



**iGAMING
CAPITAL.MT**

**Malta's leading
iGaming news portal
With a strong global following**

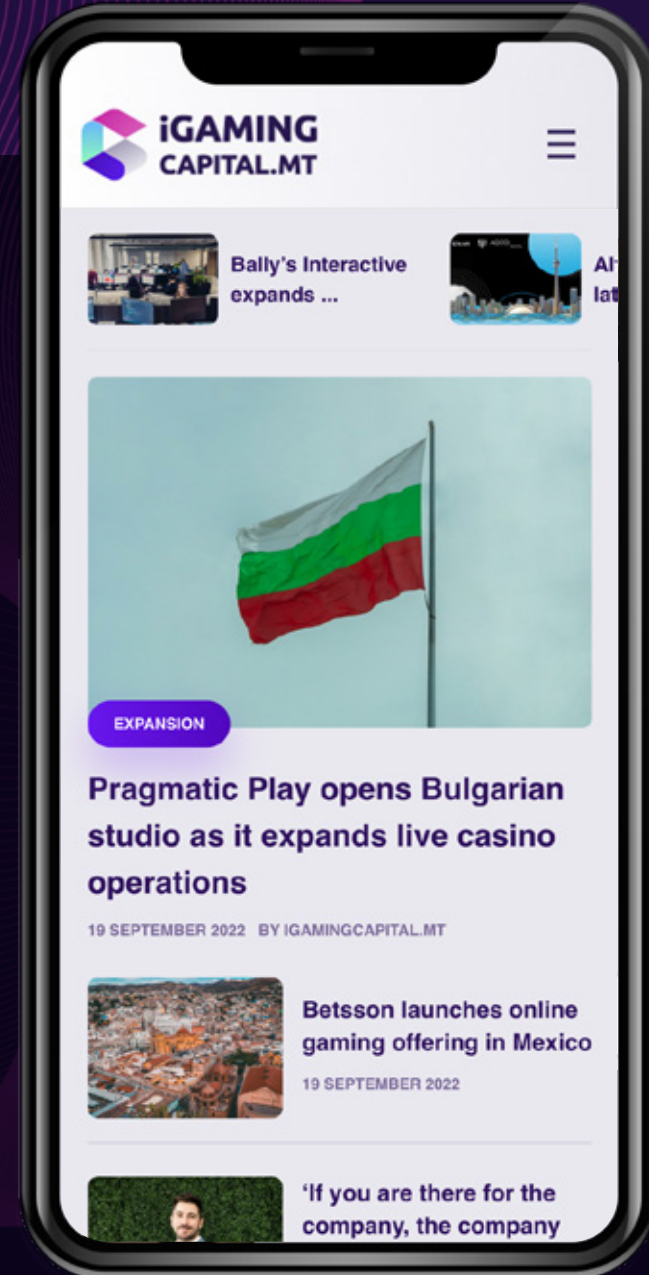
**A Snapshot from
the past year**

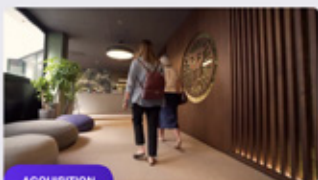
**A MEDIA BRAND BY
Content House**

**The last year has
been outstanding...**

**We had over
651,000 Event
Counts on the site**

(Event Counts are calculated as the total number of interactions with a targeted website)





ACQUISITION

LeoVegas will soon no longer be a publicly listed company after shareholders accept MGM bid

1 SEPTEMBER 2022



MARKET ENTRY

Altenar celebrates latest market entry with Ontario debut

31 AUGUST 2022



ESPORTS

Getting into esports: SOFTSWISS announces commentator Kostya Sivko

...

