



Betsson Becomes First Operator To Go Live In Colombia With Scientific Games' OpenGaming™ Platform

Market-leading casino content now available in LatAm for first time

LAS VEGAS – August 25, 2021 – [Scientific Games Corporation](#) (NASDAQ: SGMS) (“Scientific Games” or the “Company”) has taken the *OpenGaming* ecosystem live for the first time in Colombia with Betsson Group that last year acquired a 70% stake of one of Colombia’s first licensed operators, Colbet.

Colbet’s customers can initially enjoy access to games developed by Scientific Games’ in-house studios, along with content supplied by third-party providers Big Time Gaming, Lightning Box and ReelPlay, with the full *OpenGaming* portfolio set to be made available in the future.

Alongside premium content, *OpenGaming* also gives access to complementary features and a host of responsible gaming tools, boosting Betsson’s attractiveness for new players.

The debut of *OpenGaming* in Colombia marks Scientific Games’ first step into the LatAm online casino market. Colombia was regulated in 2016 and is widely seen as a model for legislation across a region that holds significant long-term potential.

Ciara Nic Liam, Director of Gaming at Betsson Group said: “It is important for us to offer a premium experience to players in Colombia and by launching with one of the industry’s pre-eminent content aggregation platforms, we are able to do exactly that.

“With the addition of Scientific Games’ in-house content and titles produced by leading studios in the initial roll-out phase, we can continue to present our customers with an ever-growing content catalogue with widespread appeal.”

Dylan Slaney, SVP Gaming, Digital at Scientific Games said: “Betsson Group has big plans across both Colombia and the LatAm region and we are sure that our offering will appeal to its players across a wide demographic.

“This partnership represents the first step for *OpenGaming* in a vibrant market. Our sights are firmly set on building sustainable success across LatAm, one of the most important growth areas in the world for the iGaming industry.”

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About Scientific Games

Scientific Games Corporation (NASDAQ: SGMS) is a world leader in entertainment offering dynamic games, systems and services for casino, lottery, social gaming, online gaming and sports betting. Scientific Games offers the gaming industry’s broadest and most integrated portfolio of game content, advanced systems, cutting-edge platforms and professional services. Committed to responsible gaming, Scientific Games delivers what customers and players value most: trusted security, engaging entertainment content, operating efficiencies and innovative technology. For more information, please visit [scientificgames.com](https://www.scientificgames.com).

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