deputy CEO at iGame Group
 iGaming2go, CEO/Owner
 IGT, Country Manager
 IGT, Head of Sales EMEA
 IGT, Account Development Manager
 Ihre Consulting AB, CEO
 Interwetten, Head of Marketing Communications
 Interwetten, Product Development Manager

Interwetten, Business Development Manager
 Interwetten, Marketing Communications Manager AT, GR & SE
 Interwetten, CEO
 Interwetten, Marketing Communications Manager AT, GR & SE
 Interwetten, Head of Marketing Communications
 Interwetten Gaming Ltd., Head of IT
 Interwetten Gaming Ltd., Head of Product Management & CRM
 Interxion, Account Manager
 Interxion Sverige AB, Nordic Marketing and Business development
 Interxion Sweden, Key Account Director Nordic
 JackpotJoy, RG & Compliance officer
 JackpotJoy, Director of Legal & Compliance
 JackpotJoy, Technical Security And Compliance
 JackpotJoy, Chief Legal & Compliance Director
 JackpotJoy Group, Director of Legal & Compliance
 Jogos Santa Casa, Hd of Legal
 Jogos Santa Casa, Manager of Legal and international Affairs Department
 Kambi, Head of Compliance
 Kambi, Head of Business Development & Business Intelligence
 Kambi Services Limited, Chief Commercial Officer
 Kambi Sweden AB, Sales Director
 Kiggitt ApS, Chief Executive Officer
 Kindred Group, Head of security
 Klubblo, CEO
 Knutsson Holdings, CEO
 Kombispel, Online Gaming Manager
 Kombispel, Project Manager
 Kombispel, CTO
 KOMPETENSNAVET AB, CEO
 KPMG, Gaming Industry
 KPMG, Consultant
 KPMG, Partner, Head of Tax Transformation
 La Francaise des jeux, Product Manager
 La Francaise des jeux, Head of online games
 La Francaise des jeux, International Relations Officer
 La Francaise des jeux, Director of Clients
 La Francaise des jeux, SENIOR EUROPEAN POLICY OFFICER
 Leo Vegas, Investor Relations and Corporate Finance Lead
 Leo Vegas, CEO
 Leo Vegas, Investor Relations and Corporate Finance Lead
 Leo Vegas, Group Expansion Manager
 Leo Vegas, In house Legal Counsel
 LeoVegas Gaming Ltd., Co-Founder and Director
 Loterie Nationale, Senior Public Affairs Advisor
 Lotteri Inspektionen, Gaming Board for Sweden
 Lottericentralen, VD
 Lotteries & Gaming Authority Malta, Policy Advisor to Executive Chairman,
 MGA
 Lotteries & Gaming Authority Malta, Chief Officer Business and Programme
 Development
 Lotteries & Gaming Authority Malta, Chief Strategy Officer and Business
 Manager
 Lotteries and Gaming Authority Malta, Executive Consultant
 Lotteriinspektionen, Statistician & Business Intelligence Officer
 Lotteriinspektionen, Head of Operations
 Lotteriinspektionen, Analyst
 Lottovate Limited, Business Development Manager
 Luckia, Chief Operations Officer
 Lucky Dino Gaming LTD, CEO
 LVS, Sales & Marketing Director
 Malta Gaming Authority, Chief Operating Officer
 Malta Gaming Authority, Head Legal Affairs
 Malta Gaming Authority, Policy Advisor to Executive Chairman
 MALTCO Lotteries Ltd, CEO
 Media Stream AG, Head of UK Sales
 Metro, Editor-in-chief
 Metro, Key Account Manager
 Metro, Business Developer
 Mice & Dice, Swedish Country Manager
 Microgaming, Sales Manager
 Microgaming, Corporate Affairs
 Microgaming, Senior Sales Manager
 Microgaming Software Systems Limited, VP Sales
 Mifal Hapais Israel National Lottery, CEO
 Ministry of Finance, Deputy Director
 Ministry of Security and Justice Netherlands, Senior policy advisor
 Mobenga, CEO
 Mr Green, Country manager
 Mr Green, Kommunikations- och IR-ansvarig
 Mr Green, Chief Security Officer
 Mr Green, CEO
 MR Green & Co AB, Head of Legal
 MSL, Head of Internet Department
 Multi Brand Gaming, CEO
 Nagarro, Managing Director Nagarro Nordics
 Nagarro Software AB, Executive Director

