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WELCOME FROM THE EDITOR

In this special edition, we spotlight the Hall of Fame featuring Liliana Costa, a leader whose contributions have shaped the iGaming events industry in Brazil. We explore the country's advances in regulation and its emerging position as a global iGaming leader.

From performance marketing to the latest technological innovations, this issue highlights the dynamic forces driving growth in the sector. We also examine the importance of mental health care for players and the future of sports betting in Brazil.

Thank you to our contributors for their valuable insights in making this edition a success. Enjoy the read!

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Hall of Fame with Liliana Costa

Liliana Costa's journey into the world of iGaming is nothing short of inspiring. With a background in the Oil & Gas industry, where she honed her skills in international and government relations in complex markets such as Africa, Liliana's path was anything but conventional. However, her passion for Latin America and its untapped potential soon led her to the world of gaming, where she found her true calling.

In 2010, when the opportunity to join Clarion Events presented itself, Liliana didn't hesitate. She found an immediate synergy with the company, and since then, has been instrumental in shaping its success in the Latin American market. Thirteen years later, her passion for the industry remains as strong as ever.



Liliana Costa, Latin America Director, Clarion Gaming.

A NEW HORIZON: ENTERING THE IGAMING INDUSTRY

Before her journey in iGaming, Liliana was already well-versed in navigating challenging environments. Her extensive background in international relations set a solid foundation for her work in Latin America. "I've always had a deep connection to Latin America," she says. "When the chance to join Clarion came, it was an opportunity I couldn't pass up." In her role at Clarion, Liliana took on the challenge of creating meaningful connections between Latin American countries and global businesses, an area where she saw great potential to foster growth, innovation, and collaboration.

One of Liliana's pivotal moments came in 2013 when she helped launch the Brazilian Lottery and Betting Congress (BgC). This event marked the first serious attempt to bring Brazil's gaming industry into the conversation about legalization and regulation. "At the time, simply using the word 'gaming' was met with resistance. It was a tough battle, but I believed in Brazil's potential, and we had to keep pushing the dialogue forward," Liliana recalls. Her work was instrumental in gaining the trust of Brazilian regulators and lawmakers, and her perseverance eventually helped lay the groundwork for the industry's growth in Brazil.

Liliana's belief in Brazil's potential has only deepened over the years. "I always knew that Brazil, with its immense market potential and growing interest in gaming, was ready for regulation. It was just about finding the right moment and educating people about how regulation could be a force for good." Through the BgC and her ongoing efforts, Liliana has been a driving force in the country's evolving gaming landscape.

LEADING THE WAY: CLARION'S ROLE IN LATIN AMERICAN IGAMING

Today, Liliana's focus within Clarion Events is on deepening the company's engagement with the Latin American market. As Head of Latin American Operations, she works tirelessly to promote collaboration between Latin American companies and global players in the gaming industry. "My role is to help bridge the gap between Latin American markets and the rest of the world," she explains. "We focus on fostering economic cooperation, promoting innovation, and creating networking opportunities for companies in the region."

Her efforts are aimed at showcasing Latin America's potential to the world, especially in Brazil. "There's a growing interest in Latin America and its opportunities. Our job is to

provide more targeted networking activities, regulatory updates, and specialized connection areas that will help deepen the understanding of what doing business in Latin America entails."

One of Liliana's key priorities is ensuring that Latin American companies are given the resources to succeed globally. "It's not just about connecting companies; it's about creating opportunities for them to grow and thrive internationally," she says. "Our events are focused on bringing together the right stakeholders—regulators, operators, and providers—to ensure that the right conversations are happening and that the industry is progressing."

A DEFINING MOMENT: THE BGC AND BRAZIL'S GAMING REVOLUTION

Looking back on her career, Liliana recalls the launch of the Brazilian Gaming Congress (BgC) as one of her defining moments. "The BgC was a landmark event for the Brazilian gaming industry. It wasn't just about gathering people in a room; it was about starting a conversation that hadn't been had before," she reflects. The event, which initially took place in Brasília and later moved to São Paulo, was a turning point in Brazil's path toward gaming regulation.

As the gaming industry in Brazil began to take shape, Liliana's work became even more focused on building a regulatory framework that would ensure the sector's sustainability and long-term success. "It wasn't just about talking about gaming; it was about talking about it responsibly, and showing that Brazil could lead the way in creating a solid and transparent regulatory environment."

This drive to bring legitimacy to Brazil's gaming sector, despite the challenges, is a testament to Liliana's resilience and belief in the market. "I've always believed in Brazil's potential," she says. "We needed to be patient, persistent, and focused on the bigger picture. The results are now evident."

BALANCING PROFESSIONAL LIFE WITH PERSONAL PASSIONS

While Liliana's professional achievements speak for themselves, she is also a person who values balance and personal growth. Outside of her busy career, Liliana enjoys spending time in nature, where she finds solace and inspiration. "I love hiking and rock climbing," she shares. "It helps me disconnect and clear my mind. Some of my best ideas come when I'm out in nature."

Liliana also values her family and makes it a priority to stay connected with loved ones, despite her hectic schedule. "Family is everything," she says. "I try to make time for my parents, my sister, and my friends. It's important to me to be present, and that's something I always try to prioritize."

Her dedication to both her career and personal life is a driving force behind her success. "You can't pour from an empty cup," Liliana says with a smile. "Taking care of yourself and the people you love is just as important as achieving professional goals."



THE FUTURE OF IGAMING IN LATIN AMERICA: A BRIGHT HORIZON

As Liliana looks to the future, she is optimistic about the continued growth of the iGaming sector in Latin America, particularly in Brazil. "Brazil is a sleeping giant that is waking up," she says. "The market has so much potential, and I'm confident that it will continue to grow, especially as more regulatory measures come into play."

She highlights the significant strides Brazil has made in creating a robust regulatory framework, with a growing number of authorized betting companies entering the market. However, Liliana is quick to point out that challenges remain, particularly when it comes to ensuring that platforms comply with government requirements and that financial sustainability is maintained. "Collaboration between government authorities, operators, and experts is key to ensuring the industry remains safe, transparent, and sustainable," she adds.

Looking ahead, Liliana is excited to be part of a dynamic and evolving market. "There's so much more to do, and I'm eager to continue contributing to the development of the iGaming sector in Brazil and Latin America," she says. "It's a thrilling time to be in this industry, and I'm proud to be part of it."



INSPIRING THE NEXT GENERATION OF IGAMING LEADERS

For Liliana, the path forward is clear: collaboration, innovation, and a focus on sustainable growth are the keys to success in the iGaming industry. "We need to keep the conversation going," she says. "We need to educate, share knowledge, and continue building strong, strategic relationships that will help us grow the industry in Latin America and beyond."

Her journey is a testament to the power of persistence, passion, and the belief that when you work together, anything is possible. As Liliana continues to shape the future of iGaming in Latin America, her influence will undoubtedly be felt for years to come. And as the sector evolves, her dedication to its growth will serve as an inspiration to those who follow in her footsteps.

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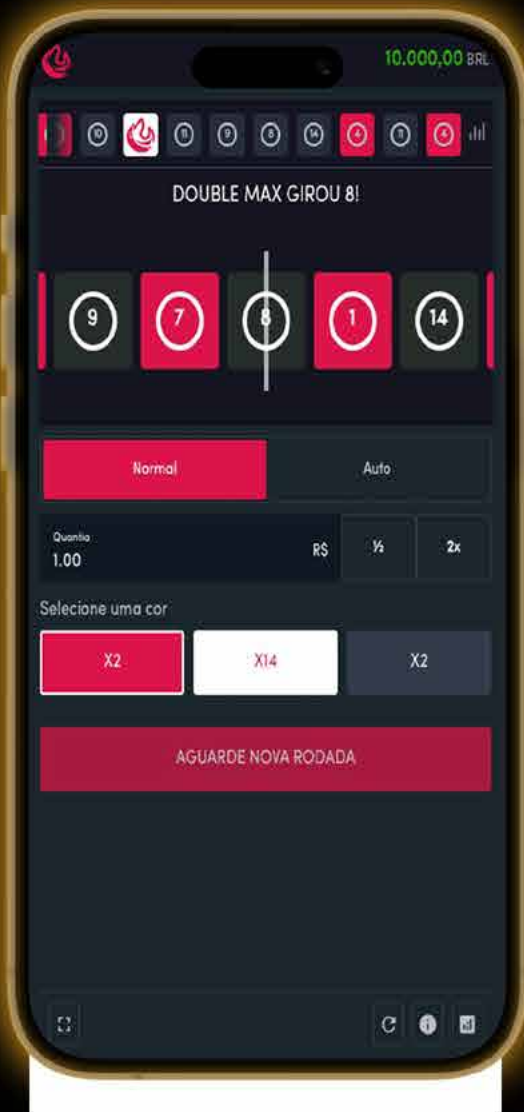
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Strategic Bet: Arriving in Brazil to Transform the Sector

BetMGM's arrival in Brazil in early 2025, as one of the country's first legalized operators, marks the beginning of a new chapter for the sports betting and entertainment market. As part of the MGM Resorts group, a global benchmark with over 39 years of excellence in entertainment and gaming, we bring to Brazilians not only cutting-edge technology, but also a long-term vision rooted in local culture and personalized user experience.

