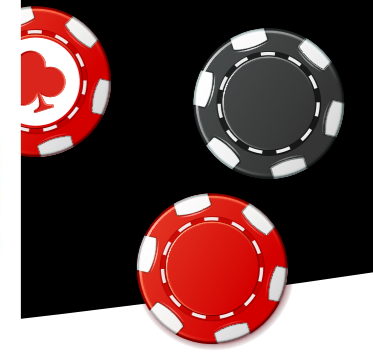




CASINO 2K

TaDa
GAMING



Q1

April 2026

Interview with Silvio Chen, Head of Account Management – Italy, TaDa Gaming

Hi Silvio – welcome to Casino 2K. Can you give us a quick ‘what you should know about TaDa Gaming’ for anyone who doesn’t know your company?

Hi and thank you for the opportunity to introduce TaDa. For anyone who is serious about staying ahead of evolving gaming trends, especially in mobile-first, socially engaging gameplay, we are definitely the company to talk to.

TaDa is the No. 1 provider for fish-shooting games. We’ve built a name for challenging and skill-influenced gaming for players looking for next gen experiences, while our popular slots offer diverse themes and exciting feature combinations.

We have a 230+ portfolio with four new releases added monthly. Our trademarked games include the “triple pots” TriLuck™ series and 3 Coin Treasures is one of the most successful slots internationally. Hit the Cash™ slots lead with multipliers/jackpots/lock & respin mechanics and Fortune Coins is currently the number one game in Europe.

Alongside crash games like Mines Gold, table games with a twist such as Mega Ace, bingo titles and our award-winning gamification tools, we are multi-licenced and certified across Europe, the UK and Canada as well as certified in Latin America.

We pride ourselves on our glocalisation strategy to deliver global core mechanics/expert local content for our games and products: so working with us is guaranteed to deliver on KPIs across all metrics.



Q2

What made you decide to launch your European entry in Italy?

Italy is one of the largest regulated and still growing markets in Europe. Launching TaDa here enabled us to build long-term scale and credibility in a high value, structured and efficient framework environment. Italy's solid iGaming ecosystem provided a great learning curve and the opportunity to collaborate with established platforms and leading local operators. This allowed us to scale while continuously improving our localisation skills for enhanced engagement.

Q3

What are the main challenges and opportunities you see in Italy?

The main challenges are the high entry barriers and strict regulatory controls in an established market. We have a solid and long-term strategy for consolidation alongside inventive marketing policies for organic growth.

The opportunities come from how players in Italy lean towards high quality content and evergreen games. By building trust in and knowledge of our compliance standards, licenced status and expert localisation we have turned these openings into competitive advantages.

Q4

How does TaDa make sure it stands out in this competitive market?

TaDa stands out in the competitive Italian markets through its unique product differentiation, expert glocalisation, strong client partnerships with leading platforms and its immersive gamification. Unique product differentiation came through our fish-shooting tiles like Ocean King Jackpot and Mega Fishing. This meant as a new entrant, we did not have to compete solely on our slots.

Beginning with Pixelo, we introduced fish-shooting and slots to a receptive player audience to build our brand name for innovation. Subsequent collaborations include Admiral Bet, Betsson, Eurobet and Light & Wonder Inc., all of which give us gravitas with other operators and accessibility to significant player bases.

Finally, gamification. We always deliver enhanced and experiential gaming that players return to, time and again.



Q5



What exactly does gamification mean for TaDa?

Gamification is about giving data-driven engagement engines that deliver visible results for operators and enhanced experiences that keep players loyal. So we offer jackpots, daily missions and the Must Hit By tool to boost each game release's impact alongside GiftCode, WIN CARD and new tools Highlights and Hot Hand.

Award-winning GiftCode is a single use, one click, instant reward that sees 100% take-up and Hot Hand is an enhancement to this highly effective tool. It intensifies the winning experiences as every win becomes more valuable through boosting upcoming spins into bigger, more rewarding moments.

WIN CARD gives both storable rewards and instant usage for maximum player engagement and retention through progression and earned advancement. It is currently nominated for the SBC Europe Game Feature of the Year 2026 award.

Highlights is a great tool that combines socialisation and gamification. It enables major wins to be automatically saved in 'My Top Wins' so players can access and replay their top moments, convert them into images and/or turn them into shareable links for the ultimate in authentic user generated content (UGC).



Q6

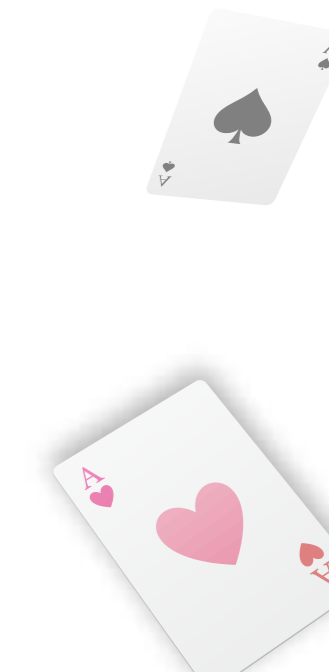
What's coming next from TaDa for players in Italy?

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What exactly does gamification mean for TaDa?

Over 60 fantastic and certified for Italy releases are coming during Q2 /Q3! Beginning with 3 Witch's Lamp and 3 Coin Wild Horse from the TriLuck™ series and launching in April and June respectively and Coin of Lightning and Money Pot Deluxe slated for release in May. The TriLuck™ concept is multiple pots triggering together which can then combine their individual features, adding more volatility and excitement.

Spellbooks, rings, candles and Witch Stacked Wilds for 3,000x max drive 3 Witch's Lamp. Different bonuses include "Win Up" to increase the value with each spin; "Award All" Pot randomly increases the bonus; while "Jackpot Reel Up" will deliver jackpots plus open a bonus game to double the size of the grid.

3 Coin Wild Horse brings mega free spin bonuses and jackpot prizes in an Asian inspired adventure with a Red Envelope bonus feature. Player feedback has highlighted the great variety of features, the sharp and polished animations and the multiple coin mechanics which keep sessions engaging.

Coin of Lightning is a Hit the Cash™ adventure with a feature combo of multipliers, jackpots and the lock & respin mechanics. Set on Mount Olympus, Zeus' lightning strikes will unlock multiple multipliers, four jackpots and a Lightning Coin toss feature in an exciting and polished slot with 20 fixed paylines for 3,000x max.

Money Pot Deluxe features the Chinese god of wealth, Caishen, as both a scatter and collector symbol. With multipliers, three jackpots plus a significant Grand Jackpot, mystery symbols and a lock & respin game, random multipliers and a great Mystery Symbol bonus game, players will be on the edge of their seats throughout.

Added gamification tools and TaDa's certification and expert localisation mean these games are all the best in class for safe, immersive and entertaining gaming.

For more information, please visit TaDa Gaming or email marketing@tadagaming.com

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