



CUSTOMIZED WITH INNOVATION

Tim Kennedy Vice President of Sales Europe
SUZOHAPP chats to *Victor H. Royer*

What are the most important features and benefits of SUZOHAPP Sports Betting

Ecosystem?

The SUZOHAPP Sports Betting Ecosystem is truly unique in the market and extremely beneficial in helping operators maximize their returns by automating the complete bet cycle, aligning products with the same hardware foundation for futureproofing, and by creating an encouraging environment for lucrative

in-play betting. Our sleek designs and high-quality components and hardware make for a perfect combination of products to outfit your operation that are platform agnostic.

We start the ecosystem with an over-the-counter terminal with dual facing monitors to allow your cashiers to place bets or create betting vouchers for your customers. This unit sets the precedent for the entire ecosystem with an i3 Intel 4-Core processor reflected in all the other models. Like many others in the industry, we SUZOHAPP offers a

podium kiosk terminal with a small footprint, and standout customizations including metal cut custom back-lit logo plates supported with RGB LEDs customizable to reflect your branding also built from the i3 Intel 4-Core processor so any updates can easily be made across all models.

We then move to the bar top models, named the SBT-500 and SBT-500+. These cashless and bill accepting models, respectively are designed to take the betting to where the customers want to be, at the bar watching the game. By allowing customers to be in the seat of the game rather than queuing at a kiosk or at a teller, operators have the opportunity to allow customers to continue betting in the moment during live events while also contributing to Food & Beverage revenue streams.

New to this years' line up include the SBT-750, seated stadium style unit to truly immerse your customers in the full sports betting experience and turn your sports book seat into a revenue generating spot to compete with the slot machine. The last newcomer is the new SBT-Handheld allowing operators to collect bets throughout the casino or in the stands of a sports stadium with secure payments and printed tickets through a smart handheld POS terminal.

Closing the ecosystem loop now that bets are placed is payout. In smaller operations, the last thing you want is your cashier or bartender, at the end of a game, stuck with a queue of customers waiting to cash out. Allow your staff to continue with revenue generating efforts and instead shift your customers to our Cash Redemption Terminals by CountR. These CRT's have a minimal footprint but tremendous flexibility including jackpot payouts, transfer to TITO ticket, ewallet payouts and donations.



What has been the reaction so far from the US Sports Betting Operators to the SUZOHAPP Sports Betting Ecosystem and can you tell us which other regions the company plans to expand into with this Sports Betting System?

As the industry has really exploded in America in the past couple years, a lot of our attention has been focused there. But our we've serviced the European sports betting market from as a trusted hardware supplier for over a decade. We will likely look to bring our knowledge and customization capabilities from the Americas back to Europe to further support terminal development for our customers there. Additionally, as we've begun to see the rise of the legalization of sports betting in Latin America, it seems like a natural progression to follow where these markets emerge.

What exciting new information about upcoming products are you able to share with us that could excite the company's customers?

We are very excited to premier our seated SBT-750 unit at G2E this year so be sure to stop by booth #4233 to see it live for yourself! There really is nothing else like it in the market. It truly is a great reflection of our efforts to continue thinking outside the box and keep pushing the limits of creativity and function. Our team is comprised of industry experts that have done their homework and have years of experience and understand how to find that perfect combination of what customers want and what operators need. Our team is seeing beyond the paradigm of the current infrastructure of sports betting beyond the kiosk to see a market on the precipice of exploding with all it's potential for casinos, bars, restaurants and so much more. We are constantly on the search to find ways to seamlessly integrate sports betting in retail settings with where and how customers want to watch sports. Watching sports is inherently social and we believe that sports betting can and should be that way too.

What do you think the secret of good collaboration is with both



your customers and your partner organisations such as ELO and Custom?

If we've learned anything from the pandemic, it's that in order to succeed you have to be flexible and adaptable and the same is true with partner collaboration. We are extremely fortunate in our partnerships with Elo and Custom that we share similar viewpoints, understand our joint visions and goals and are willing to change as we go in order to create the best product for our customers. We have worked with both Elo and Custom for many

years and there is also a lot of trust built there. Elo trusts in our knowledge and expertise in the industry to provide the insight of what's needed and where demand might be and they provide innovative, versatile, products of the highest quality. Custom trusts in our network and understanding of customers to expand their reach and SUZOHAPP trusts in the creativity in design and footprint of Custom's printers and the quality and dependability to sustain the industry use. This mutual trust allows us all to move forward with great products that we believe will shape what sports betting looks like in the future.



A busy schedule of exhibitions is ahead, can you tell us how you and your team prepare for these shows and the events SUZOHAPP will be participating from September to the end of the year?

SUZOHAPP is a supplier for both OEMs and operators in Gaming, Amusement and Sports Betting markets, so for us, it is always tradeshow season! We will be participating in SBC Barcelona taking place in just a few weeks where we will be speaking as part of a panel discussing omnichannel sports betting. Additionally we will have a significant presence at G2E in Las Vegas where we will be premiering our latest products. Then we plan to finish the year with SBC LatinoAmerica for sports betting and IAAPA Expo for Amusement in November. We are currently all hands on deck getting ready for all of these shows and are very excited to be back in the full swing of shows and events. Be sure to visit our teams if you plan on attending the show and we'd love to give you a demo of our ecosystem.

Has their been a change in SUZOHAPP's strategy with exhibitions post Covid-19 and what can visitors to your booths expect to see?

Post Covid-19 we've found a lot more success in streamlining our booths to be specific to that show and audience and what we're focusing on in that moment. We've been in the industry as a hardware supplier for decades now. Although we might not bring every product (which would be thousands!) now to every show, we believe that our customers understand that we are of course, first and foremost a trusted hardware supplier to the industry, but shows are an opportunity for us to educate our customers on new sections of our business that they may not have known existed. In this past year as we've launched our sports betting ecosystem, we've focused heavily on sports betting. You'll see that reflected in what shows we're exhibiting at and in our booth design. We are really excited to show you what we've had brewing and we think you're in for a treat.