From the outset, we understood that operating in Brazil would require more than simply replicating a global model. That's why we set up a 100% Brazilian operation, with headquarters in São Paulo

and more than 200 employees. Our goal is clear: to adapt solutions, campaigns and experiences to the unique profile of the Brazilian consumer, who values emotion, fun, connection and authenticity.

This vision has come to fruition in strategic actions such as the joint-venture with Grupo Globo, the largest media group in Latin America. This alliance gives us unparalleled reach and a deep understanding of local behavior, allowing us to create campaigns aligned with the Brazilian way of consuming sports and entertainment.

However, it is very important to mention the importance and milestone of the regulation of the betting market in

Brazil, which came into force in January 2025, driving this transformation and the arrival of new players. More than just opening doors to new investments, regulation establishes a fairer and more transparent competitive environment, which also protects players. It's an important milestone for a country that already ranks among those with the greatest potential in the sector.

In this process of maturing the sector, technology will be a great ally. Artificial Intelligence is one of the pillars of our operation: it allows us to detect suspicious behavior in real time, combat fraud, protect the integrity of the platform and promote responsible gambling throughout our

ecosystem. AI-based tools also identify signs of compulsive behavior and activate preventive measures, such as personalized limits and alerts, ensuring that control is in the hands of the player.

In addition to security, AI enhances the user experience. We use big data analysis and predictive models to adjust odds in real time, considering variables such as athlete performance, match history and even weather conditions. This precision not only makes betting fairer but also increases the sophistication of the experience.

Another differentiator is the exclusive games developed by BetMGM and strategic partnerships with renowned studios such as Push Gaming. These elements put us in a unique position to offer Brazilians fun and innovative experiences. Our team closely follows the main trends in the sector to ensure that we are always delivering the best options, with an immersive and personalized journey for the national audience.

But our commitment goes far beyond cutting-edge technology and aims to provide a unique experience for our players. We want to build an ethical, transparent and safe sector that respects users and contributes to strengthening the Brazilian sports and entertainment ecosystem. We



Almir Ribeiro, CEO BetMGM Brazil

believe that the consolidation of the national betting market depends on an open dialog between all the players always guided by ethics, transparency and responsibility.


With this in mind, we seek to provide unforgettable moments. For example, since our arrival in the country, we have been present at important festivals and cultural events in Brazil, such as Circuito Sertanejo and João Rock, which are great gatherings that celebrate Brazilian culture. We bring to these venues the unique combina-

tion of Las Vegas' entertainment DNA, through our motto: #ÉTempodeVegas, together with the contagious energy of the Brazilian public.

In this way, I believe that BetMGM's arrival in Brazil represents more than a business expansion: it is a declaration of confidence in the country's potential and the strength of its culture. We are ready to lead a new era of sports betting and casino games: with more security, transparency and, above all, responsibility. This journey has only just begun.



Brazil's Top Affiliate Network for iGaming

-  With unrivalled expertise, prestigious partnerships and a track record of exceptional performance, Super Afiliados is your gateway to sustainable growth in Brazil and beyond.

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A seasoned team with over ten years' experience driving affiliate success in Brazil.



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website:



Affiliates on the Rise: Leading the Way in the Regulated Market with a Rewarding Program

The sports betting affiliation market in Brazil has been experiencing a new era since the official regulations came into effect on January 1, 2025. With stricter rules and greater oversight, the sector is now supervised by the Secretariat of Prizes and Bets (SPA), linked to the Ministry of Finance. Currently, only licensed companies can legally operate in the country, using ".bet.br" domains and complying with requirements such as identifying bettors via CPF and facial recognition.

A PROMISING AND INCREASINGLY PROFESSIONAL MARKET

The impact of regulation is significant: the Brazilian betting market moves around R\$120 billion per year and has shown average growth of 38% per year since 2018. With the formalization of the sector, platforms began to invest more in structured, sustainable affiliate programs aligned with responsible gaming guidelines.

BETNACIONAL: BRAZILIAN TECHNOLOGY WITH GLOBAL STRENGTH

One of the biggest highlights of this new scenario is Betnacional, a platform created by Brazilians that has established itself as one of the leaders in the sector. In 2025, the company became part of Flutter Brazil, following the acquisition of NSX — Betnacional's parent company — by Flutter Entertainment, the largest global

betting group. The strategic move combines NSX's local knowledge with Flutter's international experience, creating a robust operation with a high level of governance.

“THE MERGER WITH FLUTTER MARKS A NEW CHAPTER IN OUR HISTORY. WE HAVE COMBINED BETNACIONAL’S REACH AND IDENTITY WITH FLUTTER’S GLOBAL EXPERTISE TO CREATE AN OPERATION THAT IS EVEN MORE SOLID, CONNECTED AND PREPARED FOR THE FUTURE.”

- JOÃO STUDART, CEO OF FLUTTER BRAZIL

Even with Flutter as the majority shareholder, the Brazilian founders of NSX continue to lead the operation, ensuring the continuity of the brand's local identity and its connection with consumers in the country.

AFFILIATE PROGRAM FOCUSED ON GROWTH AND RESPONSIBILITY

With this new structure, Betnacional has enhanced its affiliate program, offering partners a robust technology platform, dedicated support and growth opportunities in a regulated, secure and transparent environment. Commissions can reach 40% of revenue share and, more recently, the company launched the “Rise of Champions” rewards program, which recognizes and rewards outstanding affiliates with exclusive benefits and performance bonuses.



“Regulation has brought more confidence to the sector and boosted professionalism among affiliates. Today, we have more effective tools and support that allows us to grow sustainably, with a focus on responsible gaming.”
– João Studart, CEO of Flutter Brazil

In addition to attractive remuneration, affiliates can count on the support of an operation committed to regulatory compliance, responsible gaming and safe entertainment. — strategic pillars of Flutter Brazil.

HOW TO BECOME A PARTNER

For those who want to enter this rapidly expanding market, Betnacional's affiliate program represents a unique opportunity to partner with one of the most relevant platforms in the country. Interested parties can obtain more information and sign up on the official website: <https://afiliados.betnacional.bet.br>.

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analyzed

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Automates transaction monitoring



Generates reports for regulatory authorities



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Brazilian Innovation and Market Leadership: Authority in iGaming Technology

MORE THAN A PLATFORM, CACTUS GAMING IS A TRUE STRATEGIC PARTNER: THE 100% BRAZILIAN-OWNED IGAMING TECHNOLOGY PROVIDER, HAS EMERGED AS A MARKET LEADER BY POWERING OVER 40% OF REGULATED OPERATORS IN BRAZIL, POSITIONED TO BECOME A GLOBAL REFERENCE IN THE IGAMING INDUSTRY.

The global iGaming market is experiencing significant growth in 2025, driven by technological advancements, regulatory changes, and increased mobile accessibility. Brazil's regulated iGaming market presents significant opportunities for operators, given the country's large population and growing interest in online gaming.

With a solid foundation built on over 25 years of digital marketing experience, **Cactus Gaming** continues to stand out

as a trailblazer in the iGaming industry. Drawing from the expertise of its founders and inspired by global best practices, the company has developed a proprietary platform that embodies **innovation, security, and performance**.

Recognized by major industry bodies for 3 consecutive years — including "**Best Platform**" at the **SIGMA Awards 2025**, Cactus leads with excellence, setting new standards for what modern iGaming solutions can achieve.

To deepen the discussion on best practices on iGaming, technology services, regulation and global strategies, we present an exclusive interview with **Tiago Silva, Chief Business Officer** at Cactus Gaming, who shares insights into the Brazilian' online gaming market, addressing challenges, regulatory efforts, and Cactus presence as market leader platform with more than 40% of the Brazilian market share.

HOW DO YOU EVALUATE THE IGAMING MARKET AT THE MOMENT AND ALSO IN BRAZIL POST-REGULATION?

Tiago Silva: The iGaming industry in 2025 is in robust growth, technological innovation, and expanding global reach. Companies operating in this space are focusing on new features like mobile optimization, advanced technologies like AI and VR, and navigating evolving regulatory landscapes to capitalize on emerging opportunities.

Seeing the numbers, the market is projected to grow at an average rate of 10% from 2025 to 2030. So, there are still a lot of opportunities in the short and long term. Countries like Brazil are also witnessing growth following regulatory changes, even considering that the Brazilian regulation brought a more complex operational environment for both domestic and international operators. However, it also offers enhanced legal certainty and investor confidence.

