

STS with Martin Schmitt: Bet with the leaders

As part of the recently launched advertising campaign "Bet with the leaders", STS – the largest bookmaker in Poland, which also operates in several European markets – presented another global ambassador, the legendary ski jumper Martin Schmitt. From autumn 2019, the three-time Olympic medalist will cooperate with STS in all the markets in which the bookmaker operates. Together with the Martin Schmitt and Peter Schmeichel campaign, STS has also refreshed its visual identity. New creations will be seen on television, entertainment and digital platforms.

Our new "Bet with the leaders" campaign, the ambassador of which is Martin Schmitt, perfectly reflects the values of the STS brand, namely modernity, sports character and dynamism. For many years, Martin has led an exciting battle for leadership in the world of ski jumping. He is an excellent example of how determination and courage can lead to success. These are the features that characterise STS, e.g. in terms of foreign expansion, which is why the cooperation with the three-time Olympic medalist perfectly fits our global communication strategy – Mateusz Juroszek, President of the STS.

Thanks to numerous investments in the development of its betting offers, modern technologies and new functionalities for STS users, in the last 6 years the company has increased its revenues more than tenfold – **from PLN 220 million to PLN 2.41 billion. Since February 2019, STS has been operating in several European markets.** STS is the first Polish bookmaker to start foreign operations. There are plans for further international expansion. Currently, **STS holds a 47% share in the Polish bookmaking market**, and 80% of its revenues are generated by online channels such as applications dedicated to Android and iOS as well as the website and the mobile version of the website.

Link to the spot: <https://www.youtube.com/watch?v=jpCHl6ovTcY&feature=youtu.be>

The bookmaker actively engages in supporting Polish sport, being **the largest private entity on the domestic sponsoring market**. The company is the official sponsor of the Polish national football team, as well as the main sponsor of Jagiellonia Białystok and the official bookmaker of Lech Poznań, Cracovia, Pogoń Szczecin, Korona Kielce, Górnik Zabrze, Zagłębie Lubin, Polska Liga Siatkówki, Anwil Włocławek, Asseco Resovia and PGE Vive Kielce, as well as Futsal Ekstraklasa, KSW and other sports clubs and associations. STS is also involved in supporting e-sports, e.g. AGO x-kom.

More information can be found at www.stsbet.co.uk



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