

CASINO 2K



INTERVIEW TO POLINA NEDYALKOVA EGT Interactive Regional Manager Italy

Q1

Hi Polina, thank you for giving us the opportunity to interviewing you. Please tell us about your background and your role in EGT Interactive and how is it like to work in EGT Interactive?

The pleasure is definitely mine. I am Regional Manager for Italy at EGT Interactive, and I am responsible for developing EGT Interactive's business in this country. I have been part of EGT Interactive since 2018, and those 3 years taught me a lot. It is a privilege for me to work for such a successful, well-established and capable company.

We always aim high, and I hope that my dedication and skills will contribute to the scaling up of EGT Interactive.



Q2

In 2019 EGT Interactive won the price as Raising Star in Online Casino Technology. Two years later you are active in new markets, including the Italian one. How is it to work in the Italian Market? Are there specific challenges you are facing?

We highly appreciated this recognition even though we are not considered as a “Rising star”. This is because we have become market leaders on multiple jurisdictions in Europe and outside, amongst which Romania, Croatia, Bulgaria, Georgia, Armenia, Belgium, Greece, Baltic countries and many more.

We entered the Italian market 1 year and a half ago, and we are already achieving outstanding results. From what I have seen, the Italian market is very complex, highly competitive and already mature. This makes it challenging, but at the same time, it gives us an excellent opportunity to do business and be very successful. The games are performing fantastic, and we are dedicated to continuing this trend, expanding the brand's position and becoming a top content provider in Italy.

Q3

How have these last two years been for EGT Interactive? Did the Pandemic have an impact on your plans? If so, how?

Definitely, the pandemic led to significant growth in the online gaming business worldwide as many land-based operators entered or focused in the online, the same did the players. That was the natural source of growth for all online providers. Further, EGT Interactive managed to sustain this trend, and I am pleased to see that the reported numbers are growing exponentially regardless of the pandemic.

We do not plan to change our fundamental model, but the we learned a lot during this period. We grew a lot - expanded our portfolio with attractive products, entered new markets and reached more players.



Q4

Which have been EGT Interactive's most important achievements in 2021?

The focus in 2021 was in the development of our new slots – 20 Golden Coins, Viking Rising, Orient Story, Diamond Plus and more. Each game asset of these games is produced in-house - from the concept to the implementation. Furthermore, the products captivate with intriguing features and entertaining gameplay. In addition to slot games, we decided to develop our advanced online lottery games which effectively boost the revenue, add variety to the casino websites, and attract more players.

In parallel develop our newest product: a next-generation live casino platform! Our service is powered by the latest technical equipment and provides cutting-edge mobile and desktop live gaming. The live casino experience is guaranteed by stunning entertainers, skilled live dealers and state-of-art studios.

Q5

You are already working with some of the biggest online casinos in Italy, such as Efbet and Snai for example. Will we see you in even more Casinos soon?

We are in partnership with market leaders like Goldbet, Lottomatica, Snaitech, Bgame, Betn1, Signorbet, Efbet, Replatz and Zonagioco. From the numbers of the deals, we are working on I can tell that there is a great interest in our product and soon you will see our content on more operators.

Q6

Let's get into EGT Interactive's games. What is your favorite game and why?

It is not easy to tell which is my favorite game as they all have strengths and are different. We always believed that the variety of content is crucial in order to cover the needs of the operators and players. Of course, it is very important for us to understand the dynamics between different games and create the right mix when introducing a new package for a particular market.

Our company is well known with its expertise in slots and table games. We are working also on our Live Casino which is a segment we are committed to enter in 2022 with a high-end, proven product.



Q7

Shining Crown and 20 Golden Coins are getting very popular. Can you tell us what's special about these games and why do you think they have been so well received?

Indeed, those two games are performing very well in Italy and the results are even better than expected.

Shining Crown is a game with a long history worldwide and it is emblematic in the segment of slots on a lot of markets. From the beginning we were convinced that this is one will catch the attention of the players as it is well proven and always has been very successful.

20 Golden Coins is one of our brand-new titles that we are putting a lot of expectation on. The slot is attractive, modern and with a strong mathematic, creating a great experience for the player.



Q8

Can you give us an anticipation about what are you planning on launching in 2022?

As with regards to Italy we are preparing a new batch of slot and table games that will enhance our offering in the market.

The focus will remain on our in-house products. We will continue to release not only slots, but table games with exciting features and interesting themes.

Furthermore, the Live Casino platform is a big segment in our portfolio and we are eager to present it to our partners.

Q9

Given the wide experience you have in the Market, how do you think Software Providers could develop a relationship with Affiliate Websites as well, on top of the one they have with Online Casinos?

The role of the affiliates in Italy is very important considering the advertising ban. Being the middle point between the operators and the providers, they shall understand and meet the needs of both sides. EGT Interactive will focus on such deals in order to gain brand awareness and present the games to new players.

Q10

We are heading toward the end of our interview. Is there something you would like to add?

Thanks a lot for the opportunity to speak with you. I am sure that we will have a long term and successful partnership with one of the biggest affiliates in Italy Casino 2K. See you soon

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