IGAMING PLATFORMS PLAY AN ESSENTIAL ROLE IN THE OPERATION OF BETS. HOW DO YOU UNDERSTAND THIS SCENARIO WITH THE NEW REGULATION IN BRAZIL?

Tiago Silva: In the new regulated market, platforms must undergo detailed system audits and obtain certifications

to ensure fairness and transparency. Anticipating regulatory shifts, Cactus initiated its certification process early, adapting its operations to meet the rigorous criteria set by the authorities, affirming the effectiveness, reliability, and security of our platform.

Furthermore, these certifications not only validate Cactus's commitment to compliance but also set a benchmark for other operators in the sector. Our company was built with regulated markets in mind. Although we had to make adjustments to align with specific regulatory requirements, the process was smooth rather than disruptive, thanks to our system that was already fundamentally prepared for compliance.

I would say while the new regulations in Brazil bring operational complexities, they also provide a robust framework that enhances market security and investor confidence. Operators that invest in compliance and adapt to the new regulations are well-positioned to succeed in this evolving market.

CACTUS POSITIONS ITS BUSINESS MODEL ON A BUSINESS-STRATEGIC PARTNERSHIP. PLEASE TELL US MORE ABOUT CACTUS COLLABORATION FOR THE SUCCESS OF ITS PARTNERS.

Tiago Silva: I would say that this is one of our biggest values. Our approach goes far beyond simply delivering a powerful iGaming platform. We position ourselves as true strategic partners, committed to driving long-term success for our operators through our commitment to compliance, innovation, and market-specific customization. From day one, we provide hands-on guidance across all critical areas of the business.

The platform was designed to be not only secure, but also a powerful conversion engine. Our core focus is on maximizing player conversion and retention. We're not just technology providers, we are actively involved in our partners' day-to-day operations.

We believe that lasting success comes from staying close, listening constantly, and evolving together. In this case what makes our difference is our ability to deeply understand the operator and the market, which enable us to develop strategic, data-driven solutions that boost performance, enhance player retention delivering measurable results.

I truly believe that strategic partnerships are key to leading the market — and we are ready to transform the business of our operators into a benchmark for innovation and profitability.

WE ALL KNOW THE OPPORTUNITIES ON IGAMING ARE ENDLESS. HOW DO YOU SEE THE FUTURE OF THE MARKET AHEAD AND IN YOUR OPINION IN WHICH WAY TECHNOLOGY CAN CONTRIBUTE TO THIS SCENARIO?

Tiago Silva: I agree, the opportunities are endless and the industry is undergoing a rapid transformation, mainly driven by evolving consumer behavior, expanding regulation, and, of course technological innovation. As we look ahead, I think the platforms that embrace smart, scalable, and user-centric technology will define the next generation of gaming.

In addition to offering advanced technological tools, it is essential to provide a model where operators have the freedom to adapt and shape their business. This flexibility empowers partners to create something truly unique. When such creative freedom is combined with robust technology, the result is exceptionally powerful.

I would also say that AI & Data Analytics are redefining how operators engage with users and the ones who are focusing on new tools and diversifying will definitely bring results on performance, higher engagement, stronger loyalty, and also maximizing player lifetime value.




Tiago Silva, Chief Business Officer at Cactus Gaming

Our focus is always on the future. We want to go beyond the limits already achieved, driven by a culture of innovation, responsibility and operational excellence. Growth is not just a goal; it is part of our DNA, because we believe that this is the only way we can continue to lead the industry and deliver real value to our customers and strategic partners.

Looking ahead, Cactus plans to continue its expansion, both within Brazil and internationally. The company's strategic partnerships and ongoing investment in technology and compliance position it to capitalize on emerging opportunities in regulated markets worldwide. So, we have a lot to contribute to this scenario.

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 73.533
Transactions

U\$ 1.986.880,75
FTD Value

U\$27,02
AVG Valor



Performance marketing, affiliation and the advancement of the betting market

A filiados Brasil 2025 marked another milestone for the affiliate and performance marketing industry in Brazil. The event stood out not only for its record-breaking attendance and impressive exhibition space but also for its focus on the evolving trends and opportunities within the betting and iGaming sectors. We sat down with João Marcelo, the visionary behind this year's event, to discuss its highlights, the role of artificial intelligence, and how the regulated environment is driving greater professionalism within the market. In this interview, João shares his perspective on the future of affiliate marketing in Brazil, the lessons learned from Afiliados Brasil 2025, and his vision for future editions of the event.

JOÃO, AFILIADOS BRASIL 2025 WAS ANOTHER SUCCESSFUL EDITION. WHAT WERE THE HIGHLIGHTS THAT YOU BELIEVE SET THIS EDITION APART FROM PREVIOUS ONES?

João Marcelo: Compared to previous editions, we had historic numbers. More than 10,000 accreditations were granted and, among 70 exhibiting brands, 40 companies were there for the first time. So, I believe that a major highlight was the interest in being there, both on the part of the public and on the part of the companies that supported the event and took advantage of this space to continue growing.

Another highlight is our structure, which has more than 10,000m². All this space was



João Marcelo

calculated to improve the experience of those who were there, providing more comfort and transforming the 3 days of the event into something unforgettable.

THE EVENT HAS BEEN CLOSELY FOLLOWING THE EVOLUTION OF PERFORMANCE MARKETING AND AFFILIATE MARKETING. WHAT TRENDS CAUGHT YOUR ATTENTION THIS YEAR?

João Marcelo: Our exhibitors and speakers brought a lot of new things. When we talk about trends, we need to think about what makes a subject so relevant, to the point of being a highlight for the entire segment. In this regard, what caught my attention the most was the number of tools for affiliates and producers to scale their performance. In addition, of course, to the presence of artificial intelligence, even as a fundamental part of some of these tools.

THE BETTING VERTICAL, ESPECIALLY WITH THE GAMBLING BRASIL AREA, HAD A NOTABLE ROLE IN THIS EDITION. HOW DO YOU EVALUATE THE PRESENCE OF THE IGAMING SECTOR AT THE EVENT?

João Marcelo: It was a huge success, without a doubt! We can confirm this by the number of exhibitors and also by the interest of the public, who circulated intensely in the area designated for Gambling Brasil for 3 days. Bringing together ex-

perts, operators and platforms in one place is a way to further expand a market that has been growing meteorically in recent years, not only in our country, but on a global scale.

WITH REGULATIONS ADVANCING IN BRAZIL, HOW DO YOU SEE THIS IMPACT ON THE WORLD OF AFFILIATES AND ADVERTISERS? DO YOU BELIEVE WE WILL SEE GREATER PROFESSIONALIZATION?

João Marcelo: Without a doubt. With clearer rules, more solid and sustainable opportunities arise for everyone involved. The trend is towards increasing professionalization: more structured brands, better defined contracts, greater attention to legal compliance and digital reputation.

In the end, everyone wins: the market matures, the public is better served and the segment becomes more reliable and attractive for new investments.

AFILIADOS BRASIL HAS ALWAYS BEEN A REFERENCE IN HIGH-LEVEL CONTENT AND CONNECTIONS. WHAT LESSONS OR FEEDBACK HAVE YOU RECEIVED THAT COULD INFLUENCE FUTURE EDITIONS?

João Marcelo: We received a lot of valuable feedback in this edition, which is essential to continue evolving. One of the most mentioned points was content curation: participants highlighted the practical relevance of the topics, the quality of the speakers, and the balance between technique and strategy. This reinforces the importance of keeping an eye on market changes and the real pain points of the public, something we always do.

I would also like to highlight our first Black Area, an open food and open bar space, which served to relax those who wanted to have the premium experience we offer. Under these conditions, networking is built even more easily.

CAN WE EXPECT NEW FEATURES OR FORMATS FOR FUTURE EDITIONS OF THE EVENT? ARE THERE PLANS TO EXPAND OR INTEGRATE OTHER DIGITAL BUSINESS VERTICALS?

João Marcelo: We already have a lot of plans for the future, especially for the next edition. What I can guarantee is that you won't miss out by waiting. Follow the event's Instagram and you'll discover new things very soon!

FINALLY, WHAT IS YOUR VISION FOR THE FUTURE OF AFFILIATE MARKETING IN BRAZIL? AND HOW CAN AFILIADOS BRASIL CONTINUE TO BE A CATALYST FOR OPPORTUNITIES IN THIS SCENARIO?

João Marcelo: Affiliate marketing in Brazil is entering a new phase, more professional and increasingly integrated with other segments of society. The combination of tech-

nology and market education creates the ideal scenario for affiliates to become true performance strategists, and not just traffic generators.

I see a future where affiliates will be increasingly prepared to act in a strategic and data-driven manner. This will be essential to attracting bigger brands, bigger budgets and more sustainable results.

