UK betting and gaming update

Hospitality and leisure
January-March 2026

April 2026

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Contents

Betting and gaming market overview

Company	Market cap 31-Mar-26	Share price 31-Mar-26	Share price 01-Jan-26	Change in price	12-month high	12-month high date	12-month low	12-month low date
Flutter Entertainment	£13,465	£77.06	£161.20	(52.2%)	£231.00	31-Jul-25	£76.02	29-Mar-26
Entain	£3,588	£5.61	£7.71	(27.3%)	£10.22	31-Jul-25	£5.01	04-Apr-25
IG Group Holdings	£4,751	£14.32	£13.06	9.6%	£14.60	25-Mar-26	£9.13	07-Apr-25
Playtech	£944	£3.34	£2.73	22.6%	£8.06	06-May-25	£2.32	14-Nov-25
Rank Group	£418	£0.89	£0.97	(8.0%)	£1.61	05-Aug-25	£0.78	09-Apr-25
Evoke	£154	£0.34	£0.22	54.6%	£0.73	30-Jul-25	£0.21	08-Dec-25
Gaming Realms	£88	£0.32	£0.40	(21.3%)	£0.57	17-Jul-25	£0.30	24-Mar-26

Source: The above information is sourced primarily from Capital IQ, London Stock Exchange and additional publicly available sources. Share price information is presented for the largest seven listed UK betting and gaming companies by market capitalisation. The companies that constitute the UK betting largest seven in the sector are refreshed every six months or when other major changes occur.

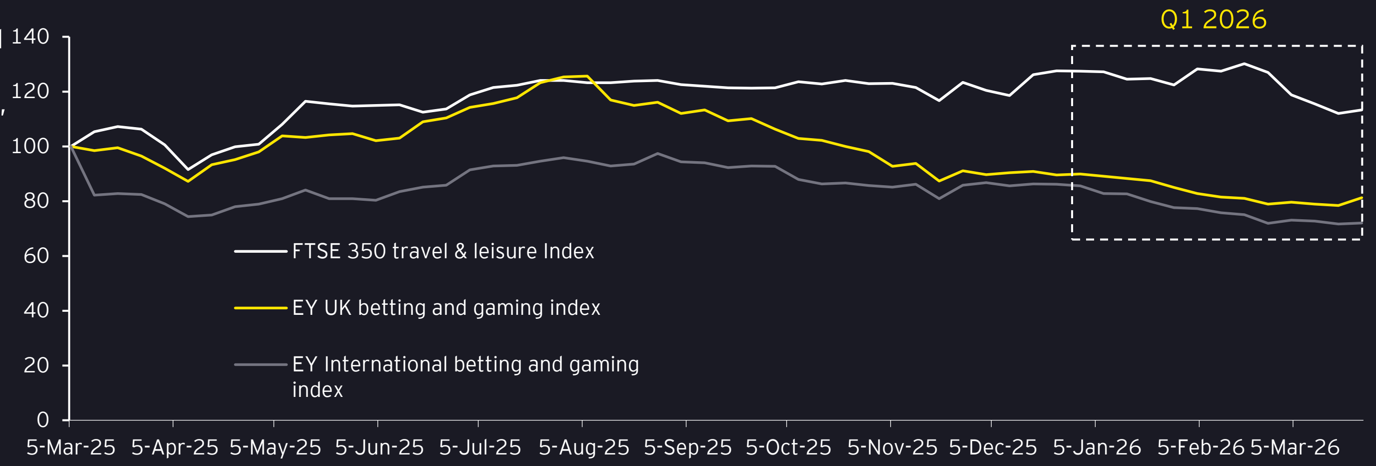
Betting and Gaming Index

In Q1 2026, the EY UK and EY International Betting & Gaming indices[1] continued to underperform the FTSE 350 Travel & Leisure benchmark. While the pace of decline moderated compared to the sharp sell-off seen from the July 2025 highs, both indices continued to drift lower through the quarter, consolidating at their weakest levels over the 12-month period. The UK index closed marginally ahead of the international index, with both reflecting persistent regulatory and macroeconomic uncertainty across the sector.

Large-cap names remained under pressure. Flutter Entertainment and Entain continued to fall, down 52.2% and 27.3%, respectively, with Flutter reaching a 12-month low. Gaming Realms declined 21.3% and Rank Group edged down 8.0%, highlighting continued headwinds for more traditional and land-based operators.

In contrast, smaller operators fared comparatively better. Evoke saw the strongest share price performance, up 54.6%, while Playtech posted 22.6% growth - both recovering from prior lows, though neither has returned to their July 2025 highs. IG Group Holdings also bucked the wider trend, rising 9.6%.

Overall, Q1 2026 reinforced a clear theme: companies with diversified, digital-led models and stronger balance sheets continued to attract investor confidence, while those reliant on leveraged structures or land-based operations faced continued pressure. Broader market volatility and ongoing regulatory scrutiny across key jurisdictions remained the dominant headwinds for the sector.



The EY B&G Indices present a snapshot of the performance of the industry compared with the market as a whole. The EY International B&G index, constituting the 10 largest worldwide companies in the sector by market cap, has been included to better portray the global reach of the sector.

The index is a quick and simple guide: for example, it does not include private, small or medium-sized companies. However, we hope that it proves a useful guide to the recent events and emerging trends.

1 This index represents a collation of publicly available share price information for illustrative purposes only. It is not a formal or tradeable index.

Data and AI in 2026

Introduction

While there has been no single piece of "new" data or AI regulation introduced in April 2026, this period marks a clear shift in how existing gambling regulation is applied and tested in practice. Changes to consumer protection law taking effect from April raise expectations around transparency, documentation and evidencing decisions, while the Gambling Commission is increasingly assessing whether operators can demonstrate how customer risk is identified, acted upon and reviewed consistently. In this context, data and analytics are becoming critical not because the rules have changed but because the standard of proof has.

- **Data, decisions and defensibility: where gambling operators can start in 2026**
- Data as a core asset: As data is a core asset for every betting and gambling provider, most operators already recognise its potential to improve performance, strengthen compliance and drive efficiencies.
- The prioritisation challenge: The challenge is not ambition, but prioritisation: knowing where to start, what to do first and how to sequence change in a way that stands up to scrutiny.
- Hardening expectations in 2026: This question feels more acute in 2026 not because the rulebook has been rewritten overnight but because expectations around transparency, documentation and evidencing decisions have hardened.
- From regulation to operational reality: From April 2026, consumer protection changes due to the Digital Markets, Competition and Consumers Act (DMCC) coming into force increase scrutiny over how decisions affecting customers are justified and recorded, while the regulator increasingly looks beyond policy intent to assess how decisions play out in practice. In that context, the value of data has moved from being abstract to being operational.

The real challenge is not data volume, but decision clarity

Most established operators do not suffer from a lack of data; over time they have built rich data sets, sophisticated dashboards and increasingly advanced analytical models across risk, marketing and operations. Yet many still struggle to answer simple external questions with confidence:

1. Why did this customer trigger a safer gambling interaction at this point?
2. Why was this transaction escalated or cleared?
3. What changed as a result of that intervention?

These are not theoretical issues: they sit at the heart of customer interaction effectiveness, affordability checks and anti-money laundering controls – all areas where regulatory assessment activity remains high in 2025-26. When answers rely on fragmented systems, undocumented thresholds or opaque automation, friction and risk tend to quickly follow.

In practice the problem is rarely technology. It is that data has grown around functions, products and regulatory moments rather than around the decisions that matter most.

Where operators often start – and why it creates risk

When faced with regulatory pressure or commercial opportunity operators commonly default to visible action: new models, new tooling, real-time monitoring or AI-driven alerts. While these initiatives can add value, starting here often magnifies existing weaknesses.

Advanced analytics built on inconsistent data definitions surface conflicting signals. Automated decisions that teams cannot clearly explain create governance gaps. Point solutions introduced to address one requirement can increase operational complexity elsewhere.