30 AUGUST 2022



WELLBEING

Bally's Interactive expands employee diversity networks across all locations

1 SEPTEMBER 2022 BY IGAMINGCAPITAL.MT

Having recently come together following a series of mergers and acquisitions, Bally's Interactive includes over 2,500 employees in locations spread around the world

Equally impressive is the fact that we had

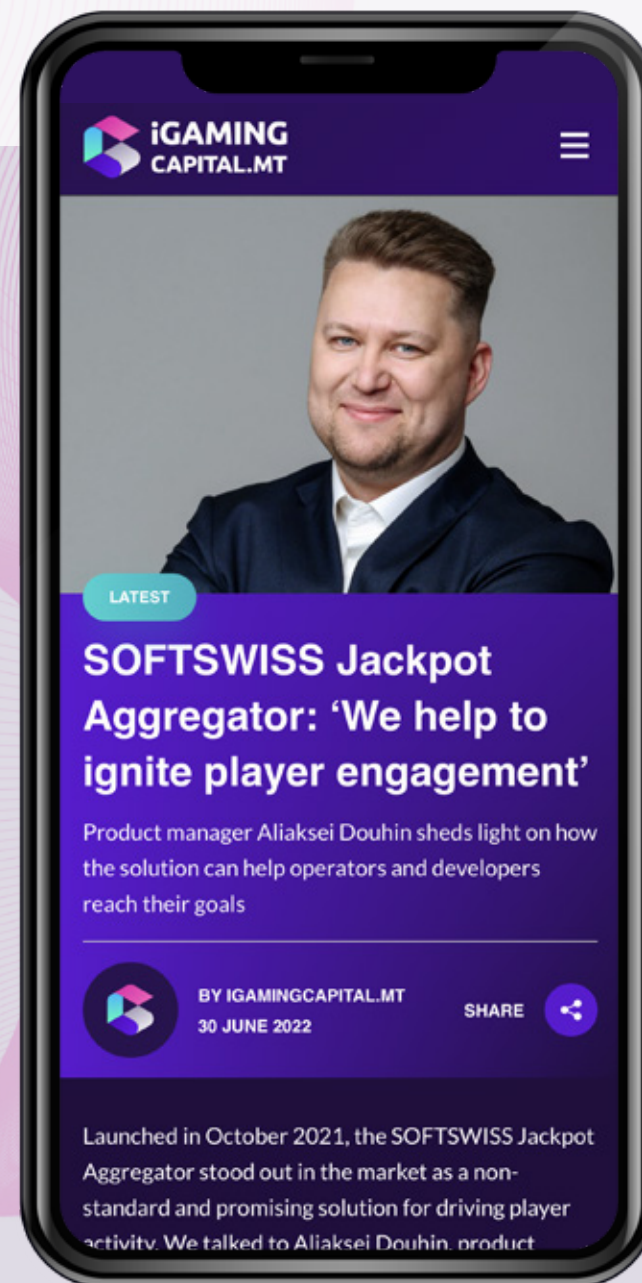
**453,000
sessions***