Afilados Brasil plays a fundamental role in this process: we

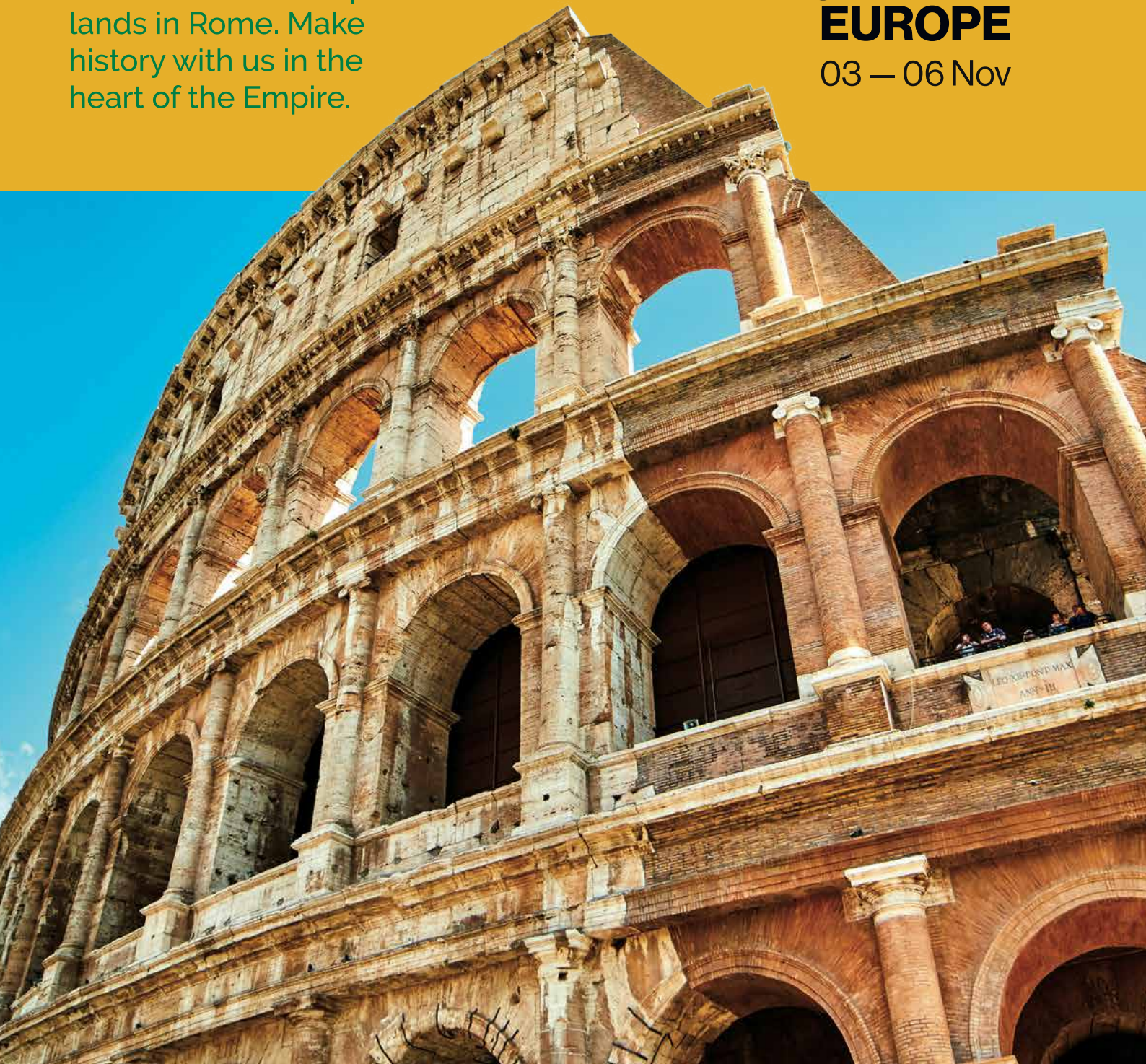
are a meeting point for all the links in this chain. Our commitment is to continue offering high-level content, qualified networking spaces and, above all, visibility for those who are building the future of the market. We will continue to evolve alongside the market and be the showcase for the opportunities it offers.



ALL ROADS LEAD TO ROME — AND TO THE BRAZILIAN LOUNGE

For the first time,
SiGMA Central Europe
lands in Rome. Make
history with us in the
heart of the Empire.

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03 — 06 Nov



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The Brazilian Lounge is now closing the last sponsorship slots for SiGMA Europe in Rome – a unique opportunity to stand out in one of the most anticipated editions of the event.

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Prime Exposure – Be where the top operators, affiliates, and media from Brazil and Europe connect. Maximum visibility, strategic networking.



Premium Branding – Custom activations, elegant design, and a strong presence that puts your brand at the centre of attention.



Trusted Influence – Join a space curated by the main players of the Brazilian iGaming scene, with credibility and relevance.



Rome, Reinvented – Take advantage of the historical moment: SiGMA Europe debuts in Rome, and your brand debuts in front of a new world of opportunities.



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Insights on Global Trends and Opportunities in Events for Brazil's iGaming Market

In this exclusive interview, Rory Credland, the Head of Strategy at Next.io, shares insights into his journey within the iGaming industry and how Next.io is revolutionizing the global event landscape. Known for his leadership in driving high-impact projects, Rory reflects on his career, the challenges faced in adapting to new markets, and what the future holds for Brazil's iGaming industry. As Next.io prepares to bring CxO Brazil 2025 to the country, Rory offers a unique perspective on the opportunities and challenges that lie ahead,

as well as the importance of strategic, executive-level events in fostering a sustainable, thriving ecosystem.

RORY, YOU ARE A WELL-KNOWN FIGURE IN THE GLOBAL IGAMING EVENTS SCENE, WITH A BACKGROUND IN HIGH-IMPACT PROJECTS. TO START, CAN YOU TELL US A BIT ABOUT YOUR PERSONAL JOURNEY AND YOUR CURRENT ROLE AT NEXT.IO?

Rory Credland: I'm honoured by the recognition! My jour-

ney in the iGaming events scene has been an incredible ride—driven by a passion for delivering high-impact, customer-centric events and building globally respected brands. I began my career in events over two decades ago and have had the privilege of working across a range of dynamic roles in the industry. From my early days as an owner of Awedacity Ltd and Events Manager at Complinet and Gambling Compliance, to leadership positions at industry staples like Clarion Events, each chapter has added to my understanding of what it

takes to deliver value-driven, high-performing event portfolios. At Clarion Events, I played a key role in launching and growing events across Europe, Asia, North America, and LATAM. I was proud to contribute to the ICE Portfolio, where I launched ICE North America and helped transition the brand into digital formats during 2019/20.

Currently, at Next.io, I serve as the Head of Strategy. In this role, I oversee the development and execution of our event strategies, ensuring we stay ahead of industry trends and continue to provide valuable experiences for our attendees. Our recent summit in NYC and Valletta, for instance, was a testament to our commitment to innovation, featuring diverse tracks on marketing, investment, HR, sustainability, technology, and emerging markets. This is the backbone of what truly sets Next.io apart - our dedication to creating platforms that foster meaningful discussions and collaborations. We strive to bring together a mix of established leaders and emerging voices, ensuring a rich exchange of ideas that drive the industry forward.

NEXT.IO HAS STOOD OUT FOR DELIVERING HIGH-QUALITY, EXECUTIVE-LEVEL EVENTS. WHAT MOTIVATED THE DECISION TO BRING



Rory Credland

CXO BRAZIL 2025 TO THE BRAZILIAN MARKET AT THIS PARTICULAR MOMENT?

Rory Credland: Brazil represents one of the most exciting and transformative opportunities in the global iGaming landscape right now. With the market continuing to evolve and with no real dedicated c-level event in the region the timing felt right to bring CxO Brazil in 2025.

BRAZIL IS UNDERGOING A MAJOR TRANSFORMATION IN THE IGAMING SECTOR WITH ONGOING REGULATION. HOW DO YOU SEE THE ROLE OF EVENTS LIKE CXO IN STRENGTHENING STRATEGIC CONNECTIONS

AND DEVELOPING A STRONG LEADERSHIP LAYER WITHIN THE LOCAL INDUSTRY?

Rory Credland: CxO Brazil 2025 served as a critical meeting point for regulators, operators, suppliers, and investors to align on the future of the market. It's not just about opportunity—it's about responsible, sustainable growth, and creating a compliant, competitive environment that benefits everyone from players to policymakers - at NEXT.io and in this case CXO Brazil we felt that this was the best opportunity to host such an event.

YOU'RE ARRIVING IN BRAZIL AT A TIME WHEN LARGE-SCALE EVENTS LIKE BIS SIGMA AMERICAS HAVE HELPED

GENERATE INTERNATIONAL INTEREST AND CONSOLIDATE THE COUNTRY'S IMPORTANCE IN THE GLOBAL MARKET. WHAT'S YOUR VIEW ON THE ROLE OF THESE "HERO EVENTS" IN BUILDING A MATURE ECOSYSTEM THAT CAN SUPPORT MORE SEGMENTED EXPERIENCES LIKE CXO BRAZIL?