Recent regulatory assessments have consistently highlighted that controls which cannot be clearly explained or evidenced in practice undermine compliance, regardless of whether they are manual or automated.

This reframes the challenge: the risk is not automation itself, but decisions without defensible foundations.

Data and AI in 2026 cont.

A more practical starting point: anchor data strategy to decisions under scrutiny

Rather than asking *"what data platform do we need?"* a more productive question in 2026 is **Which decisions would we need to confidently explain tomorrow?**

In practice, these tend to fall into three groups:

Start with decisions that must be explainable by default

Customer risk, safer gambling, affordability and AML decisions sit under direct scrutiny and depend on traceable data and clear outcomes.

Next, address cross-functional trade-offs

Tensions such as affordability vs. value or intervention vs. retention often expose misaligned data and objectives.

Only then focus on optimisation

Personalisation and advanced engagement work once foundations are stable; without them, they increase risk.

By taking this approach organisations are more likely to see tangible improvement and progression.

From ambition to operational confidence

As analytics and automation become more embedded in day-to-day operations, regulatory scrutiny has shifted. The focus is increasingly on how decisions are governed, reviewed and evidenced rather than on whether advanced techniques are being used at all.

This is most visible in customer interaction. Identifying risk is no longer sufficient; operators are expected to act proportionately and assess whether actions were effective. That requires joined-up data across signals, decisions and outcomes - something many organisations only discover is missing when challenged.

Seen through this lens, data is not primarily a performance lever. It is **a governance capability**.

Making progress without overstretch

For many operators the temptation is to treat this as a large-scale transformation challenge. In reality, meaningful progress often starts small: mapping a limited set of high-risk decisions end to end, clarifying data ownership, and agreeing what constitutes adequate evidence.

Questions worth asking internally include:

? Could we explain this decision clearly to a regulator or ombudsman?

? Do different teams rely on different versions of the same data?

? Are outcomes assessed, or merely actions recorded?

These are not technology questions, they are data, operating model and accountability questions. Addressing them creates a platform on which analytics and automation can then scale safely and productively.

Next steps with EY

- **UK gambling-specific diagnostics and decision mapping**
  The global EY organisation supports UK-regulated operators to map and prioritise the regulatory decisions under greatest scrutiny – including customer interaction, affordability and AML – identifying where data, governance and evidencing fall short of Gambling Commission expectations.
- **AI-ready data foundations aligned to EY.ai**
  Using EY AI-ready data and Responsible AI frameworks, we help operators strengthen data quality, traceability and oversight, so analytics and AI can be used with confidence, scale and regulatory defensibility.

Pete Alltree

Director, Technology Consulting

Company and industry news

The financial results and trading updates discussed below highlight a number of key themes that continue to drive the performance of B&G companies.

Financial results and trading updates

Note: If the company has not issued a new financial update since our previous update, we have not presented any further information.

Flutter Entertainment, a global sports betting and gambling company with operations in the UK, announced its results for the year ended 31 December 2025. Group revenue grew by 17% YoY from US$14,048 million in 2024 to US$16,383 million in 2025. Adjusted EBITDA grew by 21% YoY to US$2,845 million in 2025 from US$2,357 million in 2024.

Peter Jackson, CEO of Flutter, commented, "Flutter delivered strong 2025 results. Our unparalleled global scale and ongoing product innovation helped us reach almost 40 million customers across our portfolio of market-leading, local hero brands during the year. We made clear progress against our strategic priorities; maintaining our US leadership position in both sportsbook and iGaming; entering an exciting and incremental new category in the US with the launch of FanDuel Predicts; completing our strategic acquisitions of Snai and NSX; and delivering several important milestones across our International segment's transformation programs. Powered by the Flutter Edge, we continue to build on the structural competitive advantages that differentiate Flutter, combining global capabilities with deep local expertise. With a pivotal calendar of global sporting and iGaming moments ahead, including the World Cup, we are focused on capturing the full breadth of these opportunities in 2026 and beyond." [1]

Entain, a UK-based global sports betting and gambling company announced its results for the year ended 31 December 2025. The reported Net Gaming Revenue (NGR) grew by 3% YoY, from £5,161.9 million in 2024 to £5,325.4 million in 2025. The reported underlying EBITDA increased by 7% YoY to £1,160.1 million in 2025 from £1,088.8 million in 2024.

Stella David, CEO of Entain commented, "2025 has been a successful year for Entain. We are continuing to drive strong underlying momentum and I am immensely proud of our strategic and operational progress and the results it is delivering. Entain's diverse and globally scaled portfolio of podium positions, is more important than ever to ensure we are a long-term winner in our industry. The business has never been in better shape and is well positioned to not only navigate the tax and regulatory challenges facing our industry, but to seize them as opportunities. I am excited about the future as we evolve our strategic priorities, accelerate our performance, and maintain our focus on sustainable growth and cash generation. I am confident in Entain's ability to deliver at least £500m of annual adjusted cashflow7 from 2028." [2]

Brightstar Lottery, a UK-based lottery solutions company announced its financial results for the year ended 31 December 2025. Total revenues of US$2,511 million remained almost constant in 2025 compared to US$2,512 million in 2024. The adjusted EBITDA decreased by 4% YoY to US$1,121 million in 2025 from US$1,170 million in 2024.

Vince Sadusky, CEO of Brightstar Lottery, commented, "Better-than-expected fourth quarter revenue and profit growth reflect the value of our diverse portfolio across geographies and games. 2025 was a transformational year for us. We executed major strategic priorities, including selling IGT Gaming and increasing capital returns to shareholders. 2026 is an important year of investment in several high-ROI growth initiatives such as Italy B2C digital expansion and launching a new lottery in São Paulo, which we expect to drive accelerated sales and profit growth through 2028." [3]

1 "Q4 and FY2025 Earnings," Flutter, 26 February 2026, https://flutter.com/media/hdshhrmb/q4-2025-earnings-release.pdf
2 "Strong FY25 performance with Underlying EBITDA ahead of expectations," Entain, 5 March 2026, https://www.entaingroup.com/media/5v2dfqtk/entain-fy25-results-press-release.pdf
3 "Brightstar lottery Plc reports fourth quarter and full year 2025 results," Brightstar Lottery, 24 February 2026, https://www.brightstarlottery.com/news-and-insights/news-releases/brightstar-lottery-plc-reports-fourth-quarter-and-full-year-2025-results

Company and industry news cont.

The financial results and trading updates discussed below highlight a number of key themes that continue to drive the performance of B&G companies.

Financial results and trading updates cont.

Rank Group, a UK-based gaming, leisure, and entertainment group announced its results for the half year ended 31 December 2025. The Group's like-for-like NGR increased by 6% YoY to £419.8 million in 1H 25 from £395.6 million in 1H 24.

John O'Reilly, CEO, commented, "We continue to deliver improving results which demonstrate the resilience of the Group and our ability to take advantage of the opportunities available to us, both online and in our venues. Customers recognise the investment and improvements we have been making and are responding enthusiastically. Both the underlying metrics and medium-term outlook for the business remain encouraging, and we have the building blocks in place to capitalise on the opportunities ahead of us. The second half of the year will bring further cost headwinds, principally in our UK digital business, which will be impacted by the UK Government's huge increase in tax rates. We have already executed measures to mitigate some of this impact, whilst continuing to prioritise customer experience, and the Group will respond with agility as a heavily disrupted landscape takes shape." [4]

IG Group Holdings, a UK-based online betting trading provider announced its results for the year ended 31 December 2025. Company's net trading revenue increased by 10% YoY to £1,004.6 million in 2025 from £910.6 million in 2024. The reported EBITDA increased by 1% YoY to £531.1 million in 2025 from £525 million in 2024.

