

# Bragg Gaming Group

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## Bragg Gaming Group Inc subsidiary ORYX Gaming unveils new Player Engagement Platform

Bragg Gaming Group Inc (CVE:BRAG) (OTCMKTS:BRGGF) portfolio company ORYX Gaming is boosting its arsenal of gaming programs with the new Player Engagement Platform.

ORYX told shareholders that the new platform "takes gamification to a new level."

The platform, known as PAM, increases player engagement and customer lifetime value by consolidating several functionalities, the company said in a statement.

### READ: Bragg Gaming subsidiary ORYX Gaming inks deal with Colombian casino website FullReto.co

Changes include a set of targeted promotions, a multi-channel communication platform to support traditional channels such as SMS, email and social media, and a real-time campaign management system that allows operators to engage players onsite in real-time.

PAM is powered by ORYX's recently launched Data Analytics Platform, which collects and processes real-time data from the gaming company's other programs like Hub, Sportsbook and iGaming as well as third-party sources.

The new platform can be integrated into existing ORYX programs or external systems and is compliant with responsible gaming standards in a number of jurisdictions, ORYX said in a statement on Tuesday.

"Knowing the player is not enough anymore," Matevz Mazji, ORYX Gaming's CEO said.

"It also matters how the data is used. The ORYX Player Engagement Platform puts data in the right form and makes it easy to use. It enables targeted and personalized marketing, adds a social note to the games and generally improves the player experience off-site and onsite."

ORYX recently inked a deal with a Colombian casino gaming website FullReto.co to integrate its iGaming platform, proprietary sportsbook and access its casino game content.

Contact Angela at [angela@proactiveinvestors.com](mailto:angela@proactiveinvestors.com)

Follow her on Twitter @AHarmantas

**Price:** 0.415

**Market Cap:** \$33.14 m

### 1 Year Share Price Graph



### Share Information

**Code:** BRAG

**Listing:** TSX-V

52 week	High	Low
	0.61	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.*

[action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

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Contact us +44 (0)207 989 0813 [action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

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