

HiQ helps ATG to be a winner in the betting market

HiQ signs a framework agreement with ATG to support and reinforce ATG's IT organisation.

"ATG is an exciting client working in a market that is facing some profound changes. This new collaboration offers an outstanding example of how technology can enhance the customer experience at the same time as it broadens the range of services that can be offered," says Magnus Gudéhn, Managing Director of HiQ Stockholm.

ATG's mission is to secure the long-term development of trotting and thoroughbred racing in Sweden by offering the public a responsible approach to betting. However, the betting market is currently undergoing a process of far-reaching change. On 1 January 2019 a brand new licensed market for betting will be introduced in Sweden.

"Interest in betting on horse-racing has never been greater than it is now. We want to offer our two million customers the most captivating betting experience in the most attractive forum. The transition to the new licensed market unlocks the potential to launch totally new products and services. Our collaboration with HiQ is a very important part of the work we are now engaged in," says Lars Wiklund, Head of IT Development at ATG.

ATG's best known product is the V75 horse-racing pool, which generates sales of more than SEK 80 million a week and is Sweden's biggest single betting product. Each year more than 1.8 million visits are made to experience the excitement of trotting and thoroughbred racing at Sweden's racecourses. An annual total of more than 10,000 races are run on 364 days of the year. Together with the TV broadcasts and webcasts that it generates, this makes trotting one of Sweden's biggest sporting attractions. ATG, which is owned by the Swedish Trotting Association and the Swedish Jockey Club, reported sales of SEK 13.7 billion in 2017. In 2018 ATG will pay dividends of more than SEK 2 billion to its owners.

HiQ has a long track record of developing services and products for the gambling market: its specialists have worked both with game development for online casinos and solutions for more traditional betting and gambling operations. One of HiQ's current digital partnerships in this field, is with Veikkaus, which is the Finnish state-owned gambling enterprise.

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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 six countries and is listed on the Nasdaq Stockholm MidCap list. For more information and inspiration, please visit www.hiq.se.