Breon Corcoran, CEO said, " Record financial results and accelerating customer growth demonstrate the strength of IG's platform. We operate in large and fast-growing markets being reshaped by structural drivers, and now is the time to raise our ambitions. The launch of zero-commission UK stock trading in April 2025 broadened our addressable market significantly. We have since extended this to Ireland, Singapore and France. In the UK and Ireland, organic share dealing volumes grew 52% YoY in the three months to 28 February 2026, reflecting strong customer demand for our enhanced proposition. Today we are launching a strategic review to ensure IG captures the full long-term opportunity ahead - evaluating routes to maximise shareholder value." [5]

Evoke, a Gibraltar-based sports betting and gambling company announced its results for the fourth quarter ended 30 December 2025. The company's revenues decreased by 3% YoY to ~£464 million in 4Q 2025 from ~£478 million in 4Q 2024.

Per Widerström, CEO of Evoke, commented, "During Q4 we made good progress against our strategic plans, delivering our best quarter of the year and demonstrating the underlying momentum in the business. Our focus on core markets continued to drive our profitable growth, with Italy and Denmark both delivering record quarterly revenues in Q4. This positive momentum has continued into 2026 with a strong start to the year with good growth across all divisions.

While the strong strategic and financial progress we made throughout 2025 was encouraging, we were very disappointed with the outcome of the UK Budget in November that dealt a significant blow to both Evoke and the wider regulated industry. We continue to believe these tax increases will negatively impact the industry's economic contribution, customer protection, and will ultimately serve to support further growth in the illegal black market. As a result of these significant UK tax increases, the Board is assessing its strategic options, with a resolute focus on maximising shareholder value. We have moved quickly and decisively to execute on our mitigation plans including the closure of retail stores that are no longer sustainable as well as broader cost savings, and we will update shareholders on our progress and updated strategic plan in due course." [6]

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4 "Rank group Interim results for the six months ended 31 December 2025," Rank Group, 29 January 2026, https://wp-rankgroup-2024.s3.eu-west-2.amazonaws.com/media/2026/01/Rank_Group_Interim_Results_6_Months_Ended_31_December_25.pdf
5 "IG Group Holdings Trading Update," IG Group, 19 March 2026, https://www.iggroup.com/~/media/Files/I/IG-Group/documents/investors/financial-results/results-reports-and-presentations/2026/igg-cy25-results-rns.pdf
6 "2025 Post-close Trading Update," Evoke plc, 27 January 2026, https://www.evokeplc.com/application/files/1817/6946/7620/evoke_FY25_Trading_Update.pdf

Company and industry news cont.

The financial results and trading updates discussed below highlight a number of key themes that continue to drive the performance of B&G companies.

Financial results and trading updates cont.

Allwyn, the UK's national lottery operator announced its financial results for the year ended 31 December 2025. The company's NGR increased by 5% YoY to €3,753 million in 2025 from €3,581 million in 2024. The adjusted EBITDA increased by 4% YoY to €1,584 million in 2025 from €1,527 million in 2024.

Robert Chvatal, CEO of Allwyn, commented, "2025 was a pivotal year for Allwyn. We continued to deliver on all dimensions of our strategy, driving good financial performance across our business, and agreed two transformative transactions – strengthening our positioning for sustainable long-term growth and an exciting future as a listed company. It was another year of organic top-line and profit growth. Net Revenue increased 4% year-on-year, against very strong performance in the prior year. This momentum was driven by continued progress in digital, with online NGR increasing 11% year-on-year, and by the dedication of our teams to consistently delivering an outstanding customer proposition across all our channels and products. We also delivered profit growth across all our businesses, aside from the impact of the new incentive and profitability mechanism on the UK National Lottery. The significant steps taken this year further strengthen our platform, and position us well to deliver sustainable long-term value as a listed company." [7]

Gaming Realms, a UK-based gaming licensor and distributor announced its financial results for the year ended 31 December 2025. The company's revenue increased by 10% YoY to £31.4 million in 2025 from £28.5 million in 2024 and adjusted EBITDA increased by 15% to £15 million in 2025 from £13.1 million in 2024.

Mark Segal, CEO of Gaming Realms, commented, "I am pleased to report another record year for Gaming Realms, with revenue increasing by 10% and Adjusted EBITDA growing by 15%, demonstrating ongoing operational leverage. This performance reflects the strength of our licensing-led strategy and the continued popularity of our Slingo portfolio across global iGaming markets. During 2025 we further expanded our international presence, launching in a number of new regulated markets and adding 40 new operator partners to our distribution network. We also continued to invest in our proprietary content pipeline and technology platform, including the establishment of Lucky Lunar Studio to broaden our game development capabilities. We have made a positive start to 2026 with further launches across new regulated markets including Peru, Nigeria, Ghana and Kenya. With a strong pipeline of new games, additional partner launches and further geographic expansion planned, we remain well positioned to deliver continued growth." [8]

Playtech, a UK-based gambling software development company announced its results for the year ended 31 December 2025. Revenue decreased by 10% to €763.6 million in 2025 from €848 million in 2024.

Mor Weizer, chief executive of Playtech, commented, "2025 was a year of significant transition for Playtech, as we completed the sale of Snaitech and returned to our roots as a leading, global, predominantly pure-play B2B business. Against this backdrop, we delivered a performance well ahead of expectations earlier in the year, demonstrating the strength of our technology offering. The US delivered a particularly strong performance, with revenue nearly doubling as momentum accelerated across our partnerships. We achieved a number of important strategic milestones, expanding into additional iGaming states and continuing to grow our Live offering. Our position in Latin America also strengthened, supported by the revised agreement with Caliente. The strong momentum we saw in 2025 has carried over into the start of 2026, particularly in the Americas. We remain confident in achieving our ambitious medium-term targets." [9]

7 "Allwyn International FY 2025 Preliminary Unaudited Financial Results and Update on Current Trading," Allwyn, 19 March 2026, https://cdn.allwyn.com/A_llwyn_International_4_Q25_Preliminary_results_release_e9b2a37a25.pdf

8 "Annual Results 2025," Gaming Realms Plc, 30 March 2026, https://gamingrealms.com/news/annual-results-2025-2/

9 "Results for the year ended 31 December 2025," Playtech Plc, 26 March 2026, https://www.investors.playtech.com/~/media/Files/P/Playtech-IR-V2/documents/results-and-presentations/2025/playtech-full-year-results-2025.pdf

Company and industry news cont.

The financial results and trading updates discussed below highlight a number of key themes that continue to drive the performance of B&G companies.

Financial results and trading updates cont.

Inspired Entertainment Inc, a US-based gaming provider with operations in the UK reported its financial results for the year ended 31 December 2025. The company's total revenue increased by 2% YoY to US$304.1 million in 2025 from US$297.1 million in 2024.

Brooks Pierce, president and CEO, commented, "Our fourth quarter results reflect the strength of our underlying business and the progress we are making in advancing our strategic priorities. We delivered record Interactive revenue (+53% YoY) and Adjusted EBITDA (+60% YoY), underscoring the scalability and operating leverage of our digital core growth engine. With digital representing 52% of Adjusted EBITDA following the November divestiture of our holiday parks business, we achieved a record Adjusted EBITDA margin for the quarter. Content continues to be a key differentiator across the portfolio. In Gaming, customers with new terminal deployments in our UK and Greece estates delivered double-digit gross win growth, supporting further share gains. In Virtual Sports, our new Virtual Soccer BetBuilder™ product in Greece is still in its early stages but is already driving increases in total bet volume and gross win, positioning us well for a broader rollout ahead of this summer's World Cup. We remain focused on investing in product innovation and new content studios to build on this momentum and further strengthen our competitive position." [10]

FDJ United, a France-based betting and gaming operator with operations in the UK announced its financial results for the year ended 31 December 2025. The company's revenue increased by 20% YoY to €3,678 million in 2025 from €3,065 million reported in 2024 and recurring EBITDA increased by 14% to €902 million in 2025 from €792 million in 2024.

