



INTERVIEW WITH OLGA PRONAK FOR CASINO2K

Q1

Since Covid, how has Evoplay changed in terms of product development and distribution, and its presence in the markets it works in?

I would say quite a lot has changed, as it was a strong boost for us. In the iGaming industry, you need to be fast and flexible to stay afloat. Events like Covid sometimes force us to speed up processes, sometimes to stop them, and sometimes to create new ones. I believe all companies changed their lifestyle during that period and set new priorities. We at Evoplay were no exception. Focusing on our mission to shape the future of iGaming with more drive, we continuously implemented innovations across everything from game production to marketing and beyond. This helped our brand not just become visible and make a buzz, but also gain a reputation as an innovator and a reliable partner.

In addition, since then, we have significantly expanded our global presence, moving beyond Europe to Latin America, Canada, and other strategic markets.

As this September Evoplay celebrates its eighth year in the industry, I can't help but feel proud of how, step by step and with dedication, we keep levelling up everything we do.



Q2

As you know, Italy has been a highly regulated market for over 10 years. How does this have an impact on Evoplay's workflow there? What is the approach to compliance and game design?

From my point of view, Italy is one of the most complicated markets in terms of requirements for game releases, and it really takes time to learn how to handle this part of the business. It took us some time to see all the pros and cons of different ways of doing things. Now, with plenty of experience, we've completely refined our approach to operate here at full capacity, and I believe it's the best one in every sense. This extends not only to regulatory matters, but also to product and marketing, ensuring the best partnership and game-playing experience for us in the Italian market.

Q3

Strictly focusing on the Italian's market and its players, are there challenges and opportunities you see?

We see that players in the market are quite conservative when it comes to games. This is both an opportunity and a challenge, as it's hard to outperform someone they already know and trust. At the same time, Italian players are quite open to new opportunities for playing and get excited about rewards, which works in our favour since we have plenty of great promotional tools to catch their attention.

Generally, it's important to remember that Italian players aren't the same as other European audiences. We value their openness and friendliness and tailor our games and marketing to connect with them better. And when you truly reach the players' hearts, every challenge turns into a win.

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Which is the biggest challenge providers like Evoplay have to face when working with licensed Italian casinos?

In my view, one of the most complicated aspects is how resource-intensive the Italian market is. When it comes to certifications, game releases, and approvals, we have to remember that these processes can take a while. Since all this relates to game releases, any analytics you want to see will also be delayed compared to other markets. As timeliness is very important in such a dynamic environment like iGaming, we focus on adapting to work effectively within these constraints.

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How is Evoplay standing out in a very competitive sector like the slot one?

What sets Evoplay apart is our commitment to putting a piece of our heart and soul into every product, combined with a clear vision of the future of iGaming. Of course, implementing innovations, conducting analytics, following trends, and improving technologies and processes are essential steps for us, as they are for every provider. But I believe the key is finding and developing a distinct identity. I truly see that unique Evoplay spirit in all our games, which I hope our players feel as well.

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We have noticed an increase of mobile-friendly experiences. How is Evoplay integrating it to engage modern players? What impact does it have on gamification?

These days, I can't imagine anything that isn't adapted for mobile. For many players, their phone feels like a third hand. With over 80% of gameplay happening on mobile devices, a mobile-first approach isn't just a bonus, it's essential for any serious game maker. That's why we focus heavily on mobile-first UX/UI design, making sure gameplay feels smooth and simple on smaller screens.

We see that now mobile versions often look and feel quite different from their desktop counterparts. Features inspired by Instagram, like face masks and other fun effects, add positive vibes and deliver the kind of gamification players expect now. Plus, some games are built specifically for mobile, such as fishing and tap games, which are presented in our gaming portfolio.

I'm sure this mobile influence will only continue to grow, and at Evoplay, we're working to make sure every game we create is mobile-friendly for players in Italy and beyond.

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Any success story in the Italian market you would like to share with us and our readers?

Generally, I believe that for each company, success may differ depending on the goals set for a particular period, making it a relative concept. In the iGaming landscape, there are many moments of success, and we are proud to see our efforts translating into positive results across different areas.

But as for me, one of the biggest remarkable achievements is my team's work in building strong relationships with our partners. Companies are made of people, players are people, and products are created by people. And first of all, we need to grow as people to reach all the heights we want.

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Which aspect of Evoplay's products do you think is most appealing to casino players? How do you keep them engaged over time?

There are quite a few appealing aspects, but what we hear most often is praise for the graphics, design, and bonus tools in Evoplay games. We also receive a lot of positive feedback on the mechanics of our instant-type games, popular among Italian iGamers. Based on what players say, these features truly make Evoplay stand out in the market.

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Any new title or platform innovation you would like to talk to us about?

Lately, personalisation and gamification have been hot topics in iGaming. At Evoplay, we started exploring gamification quite early, especially with the launch of our Quest tool.

We've also been working on personalisation for a while, and right now we're developing a truly great new tool that will offer personalised bonuses during gameplay, letting players potentially influence the size of their rewards.

I won't reveal all the details just yet; consider this a little sneak peek! More updates are coming soon, so stay tuned.



Looking at the future, what are Evoplay's priorities in terms of growth in the Italian market?

With all the experience we've gained, we're moving forward with an upgraded approach. This will include a revised certification process, a fresh marketing strategy, and exciting new products we're confident will drive greater success in the market.

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