

## **Red Rake Gaming set to solidify multi-jurisdiction approach with debut showing at ICE London**

The international appeal of ICE London (5-7 February 2019, ExCeL London, UK), the industry's largest gaming technology event, has been backed by casino game provider Red Rake Gaming as the company prepares to drive its ongoing European expansion strategy. 2019 will mark the Valencia-based company's first time exhibiting at the world renowned event and, having just applied for licences in both the UK and Malta, it's a decision Nick Barr, Managing Director of Maltese operations, believes is a must for Red Rake.

Expanding on their decision to make the transition from visitor to exhibitor, Nick explained: "Our biggest goal for ICE 2019 is to keep increasing our brand awareness among the best operators in the world. When we entered the real money casino business in late 2015, we became aware from multiple sources that ICE London was the most important event in the world for this industry, so ICE 2016 was the first time ever we attended the show as a visitor. Now in 2019, we want to capitalise on the great product and an excellent reach in regulated markets we can provide, so exhibiting at the biggest show for the industry was a no-brainer for us."

Since its inception, Red Rake Gaming has experienced significant growth and demand across a number of territories. Discussing the company's desire to expand its casino and iGaming portfolio across Europe and internationally, Barr said: "We're keen to collaborate with leading operators and platform providers from many European regulated markets like Spain, Italy, Portugal, UK and Sweden. The reason behind this is that our games portfolio is perfectly suited and already proven between the players of these markets."

"We firmly believe that we supply some of the best casino games in the industry. Boasting superb graphics and strong feature games, both of which are driven by our knowledge gained from the social casino sector, our portfolio can be pivotal in driving our partners casino revenues. Although slots are our main focus, we also provide our partners with table games and video bingos, which are registering great results from our LATAM clients."

He concluded: "There are many casino games providers out there, but, honestly speaking, we feel that very few combine the variety in their gaming portfolio, the stickiness in the game play and the multi-jurisdiction approach that we possess. As a first time exhibitor at ICE London, we are really looking forward to meeting our existing partners at Stand N9-325, to keep growing the great cooperation we have already built, as well as showcasing our fresh offer to new partners".

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](http://icelondon.uk.com)