

Fantasy Sports Interactive set to raise the iGaming industry's game at ICE London

Fantasy Sports Interactive (FSI), the B2B-oriented Fantasy Sports Software Company that launched the first B2C fantasy betting company in Europe, Bet4theBest, has confirmed it will be strengthening its position in the iGaming market as it plans to exhibit for the first time at ICE London in 2019. Described as the “next logical business step for FSI and fantasy sports” by the company’s founders, Bill Mexias and Dennis Tsalikis, exhibiting at the world’s largest business technology event forms a core part of the FSI’s expansion across Europe, Africa and worldwide as they continue to drive the future of the fantasy sports sector.

Explaining their presence at the renowned event, Mexias and Tsalikis, said: “We’ve both been attending ICE London for several years now, alongside esteemed peers and associates from the iGaming industry, with the goal of actively representing Bet4theBest and FSI, while expanding horizons in the industry and realizing ICE’s value within it. Exhibiting at ICE London was both a goal and the next logical business step for us and the FSI team.

“After completing several company milestones, including our agreement and active collaboration with Gauselmann Group’s Cashpoint and Xtip, our World Cup launch and ongoing partnership with Africabet, winning the CEEGC Award for “Rising Star in the Fantasy Sports/Virtual Sports 2018” and the development of an innovative iGaming product, we feel now is the time for us to share and communicate our progress with the rest of the industry.

Founded in 2016, FSI prides itself on originality and their current focus is a three-dimensional drive in terms of products and services, including the maintenance and upgrade of the FSI Fantasy Sports Platform, the development of dedicated products focusing on the Marketing exploitation of User Engagement and the development and introduction of a brand new, original and exclusive Fantasy Sports Betting concept. Mexias and Tsalikis commented: “We are bringing the next level of Fantasy Gaming to the industry, specifically designed to bridge the marketing gap between operators’ offerings and increase customer acquisition and retention. With ICE London 2019 as the biggest Event of the contemporary gaming and gambling industry, this is FSI’s opportunity to exhibit our entire range of software solutions while introducing this latest exclusive, innovative Fantasy Sports Betting product to the iGaming market.”

FSI, which holds mga and UKGC licences and significant B2B experience in Africa via its partners Africabet, offers the complete suite of fantasy sports products and solutions. The company's progressive position saw them release a Fantasy Football platform in 2014, which featured the first ever No-Budget Fantasy Football Tournament concept, and its Bet4theBest brand delivered exclusive fantasy sportsbook games such as "Fantasy Coupon" and "Fantasy Derbies".

Focusing on this forward thinking approach, Mexias and Tsalikis, concluded: "Our team are looking forward to introduce FSI's philosophy and unique products to the iGaming industry. We'd like to seize the opportunity to meet our peers in person, hear their thoughts and business needs and offer them customized solutions tailored to these needs. Our ultimate goal is to put the foundation for meaningful business relationships and fruitful synergies that will serve us, our partners and the industry as a whole. We are looking forward to raising everyone's game at ICE London!"

ICE London 2018 featured 589 exhibitors drawn from 65 jurisdictions. The unique number of visitors attending the event was independently audited as a record 33,536, an 11 percent increase on 2017 and a landmark which constituted the event's seventh consecutive year of growth.

For more information on ICE London 2019 and to register, visit: icelondon.uk.com