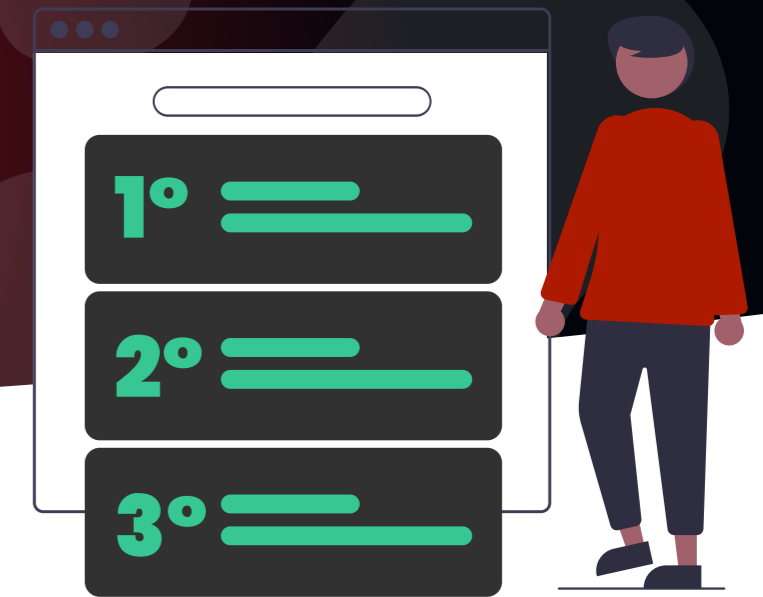


# CASINO



## HABANERO™



## INTERVIEW WITH ARCANGELO LONOCE

Head of business development europe at **Habanero**

### Q1

**Hi Arcangelo, can you please tell us more about your role in Habanero?**

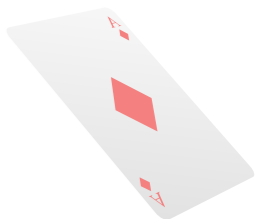
When I first joined Habanero in late 2017, the company had yet to target European regulated markets or establish any sort of foothold in the region. My initial brief was to oversee the development and expansion of our brand across European markets – which has proven a resounding success, and my role as Head of Business Development in Europe has now expanded to oversee our operations in Latin America, Africa and other key markets.

### Q2

**What do you like most about working at Habanero?**

I love everything about it. Looking back to when I was making the choice, Habanero was a very strong contender for me as I neared the end of my stint with BetVictor, as I really appreciated the way they put the client and operator first in everything they do.

I was also really impressed by the advanced technology employed by Habanero and how knowledgeable their employees are. We all contribute to our shared success and feel valued, which helps us to do our best work and take the company forward. My endorsement of the brand is a testament to the quality of product we deliver, and I am confident that our approach will continue to bring us success over the coming years. Looking at how far we've come, I'm very confident we've got an exciting decade ahead – and I'm very proud to be part of that.



Q3

**After starting your collaboration with 888 Italy, you have just closed with 888 Spain too - it must be very fulfilling. Since you joined the Company, how did it grow in the European (especially the Italian) market?**

Italy is where our European expansion really started, and it is still a force to be reckoned with. We are now live in 16 markets, but Italy was the first to draw our attention with its incredible size of potential demographics and unique land-based casino heritage.

Starting out there got us accustomed to the flow of a European regulated environment and enabled us to work with operators with real prestige, which in turn opened up many more opportunities for the company outside of Italy.

Our Balkans and Eastern European entries in 2018 were influenced heavily by the strong reputation we had already begun to build in the region - and was a huge win thanks to the dynamic nature of those markets. We then expanded south into Spain and Portugal, and have since earned an MGA license that has been a huge win for the company, bringing a whole new dimension into play for us.

Q4

**You are already strong in 18 Countries, including Italy, one of the oldest markets. Can you tell us how it is to work within the Italian market?**

Italy has had plenty of regulatory changes as of late, and there are additional effects coming into play now that will continue to challenge activities whilst also presenting new opportunities. Before 2020, Italy's online-generated revenue only counted for around 10% of the whole Italian casino market, which now stands at closer to 20% as we move on from the unique circumstances of the past 18 months.

Looking ahead, it no doubt remains a key market for us in Europe as we have been in it for over 3 years now and see the various opportunities for growth with regularity. We are already live with so many big names and we have many more partnerships in the pipeline to get excited about that we'll be announcing soon enough!



Q5

**As of now, Habanero has over 82 Italian-certified games, a huge number! What's next? Why should a player prefer a Habanero slot versus other slots' providers?**



Our titles feature strong, innovative mathematics, pitch perfect sounds and truly immersive, great storylines. All of this, merged with a state-of-the-art soundtrack and a very intuitive UI, enables us to provide bespoke adventures to our players that shows them the best of what we offer.

Scopa for Italy was a real game changer, providing a great twist to a time-honoured local card game, which materialized into a real classic loved by all, which meant it resonated well with our audience. But it didn't just stop there – Scopa's proven to be a real global hit too, which just shows that with the right maths and gameplay, any title can become a real hit.



Q6

**How was 2020 for Habanero? Did the pandemic have an impact on Company's plans?**

The COVID outbreak of course had a major impact on player behaviour, and the absence of in-person events and meetings has been a challenge for us in terms of networking and pursuing new ventures.

That said, 2020 was a truly spectacular year in terms of growth for the company, which saw us debut in many new territories and with more and more clients. It's going to be all about hybrid in the short-term, with events happening as they permit, which I'm sure we'll all welcome as soon as they're back.

Q7

**What's the biggest challenge Habanero is facing right now?**

Overall, we're doing well, although the lack of shows has made things harder. In the past there have been so many wonderful and unpredictable opportunities associated with these events, which have virtually been lost in their absence.

Constant regulatory changes of course are another challenge for us, just as they are for all – and it's our job to always make sure we're there for our casino partners. Tweaking the formula that has got us this far, while keeping it working in 18 different jurisdictions, is a challenge that we enjoy working on, and one I'm sure that my colleagues would enjoy sharing insight on.

Q8

### Anything else you'd like to add?

There is so much to be positive about! We're growing at an incredible rate and always looking to expand, so if you like us, feel free to take a look at what we offer, the wonderful world of Habanero really is a great place to be!

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