Stéphane Pallez, chairwoman and CEO of FDJ United, commented, "In 2025, FDJ United demonstrated the strength of its model and continued its transformation, in an environment affected by tax increases and tighter regulations on gaming. With a strengthened performance plan and a new organization of its online betting and gaming business unit, the Group will continue to improve its operational efficiency to return to its profitable and sustainable growth path by 2026." [11] [12]

10 "Inspired Reports Fourth Quarter And Full Year 2025 Results," Inspired, 10 March 2026, https://s201.q4cdn.com/151652287/files/doc_news/Inspired-Reports-Fourth-Quarter-And-Full-Year-2025-Results-2026.pdf
11 "FY 2025 Results Presentation," FDJ United, 19 February 2026, https://www.fdjunited.com/wp-content/uploads/2026/02/20260219InvestorpresentationFY2025.pdf
12 "FDJ UNITED is pursuing its transformation in an environment marked by adverse factors," FDJ United, https://www.fdjunited.com/investor-relations/
13 "Jefferies cuts Flutter price target by 45% but keeps 'buy' rating, arguing market prices in zero US growth," Proactive Investors, 6 March 2026, via Nexis Newsdesk
14 "Entain targets lifted by Deutsche Bank as new finance chief signals focus on costs and cash," Proactive Investors, 24 March 2026, via Nexis Newsdesk
15 "Fitch Maintains Allwyn on Rating Watch Positive; Rates Proposed Notes 'BB-(EXP)'," Fitch Ratings, 10 February 2026, via Nexis Newsdesk

Analysts' views

- Jefferies lowered its target for Flutter Entertainment by ~45%, reducing it to US$210 from US$380 in early March 2026, while maintaining a "Buy" rating. This reduction followed Flutter's 2025 earnings results, with Jefferies citing reduced US growth expectations and lower promotional efficiency. [13]
- Deutsche Bank lifted its target price on Entain to 1,055p from 1,029p, citing improved confidence after discussions with the new CFO, highlighting a sharper focus on cost discipline and cash conversion. Analysts expect efficiency gains to help offset rising UK gambling taxes and support earnings growth. [14]
- Fitch maintains Allwyn's "BB-" rating on Rating Watch Positive and assigns an "BB-" to proposed senior secured notes of €500 million, citing anticipated cash flow consolidation from the OPAP transaction and deleveraging below 4.0x by 2027, supporting potential upside to the rating. [15]

Strategic news

Contracts, agreements and partnerships

Gaming Corps, a Sweden-based game developer with presence in the UK continued to expand its footprint in regulated markets through multiple partnerships. It partnered with Hollywoodbets UK, a licensed sportsbook to integrate its casino titles into their platform and extended its iGaming content agreement with bet365, a UK-based online betting operator to include its portfolio in key markets, including the UK.

It teamed up with Welsh-based operator, DragonBet to launch casino titles like the 3 Pigs franchise on DragonBet's platform. It also partnered with L&L Europe Ltd., a Malta-based casino operator to supply slot, table, and instant-play games across nine online casino brands in regulated markets, including the UK. [16 17 18 19]

Brightstar Lottery secured multiple contracts across North and Latin America in Q1, reinforcing its position as a key supplier to regulated lottery operators. In the US, the company signed a long-term contract with Wisconsin Lottery to deploy its integrated OMNIA™ retail and digital lottery platform, alongside a six-year instant ticket printing and services agreement with California Lottery.

Brightstar also entered into a joint venture with US-based Scientific Games to form SP Loterias SPE S.A., which was awarded a 15-year exclusive contract by the Government of the State of São Paulo, Brazil, to operate draw-based lottery products across retail and online channels. [20 21 22]

Playtech entered into multiple partnership agreements in Q1, expanding the distribution of its casino and bingo content in global regulated markets. It partnered with LottoStar, a South Africa-based operator to integrate 100+ casino and live casino titles into LottoStar's platform. Playtech also expanded its collaboration with SkillOnNet to roll out its casino and bingo portfolio in Portugal and Brazil with further deployments planned in Greece and Peru. [23 24]

Incentive Games, a UK-Based B2B games studio expanded its presence via partnerships with bet365 and Rank Group. It extended its agreement with bet365 to launch its real-money casino titles across Bet365's international platform. In parallel, Incentive Games entered into a new partnership with Rank Group to integrate its mobile-first real-money titles across Rank's brand portfolio, strengthening its UK market. [25 26]

Betfred, a UK-based bookmaker extended its long-term partnership with Sportradar, a Switzerland-based sports technology provider to upgrade its retail betting platform. As per the agreement, Sportradar will enhance Betfred's retail technology infrastructure across 1,300 high-street betting shops in the UK to improve transaction speed and scalability while ensuring regulatory compliance. [27]

Playson, a Malta-based slots game supplier entered into a content partnership with UK-based sportsbook and casino operator, Midnite, to strengthen its presence across the UK and Ireland. As per the agreement, Playson's retention-driven casino titles have been integrated into Midnite's mobile-first platform, making the content available to players in both the regulated markets. [28]

Elantil, a Malta-based iGaming and B2B online casino platform provider entered into a partnership with Storm Games, a UK-based iGaming company to expand its online games marketplace through the addition of Storm Games' slot portfolio. As per the agreement, Elantil has integrated Storm Games' content into its aggregation offering, enabling operator partners to access the supplier's titles through a single connected platform. [29]

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16 "Hollywoodbets UK Partners with Gaming Corps for iGaming Content," iGaming Future, 17 February 2026, via Nexis Newsdesk
17 "bet365 Expands iGaming Content Deal with Gaming Corps," Gaming Corps, 16 January 2026, https://gamingcorps.com/bet365-expands-igaming-content-deal-with-gaming-corps/
18 "Gaming Corps games go live at DragonBet," G3 Newswire, 23 March 2026, via Nexis Newsdesk
19 "Gaming Corps and L&L Europe Limited announce strategic content partnership," G3 Newswire 24 February 2026, via Nexis Newsdesk
20 "Brightstar Lottery and its World-Class Solutions Chosen to Power Wisconsin Lottery," PR Newswire, 27 January 2026, https://www.prnewswire.com/news-releases/brightstar-lottery-and-its-world-class-solutions-chosen-to-power-wisconsin-lottery-302670146.html
21 "Brightstar Lottery to Deliver Engaging Instant Tickets in California with New Six-Year Contract," PR Newswire, 6 January 2026, https://www.prnewswire.com/news-releases/brightstar-lottery-to-deliver-engaging-instant-tickets-in-california-with-new-six-year-contract-302652950.html
22 "Scientific Games Joint Venture Awarded 15-Year Lottery Contract for New State of São Paulo Lottery," Scientific Games, 5 January 2026, https://www.scientificgames.com/news/media-releases/scientific-games-joint-venture-awarded-15-year-lottery-contract-for-new-state-of-sao-paulo-lottery/
23 "Playtech and LottoStar Announce New Partnership to Expand Presence in South Africa," Playtech, 14 January 2026, https://www.playtech.com/playtech-and-lottostar-announce-new-partnership-to-expand-presence-in-south-africa/
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25 "Incentive Games expands global partnership with Bet365 to launch real-money games," iGaming Business, 12 January 2026, https://igamingbusiness.com/company-news/incentive-games-expands-global-partnership-with-bet365-to-launch-real-money-games/
26 "Incentive Games Announces Partnership with The Rank Group Plc," iGaming Today, 16 March 2026, https://www.igamingtoday.com/incentive-games-announces-partnership-with-the-rank-group-plc/
27 "Betfred Deepens Technology Partnership With Sportradar to Ensure a Long-Term and Sustainable Retail Betting Offering," Sportradar, 4 February 2026, https://investors.sportradar.com/news-releases/news-release-details/betfred-deepens-technology-partnership-sportradar-ensure-long
28 "Playson strengthens UK and Ireland presence with Midnite partnership," Playson, 13 January 2026, https://playson.com/en/article/playson-strengthens-uk-and-ireland-presence-with-midnite-partnership
29 "Lightning strikes as Elantil adds Storm Games to online marketplace," Next.io, 18 February 2026, via Nexis Newsdesk

Strategic news cont.