Rory Credland: Events like BiS SiGMA Americas have played a pivotal role in putting Brazil on the global iGaming map. They've done an incredible job of galvanizing international interest, building momentum, and showcasing the scale and potential of the Brazilian market. These large-scale "hero events" are essential in the early stages of ecosystem development — they create energy, visibility, and bring together a wide cross-section of the industry under one roof.

At NEXT.io, we see that as a foundation — not a ceiling. As the market evolves and regulatory frameworks take shape, there's a growing need for more focused, high-level conversations tailored to specific stakeholders, particularly at the executive and strategic level. That's where CxO Brazil comes in. We're not here to compete with the broader events — we're here to complement them. A mature, thriving ecosystem needs both scale and specialization. The Brazilian market is big enough

— and important enough — to support multiple formats that serve different needs. Our goal with CxO Brazil is to offer a curated environment for decision-makers to connect more deeply, address shared challenges, and shape the long-term direction of the industry in the region. Ultimately, this is a sign of market strength. When there's room for hero events and targeted executive summits, it's a strong signal that Brazil is entering a new, more sophisticated phase of growth — and we're proud to be part of that journey.

CXO BRAZIL PRESENTS A MORE EXCLUSIVE FORMAT AIMED AT TOP-LEVEL EXECUTIVES. WHAT WILL BE THE KEY DIFFERENTIATORS OF THIS GATHERING, AND WHAT TYPE OF CONTENT OR EXPERIENCE CAN PARTICIPANTS EXPECT?

Rory Credland: CxO Brazil is designed as an exclusive, invitation-only gathering that brings together 100 top-tier executives from Brazil and Latin America's iGaming industry. This event offers a unique blend of high-level discussions, strategic networking, and curated experiences. Unlike larger industry events, CxO Brazil 2025 is tailored specifically for C-level executives, ensuring intimate and meaningful interactions among decision-makers. Networking forms part of the heart of the event and attendees can ex-

pect a day filled with opportunities to build valuable connections, share experiences, and explore potential partnerships in a setting conducive to open dialogue. Finally, the agenda is designed to address the most pressing challenges and opportunities in the Brazilian iGaming market, providing actionable insights and fostering strategic discussions. This cocktail of conversations and collaborations mean that our events are delivered at the right time for those interested.

HAVE YOU BEEN FOLLOWING THE BRAZILIAN MARKET PREVIOUSLY? WHAT ARE YOUR IMPRESSIONS OF THE MATURITY LEVEL OF BRAZILIAN PROFESSIONALS COMPARED TO OTHER INTERNATIONAL MARKETS YOU'VE WORKED IN?

Rory Credland: I have always had a focus on Brazil since 2015 when I worked at Clarion Events. We built a strong network of trusted partners and contacts who have continued to be at the heart of iGaming regulation event to this day. Each time it was about to "open up", so it is very pleasing to be now on the other side of having regulation passed and we can all work towards a sustainable future with the industry. Although the time has been long it has been worth the wait, and they have learnt from other markets along the way.

NEXT.IO HAS A STRONG PORTFOLIO OF EVENTS IN VARIOUS REGIONS AND FORMATS. WHAT STOOD OUT MOST TO YOU DURING THE PROCESS OF ADAPTING THE BRAND AND CONCEPT TO BRAZIL'S UNIQUE CONTEXT?

Rory Credland: At Next.io, we pride ourselves on creating experiences that are tailored, relevant, and genuinely impactful — and that starts with deeply understanding the local market context. Brazil isn't just another stop on our global tour — it's a market with unique energy, cultural nuances, regulatory dynamics, and business expectations. What stood out most in adapting the brand to Brazil was the need to strike a careful balance between global standards and local relevance.

We quickly realised that while our Elite Retreat-level format is proven across Europe and North America, the Brazilian market required a different level of engagement, relationship-building, and respect for local cadence. Business in Brazil is relational — trust and access are earned — and that meant investing time in listening, partnering with key local stakeholders, and ensuring our approach aligned with the rhythm of how business is done here.

Another standout was the level of enthusiasm and ambition in the Brazilian iGaming ecosys-

tem. There's a real hunger for dialogue, for clarity on regulation, and for meaningful collaboration. That reaffirmed our belief that a focused, executive-level environment like CxO Brazil is exactly what's needed — a space where top decision-makers can have candid conversations and move the market forward together.

Ultimately, adapting to Brazil wasn't about changing who we are — it was about staying true to the Next.io DNA of quality, insight, and connection, while tuning in to the unique heartbeat of the region.

FINALLY, WE'D LOVE TO HEAR YOUR VISION FOR THE FUTURE. HOW DO YOU SEE BRAZIL'S ROLE EVOLVING IN THE GLOBAL IGAMING MAP IN THE COMING YEARS — AND WHAT PART CAN EVENTS LIKE CXO BRAZIL AND BIS SIGMA AMERICAS PLAY IN THAT JOURNEY?

Rory Credland: Brazil is poised to become one of the most influential markets on the global iGaming map. With its scale, digital-savvy population, and a maturing regulatory framework, it has all the ingredients to emerge not just as a high-growth opportunity, but as a benchmark for how large, complex markets can transition into regulated, sustainable ecosystems. Over the next few years, I see Brazil

evolving into a central hub for innovation, investment, and regional leadership in Latin America. But that evolution will depend on the strength of its ecosystem — not just in regulation and operations, but in collaboration, transparency, and shared vision.

That's where events like BiS SiGMA Americas and CxO Brazil play a vital role. BiS creates scale — it energizes the industry, brings global visibility, and offers a broad platform for all market players. Meanwhile, CxO Brazil adds depth, giving senior executives the space to engage in strategic, often sensitive conversations that require trust, alignment, and action. Together, they're complementary forces — one building momentum, the other shaping direction.

At Next.io, our vision is to be a trusted partner in this journey — not just by hosting events, but by fostering the kind of dialogue that leads to real progress. Brazil has a rare opportunity to build a market that works for regulators, operators, players, and society at large — and we're excited to be part of that story. Watch out for April, 2026 - find out more at www.next.io.

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Luiz Felipe Maia Flavio Augusto Picchi Fernanda Batistella Débora Cunha

“Based on numerous years of experience, there is absolutely no doubt in my mind that Luiz Felipe Maia is the go-to gambling lawyer in Brazil. With the Brazilian online gambling market being regulated, look no further for legal, regulatory and compliance advice.”

Martin Lycka – SVP for American Regulatory Affairs and Responsible Gambling at Entain

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Panagiotis Skyrilas – Chief Compliance and Information Security Officer, Novibet

“MY Law team and Luiz Felipe Maia have proven themselves to be a group of highly skilled professionals and reliable team players. They navigated us through the whole process, including corporate structuring, financial and banking topics, hiring, and certification. MY Law supported us under the constant pressure from tight deadlines and a heavy workload, showing not only their exceptional professional expertise but also their outstanding work ethic.”

Karine Hakobyan – General Counsel of Soft Construct Group/Vbet

“Luiz Felipe Maia and his team have been a fundamental pillar for obtaining our license in Brazil. Their professionalism, knowledge and way of working gives us the security to run our business in the largest market in Latam.”

Diana Otalora – Managing Director Latam Stake

“MYLaw exceeded my expectations in every way. Their professionalism, compassion, and dedication to achieving the goal were memorable and truly impressive. I was continually moved by their prompt communication, clear explanations of legal dynamics and relentless advocacy. Thanks to MYLaw’s hard work and expertise’s DigiPlus Interactive Brazil was one of the first 14 definitive online gambling licenses awarded. I highly recommend MYLaw to anyone seeking exceptional legal representation. MyLaw are truly the best!”

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The Game Now Has Rules

BRAZIL REGULATES THE BETTING SECTOR, COMBATS ILLEGAL ACTIVITIES AND DEMANDS ACCOUNTABILITY FROM OPERATORS

With the enactment of Law No. 14,790 of 2023, Brazil left behind the regulatory limbo that had been in effect since 2018, when fixed-odds betting was legalized but not properly regulated within the timeframe provided for in the Law. The sector operated for years in a gray area, in which there were no criteria for authorization, supervision or consumer protection. This scenario has changed, and profoundly.

The new legislation, proposed by the Federal Government and converted into law by the National Congress, marked the beginning of a new robust regulatory model. The Secretariat for Prizes and Bets of the

Ministry of Finance (SPA-MF) was created to put this model into practice. Since then, in 2024, a series of technical ordinances have been published, regulating the main axes of the sector: certification of the betting and gaming system; payment methods; prevention of money laundering; rules for authorization, inspection, auditing and sanctions, in addition to rules for the protection of bettors.

But the transformation goes beyond the norm. It involves establishing a new culture in the Brazilian betting market, in which operating requires active and continuous responsibility. There is no longer room for improvisation.

