



Gamesys Group launches MEGAWAYS Casino

LONDON (UK), 23 February 2021 – Gamesys Group plc, a leading international online gaming operator, has partnered with Big Time Gaming (BTG), the thought leader in online slots development, to unveil a new branded MEGAWAYS™ Casino site www.megawayscasino.com in the UK.

MEGAWAYS Casino combines the acclaimed Megaways games mechanic with a comprehensive product offering on an exclusive site developed by Gamesys. As part of its ongoing commitment to safer gambling, Gamesys has built the site with easy-to-use services and tools to help customers play responsibly – such as session reminders, deposit limits and cool off periods.

MEGAWAYS Casino is the newest addition to Gamesys' UK portfolio and further demonstrates the Group's successful strategy of partnering with leading brands and publishers to develop an innovative, engaging range of games and destinations. This latest product launch builds on the strong momentum of Gamesys to become the UK's go-to operator for exclusive game brand tie-ups, following the successful launch of *Rainbow Riches Casino* in November 2019, and the earlier success of *Monopoly Casino* in the UK in 2015.

Simon Mizzi, Marketing Director at Gamesys said: “The launch of MEGAWAYS Casino further underlines Gamesys' commitment to developing a regularly-refreshed portfolio of games, destinations and exclusive branded content which appeal to our broad community of players – with all the safer gambling protections you'd expect. Megaways is one of the most popular game mechanics out there, so it's great to be able to work with BTG to exclusively develop and launch MEGAWAYS Casino in the UK – and bring a great range of titles together under one roof.”

Nik Robinson, CEO at Big Time Gaming, said: “We're delighted to extend our partnership with Gamesys and work together to create MEGAWAYS Casino. Gamesys really lived up to their tagline of 'crafting entertainment with care': the site looks great. I think the players will really enjoy exploring the games, features and mechanics at MEGAWAYS Casino – which reflect what has made Megaways such a great success. We look forward to continuing to work with Gamesys to bring Megaways games and exclusive content to an even wider audience of players.”

Enquiries

Gamesys Group plc

Jason Holden, Director of Investor Relations
+44 (0) 207 478 8150
jason.holden@gamesysgroup.com

Finsbury

James Leviton
Robert Allen
+44 (0) 207 251 3801
gamesysgroup-LON@finsbury.com

About Gamesys Group plc

Gamesys Group plc is the parent company of an online gaming group that provides entertainment to a global consumer base. Through its subsidiaries, Gamesys Group plc currently offers bingo and casino games to its customers using brands which include Jackpotjoy (www.jackpotjoy.com), Virgin Games (www.virgingames.com), Botemania (www.botemania.es), Vera&John (www.verajohn.com), Heart Bingo (www.heartbingo.co.uk), Monopoly Casino (www.monopolycasino.com), Rainbow Riches Casino (www.rainbowrichescasino.com) and MEGAWAYS Casino (www.megawayscasino.com).