



Sper broadens its mandate and brings in new members

The industry organization Sper is being strengthened with two new support members. These are the world's leading end-to-end gaming company, IGT, and the fast-growing Swedish financial technology company Zimpler, supporting Sper's work for a healthy, modern and sustainable gaming market. The addition of new members means that Sper broadens its focus from gaming operators to now include suppliers. Including both gaming operators and suppliers will enhance the entire customer experience and bring more value to the players.

When Sper was transformed from being an ethics advisor to its new role as a trade association in spring 2017, the trade association created the opportunity for suppliers to apply for support membership. In order to be a full member, a Swedish gaming license is required as a gaming operator. A support membership is for suppliers without a requirement for future license, or for game operators with the ambition to apply for a license in the event of a re-regulation. Through a support membership, one can still help and promote Sper's purpose and ambition, for example, of high consumer protection.

"Should we talk to the gaming industry, it's wise to involve as many players as possible, who through their products or services meet the customer. Sper now receives supplements from both those who develop the products, and those who handle the payments, and this will be assist us in our development," says Jenny Nilzon, CEO of Sper.

IGT is the global leader in gaming, enabling players to experience their favorite games across all channels and regulated segments, from gaming machines and lotteries to interactive and social gaming. The Company is listed on the New York Stock Exchange, with headquarters in London and more than 12,000 employees worldwide.

"Since 1986, IGT has responsibly supplied gam solutions to the Swedish market through our local Swedish subsidiary, which today provides lottery systems and retailer terminals, sports betting, interactive poker systems, VLTs, and slot machines," said Jonas Reuter, Regional Vice President, Northern Europe, IGT International. "IGT's commitment to social responsibility and Responsible Gaming (RG) is one of our core values, and we have been certified by the most influential RG industry associations around the world, including the World Lottery Association, the Global Gaming Guidance Group, and the National Council on Problem Gaming. This is why it's natural for us to participate in discussions about suppliers' interactions with a secure gaming market in Sweden, and we're pleased that Sper has invited industry vendors to become support members."



Zimpler is a Swedish payment institution supervised by Finansinspektionen. The main product is a modern mobile wallet with the vision of providing the best payment experience in Europe that gives consumers greater control over their consumption. Zimpler was founded in 2012 and currently has 37 employees in Sweden, Finland and Germany.

"We strive to be the sharpest payment company on the market and therefore we are looking forward to working with Sper to reach a modern and healthy market. Zimpler's mobile wallet is used today in several different industries and by working with industry organizations, we believe we can achieve our common goal of strengthening consumer protection," says Kristofer Ekman Sinclair, CEO Zimpler.

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The industry organization Sper represents the gaming market in Sweden and operates for a healthy, modern and sustainable gaming market, by, among other things, developing guidelines for ethical marketing and gaming responsibility. The members are actors who are regulated in Sweden and under the supervision of the Lottery. The members are players who are regulated in Sweden and under the supervision of the Lottery.