Authorized operators must understand that, in Brazil, betting activities are now treated as a public service provided by private entities. This entails legal, regulatory and ethical obligations. The main one is to ensure that the product offered to the public is reliable, transparent and protected against abuse.

The requirements include proof of the origin of the capital, adequate governance, certified systems, internal controls, compliance measures and effective service channels. However, the central point is the construction of a responsible operation, focused on the safety of the bettor and the integrity of the betting environment.

In this context, the term “responsible gaming” needs to be understood precisely. It is not just about actions to curb user excesses, but, above all, about the stance of the betting operators themselves. A game is responsible when it is made available by responsible operators, that is, companies that assume the duty to protect people, their mental health and their financial stability.

This includes offering self-exclusion tools from all betting sites, setting time and amount limits for bets, preventing abusive practices, avoiding misleading advertising and ensuring that the user knows that they are dealing with entertainment with expected financial loss. Anyone offering this type of service must know and disclose that the rule is to lose, and yet the game must be transparent, fair and safe.



Regis Dudena

Alongside the regulation of authorized operators, the second decisive front is the fight against illegal operators. The activities of unauthorized platforms continue to pose a risk to consumers, in addition to compromising the efficiency of regulation, encouraging financial crimes and distorting competition.

The SPA strategy includes three major areas of coordinated action, the first being the scanning and blocking of illegal websites, to map, restrict and take down unauthorized platforms, in coordination with the National Telecommunications Agency (Anatel). The second strategy is the control of digital advertising, combating the promotion of unauthorized websites on social networks, search engines, content platforms and influencers, which has been the target of intense monitoring, already counting on the cooperation of technology companies, key to this challenge, in addition to the important coordination with the National Advertising Self-Regulation Council (Conar) and other links in the advertising chain. This joint work is essential to restrict the visibility of clandestine operators and their websites as much as possible.

The third line of action is the blocking of financial flows, resulting from the legal prohibition of financial service provid-

ers from intermediating bets on websites without authorization. Monitoring this point is a priority, and non-compliance will also result in sanctions for the financial agents involved.

The regulation of the betting sector is not just a normative process; it is a public policy for economic and social protection. The Ministry of Finance thus assumes the responsibility of acting in defense of the safety of bettors and the preservation of the popular economy. This means regulating firmly, monitoring intelligently, sanctioning when necessary, and seeking ways to inform society about the real issues linked to the activity.

Gambling should be treated as what it is: risky entertainment, where the statistically most likely outcome is the loss of money. It is up to the regulator to ensure that this risk does not turn into harm, that fun does not turn into problems and that gambling does not compromise the mental health and income of individuals and families.

This is why SPA is taking the regulatory task seriously and with optimism. The challenge is great, but the commitment is clear. Protecting citizens is at the heart of public policy, and the success of regulation will depend on the real support of operators, the collaboration of adjacent sectors and constant vigilance by the State.



FIR

BEST IN

ST.
SPORTS

Powering the Future of Sports Betting in Brazil

The Brazilian sports betting market has entered a new, hyperactive era following the country's regulation of online sports betting and gaming in January. Online sportsbooks are experiencing an unprecedented surge of interest and activity and **FIRST - Best in Sports** has been a key player in this vibrant landscape. CEO Tom Light explains how the company has reached this stage and what the future holds.

Brazil is described as a major opportunity for online sports betting and for good reason. The market is forecast to generate BRL23bn or US\$3.7bn, before rising to BRL36bn or US\$5.8bn in 2027, accord-

ing to the data consultant H2 Gambling Capital.

FIRST - Best in Sports has already launched more than **35 betting brands** in this ecosystem and has become the **go-to solution** for both new entrants and established operators seeking to grow in Latin America's largest sports betting market.

The reason for this trend is because FIRST is redefining what it means to lead in sports betting, and when it comes to cutting-edge technology, unmatched coverage of betting markets or risk management, here is why FIRST is the betting solution of choice in Brazil.



A TRAILBLAZER IN LATIN AMERICAN GROWTH

FIRST's strategic focus on Brazil and the broader LATAM region has been highly productive in the past 18 months. Since the regulatory green light in Brazil, the company has aggressively partnered with a growing number of operators, enabling them to launch betting platforms that are not only compliant and reliable, but also incredibly competitive.

The pace of expansion speaks volumes. With **more than 30 brands already live in 2025**,

FIRST is not just participating in the market - it is actively shaping it. Its partners range from strong local players to brands that have been acquired by major international groups seeking a robust entry point into Brazil's dynamic betting space.

THE DEEPEST CHOICE OF BETTING MARKETS IN THE INDUSTRY

One of the key reasons FIRST stands apart is the **depth and comprehensiveness of its betting markets**. In Brazil, where fans are incredibly passionate and informed—especially

about football—it's not enough to offer 'the basics'. Bettors demand variety, insight, and options, and FIRST delivers all three in abundance.

Whether it's the Brasileirão, Copa Libertadores, NBA, NFL, or even niche regional leagues and sports such as Vaquejada, FIRST provides a **complete suite of betting options**. This enables partners to offer a more immersive and satisfying user experience and to compete head-to-head with the biggest global operators.

Its powerful backend and data capabilities ensure that betting lines are not only accurate and timely but also tailored to local preferences. That's a crucial differentiator in a market where cultural relevance can make or break a brand.

POWERING BOTH SPORTS AND CASINO-FIRST BRANDS

One of FIRST's greatest strengths is its **versatility**. While it excels in powering **sports-first brands** like Bet7k, it also offers a unique value proposition to **casino-first operators** who are looking to diversify.

For casino operators, sports betting represents an enormous opportunity to cross-sell and engage a different demographic. With FIRST, they can seamlessly integrate sports betting into their existing offerings, attracting new users



while driving additional revenue from their current base.

This dual capability - supporting both pure sports brands and hybrid casino-sports businesses; makes FIRST an ideal partner for operators of all shapes and sizes. It's not a one-size-fits-all solution; it's a highly customizable platform built for modern, multi-channel betting experiences.

FIRST's remarkable growth hasn't gone unnoticed. The company was recently named **Rising Star of the Year at the BiS SIGMA Americas 2025** event in São Paulo - a prestigious recognition that cements its leadership status in the region and validates the effectiveness of its offering.

COMPLIANCE, SPEED AND SCALE

The Brazilian regulatory landscape is still evolving, and compliance is more crucial than ever. FIRST is fully aligned with local requirements, ensuring that its partners operate safely, efficiently and in full compliance with regulatory requirements from day one, helping partners avoid legal pitfalls and focus on growth.

Moreover, FIRST offers **rapid deployment capabilities**, which is vital in a fast-moving market. Operators can go from

concept to live platform in a matter of weeks, not months. And thanks to its **scalable infrastructure**, brands can handle large volumes of traffic, especially during peak events like the World Cup, Copa América, or major UFC fights that resonate deeply with Brazilian audiences.

CONCLUSION

Brazil is quickly becoming one of the most exciting sports betting markets in the world. In this rapidly changing environment, operators need a solution that's fast, flexible, and built for scale. FIRST Best in Sports meets—and exceeds—these needs. With unmatched market depth, proven regional success, and award-winning innovation, FIRST is not just the best option for sports betting

in Brazil—it's the only option for operators who want to be leaders in the space.

FIRST isn't just a technology provider—it's a **strategic partner** committed to long-term success. From initial setup and localisation to ongoing performance optimisation, FIRST works closely with its clients to ensure sustainable growth. With deep market knowledge, innovative tools, and hands-on support, FIRST helps operators not just launch, but lead.

As the year unfolds and more brands go live on the FIRST platform, the company's impact on the Brazilian betting ecosystem will only grow stronger. For companies looking to enter or expand in Brazil, the message is clear: **partner with the best - partner with FIRST.**



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Leading the Way in Mental Health Care for Gamblers in Brazil

As the Brazilian online gambling industry continues to grow and evolve, one organization is stepping up to address a crucial but often overlooked aspect of the sector: the mental health of players. Psi4players, a pioneering initiative in Brazil, focuses on providing psychological support and promoting responsible gaming practices. Founded by psychologists Maria Fernanda Ramos and Paula Dias, Psi4players has been working tirelessly to create a safer, more supportive environment for players. Through innovative tools, support systems for both players and their families, and educational initiatives for operators, the platform aims to transform the conversation around gambling addiction and mental health.

THE IDEA: A UNIQUE APPROACH TO MENTAL HEALTH

Psi4players was born out of a critical observation of a gap in the market. According to Maria Fernanda Ramos, the co-founder of the platform, the team began noticing an increase in emotional suffering linked to the dysfunctional use of online gambling platforms, particularly among young adults exposed to digital environments. However, this issue was not being addressed properly—there was a lack of understanding, acknowledgment, and most importantly, support.

“We noticed that emotional suffering related to gambling was not being talked about enough, and when it was, it was not being taken seriously. So, we combined our expertise in mental health,

digital culture, and academic research to create the first platform in Brazil dedicated to providing psychological support for gamblers,” Maria Fernanda explains.

