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EveryMatrix Eyes Growth Opportunities In Finland, Africa, Latam

Finland expected to be a highly competitive market

South Africa is a key growth jurisdiction for the supplier

Brazil's long-awaited B2B supplier licensing to simplify processes

EveryMatrix has expanded its licensed footprint to 44 regulated jurisdictions, with a key focus on Finland as well as growth opportunities in Africa and Latam.

During EveryMatrix's media event held in Copenhagen earlier this month, Ivan Rozić, global commercial director, said he believes Finland will be a very competitive market once it launches. However, he acknowledges it will be hard to compete with the state-owned operator, Veikkaus, a long-standing EveryMatrix customer.

"Veikkaus has adjusted the way they work to have a company that's able to compete in a competitive market so it will likely be more challenging for new entrants to make an instant impact," he told Vixio GamblingCompliance.

With the upcoming mandatory B2B licensing requirements in 2028, Rozić explained that the more regulated markets EveryMatrix is in, the larger the load is on their development roadmap.

"We are keeping our ears to the ground to make sure we know well in advance what needs to be done so that it doesn't catch us by surprise," he said.

Ambitions For Africa

The supplier has also made strides in Africa since its FSB Technology acquisition in July 2024, which opened doors for EveryMatrix's entry into the continent.

Through that acquisition, the supplier was able to pick up clients such as 888Africa that migrated onto the core EveryMatrix platform in Angola and Zambia as well as KingMakers in South Africa,

the latter of which moved EveryMatrix's casino products on to its proprietary tech.

Arthur Barker, group chief commercial officer, said EveryMatrix has a solid pipeline of clients in South Africa and French-speaking Africa, while also currently applying for a licence in Kenya, however it has left Nigeria alone. "I wouldn't go as far as to say it is saturated, but harder to break into. Incumbents there are dug in and know the market really well.

"If we do have an operator opportunity that we think can get traction in that market, we will explore doing something there but it's not a focus for us at the moment," he told Vixio.

Barker described Africa as a growth market, where the supplier has hired staff locally and continued with product development to remain competitive.

In South Africa, Barker shared the supplier's ambition to be the top B2B provider in the space. "Getting licensed and certified there is quite hard. We managed to establish a licence with the Western Cape, so we're in a good place."

In addition to consolidating its position in South Africa, Barker said EveryMatrix will look to expand elsewhere in the continent where opportunities arise, following on from its launches in Cameroon with Betsson and upcoming launch in Congo with a soon-to-be announced operator.

A Base In Latam

Having originally serviced Latam from Miami, earlier this year EveryMatrix hired Matias Montero as managing director for Latin America to have a dedicated local team. Montero, who is based in Buenos Aires, Argentina, was tasked with building a team on the ground in the region.

Montero sees a big opportunity in Brazil, where it is certified, since it accounts for half of the region by volume for the gambling sector but warned that there is a lot of "political noise against gaming".

With B2B supplier licensing still eagerly awaited in Brazil, Montero said once a system is in place for this, it should make the process simpler for operators, regulators and suppliers.

"The current way the regulation works puts the burden on the operator to submit certification approval. If a vendor is approved through a platform for a certain operator, that has to be submitted. And if there is another operator using the same platform and vendor that still needs to be submitted. So, all that repetition would be eliminated by B2B certification and registration," he told Vixio.

EveryMatrix is pushing forward with its 2030 strategy to become a top three global igaming turnkey platform and technology provider by that year, which includes growing its footprint in Latam and Africa.

Jurisdictions

South Africa

**Latin America and the
Caribbean**

Finland

Central African Republic

Sectors

Online Gambling

Specialisms

Licence Requirements

New Market Entry