

# OKTO to showcase future of gaming payments at ICE London

***Fintech specialists ready to provide operators with tools to drive customer engagement and boost revenue***

Athens, 28<sup>th</sup> January 2020 – OKTO Group, the financial technology provider specialising in digital payment and player engagement applications, is to take ICE 2020 London by storm showcasing its industry-leading payment solutions for gaming.

Taking place from the 4<sup>th</sup> – 6<sup>th</sup> February at London's ExCel Centre, OKTO will be demonstrating how its product range directly boosts player engagement and retention rates whilst facilitating smooth payments across multiple gaming channels.

OKTO's team of specialists will be on hand at stand S4-120 to introduce its full gaming suite, designed to provide operators with a significant competitive advantage via faster payouts, ensuring increased trust, repeat betting, visitation and deposit ratios.

The company's flagship OKTO.WALLET solution is set to be unveiled to delegates, with its complete and cost-efficient mobile payment system designed to enable players to access funds whenever and wherever they want them.

Betting and Video Lottery terminals will also be available for attendees to sample the digital wallet's seamless functionality in various gaming environments.

Alongside, OKTO.CASH, a solution which offers an easy and secure way to pay cash for online bets, will be front and centre at the stand, exhibiting how the plug and play solutions' value-added services allow operators to broaden their customer base and access new revenue.

Since launching its gaming solutions last year, OKTO has made a flying start in the sports betting and casino sector, developing a portfolio of payment solutions that ensures cost efficient payment acceptance and real-time settlement.

**Simon Dorsen, Director of Gaming at OKTO**, said: *"The future of gaming is all about providing players with the capabilities to transact across multiple channels seamlessly, whether in-shop or online. We're incredibly excited to be showcasing the unrivalled capabilities of our OKTO payment solutions; all proven to enhance the player experience and boost operator revenue."*

*"With our advanced technology and unique range of value-added services, operators are provided not only with a payment system which is simple, fast and easy to use, but also with additional player retention tools which are proven to extend session times and attract new audiences."*

To book a meeting with OKTO's specialist team at ICE, please contact [info@oktopay.eu](mailto:info@oktopay.eu)