

Altenar ready to showcase record-breaking 2021 at ICE 2022

London attendance caps outstanding year of commercial success across regulated markets

Thursday 07th April 2022: Altenar, the leading sportsbook and iGaming software provider is set to showcase its hugely in-demand sportsbook platform at ICE London 2022.

Ready to exhibit its products and services at booth S3-340, the UKGC-licensed supplier plans to build on an outstanding 12 months, which has seen major expansion across multiple key jurisdictions including the UK, Italy, Spain, Sweden and Colombia.

In total, Altenar's expansion into new markets coupled with strategic partnerships has seen it grow its commercial client base by 270% over the 2021 financial year, surpassing an already outstanding 130% for 2020. The provider's unprecedented surge in popularity has also marked an increase of more than 150% for total bets and player count.

Ready to unveil its multiple specialisations across Esports, data and its EGR award-winning selection of virtuals, Altenar's ICE team will be ready to showcase its market-leading solutions for powering engagement and incremental revenue to London delegates.

Lead by its **Commercial Director, Domenico Mazzola**, Altenar's expert sales team will be on hand to showcase its product launch roadmap and explain why the sportsbook provider is one of the most exciting brands on the market.

He added: *"It's been a fantastic year for all of us at team Altenar and with morale and spirits higher than ever before following our multiple award wins, we're ready to rock ICE next week and show exactly why Altenar is fast-becoming one of the most in-demand sportsbook providers across major regulated markets."*

"We have seen an outstanding level of success over the past year, and it is testament to the amazing effort of all of our team members that we're now the sportsbook of choice for next-generation entertainment and engagement. Make sure to stop by booth S3-340 to see what's making us so special!"

Licensed across a total of 13 major global markets including the UKGC and MGA, Altenar has established itself as the sportsbook provider of choice for multiple leading operators.

As testament to Altenar's contribution to the industry, the previous year has seen the supplier celebrate multiple industry awards, including Best Online Sports-Betting Supplier at the 2021 MiGEA Awards, as well as taking home Virtual Sports Supplier of the Year at the 2022 EGR Nordic Awards.