Contracts, agreements and partnerships cont.

Betway, a Malta-based sportsbook brand owned by Super Group headquartered in Guernsey entered into a partnership with Formula 1 to become its first-ever official betting partner. As per the agreement, Betway will deliver official, in-play betting products built on Formula 1's race data and predictive analytics across global markets, including the UK. [30]

Inspired Entertainment announced the extension of its long-term multi-year Virtual Sports partnerships with Entain and bet365. The renewed agreements secure continued delivery of Inspired's Virtual Sports portfolio across Entain's international brands and bet365's global platform, and include the rollout of an enhanced Virtual Soccer product featuring Bet Builder functionality, timed around major football events. [31 32]

Eeze, a Malta-based iGaming company with operations in the UK entered into a partnership with Malta-based iGaming aggregation and platform provider EveryMatrix to expand the reach of its live dealer and upcoming slots portfolio. As per the agreement, Eeze's full live casino offering and forthcoming RNG titles will be integrated into EveryMatrix's Game Aggregator Network, making the content available to all operator partners worldwide. [33]

New Dawn Risk, a UK-based specialist Lloyd's insurance broker entered into a strategic partnership with Continent 8 Technologies to deliver integrated cybersecurity and insurance solution for the iGaming sector. The offering, initially planned for launch in the UK and Europe, will strengthen cyber resilience with advanced cyber protection services such as Managed SOC & MDR and Cyber Threat Intelligence Exchange. [34]

Casumo, a Malta-based online gaming operator with operations in the UK entered into a partnership with Creedroomz, a Malta-based live casino solutions provider for supply of custom-built live casino studios, including exclusive blackjack tables and branded roulette variants, designed specifically for Casumo's player base. [35]

Gaming Realms entered into a partnership with bet365 to launch a bespoke Slingo-branded title, Slingo Spin O'Reely. The exclusive title combines Gaming Realms' proprietary Slingo mechanic with bet365's Irish-themed Spin O'Reely series, marking the first bespoke Slingo title developed by Gaming Realms specifically for bet365. [36]

Allwyn entered into a collaboration with Gopuff, a US-based instant-commerce platform to enable on-demand home delivery of National Lottery Scratchcards via the Gopuff app within 15 minutes for customers across 16 cities in England and Wales.

It also extended its partnership with Formula 1, the global motorsport championship under a new multi-year branding agreement. This expands fan-engagement and broadcast activations, including enhanced brand visibility during the formation lap at selected races. [37 38]

Stats Perform, a UK-based sports data and AI company announced a multi-year agreement with FIFA, as per which Stats Perform is appointed as FIFA's first-ever official global betting data and betting streaming rights distributor, covering major FIFA tournaments including the FIFA World Cup 2026™ and FIFA Women's World Cup 2027™. [39]

Blueprint Gaming, a US-based iGaming content studio with operations in the UK entered into a licensing agreement with Warner Bros. Discovery Global Experiences to develop multi-title games based on HBO's Game of Thrones franchise. The agreement also includes future titles based on House of the Dragon, forming part of a long-term roadmap of premium, IP-led releases. [40]

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35 "Creedroomz and Casumo sign a major strategic partnership," G3 Newswire, 5 January 2026, via Nexis Newsdesk
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40 "Blueprint Gaming unveils Game of Thrones slot roadmap," G3 Newswire, 11 February 2026, via Nexis Newsdesk

Strategic news cont.

Contracts, agreements and partnerships cont.

Spinomenal, a Cyprus-based iGaming content provider partnered with SpinOro, an online casino solutions provider with operations in the UK to expand the distribution of its gaming portfolio to UK-facing brands. Under the agreement, Spinomenal's titles were launched across multiple SpinOro's leading UK brands, including Winomania, 7Bet, Betnero and LuckyMate. [41]

Bragg, a Canada-based gaming content and technology solutions provider with operations in the UK partnered with Super Technologies, a global entertainment technology company to support Super Technologies' expansion strategy. As per the agreement, Bragg will provide its content aggregation and delivery services, including access to third-party, proprietary and bespoke content, enabling Super Technologies to scale its iGaming offering across regulated markets. [42]

Boost Casino, a Baltic-Nordic online casino brand by Entain partnered with ZingBrain AI, an AI-enabled personalisation platform to deploy an AI-powered iGaming lobby that analyses individual player behaviour to offer personalised gaming recommendations. [43]

Smarkets, a UK-based prediction market and sportsbook operator entered into a three-year partnership with SailGP to become the official sports trading partner of the Rolex SailGP Championship, marking the sailing league's first dedicated betting agreement. The deal grants Smarkets betting integration rights in the UK, Ireland and Sweden, and includes sponsorship of the Emirates Great Britain SailGP Team and the Portsmouth Sail Grand Prix. [44]

Mindway AI, a Denmark-based safer gambling technology provider with operations in the UK partnered with 2mee, a UK-based Human Messaging platform to integrate Mindway AI's behavioural risk detection technology into its pre-recorded human messages, enabling delivery of real-time compliant safer-gambling interventions.

Mindway also collaborated with Amelco, a UK-based B2B sportsbook and iGaming platform provider to integrate its AI-driven safer-gambling and compliance tools into Amelco's platform to enhance player protection, compliance and licensing capabilities. [45] [46]

Gaming Innovation Group (GiG), a Malta-based iGaming platform provider with operations in the UK entered into a partnership with SavageTech, a gamification technology start up to launch an avatar-based gamification layer across GiG-powered sportsbook and casino platforms. It also partnered with VAIX, a Sportradar company to integrate deep-learning personalization and AI-based player insights across its global platform. [47] [48]

ENJOY, an Isle of Man-based iGaming content developer entered into an agreement with EveryMatrix, a Malta-based iGaming aggregator to expand reach of its slot and live casino portfolio. As per the deal, ENJOY's video slots and live casino game shows will be distributed via EveryMatrix's SlotMatrix aggregation platform. [49]

Britbet, a UK-based pool betting operator partnered with 1/ST CONTENT, a US-based horse-racing content provider to enable on-course bettors at 58 UK racecourses to place pool bets on US racing events by using bet types mapped onto 1/ST CONTENT's North American pools. [50]

BetConstruct AI, a Malta-based B2B iGaming and sportsbook technology provider with operations in the UK partnered with Logifutures, a Malta-based sports betting data and analytics specialist to incorporate Zoom Sports and Simulate products into its global platform. Zoom Sports features virtual football and tennis events for betting, while Simulate enables players to predict the outcomes of bet slips, fostering instant engagement. [51]

3 Oaks Gaming, an Isle of Man-based iGaming content distributor entered into a partnership with Interwetten, a global sports betting and online casino operator to expand the distribution of its slot portfolio across multiple global markets. As per the agreement, Interwetten will integrate 3 Oaks Gaming's slot titles including 3 Super Coin Volcanoes, 3 Pots of Egypt and Magic Clovers across its platform, strengthening 3 Oaks Gaming's presence in MGA-regulated jurisdictions. [52]

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45 "Mindway AI strikes 2mee partnership for safer gambling tech," Inter Game Online, 15 January 2026, via Nexis Newsdesk
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50 "Britbet, 1/ST CONTENT Add US pools to UK tracks," iGaming Future, 22 January 2026, via Nexis Newsdesk
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52 "3 Oaks Gaming grows international presence with Interwetten partnership," G3 Newswire, 11 March 2026, via Nexis Newsdesk

Strategic news cont.

