

Fortuna Entertainment Group N.V. – Announcement of brand licencing agreement in Romania

Amsterdam – Fortuna Entertainment Group N.V., the largest Central European sports betting operator, signed a brand licensing agreement with FORTUNA GAME a.s. to license its brand to the sports betting & gaming companies BET ACTIVE CONCEPT S.R.L. and BET ZONE S.R.L. in Romania.

Under the brand licensing agreement, Fortuna should provide to BET ACTIVE CONCEPT S.R.L. and BET ZONE S.R.L. the right to use its trademark FORTUNA for the purposes of sports betting and gaming in Romania under standard market conditions. Both Romanian companies are part of Penta Investments Group, the majority shareholder of Fortuna.

Romania is one of the Central Eastern European markets with a strong potential for sports betting and gaming business. Apart from solid macro-economic fundamentals and a population of approximately 20 million inhabitants, it offers also recently implemented positive regulatory environment and a sustainable tax rate for sports betting and gaming.

“Fortuna remains a strong and trusted brand in the Central Eastern European sports betting market and this agreement reinforces how valuable our brand is,” said Per Widerström, CEO and Chairman of the Management Board of Fortuna Entertainment Group N.V. *“Licensing of our brand opens a door for a further cooperation in multi-channel sports betting and gaming services in Romania and perfectly fits into our strategy to become the no. 1 licensed sports betting & gaming operator in the CEE with the most trusted and exciting multi-channel betting & gaming brand,”* added Widerström.

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