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## **STS launches cooperation with RTSmunity**

**STS – the biggest bookmaker in Poland and now operating in several European countries – starts new partnership with RTSmunity regarding esports offer in Poland.**

With the winter break of esports leagues coming to its end, we would like to step into the new season with an increased offer of markets, and a better coverage of all major and minor tournaments. That was made possible thanks to our brand-new partnership with RTSmunity, an esports betting odds and trading provider, based in Prague, Czech Republic. We can clearly see the signs of esports gaining traction here in Poland, mainly through the growing popularity and audience of Counter Strike: Global Offensive. Let's have a look at what the partnership can bring to punters.

*Seeing the rise of esports, not only in Poland, but worldwide, it feels only natural to increase our presence in this field. That's why we have teamed up with guys from RTSmunity. This partnership allows us to have a wide offer of markets, covering all major esports events like Dreamhack, or Intel Extreme Masters. The complex range of markets, tournaments coverage, and uptime of 95% are the crucial things we are looking for. We are convinced esports have got a lot of potential, and together with RTSmunity, we will be a dominant part of that – Mateusz Juroszek, CEO of STS.*

When it comes to esports, the one area where it shines the most is live betting during the match. While all main esports games – Counter Strike, Dota 2 and League of Legends – are relatively complex at the core, these titles bring a lot of opportunities for a bet on event happening during the match. For example, during a CS:GO match, you can now bet not only on the map winner or the exact result of a map, but also on the team that will be the first to get 3, 6, 9 or 12 rounds. And there are more options you can bet on: Will the series go to overtime? Who wins the first half of the map? Similarly, in Dota 2, you will be able to take a bet on which team will be the first to kill Roshan, or who will take the first kill of the game, and much more.

**Pavol Krasnovský, the CEO of RTSmunity, adds –** *just as we consider RTSmunity to be the leader in esports odds-providing, we consider STS to be the leader in the European betting market. That's why we chose to launch this partnership and bring a full coverage of esports titles and tournaments to customers. Esports as a business is a very dynamic area, and the same goes for our company. Our mathematicians and developers are constantly working on new ways of how to analyze esports titles, so that we can keep increasing our offer and coverage of events and game aspects. The viewer base of esports and investments in this field*



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*are only a glimpse of what esports will become in five or ten years. We share the same sentiment with STS in this regard and RTSmunity is looking forward to play its part in esports ecosystem.*

The esports betting market is estimated to be valued at \$30 billion in 2020, and with esports still being a rather young industry, the continuously developing offer of betting opportunities will support the growth. The same uptrend can be seen in all relevant metrics – global viewership, prize money, and live attendance. STS has always been a pioneer in the esports area, be it the first individual sponsorship of a Counter Strike player, or the development of a platform dedicated solely to esports. Our partnership with RTSmunity is just another fitting part of the whole mosaic, which will ultimately expand the betting options offered to esports fans.

STS has increased its revenues more than tenfold – **from EUR 70 million to EUR 750 million** – in the last several years. **STS expanded its business to European markets in February 2019.** The bookmaker's offer is available in **several European countries.** STS is the first Polish bookmaker to start operating outside of Poland, and the company has plans for further international expansion. Currently, **STS holds a 45% 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.

The bookmaker actively engages in supporting Polish sport, being **the largest private entity on the domestic sponsorship 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 clubs and sports associations. STS is also involved in supporting eSports, such as i.a. x-kom AGO.

More information can be found at [www.stsbet.co.uk](http://www.stsbet.co.uk)



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