



OIA Services LTD sport betting operations keep growing in the Italian online regulated market. Despite the holiday season, in July Betaland and Enjoybet (the two online brands owned by OIA Services LTD) reported 82% growth compared to June, reaching € 3,7MLN sport betting turnover.

“It is a very positive result which encourages us to keep our market approach and investment, including our odds policy”, Michele Sprovieri (OIA Services LTD General Manager) says. “Already in June, during the EuroCup, we met the expectations of many betting customers; we strengthened our market position in July with an aggressive, though balanced, odd policy leading to an excellent payout performance. We are still improving our product and for the beginning of the main Football Leagues in Europe we will have more pre match and live events as well as other new features for an exciting betting experience”.

Besides sport betting, casino games reached € 130K NGR. “We are satisfied about this result too”, Sprovieri says “but we are still in a work in progress stage. We have a plan for short term releases to improve the website and add new games. The company is focused on these goals and our suppliers are giving us full support. It is an ideal condition to succeed.”

Despite the launch of betaland and enjoybet in June, OIA Services LTD is already within the top ten betting operators in Italy and represents one the most successful start-up in the Italian online gambling regulated market since many years now.