Psi4players' mission is clear: to offer ethical, technical, and non-moralizing support that promotes responsible gaming while also reclaiming the role of the individual in an in-



Maria Fernanda Ramos



Paula Dias

creasingly consumer-driven society. The platform's approach is centered around not stigmatizing the players but empowering them to make informed decisions.

A NON-PATHOLOGIZING APPROACH TO MENTAL HEALTH IN GAMBLING

One of the defining features of Psi4players is its non-pathologizing approach to mental health. Paula Dias, the co-founder, emphasizes that gambling itself is not inherently problematic, and the platform's focus is on fostering autonomy and emotional balance.

"We don't see gambling as the problem. Our focus is on understanding the player's relationship with the game. Not every player is addicted, and many enjoy gambling in a healthy way. We aim to

strengthen the emotional regulation and self-control of players, providing them with tools to manage their gambling experience in a responsible and informed manner," Paula explains.

The platform's focus is on providing continuous care, promoting responsible gaming without resorting to punitive or moralistic discourse. By offering resources that help players identify when gambling becomes an emotional escape or a compulsive behavior, Psi4players encourages self-awareness and self-regulation.

SHIFTING THE NARRATIVE: FROM STIGMA TO SUPPORT

The media often portrays gambling in a sensationalized manner, focusing on personal tragedies and family crises associated with gambling addiction. Maria Fernanda and Paula recognize the importance of addressing these issues with care and providing a more balanced narrative.

"We understand that there is real pain behind many of these stories. However, the way the media often handles these issues is more about the scandal than the solution. At Psi4players, we offer a new narrative—one of shared responsibility," Maria Fernanda explains.

The goal is to create an ecosystem of care, where players, operators, and families can all find the support they need without the fear of judgment. The platform also places great importance on creating spaces for families to express concerns and receive guidance on how to best support their loved ones.

SUPPORTING FAMILIES: AN UNPRECEDENTED INITIATIVE IN THE GAMBLING SECTOR

In a sector where much of the focus is on the individual player, Psi4players stands out by offering support not only to gamblers but also to their families. This unique aspect of their approach has already proven to be impactful.

"Families are often the first to notice signs of distress, but they don't always know how to react. By offering a space for listening and guidance, we strengthen relationships and reduce the sense of isolation. This not only improves the family's well-being but also creates a more supportive environment for the player," Paula explains.

THE NEED FOR OPERATOR TRAINING ON GAMBLING ADDICTION

With the rapid development of Brazil's gambling industry and the implementation of new

regulations, the importance of training operators to recognize signs of gambling addiction and emotional distress among users cannot be overstated.

"It's essential that operators understand their responsibility in this process," says Maria Fernanda. "Training their teams to recognize mental health issues and gambling addiction is not only an ethical duty but also a strategic one. Operators that implement these practices will build stronger reputations and help create a safer, more sustainable market."

Psi4players is committed to supporting operators in this area by providing education on the importance of mental health care for players and helping them develop strategies to offer responsible gaming.

EMOTIONAL CHECK-UP TOOL: TECHNOLOGY FOR EARLY DETECTION AND PERSONALIZED CARE

Psi4players offers a digital emotional check-up tool, developed by psychologists to help detect early signs of stress, anxiety, compulsive behavior, or psych-social risks. The tool is confidential, simple, and adaptable, offering an effective entry point for players who may not know where to start looking for help.

"The emotional check-up is a screening tool that provides guidance on how to proceed

based on clinical parameters. It's technology that serves mental health care while respecting the individuality of each player," Maria Fernanda explains.

This tool not only aids in the prevention of more severe cases but also ensures that players receive personalized care tailored to their specific needs.

PSIFULLCARE AND THE MENTAL HEALTH SEAL: SETTING NEW STANDARDS FOR OPERATORS

Psi4players has developed PsiFullCare, a comprehensive mental health care program for operators. This initiative is designed to go beyond meeting regulatory requirements and aims to lead the industry in ethical and responsible practices.

"The PsiFullCare program includes continuous psychological support for players, 24-hour psychological assistance, support groups for players and their families, internal team training, and regular awareness campaigns," Paula explains. "It's a complete solution that addresses both the players and the institutional environment."

The Psi4players "Mental Health Commitment Company" Seal is awarded to operators who adopt PsiFullCare and consistently implement the program for at least six months. This seal is a public recognition of the operator's commitment

to responsible gaming and social responsibility.

THE FUTURE OF RESPONSIBLE GAMBLING IN BRAZIL

Looking ahead, Maria Fernanda and Paula are optimistic about the future of responsible gambling in Brazil. As the regulatory environment continues to evolve, they believe that integrating mental health care with the gambling sector will be essential.

"The future of responsible gambling lies in mental health. Regulation must go hand in hand with care and prevention policies. We want to be a reference in this transition, acting as a bridge between the industry, players, and society," says Paula.

Psi4players aims to ensure that gambling remains a source of enjoyment, with limits in place to protect mental health and well-being. The platform is committed to being a partner in this journey, offering support to those who choose to navigate this path responsibly.

In conclusion, the work of Psi4players is crucial in creating a safer, more supportive environment for gamblers and their families. Through innovation, collaboration, and education, they are helping to shape the future of responsible gambling in Brazil, setting a new standard for mental health care in the industry.



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London In July: A Summer Homecoming

WITH IGB LIVE RETURNING
TO THE BIRTHPLACE OF ICE,
LONDON SHOWS A WARMER
SIDE OF THE IGAMING CAPITAL.



There's a sense of poetic symmetry in the air this year. The iGB Live conference is returning to its iconic London location—once the home of ICE and the stage for countless handshakes, business cards, and brand debuts. But unlike the bitter February mornings we all remember (the kind that made you clutch your coat tighter as you crossed the Royal Victoria Dock), this time the industry gathers under a gentler sun, with longer days and the unmistakable energy of a city basking in its finest season.

Yes, **iGB Live is back in London**—but this is **London in July**. And that changes everything.

LONDON AT ITS MOST RADIANT

If you've only known the British capital cloaked in winter grey, prepare for a revelation. July is when London blooms—literally and figuratively. The city's many green spaces are alive with colour, festivals spill out into the streets, and the Thames becomes a backdrop for open-air cinemas, food markets, and riverside strolls. Even the famously reserved Londoners seem to let their guard down a bit in the sunshine.

Long daylight hours (up to 16 of them!) allow you to explore and enjoy without rush. From morning coffees on outdoor terraces to twilight concerts in parks and palaces, the city becomes a stage—and every visitor, a welcomed player in its vibrant summer act.

THE RETURN TO ROYAL DOCKS

Returning to the Excel London for iGB Live isn't just a logistical choice—it's a symbolic one. For years, the Royal Docks were the epicentre of iGaming's most anticipated gathering. Now, with iGB Live stepping into that same space, there's a sense of reconnection with the roots of the industry—only this time, the mood is lighter, the skies are clearer, and the business blends seamlessly with pleasure.

Gone are the wool coats and early nightfalls. In their place: sunglasses, canal-side meet-ups, and the refreshing breeze that rolls in from the water. For those staying a few extra days—or even just wandering post-conference—London in July offers the perfect blend of professional buzz and lifestyle charm.

“ONE OF MY FAVOURITE PLACES FOR A SUMMER LUNCH IN LONDON IS **SUSHISAMBA**. THE FOOD IS FRESH AND FULL OF FLAVOUR, AND THE VIEWS ARE SIMPLY BREATHTAKING. SITTING HIGH ABOVE THE CITY, WITH THE SKYLINE STRETCHING OUT IN EVERY DIRECTION, IT'S THE PERFECT SPOT TO ENJOY GOOD COMPANY, GREAT CUISINE, AND THAT UNMISTAKABLE LONDON ENERGY IN THE SUNSHINE.”

— LILIANA COSTA

THE REGAL SPIRIT OF THE CITY

Summer is when London's royal identity comes into full focus. Every July, **Buckingham Palace opens its gilded doors to the public**, offering rare access to the State Rooms—where the monarch receives world leaders and hosts official ceremonies. From the Throne Room to the Grand Staircase, it's a behind-the-velvet-rope glimpse into the very heart of British tradition.

And it doesn't end there. Just outside London, **Hampton Court Palace** hosts the famed Garden Festival, a visual and olfactory spectacle that celebrates horticultural excellence amidst Tudor grandeur. Expect curated gardens, celebrity workshops, and the scent of English roses wafting through history-laden halls.

Even the birds play a royal role in July. The centuries-old tradition of **Swan Upping**—a ceremonial counting and tagging of swans along the Thames—takes place mid-month, reminding visitors that in London, even the wildlife answers to the Crown.

