



## FDJ Gaming Solutions acquires Sporting Group

**24 June 2019, Boulogne-Billancourt, France** - FDJ Group through its 100% subsidiary FDJ Gaming Solutions, the innovation, technology and service hub of FDJ Group, has acquired Sporting Group, the world's leader in sports betting technology and trading. This acquisition strengthens FDJ Gaming Solutions existing B2B business by adding market leading pricing, trading and risk management capabilities to the Group. It allows FDJ Gaming Solutions to take full control of Sporting Solutions, the highly regarded B2B sportsbook services supplier and Sporting Index, the leading sports spread betting company.

Sporting Solutions uses the widest range of official data and highest quality of content to deliver superior pricing, generated by best-of-breed algorithms and overseen by their expert trading team. Sporting Solutions also provides automated Risk Adjusted Pricing, a unique risk management service which adjusts prices on a per-operator basis, allowing sportsbooks to differentiate their offering based on their actual exposure and their own appetite for risk.

The combination with FDJ Gaming Solutions capabilities will provide operators in regulated territories a market-leading full-service proposition, combining a proven, fully flexible, multi-channel Advanced Betting Platform and a customized pricing, trading and risk management service. The new offer, called 'Advanced Betting Services', will be commercialized to lotteries under the FDJ Gaming Solutions brand and to other gambling operators under the Sporting Solutions brand.

Besides, Sporting Solutions will remain an independent provider of pricing and trading solutions to 3<sup>rd</sup> party technology, with their current partner and supplier relationships continuing unaffected.



**Xavier Etienne, Executive VP Technology & International at FDJ Group and Chief Executive Officer of FDJ Gaming Solutions, said:**

*'We are very pleased to have completed this acquisition, which underlines FDJ's ambition in the B2B sports betting sector. FDJ recognizes the excellence that Sporting Group has in pricing and trading. That is why this operation is key for our B2B international development.'*



**Simon Trim, Chief Executive Officer of the Sporting Group, said:** *'We are thrilled to be joining FDJ, and becoming a part of FDJ Gaming Solutions. It is clear we have a shared vision on the future shape and evolution of the industry, in particular the important role that expert risk management and price differentiation will play going forward. The acquisition allows us to continue delivering our world-leading B2C spread betting proposition and B2B trading services, and we look forward to delivering exciting new products and services as part of the enlarged business.'*

#### **Notes to editors**

**FDJ Group** is ranked 4<sup>th</sup> lottery worldwide with 15.8 Bn EUR stakes in 2018 including a strong and fast growing 3 Bn+ EUR betting vertical. FDJ Group offers lottery and sports betting to 25 million customers, providing secure and responsible entertainment. The Group including its B2B subsidiaries FDJ Gaming Solutions UK & FDJ Gaming Solutions France employs 2,200 people. FDJ distributes lottery and betting through a retail network of 30.000 points of sale and 15% of the stakes are digitalized.

**FDJ Gaming Solutions** is a 100% subsidiary of FDJ Group, delivering B2B Advanced Betting Services, distribution services and interactive services for the gaming industry. FDJ Gaming Solutions has prestigious references from around the world with nearly 300,000 lottery terminals installed in partnership with Idemia, a growing number of lotteries connected to its digital contents distribution platform and over 40 clients consuming outsourced pricing, risk management, betting platform and fully managed betting services. <https://www.fdj-gaming-solutions.com/>

**Sporting Group** now part of FDJ Gaming Solutions includes Sporting Solutions, the highly regarded B2B sportsbook services supplier, and Sporting Index the leading sports spread betting company. <http://www.sportinggroup.co.uk/>

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