* Over the past 12 months

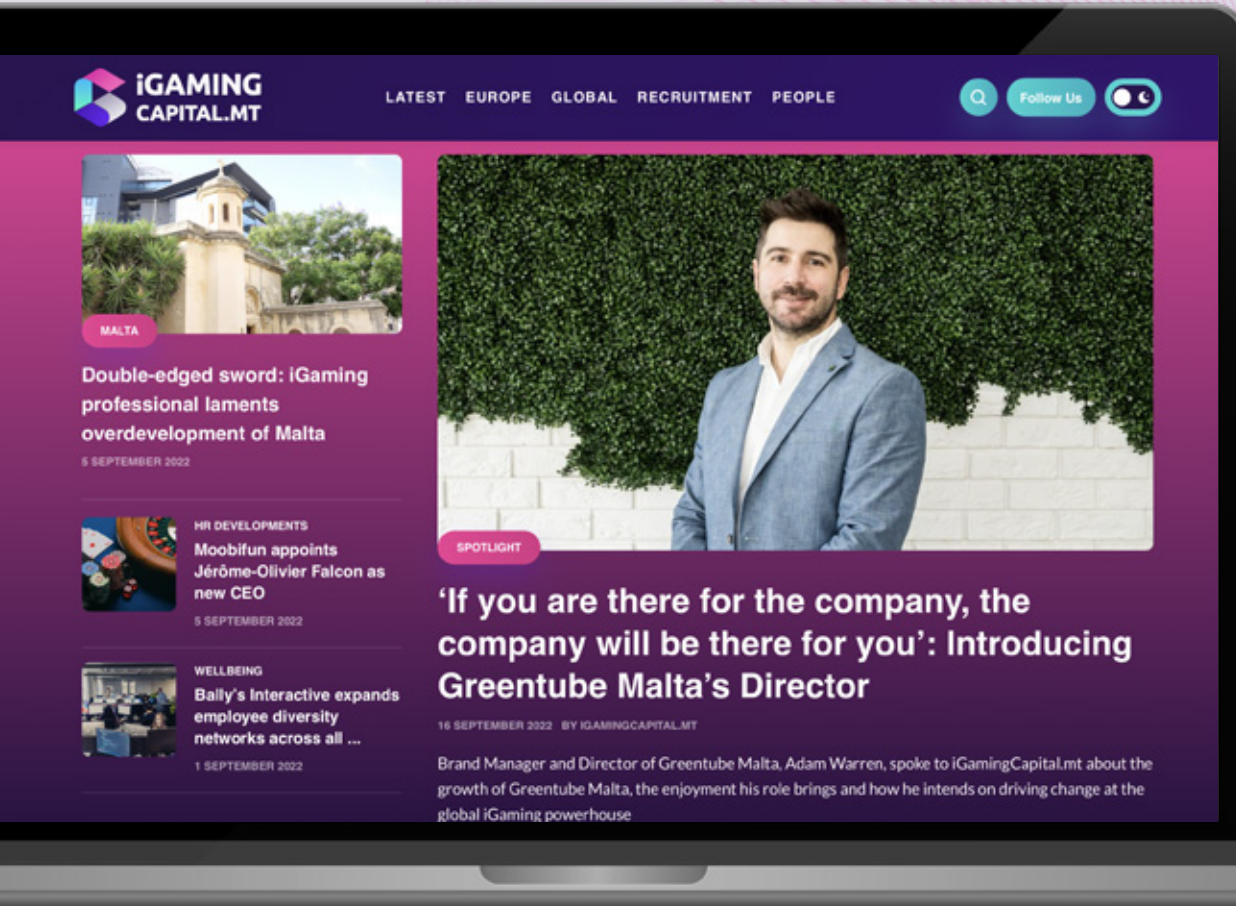
**And considering that this
is a sniper specialised
site, we had over**

**109,000
unique users***

* Over the past 12 months



Demographics show we're strong in Malta and beyond!



Malta based
audience

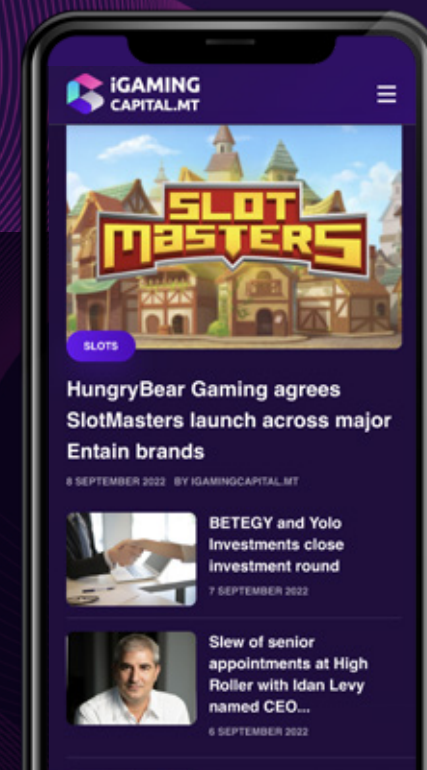
54%

Global
audience

46%

Globally we're strong in countries where the iGaming industry really matters.