Market consolidation, acquisitions and divestments

Allwyn completed the acquisition of a 62.3% majority stake in PrizePicks, a US-based daily fantasy sports and prediction markets operator, for a consideration of US$1.5 billion. The acquisition expands Allwyn's US gaming footprint and follows completion of its all-share merger with Greece-based OPAP in March 2026, aligning with the company's strategy to build a diversified global entertainment platform. [53] [54]

Scopely, a US-based mobile games publisher with operations in the UK acquired a majority stake in Loom Games, an Istanbul-based developer of mobile puzzle title Pixel Flow!, for an undisclosed amount. Launched in late 2025, Pixel Flow! ranks among the top-20 grossing mobile games in the US. The acquisition aligns with the company's strategy of scaling high-engagement titles through its global operating platform. [55]

Kaizen Gaming, a Greece-based global gaming and sportsbook operator with operations in the UK completed the acquisition of GameplAI, a UK-based AI-driven sports trading and analytics provider, for an undisclosed amount. Acquisition will enable Kaizen to integrate GameplAI's features into its premium iGaming platform, Betano and enhance sports trading, player markets and performance analytics capabilities. [56]

NYCE International Plc, a London-listed gaming marketplace entered into a joint venture with Spandan Manhata to create a new iGaming software development company. As per the arrangement, NYCE and Spandan will undertake the acquisition and transfer of Spandan's existing iGaming software development assets into a newly incorporated legal entity called Innovassion Limited. [57]

Mistplay, a Canada-based mobile gaming rewards and loyalty platform with operations in the UK announced its acquisition of the Connected Rewards™ platform and related assets from Mobivity Holdings, a US-based customer engagement technology provider for a consideration of US$5.3 million. The transaction expands Mistplay's LoyaltyPlay offering by linking mobile gameplay rewards with real-world brand incentives, enabling omnichannel loyalty programmes that span digital engagement and offline purchasing behaviour. [58]

EMB Mission Bound, a Sweden-based iGaming technology and platform provider with operations in the UK entered into a non-binding agreement to acquire a 51% stake in MegaBet Plus, a Cyprus-based, retail-focused sports betting operator for a consideration of €4.1 million. The acquisition aligns with EMB's strategy to expand its European operations with an aim to increase MegaBet Plus's online market share. [59]

Meridianbet, a Malta-based sports betting and gaming subsidiary of Golden Matrix Group with operation in the UK completed the acquisition of Fairbet Ltd., a Malta-based licensed retail gaming, taking 100% ownership of its operations across Malta and Gozo. The transaction adds nine retail locations, expanding Meridianbet's footprint to 20 storefronts and giving the group control of two of only three retail betting licences in Malta. [60]

Aristocrat Leisure, an Australia-based gaming technology supplier announced plans to exit its UK and European interactive white-label business in 2026, marking a strategic withdrawal from the region's white-label iGaming segment. [61]

Genuis Sports, a UK-based sports technology provider announced acquisition of Legend, a global digital sports and gaming media network for a consideration up to US$1.2 billion. The deal will expand Genius Sports' media and advertising capabilities by integrating Legend's content syndication and fan monetisation platform. [62]

SEGG Media, a US-based sports and gaming group acquired a controlling interest in Veloce Media, a UK-based sports digital media platform. The deal, valuing Veloce at ~US$61 million, was funded through a mix of cash and equity and is expected to add US$20 million in annual revenue, strengthening SEGG Media's revenue base and global digital media footprint. [63]

53 "Allwyn International Acquires 62.3% Stake in PrizePicks to Expand US Gaming Footprint," Internet Business News, 27 January 2026, via Nexis Newsdesk
54 "UK Lottery Operator Allwyn Finalises £13 Billion Merger with OPAP," Betting.co.uk, 26 March 2026, via Nexis Newsdesk
55 "Scopely to Acquire Majority Stake in Pixel Flow," Market Line, 20 February 2026, via Nexis Newsdesk
56 "Kaizen Gaming International Acquires GamePLAI," Market Line, 13 March 2026, via Nexis Newsdesk
57 "Joint Venture Launch: iGaming Software Development," London Stock Exchange Regulatory News Service, 6 January 2026, via Nexis Newsdesk
58 "Mistplay Inc. entered into a definitive agreement to acquire Connected Rewards platform and related assets of Mobivity Holdings Corp. for $5.3 million," Market Screener, 20 January 2026, via Nexis Newsdesk
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61 "Aristocrat nears completion of its UK white label shut down," SBC News, 20 February 2026, via Nexis Newsdesk
62 "Genius Sports makes $1.2bn swoop to acquire sports media house Legend," SBC News, 5 February 2026, via Nexis Newsdesk
63 "SEGG Media announces closing of $61m Veloce acquisition," Impact Financial News, 19 February 2026, via Nexis Newsdesk

Strategic news cont.

New launches and businesses

bet365, a UK-based online betting operator launched two live casino studios in the Pennsylvania and New Jersey, in partnership with Playtech. Studios feature a total of 10 exclusive live tables, delivered through Playtech's customised live casino infrastructure. This launch supports bet365's broader North American expansion strategy by enhancing product differentiation and customer experience. [64]

Playtech advanced its global regulated-market expansion and partner-led growth strategy in early 2026 through a combination of US market entry and bespoke product development. The company entered Connecticut, its sixth regulated US iGaming state, expanding its multi-state footprint, while deepening key operator relationships through the launch of a second bespoke casino title for Novibet, a Malta-based GameTech company. [65] [66]

Gaming Realms expanded its global footprint by entering multiple new regulated international markets through launch of Slingo titles in Switzerland, South Africa and Croatia. The company entered Switzerland by partnering with Swiss Casinos, South Africa in collaboration with Hollywoodbets and Croatia with Fortuna Entertainment Group. [67] [68] [69]

Racecourse Media Group (RMG), a UK-based racecourses media rights company expanded its in-play betting service to cover Irish horseracing through a media right's agreement with Sports Information Services, Horse Racing Ireland and the Association of Irish Racecourses. Real time pricing is integrated across multiple operators including Entain, William Hill and BV Group. [70]

Entain launched a Horse Racing Bet Builder through its Ladbrokes and Coral brands in the UK and Ireland, enabling customers to create customised bets by combining multiple markets with real-time odds both online and in retail. [71]

William Hill introduced its own horse racing Bet Builder in the UK and Ireland, utilising Checkd Dev's Automated Betting System to offer one-click, curated multi-leg bets based on racing data. These developments highlight a clear move towards technology-driven personalised, real-time horse racing betting. [72]

Inspired Entertainment, in partnership with Allwyn, launched its latest Virtual Sports product, Soccer 3.6™ across ~3,000 retail venues in Greece. The new offering introduces Bet Builder functionality to virtual football for the first time, allowing players to combine multiple outcomes within a single match. [73]

Brightstar Lottery announced the deployment of its Sales Wizard™ sales force automation solution to the Ontario Lottery & Gaming Corporation (OLG), enhancing retail sales execution across the province. The cloud-based platform integrates with OLG's central system and provides sales representatives with real-time, data-driven insights to optimise retail visits. [74]

Bet St George launched as a new UK-licensed betting brand in March 2026, positioning itself around an England-first sportsbook strategy that prioritises English teams, events and national sporting moments. [75]

Betfred, a UK-based bookmaker opened a new flagship digital betting shop in Sunderland city centre, strengthening its retail presence in the North East. Located on Market Square, the new outlet features digital screens, live sports broadcasting and integrated odds feeds, reflecting Betfred's strategy to modernise its high-street estate through technology-enabled retail formats. [76]

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65 "Playtech announces entry into sixth regulated iGaming state with Connecticut Launch," Playtech, 19 March 2026, https://www.playtech.com/playtech-announces-entry-into-sixth-regulated-igaming-state-with-connecticut-launch/
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75 "What does the newest UK bookie have in store for English fans?," SBC News, 9 March 2026, https://sbcnews.co.uk/features/interviews/2026/03/09/bet-st-george-england
76 "Betfred opens new flagship shop in city centre with free bets this weekend," The Northern Echo, 3 March 2026, via Nexis Newsdesk

Strategic news cont.

New launches and businesses cont.

