



STADTCASINO BADEN AG

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Stadtcasino Baden Group acquires Gamanza Group AG

Gamanza Group AG, co-owned by Magnus Lindberg and Grand Casino Baden AG will be split up: The two existing 50% shareholders will each take over two business units and develop them further for their specific target groups. The transaction will strengthen the focus and ambition of the respective business units.

Stadtcasino Baden Group already holds, through Grand Casino Baden AG, 50% stake in Gamanza Group, which was founded by Swedish iGaming entrepreneur Magnus Lindberg. The group develops and distributes software that forms the technological basis for the operation of an online casino. This includes the platform ("Player Account Management System"), which manages the accounts of online players and provides the interfaces to other software modules and the individual online games. Another central element is the "Customer Engagement Platform", a CRM tool that manages marketing activities and customer communication in real time.

In addition, Gamanza Group develops its own online casino games, as well as unique solutions for sports betting operators. The board sees great potential in all business areas.

Games and sports betting to be transferred to a new company structure of Magnus Lindberg
Stadtcasino Baden Group and Magnus Lindberg have agreed that the excellent starting position of Gamanza Group can be best leveraged by the two owners dividing the business units.

The two business units of game development and sports betting will be fully owned by Magnus Lindberg and continue operations under his management. Stadtcasino Baden Group will take over the units of Player Account Management System and Customer Engagement Platform and continue to manage these under the Gamanza brand.

Strong growth over the last two years

As part of the split, Grand Casino Baden AG is taking responsibility for around 60 employees of the Gamanza Group who work at the offices in Slovenia and Costa Rica, while around 30 employees at the locations in Serbia, Sweden and Malta will move with Magnus Lindberg.

Gamanza Group has grown rapidly over the past 24 months. The team was expanded from the original ten people, up to 90 as of today and Gamanza Group is now the market leader in Switzerland as a technology partner for online casinos. In Switzerland, five online casinos already work with the Gamanza platform. Two of them are online, three are in the preparation phase. The parties have agreed not to disclose the financial aspects of the transaction.



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