Our international audience is spread as follows:



United Kingdom

25.73%

United States

21.49%

Sweden

19.50%

Spain

13.52%

Germany

7.38%

Ireland

7.10%

Other

5.28%

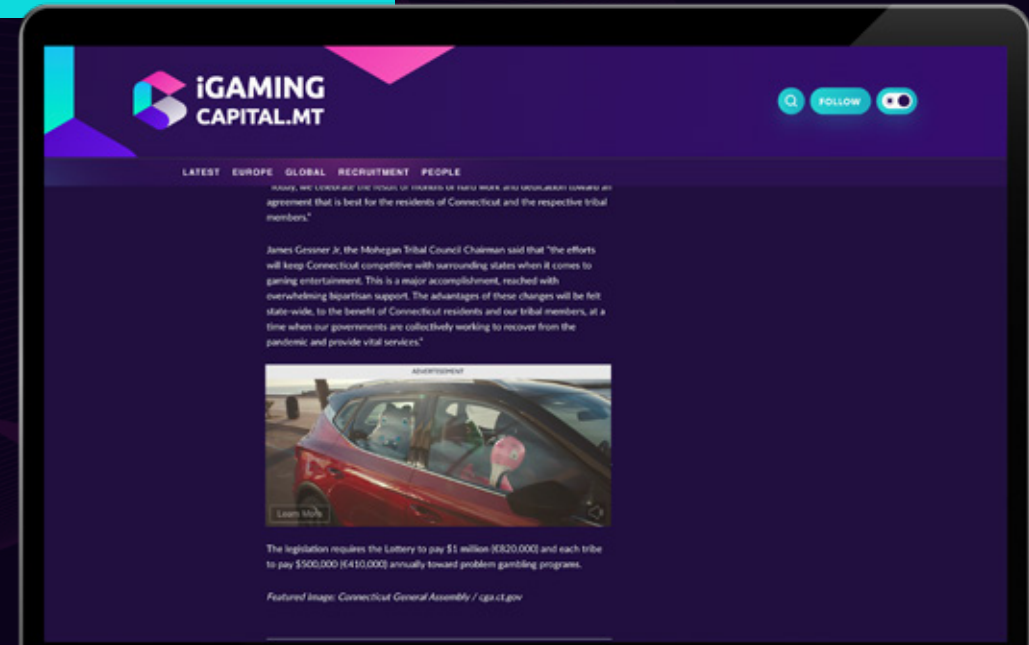
We're attracting a professional male & female audience, both in Malta & beyond:

Male

63.13%

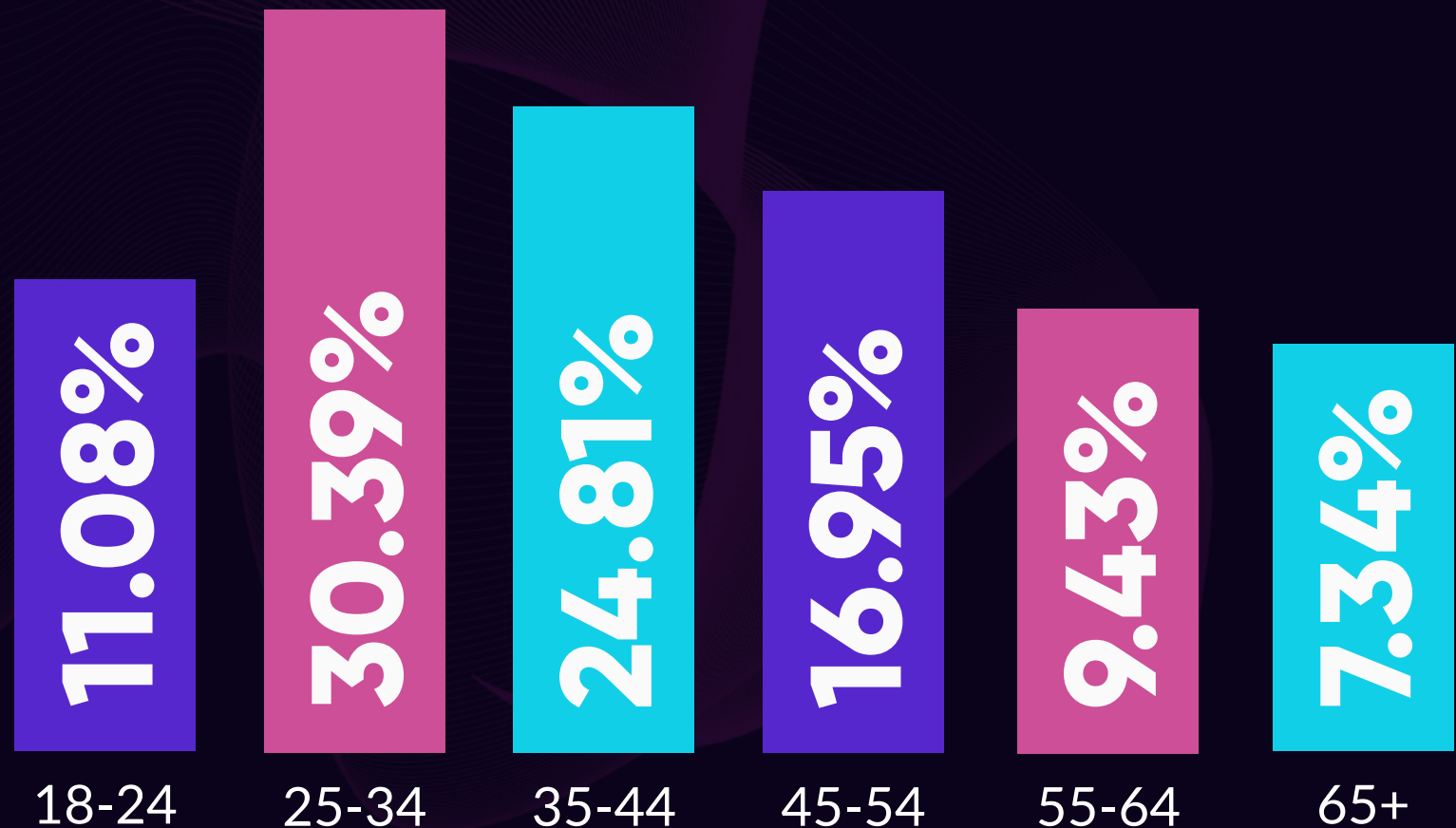
Female

36.87%



**Age: Clearly,
our main
audience is
in the 25 –
54 years age
bracket.**

The below is the breakdown:



Devices: Of course mobile is winning the battle:

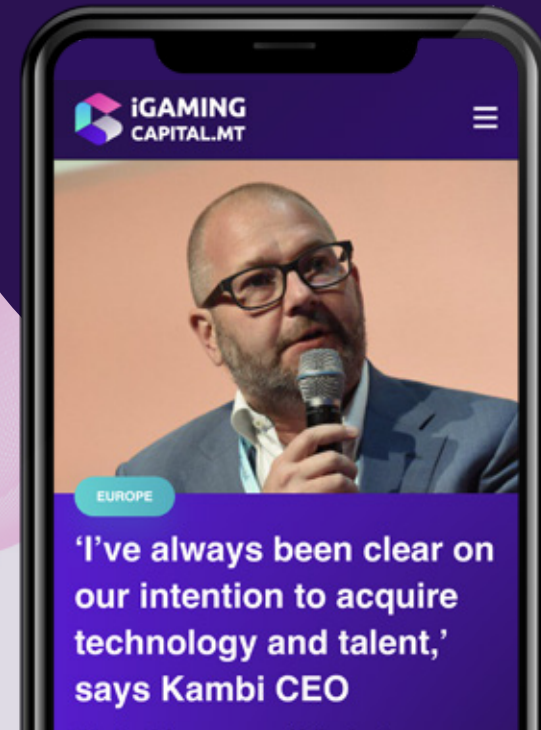
Desktop:

34.3%



Mobile:

65.7%



CONCLUSION

The results speak for themselves. With us you can clearly take a sniper approach to target people who matter, professionals and high net worth individuals in Malta & beyond...