FanDuel, a subsidiary of Flutter Entertainment launched 'Play with a Plan', a responsible gaming program encouraging users to plan ahead, set personal limits and make informed betting decisions. The initiative promotes use of tools like My Spend, loss limits and deposit alerts across its sportsbook, casino, and racing products. [77]

Jurnii, a UK-based AI-driven digital experience provider launched Jurnii 360, a real-time competitive intelligence platform designed for iGaming operators. The solution enables operators to track, benchmark and respond to competitor promotions in near real time, monitoring offer depth, frequency, structure and positioning through a single dashboard, replacing manual daily monitoring. [78]

Spotlight Sports Group, a UK-based racing technology and media organisation announced the launch of its two new data-driven products, Smart View Tipping Feed and Racing Bet Builder. Driven by Spotlight's Smart View Engine, the solutions are designed to help operators present horse racing in a more intuitive, insight-led format, simplifying betting for time poor and new customers while driving engagement at scale. [79]

FUMIN DATA, an Ireland-based new sportsbook odds pricing and data platform was launched by Anthony Kaminskas, founder of AK Bets, a sports betting company through a joint venture with UK-based consultancy Barbitrage Limited. The platform offers flexible odds pricing across a range of sports and sub-markets and addresses operator challenges around pricing accuracy, margin distribution and cost pressures. [80]

Booming Games, a Malta-based online casino games supplier with operations in the UK launched LivePlay™ Slots in partnership with Live Play Mobile. Launched exclusively on Modo Casino, LivePlay is a 'Social+' slot game designed for gold-coin and social casino environments, which blends Booming' top slot titles with live game-show presentation and host interaction. [81]

SIS Content Services, a UK-based betting content company launched H2H Global Gaming League™ (H2HGGL) eFootball on Hard Rock Bet Sportsbook, expanding its high-integrity esports content portfolio in the US market. The rollout makes Hard Rock Bet one of the first US operators to offer eFootball betting across seven states. [82]

Sportradar, a Switzerland-based sports technology provider with operations in the UK launched Playradar, a new iGaming brand designed to deliver a fully integrated, cross-vertical gaming ecosystem for operators in regulated markets. Playradar combines live and historical sports data, streaming and Audio-Visual (AV) capabilities with casino content, enabling hybrid products such as a 24/7 live experience centre, sports-casino gameplay formats and a full suite of iGaming titles. [83]

eGaming Integrity, a Isle of Man-based gaming assurance and internal audit specialist launched an independent Safer Gambling Audit Service, providing operators with a structured, evidence-based assessment of how their safer-gambling controls operate in practice against UK regulatory expectations. [84]

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79 "Spotlight Sports Group unveils new racing innovation blueprint for 2026 with dual product release," G3 Newswire, 6 January 2026, via Nexis Newsdesk
80 "AK Bets founder launches new odds pricing platform," EGR Global, 12 February 2026, via Nexis Newsdesk
81 "Booming Games and Live Play Mobile debut LivePlay Slots," G3 Newswire, 12 January 2026, via Nexis Newsdesk
82 "H2H Global Gaming League eFootball games launched on Hard Rock Bet Sportsbook," G3 Newswire, 9 February 2026, via Nexis Newsdesk
83 "Sportradar Launches iGaming Brand Playradar to Combine Sports Data and Casino Content," Market line, 24 March 2026, via Nexis Newsdesk
84 "eGaming Integrity Launches Independent Safer Gambling Audit Service," iGaming Future, 6 January 2026, via Nexis Newsdesk

Strategic news cont.

Management moves

Rank Group is undergoing an executive reorganisation with key personnel changes. Following John O'Reilly's retirement as CEO on 29 January 2026, the current CFO, Richard Harris, assumed the role of interim CEO. Cliff Baty, former finance chief at Manchester United, was appointed as the interim CFO.

The company also announced the appointment of Jenny Blogg, ex Allwyn UK operations director, as the Chief Commercial Officer in March 2026. [85 86 87]

Allwyn strengthened its leadership team with two key appointments. Bridget Lea joined as managing Director – Retail, a newly created role reflecting the company's renewed focus on accelerating retail performance. As part of this role, Lea will assume the responsibilities of Jenny Blogg, who is stepping down as Operations Director.

Additionally, Katie Harbron was named Director of Games to drive innovation of the The National Lottery's portfolio of games and lead Allwyn UK's Games Team of Product Marketers and Innovation Managers. She joins from MrQ, where she was chief product officer, and brings prior senior experience from Flutter, Sky Betting & Gaming and Tombola. [88 89]

FanDuel, a subsidiary of Flutter Entertainment announced the appointment of Ari Avishay as Senior Vice President of Marketing. Avishay joins from Paramount+, where he led global content marketing, bringing deep experience in brand strategy and consumer engagement. [90]

Fanatics Betting and Gaming (FBG), a subsidiary of Fanatics Inc. which has operations in the UK announced the appointments of Alex Smith as Chief Legal Officer and Sara Tait as Senior Vice President and Head of Legal and Regulated Industries. Smith will lead legal, regulatory, compliance, and government affairs strategy while Tait will have wide responsibilities spanning multiple strategic subject matters. [91]

B90 Holdings plc, an Isle of Man-based online gaming digital marketing company announced the appointment of Andy McIver, the current independent Non-Executive Director, as the independent Non-Executive Chairman, and Ronny Breivik as CEO of the company. The board change formalises the separation of chair and CEO roles in line with the company's growth trajectory. [92]

Winvia Entertainment Plc, a UK-based online gaming company announced the stepping down of David Perry as CFO. Perry was replaced by Simon Hay, who was previously working as the CCO since November 2025. [93]

Eeze, a Malta-based iGaming company with operations in the UK named Lai Fatt Chiang as the new CEO in January 2026. Chiang previously worked as the COO of Eeze for past two years. [94]

OpenBet, a UK-based sports betting technology supplier announced the appointment of Sam Depoortere as chief product officer, promoting him to the company's executive leadership team following an internal succession. Depoortere joined OpenBet in September 2023 and has held senior product leadership roles. [95]

Midnite, a UK-based sportsbook and casino operator announced the appointment of Sam Talbot as Vice President of Product. Talbot joins from LiveScore Group, where he served as Chief Product Officer and has over 15 years of experience in product leadership and user innovation. [96]

The Pools, a UK-based betting operator, announced the appointment of Caroline Newman as Director of Regulatory Compliance. Newman brings over a decade of compliance experience, including senior roles at Midnite, Playtech, Entain and Inspired Gaming Group. [97]

85 "Casino and bingo firm Rank on hunt for new boss as industry veteran steps down," Mail Online, 6 January 2026, via Nexis Newsdesk
86 "Rank names ex-Manchester United finance chief as interim CFO," Alliance News, 17 February 2026, via Nexis Newsdesk
87 "Rank Group Makes Key Appointment As Company Continues To Reshuffle," Betting.co.uk, 11 February 2026, via Nexis Newsdesk
88 "Allwyn appoints Bridget Lea as new MD," Asian Tarder, 15 January 2026, via Nexis Newsdesk
89 "Allwyn appoints a director of games to drive innovation of The National Lottery,", wnwn, 17 March 2026, Allwyn appoints Director of Games as it drives innovation of The National Lottery
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92 "Appointment of Andy McIver as non-executive chairman," Investgate, 9 February 2026, via Nexis Newsdesk
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94 "Eeze names new CEO and adds former Rank Group director as NED," EGR Global, 8 January 2026, vie Nexis Newsdesk
95 "OpenBet promotes from within for new CPO," EGR Global, 9 January 2026, via Nexis Newsdesk
96 "Midnite appoints Sam Talbot as Vice President of Product," G3 Newswire, 3 February 2026, via Nexis Newsdesk
97 "The Pools recruits former Entain and Midnite compliance exec," Next.io, 22 January 2026, via Nexis Newsdesk

Strategic news cont.

Management moves cont.