A FESTIVAL FOR EVERY MOOD

July in London is festival season at full throttle. **Hyde Park becomes a musical arena** during the British Summer Time Festival, attracting global superstars and thousands of fans



IF YOU'RE AFTER A MORE CASUAL DINNER, THE **SEASHELL OF LISSON GROVE** SERVES WHAT I CONSIDER THE BEST FISH AND CHIPS IN LONDON — CLASSIC, AUTHENTIC, AND ALWAYS SATISFYING. FOR SOMETHING A BIT MORE UPSCALE, **HAWKSMOOR ON AIR STREET** IS MY GO-TO. EXCELLENT CUTS, ELEGANT SETTING, AND A REAL TASTE OF LONDON DONE RIGHT."

— **ALESSANDRO VALENTE**

who dance under the open sky. Whether you're into rock, pop, soul or something in between, there's a headliner with your name on it.

Further afield, **the Wireless Festival** delivers urban beats and energy in equal measure. Past editions have featured some of the biggest names in rap, grime, and R&B—alongside London's own rising stars. It's loud, it's youthful, it's undeniably electric.

For something more grassroots and meaningful, **Pride in London** paints the streets with love, identity, and celebration. Oxford Street shuts down to traffic, floats parade through the city centre, and Trafalgar Square becomes a stage for performances and speeches. It's vibrant. Inclusive. Unforgettable.

CULTURE WITHOUT CEILINGS

One of the city's greatest joys in summer is the way its culture moves outdoors. **The Royal Parks transform into theatre halls**, with performances of Shakespeare and modern plays held under the stars. At **Regent's Park Open Air Theatre** or **Shakespeare's Globe**, you can watch timeless stories unfold

in settings as stunning as the plays themselves.

Prefer cinema? **Open-air film nights** pop up across the capital—from Somerset House to Trafalgar Square—featuring everything from Hollywood classics to family favourites. Bring a blanket, some snacks, and you've got yourself a quintessential London summer night.

And let's not forget **The Proms**, the BBC's grand classical music tradition. This eight-week festival begins in July at the majestic **Royal Albert Hall**, drawing audiences from around the world for nightly concerts that culminate in a patriotic finale known as the "Last Night of the Proms." Expect Union Jacks, brass bands, and a lev-

el of cheer usually reserved for football finals.

SPORT, LEISURE, AND THE OLYMPIC SPIRIT

It wouldn't be a British summer without **Wimbledon**. The world's oldest tennis tournament turns the city green and white with tradition, strawberries, and suspense. Even if you don't have tickets to Centre Court, the atmosphere spills into parks, pubs, and public screens throughout London.

For those feeling active, head east to the **Queen Elizabeth Olympic Park**, legacy site of the 2012 Games. Walk among towering stadiums, rent a bike, or slide (literally) down the **ArcelorMittal Orbit**, the

world's longest tunnel slide attached to a panoramic viewing tower.

And if that sounds too energetic, don't worry—London's many pub gardens are more than happy to help you cool off.

GARDENS, GREEN SPACES, AND HIDDEN CORNERS

In July, London's gardens become living postcards. **Holland Park** offers a taste of Japanese serenity with its Kyoto Garden, complete with koi ponds and wandering peacocks. **St Dunstan-in-the-East**, a church ruin-turned-public garden, offers a more gothic beauty—a hidden gem nestled among the city's towers.



For full-on botanical immersion, spend an afternoon at **Kew Gardens**, a UNESCO World Heritage Site and one of the most diverse collections of plant life on Earth. And if you're staying central, **Chelsea Physic Garden** offers history, healing herbs, and a rare quiet corner of London bliss.

WEATHER WORTH WAITING FOR

Let's address the British elephant in the room: the weather. July is as good as it gets. Average temperatures range from 19°C to 23°C, with low humidity and plenty of sunshine. Rain is still a possibility—this is Britain, after all—but it rarely overstays its welcome. Bring sunglasses and a light jacket, and you're all set.

More importantly, **the light lingers**. With dusk arriving well past 9pm, the city feels generous with its time. You can fit more into your day—more culture, more meetings, more discovery, more joy.

WHY JULY IN LONDON FEELS LIKE A CELEBRATION

Whether you're walking through Kensington Gardens, sharing drinks at a rooftop bar, watching Shakespeare under the stars, or hearing Big Ben chime while street musicians play beneath, one truth remains: **London in July is a celebration—of life, of culture, of connection.**

It's where tradition meets modernity, where every corner holds a story, and where even the weather plays along (most of the time). The return of iGB Live to London doesn't just mark a logistical shift. It's a symbolic one. The industry comes home—but to a London made new by summer.

So stay an extra day. Walk a little further. Soak in the city, not as a delegate, but as a guest. Because in July, London isn't just a place to do business. It's a place to remember.



FOR A REAL NIGHT OUT IN LONDON, I ALWAYS RECOMMEND THE LONDON REIGN. THE VIBE IS TOP-TIER, AND JOHN—THE PROMOTER—ALWAYS GIVES US BRAZILIANS A WARM, VIP-STYLE WELCOME. IT'S MORE THAN JUST A CLUB, IT'S AN EXPERIENCE."

— PEDRÃO BET

OTHER RECOMMENDATIONS

Lisboeta – A modern Portuguese restaurant by Chef Nuno Mendes, offering creative dishes inspired by Lisbon.

Taberna do Mercado – Spitalfields Market. Casual spot serving small plates and Portuguese street food in a relaxed market setting.

Tapa Tapa – Mediterranean and European cuisine with a wide variety of dishes and excellent reviews.

Heroic Lounge – Stylish venue known for its pizzas and contemporary atmosphere.

Lands End Restaurant (Sunborn Yacht Hotel) – British cuisine served aboard a luxury yacht moored next to ExCeL.

The Oiler Bar – A quirky open-air bar on a converted boat, perfect for drinks with a riverside view.



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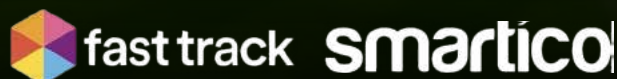
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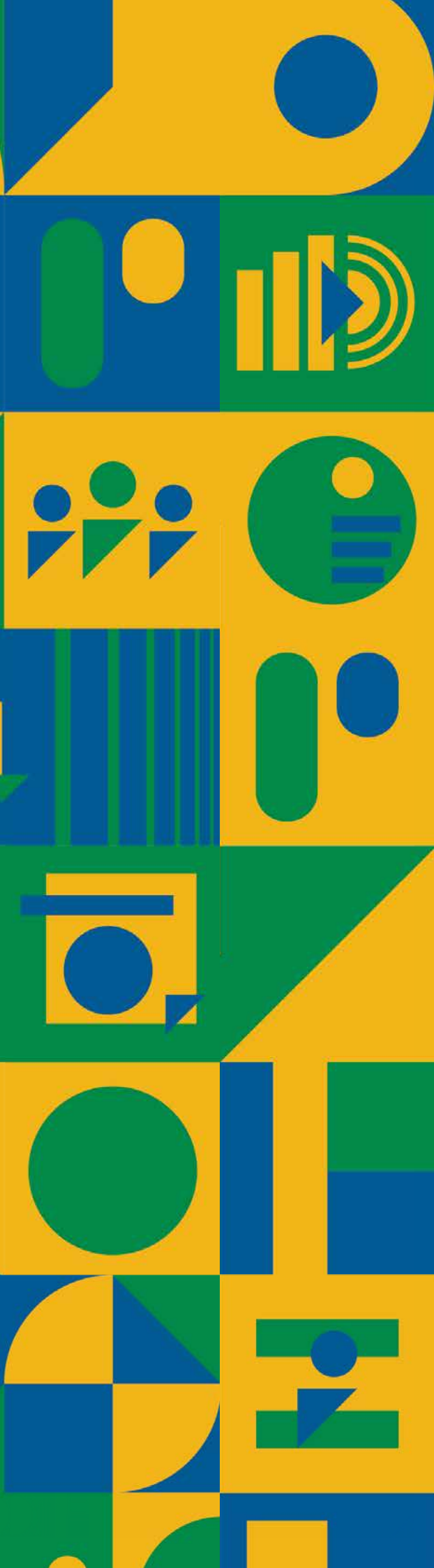
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FINAL WORDS

As we close the 11th edition of Brazilian Lounge, we reflect on the exciting developments that have shaped Brazil's iGaming industry. This issue sheds light on the pivotal role of regulation in fostering a more transparent and secure market, while also celebrating the innovative strides made by operators, affiliates, and technology leaders.

We extend our sincere thanks to our dedicated readers and contributors, whose support and insights are fundamental to our continuous growth. Their engagement allows us to explore the most crucial trends shaping the future of iGaming.

This edition reinforces the importance of strategic partnerships, responsible gaming, and the global positioning of Brazil as a dynamic player in the market. As we look ahead, we are inspired by the potential for new opportunities and eager to continue pushing the boundaries of innovation.

Thank you for being an integral part of this journey. We look forward to furthering our collective impact on the global iGaming stage.

Alessandro Valente

Brazilian Lounge
co-founder



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