

# Veikkaus selects HiQ as game development partner

After the Finnish gaming system was reformed in the beginning of 2017, the newly formed Veikkaus needed a reliable digital partner. They chose HiQ.

"We are the perfect partner for everyone eager to achieve results that make a difference in a digitalised world", says Jukka Rautio, Managing Director at HiQ Finland.

Veikkaus started its operations in the beginning of the year 2017, when the previous three operators Fintoto, RAY and Veikkaus merged into a single gaming company owned by the Finnish State. The Finnish system is based on the exclusive right principle, with the purpose of operating games responsibly and mitigating the possible risks involved in gambling. The system secures the legal protection of those engaging in gambling and prevents gambling-related fraud.

Veikkaus selected HiQ as one of their game development partners after an open bidding organized earlier this year. "The shift towards digital will benefit all organisations regardless of their purpose. By creating smart technology solutions that genuinely serve the business needs of our client, we can support Veikkaus in their mission to give their revenue back to the Finnish society", says Jukka Rautio, Managing Director at HiQ Finland.

HiQ will deliver strong technology expertise in the game development department, including service and user experience design for an easy to use, enjoyable and secure gaming experience. HiQ will also provide overall game deliveries, graphical design and game development. The second part of the dynamic procurement agreement covers development consultation and training for games, devices, game systems and development methods.

Veikkaus games are estimated to generate nearly one billion euros a year, and the revenue goes back to the Finnish society – to culture, sports, science, youth work, social welfare, health and the equine industry.

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*HiQ helps to make the world a better place by using technology, design and communication solutions to make people's lives simpler and better. We are the perfect partner for everyone eager to achieve results that make a difference in a digital world. Founded in 1995, HiQ currently has over 1600 specialists in four countries and is listed on the Nasdaq Stockholm MidCap list. For more information and inspiration, please visit [www.hiq.se](http://www.hiq.se)*