

Warsaw, 7 July 2020

STS has taken over a betting software company from the Czech Republic

STS—the largest bookmaker in Poland which also operates on several European markets has taken over Betsys – a Czech betting software company. It is the main provider of IT solutions for the bookmaker in Poland, for both online and retail channels. The investment in the Czech company secures the further dynamic development of STS.

Betsys is a provider of comprehensive technologies for betting and lottery operators. The company provides services, e.g. to STS, the leader of the Polish bookmaking sector with almost half of the shares in the domestic market, and partially to Sazka, the largest lottery company in the Czech Republic. The Czech company generates revenues of several million euros per year. Nearly one hundred technology specialists operate the development of the bookmaking system in Betsys as well as directly in STS.

We have finalised a takeover of Betsys, in which STS already holds the majority of shares. It is a significant investment which secures our further development. The proprietary bookmaking system, and the possibility for its in-house development, constitute a key advantage in our industry. We have already been generating more than 85% of revenues via online channels, so further growth in IT solutions is of strategic value to us. Only the best European bookmaking companies can boast of their own technology and platform. This is another area that clearly distinguishes us from other operators both in Poland and in Europe – Mateusz Juroszek, CEO of STS.

The integration of Betsys and STS is not only a confirmation of the high quality of our services but above all, it allows us to expand our competence in the sector of IT solutions for the bookmaking industry, which is growing dynamically. Betsys, as part of the STS Group, is guaranteed stable growth and the possibility of creating and developing significant competitive advantages for the bookmaker in terms of technology – Jiri Najman, CEO of Betsys.

Having dominated the betting industry in Poland, STS expanded its business to European markets in February 2019. After years of intensive development, the company controlled almost half of the domestic sector. The bookmaker's offer is available in the UK, Germany, Iceland, Luxembourg, Slovenia, Andorra, San Marino, Gibraltar, Slovakia, Malta and Latvia. STS is the first Polish bookmaker to start foreign operations. The company has plans for further international expansion.



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Thanks to numerous investments in the development of its betting offer, modern technologies and new functionalities for STS users, the company has increased its revenues over tenfold, **from PLN 220 million to PLN 2.41 billion, within the last six years.** Currently, **STS holds over 47% of shares in the Polish bookmaking market,** and 85% of its revenues are generated by online channels – this includes an application dedicated to Android and iOS as well as the website and its mobile version.

STS is constantly developing innovative technologies – **mobile betting applications** for Android and iOS are available. Thanks to contracts for media rights, the company makes broadcasts of nearly 5,000 sports events for **STS TV** every month. Moreover, STS was the first bookmaker in Poland to provide an offer for **esports games.** Since 2017, a fast **payout system named STSpay** has been available. It cooperates with the largest banks in the country, **including PKO BP, mBank, ING, BZ WBK, Alior and Millennium.**

The bookmaker actively engages in supporting Polish sport, being **the largest private entity of 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 and PGE Vive Kielce, as well as Futsal Ekstraklasa and other sports clubs and associations. STS is also involved in supporting esports.



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