The Bingo Association (UK) announced the appointment of Nicole Garrett as Chief Executive Officer, succeeding Miles Baron who will step down later in 2026. Garrett joins from the Allwyn Group, where she served as Group Head of Responsible Gaming. [98]

The UK Gambling Commission announced the departure of Andrew Rhodes, the Chief Executive, effective 30 April 2026. Sarah Gardner, the Deputy CEO, will serve as interim Chief Executive. Additionally, Sue Young was named Executive Director of Operations in March 2026, strengthening the regulatory body's operational oversight. Young previously worked as the Director of Debt Management at HMRC.

Commission also announced the appointment of Kirsty Caldwell as interim chair of The Gambling Commission Industry Forum. She replaced Nick Rust, whose term as Chair ended in November 2025. [99 100 101]

The Betting & Gaming Council, the industry trade and standards body for gambling in the UK announced the stepping down of Michael Dugher, Chair and former Chief Executive of the council on 14 January 2026. [102]

The British Horseracing Authority appointed Brant Dunshea as Chief Executive Officer and David Jones as Interim Chair. Dunshea, who had been serving as acting CEO since December 2024, was confirmed in the role to provide leadership continuity, while Jones returns as interim chair as the BHA initiates the process to recruit a permanent chair. [103]

Financials

Flutter Entertainment launched the fifth tranche of its share repurchase programme, authorising up to US$250 million of buybacks, beginning 12 March 2026. The move forms part of its broader US$5 billion capital reduction plan to reduce outstanding share capital. [104]

Entain doubled its UK cost-savings programme to £50 million to mitigate higher gambling taxes, with management emphasising tighter cost control and stronger cash generation as key priorities.

A second interim dividend for 2025 was declared on 5 March 2026, amounting to £62.5 million and scheduled for payment in April 2026. [105 106]

Power Protocol, a UK-based Web3 gaming ecosystem raised US$3 million funding with proceeds earmarked to expand its gaming token infrastructure and enhance the protocol layer to attract third-party game studios. [107]

Allwyn completed the offering of 4.625% senior secured notes worth €550 million (due 2031) in February 2026 to fund OPAP shareholder payouts linked to its merger. [108]

Brightstar declared a quarterly cash dividend of US$0.23, up US$0.01 from prior quarter and a 15% increase from the historical rate. [109]

Gaming Realms increased its buyback authorization by £5 million on 3 March 2026, bringing the total buyback program size to £11 million. [110]

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Strategic news cont.

Regulatory news

The UK Gambling Commission introduced updated online gambling rules on January 19 2026, including a 10x cap on bonus wagering requirements, prohibition of mixed product promotional offers, and tighter limits on online slot stakes, all aimed at improving transparency and reducing gambling harm.

In addition, new gaming machine rules were announced effective July 29, 2026, requiring non-remote operators to immediately remove gaming machines that do not comply with tec gaming machine technical operating licence or other relevant standards.

A public consultation was launched on proposed changes to the destination of regulatory settlements, including payments made in lieu of financial penalties, following the introduction of the statutory gambling levy. It proposes that future regulatory settlement payments be directed to the Consolidated Fund in alignment with financial penalties, avoiding duplication with levy-funded activities. [111 112 113]

The UK Department for Culture, Media and Sport launched a public consultation on the funding of The Gambling Commission, proposing changes to fees, with increases potentially reaching 30%. It is the first review of Gambling Commission fees since 2021 with consultations till 29 March 2026. [114]

The UK Government announced a consultation on a proposal to ban unlicensed gambling operators from sponsoring UK sports teams, including football clubs in February 2026. The proposed measures would prevent operators without a UK Gambling Commission licence from entering sponsorship agreements, aiming to strengthen consumer protection and reduce exposure to unregulated gambling brands.

Government also launched an Illegal Gambling Taskforce to combat black-market gambling activity and protect consumers from unlicensed operators. The cross-industry taskforce will bring together government, regulators, technology firms, advertisers and payment providers to disrupt illegal gambling channels. [115 116]

The Betting and Gaming Council launched a black-market iGaming awareness initiative, introducing an interactive online game titled 'Spot The Black Market' to help the UK consumers identify unlicensed gambling websites and understand the risks associated with illegal operators.

In addition, a regulatory cooperation agreement was signed with Chile's Association of Online Betting Platforms (aPAL) to support the development of a regulated online betting framework in Chile. The agreement focuses on sharing international regulatory experience and best practice, strengthening consumer protection and market integrity. [117 118]

The Gambling Regulatory Authority of Ireland began issuing gambling licences in February 2026 as Ireland implemented its new regulatory framework under the Gambling Regulation Act, marking the transition from existing fragmented system to a single national regulator. [119]

The Government of Gibraltar approved the first reading of its new Gambling Act 2025. The act introduces a more flexible regime that shifts regulatory focus toward where gambling operations are managed, rather than where technology is located. The reforms expand oversight across the gambling supply chain, introduce more proportionate enforcement tools, and establish a new Gambling Appeals Tribunal, with the changes aimed at diversifying beyond reliance on the UK market. [120]

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Strategic news cont.

Regulatory news cont.

Liverpool City Council launched a city-wide action plan to reduce gambling-related harm by adopting a public health-led approach. The plan brings together partners across health, social care, education, criminal justice and community organisations, with measures including strengthened referral pathways, reduced exposure to gambling harm through licensing and advertising policies and improved access to support services, especially for young adults and other high-risk groups. [121]

Lambeth Council approved an updated gambling policy to strengthen protections against gambling-related harm, using local health and deprivation data for the first time to inform licensing decisions. The policy sets out how the borough will regulate premises-based gambling, requiring licence applicants to demonstrate how risks to vulnerable groups will be mitigated. [122]

Tameside Council launched a public consultation on its Gambling Licensing Policy for 2026–2029, inviting residents, businesses and stakeholders to provide feedback as part of its statutory three-year review. The draft policy proposes to re-adopt the existing framework without material changes, reflecting shared Greater Manchester principles on public-health evidence, local area risk assessments and safeguards for vulnerable people. [123]

The City of Wolverhampton Council launched a public consultation on its Gambling Harm Reduction Strategy, inviting residents, professionals, community groups and young people to help shape a place-based, public health-led approach to preventing and reducing gambling-related harm. [124]

Senedd, the Welsh Parliament approved legislation to ban greyhound racing, becoming the first nation in the UK to do so on animal welfare grounds. The Senedd backed the ban in March 2026, with prohibition set to take effect between April 2027 and April 2030, allowing a transition period for rehoming dogs. [125]

National Health Service (NHS) launched a 24/7 national gambling harm helpline in Wales alongside a specialist treatment service, providing round-the-clock support, advice and referral to clinical care for individuals and families affected by gambling-related harm. [126]

Digitain, an Armenia-based global provider of sportsbook and iGaming solutions announced the receipt of betting licence for real and virtual events by the UK Gambling Commission in February 2026. The Commission also approved the full UK certification of its Sportsbook and platform, enabling Digitain to support UK-licensed operators. [127]

Dabble, an Australia-based social betting company has been granted an online casino licence by the UK Gambling Commission, expanding the operator's UK permissions beyond its existing social betting activities ahead of a potential casino launch in the UK. [128]

Stake, a global betting brand which operated in the UK via a white-label arrangement with TGP Europe, took an exit from the UK market following an action by the UK Gambling Commission over a social media advertising featuring Stake's branding. Its UK-facing website Stake.uk.com closed on 11 March 2026. [129]

The Competition Appeal Tribunal (CAT) dismissed suit brought by The New Lottery Company against the UK Gambling Commission, ruling that the regulator had not unlawfully granted a subsidy in relation to a £70 million National Lottery marketing investment. The Tribunal found that the Commission's approval of Camelot's 2023 marketing spend was consistent with normal market conditions, rejecting claims that the decision breached the Subsidy Control Act 2022. [130]

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Your EY contacts

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