

# Your Trusted Hardware Partner!

Sports Betting • Cashless • Gaming



PORTRAIT

TABLETOP

From start to finish, SUZOHAPP can build a complete solution to fit all your sports betting hardware needs.

# Automating the Betting Cycle from Buy-In to Payout

## SBT

### SPORTS BETTING ECOSYSTEM

SBT-1000



NEW

SBT-2000



SBT-OTC



NEW

SBT-500+



SBT-500



# TODD SIMS: MAKING SPORTS BETTING IMMERSIVE

**SUZOHAPP'S VP SALES, GAMING & AMUSEMENT FOR THE AMERICAS** speaks with SBC Leaders about the roll out of self-service betting terminals across the US and his plans for Latin America and Canada

BY ERIN GALLAGHER

**SBC:** As we approach SBC Summit North America, what can you tell us about the products you will be showcasing at your stand?

**TS:** After an incredible show here last year, we are very excited to be back at this year's SBC Summit North America and we've got a lot of great things planned. We will feature our complete sports betting ecosystem which automates the betting cycle, from cashier, to bet, to payout. Visitors will be able to check out our standard kiosk terminal, our bar top terminals, our over-the-counter experience as well as our cash redemption options.

Additionally, we'll be showcasing our new SBT-2000 seated terminal and the SBT-500+ bartop that we launched at G2E this past October. There truly is nothing else like them in the market.

These new betting stations are truly able to immerse customers in the full sports betting experience and turn every sportsbook seat into a revenue generating spot. Like last year, I will also be a panel speaker for "Payment over Play? Is deposit / withdrawal the key for customer satisfaction?" on Thursday 11th. Be sure to check it out!

**SBC:** At ICE, you revealed some of your newest innovations - including SBT-500+ and SBT-2000. Given that much of the European market has a penchant for in-play bets, how



**will these new products bring that in-play, engaging experience to the North American market?**

**TS:** In most retail venues, you have to leave your seat and possibly queue for a kiosk and exit yourself from the game in order to place your bet. In general, betting kiosks are a

quick solution for retailers looking to add sports betting to their offering but they don't actually capture the customer in the moment of play.

We at SUZOHAPP have approached sports betting from an inherently consumer-centric viewpoint by designing new solutions, such as the SBT-500 tabletop and the SBT-500+ bartop terminals, and SBT-2000 seated terminal. They allow customers to place in-play bets in retail settings without removing themselves from the social event, without having to sign up or download a specific app and, instead, engaging the social

**WE BELIEVE THAT IN-PLAY BETTING IS AN UNTAPPED AVENUE FOR US SPORTS BETTING WITH MASSIVE EARNINGS POTENTIAL**



atmosphere with a sporting event.

By making sports betting a part of watching the game and seamlessly integrating it with the sports game environment, the conversion of sports fans to sports bettors is higher with a lower cost of customer acquisition.

Additionally, overall revenues of sportsbooks benefit from additional time spent on location with increased food and beverage that means larger bills and larger tips for staff. In Europe, roughly 70% of sports bets are in-game bets and we believe that in-play betting is an untapped avenue for US sports betting with massive earnings potential.

### THESE NEW BETTING STATIONS ARE TRULY ABLE TO IMMERSE CUSTOMERS IN THE FULL SPORTS BETTING EXPERIENCE

**SBC:** In February, SUZOHAPP announced the first installation in a stadium of self-service sports betting terminals at the newly opened Fanatics Sportsbook at the home of the Washington Commanders. How did it feel to be selected to power the sportsbook offering at the first in-stadium sportsbook?

**TS:** We are so proud to be a part of the Fanatics journey into the sports betting retail market! They made history with the opening of the NFL's first in-stadium retail sportsbook at FedExField, a 5,000 square foot sports bettor's paradise with eight betting windows and 21 SUZOHAPP self-service betting kiosks. Fanatics Sportsbook has tremendous momentum and is building a great reputation with consumers in the sports industry.

We believe they will be extremely successful in converting sports fans into sports bettors by creating a seamless betting experience using our hardware. We are so thrilled about this partnership, and we look forward to more exciting moments as Fanatics are rolling out their sportsbooks across the US in the near future.

**SBC:** We've seen SUZOHAPP expand into a number of new markets in 2022 - Ontario, Latin America to name a few. Focusing on LatAm, what are your plans for this region?