PAST DELEGATES

Nagarro Software AB, Engagement Manager
 National Betting Authority, Public Servant
 National Betting Authority of Cyprus, President
 National Betting Authority of Cyprus, European and International Affairs Officer
 National Lottery Belgium, Digital Advisor
 Nationale Loterij, Data Miner
 Navigator Gaming Group Limited, CEO
 Neccton Ltd, Business Unit Manager Responsible Gaming
 Net Entertainment AB, Product Owner
 Net Entertainment AB, Compliance Officer
 Net Entertainment AB, President and CEO
 NetEnt, Head of Sales
 NetEnt Product Services Ltd, Sr. Account Manager
 Ninjas In Pyjamas, eSports World Champion
 NMI, Senior Business Development Manager
 NMI, CCO
 Nordic Gambling, Partner
 Nordic gaming, Legal Counsel
 Nordic Gaming Group Ltd, Chief Marketing Officer
 Norsk Rikstoto, Sales Manager
 Norsk Tipping, Business Developer
 Norsk Tipping, Senior Advisor
 Norsk Tipping, Head of public affairs, CSR and responsible gaming
 Norsk Tipping AS, SVP Intraktiv
 Norsk Tipping AS, Marketing Research Manager
 Norsk Tipping AS, Business Development Manager
 Norsk Tipping AS, SVP
 Norsk Tipping AS, Chief Adviser Responsible Gaming
 Norsk Tipping AS, Attorney
 Novamedia, Program manager Online
 Novamedia, Head of Online Gaming
 Novamedia, Product manaher
 Novamedia Svenska PostkodLotteriet AB, Program manager Online
 NovamediaSverige AB, Manager Politics & License
 NOVELI, Owner
 Novobis, CEO
 Novomatic Lottery Solutions, Director of Business Development
 NYX Gaming Group Ltd, Director of New Markets
 NYX Interactive, Chief Technical Officer
 Odgers Berndtson, Partner
 Oesterreichische Lotterien GmbH, Director of Responsible Gambling
 Olympic Casino Eesti, Head of Online Operations
 Olympic Casino Group Baltija, Consultant
 Olympic Entertainment Group, Head of Online Operations
 Olympic Entertainment Group, Managing Director
 Oracle, Key account Manager Hardware Systems
 Orlando John, CEO
 Oulala, Managing Director
 Paddy Power, Corporate Development Manger
 Paddy Power, CORPORATE DEVELOPMENT DIRECTOR
 Paddy Power Betfair, Commercial Manager Regulated International
 PAF, PR Manager
 PAF, Country Manager Sweden
 PAF, Director New Business
 Paf, Event Manager
 PAF, Deputy CEO
 PAF, Senior advisor
 Paf, Head of Public Affairs
 PAF, Business Development Manager
 Paf, Legal Counsel
 PAF, General counsel
 PAF, Manager Investigations and Projects
 Paf, Senior Vice President Public Affairs
 Pam of Sweden, Founder & Director
 Pamofsweden, Director Social Experomeces
 Panda Media Limited, COO
 Panda Media Limited, CEO
 PayPal, Sales Manager Gaming Industry
 Pentasia, Principal Consultant
 Pentasia, Head of Gaming, Malta & Scandinavia
 Pentasia, Senior Recruitment Consultant
 PKR, Head of Risk, Payments and Compliance
 Planzer Law, Partner
 Play n GO, Director of Sales
 Play n GO, Business Development Director
 Playscan AB, CEO
 Playtech, International Business Development Director
 Playtech, Commercial Director
 Playtech Turnkey Services, VP Business Operations
 Plenum AB, Consultant
 Poker Stars, Country manager Sweden
 PokerStars, Product Manager

PokerStars.com, Baltics Manager
 PokerStars.com, Regional Director Nordics & Baltics
 PokerStars.eu, Country Manager, Sweden
 Postkodslotteriet/Novamedia, Managing Director
 Premier Gateway, Commercial Executive
 Proactive Gaming Scandinavia, CEO
 PWC, Partner
 Quasar Ltd, Director
 Quickspin, Co-founder & CEO
 Quickspin, CTO
 Ray, General counsel
 Ray, Development Manager, Gaming Operations and International Affairs
 RCL Holding, CEO and owner
 Redbet Holding AB, VD
 Reefmedia, CEO
 Rehab Lotteries Ltd, Chief Executive, Rehab Group
 Rehab Lotteries Ltd, Financial Controller
 Rehab Lotteries Ltd, Chairman, Rehab Lotteries, Ltd
 Relax Gaming Ltd, CEO
 RenidConsulting, Investor
 Rikstoto, Int manager
 Rikstoto, Commercial Manager
 Rocket 9 Ltd, Swedish Affiliate Manager
 Rocket 9 Ltd, Operations & Compliance Manager
 Safecharge, Senior Account Manager
 Safepay Malta Ltd, Chief Strategy Officer
 SAZKA Group, Associate
 SAZKA sazkova kancelar, a.s., Head of Games and Bets
 SAZKA sazkova kancelar, a.s., Head of Digital Marketing
 Scientific Games, New Media & Channel Development
 Scout Gaming Group, Commercial Director
 SEB, Client Executive SEB Non Resident Corporate
 SEB, Head of SEB Non Resident Corporate
 SEB, Client Executive
 Setterwalls, Associate
 SIGMA, COO
 SimonAsen Vogt Wiig, Head of EU- and Competition
 Siru Mobile Oy, CMO
 Sisal, Online Gaming Business Manager
 SKILLPIX.com, CEO
 Skrah, Owner
 Snowmen Solutions AB, Product Owner
 Solvalla AB, Chief Security Manager
 Solvalla Travsport, CFO
 Spelarföreningen Fotboll i Sverige, Adviser
 Spillemyndigheten, Legal Officer
 Spillemyndigheten, Head of Division
 Spiral Solutions, Director, Business Development
 SportPesa, Global Chief Operations Officer
 Sportradar AG, Director Sales
 Sportsbookcloud, CEO
 Star Lizard Consulting Ltd., Global Head of Security and Integrity
 Stoiximan, Head of Business Development
 Stoiximan, Head of International Marketing
 Stratagem Technologies Limited, COO
 SuprNation, Director
 Svenska Postkod Lotteriet AB, Head of Communication
 Svenska Postkodlotteriet, Manager Public Affairs
 Svenska Postkodlotteriet, Manager Market Intelligence
 Svenska Postkodlotteriet, Head of Customer Service
 Svenska Postkodlotteriet, Online Gaming Manager
 Svenska Postkodlotteriet, Online Marketing Manager
 Svenska Postkodlotteriet, Head of Online
 Svenska Postkodlotteriet, Manager Politics and Licenses
 Svenska Postkodlotteriet AB, Manager, Public Affairs and Stakeholder Engagement.
 Svenska Postkodlotteriet AB, Online Manager
 Svenska Postkodlotteriet AB, CEO
 Svenska Spel, Finance Director
 Svenska Spel, Director of BI and Analytics
 Svenska Spel, Manager Sports games
 Svenska Spel, Head of Sales
 Sales director Online
 Svenska Spel, Director Customer Interaction Online
 Svenska Spel, Presschef
 Svenska Spel, Director Product Management
 Svenska Spel, Product Developer Sports
 Svenska Spel, Corporate Legal Counsel
 Svenska Spel, Head of BI
 Svenska Spel, CCO
 Svenska Spel, Presschef
 Swedbank, Client Executive & Vice President
 Swedbank, Analyst
 Swedish Gambling Association (SPER), CEO

