

ADMIRAL ROMANIA LAUNCHES ONLINE CASINO AND SPORTSBOOK

EDITORIAL

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NOVOMATIC Group companies Admiral and Greentube have teamed up to launch a fully-fledged online casino and sportsbook into the Romanian market. Featuring a broad range of NOVOMATIC Interactive slots from Greentube library, some of the most exciting table games and sports betting options, Admiral.ro went live on July 5 and has become an instant hit amongst players.

Following the successes of online casinos in Italy, the UK and Spain, as well as extensive operational experience with upwards of 1,800 physical locations worldwide – including over 100 sites in Romania – ADMIRAL has developed an industry-leading online experience for the Romanian market. Built in HTML5 for seamless play across desktop and mobile, the ADMIRAL Romania online casino and sportsbook brings NOVOMATIC games online for the first time in the Eastern European country.

The new online casino features all NOVOMATIC game content developed for interactive channels by Greentube including blue-chip NOVOMATIC titles such as Book of Ra™ deluxe, Lucky Lady's Charm™ deluxe and Sizzling Hot™ deluxe. A total of over 100 titles went live on launch, including a range of classic and new Group titles, top 3rd party content, as well as a variety of leading table games. The Tip & Cash sports book provided by Kambi adds ADMIRAL Romania to one of the largest sports book networks worldwide, offering a vast range of pre-match and in-play betting services.

Highly popular amongst players and operators alike in Romania, NOVOMATIC machines capture more than 60% market share in land-based operations, and there has been a huge demand for NOVOMATIC content online. With the new interactive offering, ADMIRAL Romania now offers players their favourite NOVOMATIC titles in a secure and regulated online environment, replicating the experience at physical locations.

The established popularity and high-quality associated with NOVOMATIC brands in Romania creates a wide range of cross-channel marketing, loyalty and bonus opportunities, with the aim to boost player experience and at the same time, take users away from unregulated, offshore or illegal sites. Developing the multi-channel approach further, players can register on pop-up terminals as well as deposit and withdraw online funds from any ADMIRAL site throughout Romania, at the cash desk.