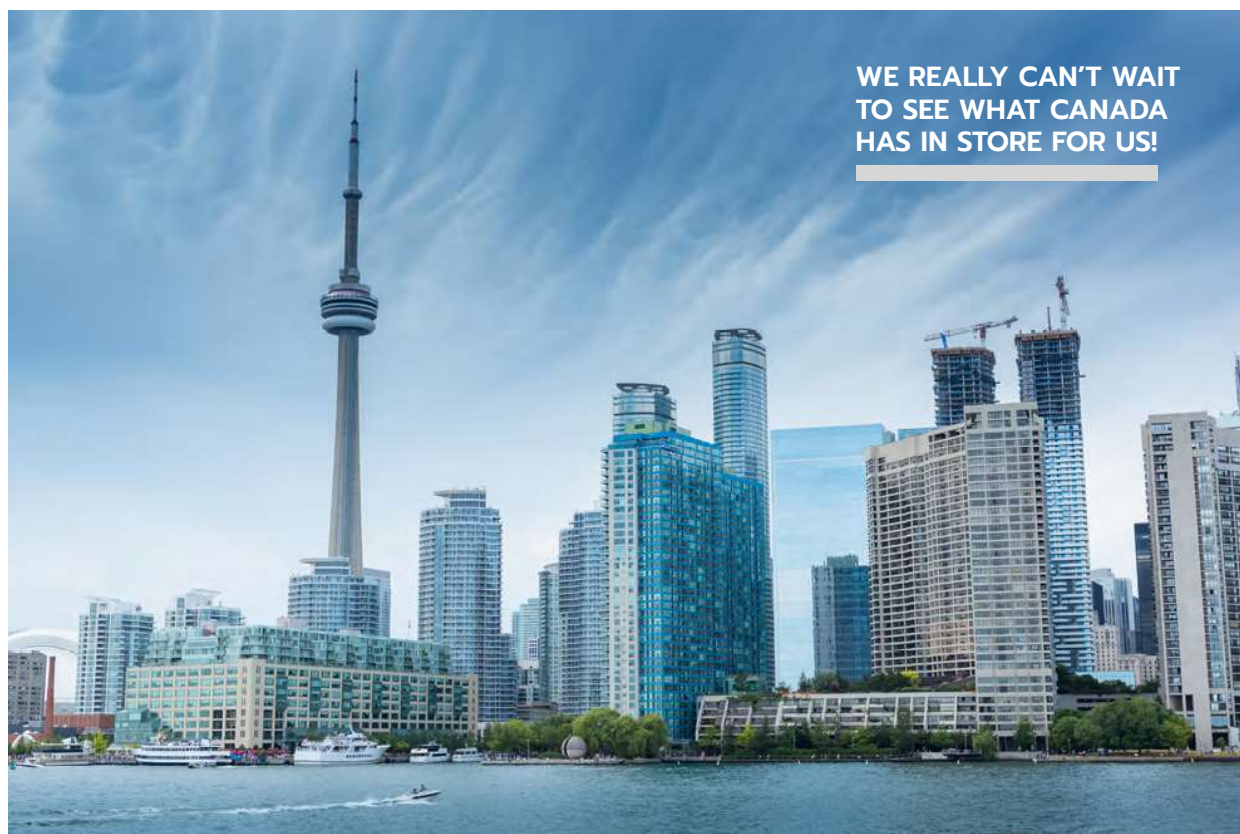
**TS:** Latin America is a promising market,



thriving with great potential and with a recent wave of fast-paced development, so a lot of our attention is focused there. As we've begun to see the rise of the legalisation of sports betting in the LatAm region, it seems like a natural progression to follow where these

markets emerge.

These regions present a significant growth opportunity for us and we definitely want to bring our knowledge and customisation capabilities from our experiences in the Americas and Europe.



WE REALLY CAN'T WAIT  
TO SEE WHAT CANADA  
HAS IN STORE FOR US!

**SBC:** How does the retail betting experience in Latin America differ from that in Europe and North America?

**TS:** Every region has its unique approach and core way of doing business but ultimately what we're trying to achieve with sports betting, as an industry, is the same regardless of market. In the US, each state has different regulatory requirements which can be challenging to navigate but the same is true of each country in Europe, and same with Latin American countries. Some countries are stricter while others have greater flexibility.

Europe has had sports betting for many years now but operates in a very different format than the US, on what tends to be a more individualised scale and in betting shops with different regulations. But we can only guess as to how Latin America will evolve and react as it does. In the US and even more in Latin America, sports betting is new and operators need additional guidance to choose what solutions will likely work best.

**SBC:** You have already made quite a splash in the Ontario market via

your partnership with Great Canadian Entertainment and Mohegan Sun. How is SUZOHAPP offering a complete ecosystem of sports betting products to customise and automate the entire betting cycle for sports betting in Canada?

**TS:** We are very excited to see Ontario open up for sports betting. I think we've arrived at the ideal time as the region is growing quickly and

excellence in the region with our sports betting ecosystem and keep looking forward. We really can't wait to see what Canada has in store for us!

**SBC:** What can you tell us about your plans for 2023 and beyond?

**TS:** We are very positive for 2023 as we have a lot planned for the year! We aim to continue growing in our existing markets and, with the continued rise in

**BEING THE LEADER IN THIS MARKET, IT IS IMPORTANT TO SET A STANDARD OF EXCELLENCE IN THE REGION WITH OUR SPORTS BETTING ECOSYSTEM AND KEEP LOOKING FORWARD**

showing huge potential from a retail standpoint. We've been very fortunate to be working with the dedication and support of the AGCO in getting our products approved for the Canadian market.

Ontario is the first Canadian territory to allow retail sports betting and will really be a test market for the rest of Canada to see how successful it is. For us, being the leader in this market it is important to set a standard of

sports betting, also expanding into new territories, particularly in Latin America. We have many new projects in the pipeline, and we will be participating in quite a few trade shows globally.

In the coming months, you can find us at SBC North America in May, Canadian Gaming Summit in June, and SBC Barcelona in September. Be sure to visit our booths if you plan on attending these shows — we'd love to give you a demo of our ecosystem! ■