

# Bragg Gaming Group

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## Bragg Gaming jumps into the US gambling market with three-casinos deal in New York

Bragg Gaming Group (CVE:BRAG) (OTCMKTS:BRGGF) has signed a deal with Seneca Gaming Corporation to provide casino services and player account management (PAM) to three casinos in western New York.

The deal, done through Bragg subsidiary ORYX Gaming and in partnership with global sports betting provider Kambi Group PLC, is the company's first involvement in the US gaming market.

The Bragg-Kambi partnership will provide SCG's facilities with ORYX's online gaming platform, including a PAM system, a gaming portal for both desktop and mobile and casino services, all integrated with Kambi's portfolio of on-property sports wagering products.

### READ: Bragg Gaming's GiveMeSport executive Benny Bonsu recognized with Leader Under 40 award

"The agreement with Seneca and Kambi is a game-changer for Bragg," CEO Dominic Mansour said in a statement. "The US casino and sports betting market is rapidly expanding, and ORYX's expertise in PAM, casino, marketing and operations services, and integrations between land-based and online positions us well to take advantage of this growth. Entering the market with two such strong partners as Kambi and Seneca is an ideal scenario."

SCG operates Seneca Niagara Resort & Casino in Niagara Falls, Seneca Buffalo Creek Casino in Buffalo, and Seneca Allegany Resort & Casino in Salamanca.

Seneca Resorts & Casinos, the official casino partner of the Buffalo Bills, is expected to begin the rollout of on-property sportsbooks imminently and have sports betting up and running before the end of the year.

"The agreement with Bragg and Kambi is a huge win for our customers," SCG CEO Holly Gagnon said in a statement. "Providing access to sports betting has been something that our customers have long looked forward to, and Bragg's world-class casino and player account management services, together with Kambi's market-leading sports wagering products, will create a fantastic customer experience that we can't wait to offer."

In addition to the Seneca agreement, Bragg and Kambi also announced a global gaming arrangement with Kambi to explore and collaborate on strategic opportunities, with a particular focus on the US market.

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Price: 0.77

Market Cap: \$61.88 m

### 1 Year Share Price Graph



October 2019 April 2020 October 2020

### Share Information

Code: BRAG

Listing: TSX-V

52 week	High	Low
	0.98	0.15

Sector: Leisure, gaming and gambling

Website: [www.bragg.games](http://www.bragg.games)

### Company Synopsis:

*Bragg was established in 2018 through two initial acquisitions. We specialize in identifying online gaming opportunities with a focus on both B2B and B2C gaming companies.*

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