



## SPORTS BETTING PLATFORM INTRODUCED TO SOUTH AFRICA BY SUN INTERNATIONAL

### **Sports-mad South Africans will now be able to take a punt on their favourite team Events like Idols will also be included on the site**

Sun International today launched its new sports betting platform, Sunbet.

The company had identified online sports betting as a fast-growing sector within the gaming industry. After researching alternative gaming opportunities, it acquired Powerbet Gaming (Pty) Ltd which owned and operated Voltbet.com. The company has now rebranded and re-launched the site and it will be widely marketing this new form of entertainment to sports-mad South Africans.

Sports betting is extremely popular in many parts of the world, but in South Africa, it is only really horse racing that has until now received significant volumes and interest.

Michael Farr, Group General Manager, Corporate Brand and Communications of Sun International said: *"We believe that there are good synergy opportunities between this form of gaming, our existing business and the possibility of online gaming in the future. Sunbet provides the group with the ideal platform to allow us exposure to the online environment and accelerate our entry into the online gaming market."*

*"The sports betting industry in South Africa is in its infancy and offers high growth potential. It seems likely that in time, online gaming will be legalised in South Africa and we believe that this business will position us well for when this happens, both in terms of track record and also in understanding our guests' online preferences."*

*"We have a very comprehensive database of customers at our land-based casinos through our Most Valued Guest programme, and this new product offers them additional opportunities for entertainment. MVG customers who are accustomed to earning loyalty points at the company's casinos will be able to log on to Sunbet and enjoy the same benefits as if they were at one of Sun International's casinos."*

*"Apart from this, many South Africans would like to bet on their favourite teams or individuals, but don't necessarily gamble in casinos. Sunbet gives them the platform to be able to do just that."*

Voltbet is already relatively well known and popular with a range of repeat customers. Sunbet will offer popular sports betting in rugby, cricket, soccer, tennis and US sports, as well as English football, amongst others, while negotiations are under way to include horse racing as soon as possible.

The offering will be supported with strong customer service and quick withdrawals to retain and gain customers.

An added benefit is that the Sunbet offering will also allow South Africans to bet on non-sports competitive events, like Idols. This can be accessed through "odd odds", where Sunbet will give customers the option to bet on current pop culture, betting on odds like "Who will win the 2013 Pop Idols" or "What colour dress will Charlize wear to the Oscars".



Sun International

## **NOTE TO EDITORS**

Sun International acquired Powerbet for R30-million.

### **Sign up to Sunbet is easy:**

1. Go to [sunbet.co.za](https://sunbet.co.za)
2. Hit sign up
3. Fill in the required information
4. Make a deposit to receive your bonus
5. Start betting on your favourite team!

No one under the age of 18 can bet, and Sun International supports the Responsible Gambling Programme 0860 006 008.