



## NuxGame to have a significant presence at ICE 2023

**London – 2nd February 2023:** NuxGame, the experienced gaming and betting software provider, will be in attendance at ICE London 2023.

The prestigious International Casino Exhibition will be held once again at the Excel Centre London between the 7th and 9th of February with Nuxgame situated at stand S2-301 throughout the event.

Showcasing a multitude of innovative solutions and products NuxGame will be focusing on the numerous payment processes it has to offer operators. The team will be displaying the vast collection of market-leading games which encompasses over 11,000+ titles and its extensive Sportsbook platform providing over 70,000 monthly sporting events for players to engage with.

Additionally, NuxGame will be discussing numerous product updates that it will be delivering throughout the year including Multi-balance, this feature will allow players to gamble in multiple currencies and have multiple balances on an operator's platform.

The feature will be available for all players and can be accessed through the platform's user interface meaning that it is now much simpler for players to track their winnings and manage their funds. The addition of this feature is a major step forward for NuxGame and is a prelude to even more products it will unveil throughout the year such as Tournaments, Loyalty Programs and Tier Programs that will enhance player engagement and increase their LTV.

NuxGame's attendance at ICE signifies the beginning of another strong year for the company which saw incredible growth throughout 2022, which it will be building upon further across the following year.

Daniel Heywood, Chief Commercial Officer at NuxGame, said: "ICE represents a great opportunity to further expand our presence within the iGaming industry via networking opportunities and the ability to showcase the various solutions we have on offer during the exhibition.

"We always look forward to these in-person conferences as they are hugely beneficial to NuxGame's brand awareness, along with providing a platform for us to discuss our business development with both new and existing clients."

NuxGame provides client-orientated solutions to numerous market-leading operators through its turnkey, sport engine, website API, retail and legal services, delivering flexibility and a personalised approach.

For more information, please click [here](#).

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## Notes to editors

For more information on this release or to arrange an interview please contact [b2b@squareintheair.com](mailto:b2b@squareintheair.com)

## About NuxGame

NuxGame is a recognised B2B solution provider in the iGaming industry, offering a variety of leading software solutions to its iGaming clients in regulated and emerging markets across the globe. Established in 2018, its B2B offering consists of a strong technical platform and a high-quality selection of casino games and sports betting tools, applying lightning-fast API technologies to implement them efficiently into a partner's offering. NuxGame's powerful sportsbook features 600+ custom-built odds and over 70,000 monthly sports events, while its casino offers a variety of games from 115+ of the industry's leading providers, allowing the omni-channel platform provider to consistently deliver the finest playing experiences to its global audience.

A promotional banner for the ICE LONDON event. The left side features a photograph of a large audience seated in a convention hall, looking towards a stage with a large screen displaying colorful graphics. The right side has a dark blue background with white and yellow text. A yellow diagonal graphic element separates the photo from the text.

**ICE**<sup>®</sup>  
LONDON

**MEET US AT  
ICE LONDON**

**7-9 FEBRUARY  
STAND S2-301**