Swedish Olympic Committee, Head of Marketing and Communications
 Swedish Trotting Association (Svensk Travsport), Secretary General
 Szerencsejatek Zrt, Head of Interactive Sales
 Szerencsejatek Zrt, Head of CRM
 Szerencsejatek ZRT., Sales Development Manager
 Szerencsejatek ZRT., Project Manager
 Tain, Head of Finance for Tain Group
 Tain, Lawyer
 Tal Ron, Drihem & Co. Law Firm, Associate
 Tal Ron, Drihem & Co. Law Firm, Chairman
 Tal Ron, Drihem & Co., Law Firm, Risk & Compliance
 Taylor Wessing, Senior Associate
 TCS John Huxley Group, CEO & CO-Owner
 The Lotter Enterprises Limited, Director of Operations
 Tipsport, Online Marketing Manager
 Tipsport, Director of online gaming
 Tonucci & Partners, Global head of gaming and gambling
 TOTO (Israel Sports Betting Board), Customer Loyalty Manager
 TOTO (Israel Sports Betting Board), Online Marketing Manager
 TR Media, Managing Editor
 TR Media, Editor, Sector Manager (Affärsområdeschef)
 TR Media, Editor in Chief
 Trustly, Director of Gaming
 Trustly, Chief Commercial Officer
 Trustly, Head of Gaming Accounts
 Twin, COO
 Twin, Chief Brand Officer
 Ukash, Director Strategic Sales
 Unibet, Head of Nordics
 Unibet, Country Manager Sweden
 Unibet, Investor relations
 Unibet, CTO
 Unibet, Project Office Line Manager
 Unibet, Programme Manager Re-Regulated Markets
 Unibet (London) Ltd, Legal Counsel
 Unibet/Kindred Group, Head of Public Affairs Nordics
 United Media LTD, Managing Director
 University of Iceland Lottery, Business development
 University Of Iceland Lottery, CEO
 Veikkaus, Business Development Manager
 Veikkaus, VP, President & CEO's Office
 Veikkaus, Manager, Strategic Projects & Alliances
 Veikkaus, Development Manager, Strategy
 Veikkaus Oy, Public Affairs Manager
 Veikkaus Oy, VP Strategy
 Veikkaus Oy, Business Development Manager
 Veikkaus Oy, Vice President, Sports Games
 Velo Partners, ASSOCIATE DIRECTOR
 Videoslots, Partner
 videoslots, Legal, compliance and risk counsel
 videoslots, Partner
 videoslots, CEO
 Vinge, Partner
 VogtWiig, Attorney at law
 VogtWiig, Attorney-at-law
 Wager logic, Licencing and client service director
 Widman & Hannes, Partner
 Wiersholm, Mellbye & Bech, advokatfirma AS, Advokat
 William Hill, Online, VIP Team Manager
 Win2day, Managing Director
 Wirecard AG, VP Global PSP Services
 Wirecard AG, Sales Manager
 Wirecard Sales Europe GmbH, Sales Manager
 Wirecard Technologies AG, International Sales Manager
 Wistrand Advokatbyrå, Associate
 Xcaliber, Chief Executive Officer
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