

SCANDINAVIAN MARKET PREPARATION

Complianza has developed a packaged fixed price service for iGaming companies who want to be prepared for the de-regulated Scandinavian market. Focus is on the gaming licence in Sweden, coming into force 1st January 2019, but some information is also shared on the other markets in Scandinavia.

IN A NUTSHELL

Complianza will make sure that you are as prepared as possible for the changes of the Swedish gaming market and yet only spend a fixed fee with a minimum impact on your organisation. The project will start with a workshop, followed by an assessment of your product and organization and then presentation of a comprehensive report.

Don't wait until it is too late; do as other operators and suppliers get prepared for the de-regulated Scandinavian Market!

The work and report produced by Complianza helped us understand what is happening and what to expect on the Swedish gaming market. It has also been a valuable input to develop our organisation in order to be able to manage very large accounts

Roger Adméus
Scandinavian gaming market
Large accounts
iGaming Cloud
Head of Sales and Marketing



PROJECT PLAN

The project will last for roughly 4-6 calendar weeks with 1 or 2 resources from Complianza. Of course we cannot do this by ourselves; it is essential that you also are committed to the effort. Together we will conclude on what to focus on in a prioritized action list. The first step is a workshop where Complianza will present the project scope and what exactly we require from your organisation. The workshop and the start of the assessment will be held at your premises roughly 1-2 weeks after order, depending on availability of the parties. Then subject to availability of required resources the report will be ready in a first version 3-4 weeks later where it will be presented and where you will be able to provide comments and raise questions.

RESOURCES

Complianza has an extensive knowledge from regulated markets and its requirements. And with experience from the state lotteries and regulatory bodies in Sweden, Norway and Denmark we can boldly say that we will prepare you for the new regulated markets the best way possible. During the last years the consultants have been working with Norwegian and Swedish state lotteries and their procurement of systems as well as supported a large game supplier entering several markets, e.g. Denmark and Spain, and investigated opportunities for other markets.



REPORT

“The report will have the following table of Content

| CH | Heading | CH | Heading |
|----|------------------------------------|----|-----------------------|
| 1 | Document Information | | State Owned Operators |
| 2 | Introduction | 4 | Other Markets |
| 3 | Swedish Gaming Market | | General |
| | Background | | Finland |
| | Stakeholders | | Norway |
| | Market Size | 5 | Your Company |
| | Directive new regulation in Sweden | | Available Processes |
| | Time Plan | | Product |
| | License Market | | Gap Analysis |
| | Type of market | 6 | Action list |
| | Possible challenging requirements | | |

CONCLUSION

When the report is produced Complianza will be available for a presentation of the result where additional and more detailed information can be provided. The fixed fee ranges from 15 KEURO to 25 KEURO depending on scope and complexity and includes 2 meetings at your premises in Europe over totally max 4 nights.

