

Sisal wins contract for Tunisia's gaming market

Sisal, part of Flutter Entertainment, has been awarded the contract for the management of gaming in Tunisia by Promosport, the sports betting administration.

This important milestone will allow Sisal to manage and develop a comprehensive product portfolio, consisting of sports betting, number games, instant lotteries and online games, for a total duration of 10 years. These games will be distributed across an extensive network of points of sale and online in Tunisia.

Winning the tender aligns with Sisal's internationalisation strategy and is just the latest of many company achievements in recent years. Since 2018 Sisal has focused on international development with the aim of consolidating its leadership in new markets, launching the lotteries licence in Morocco in January 2019, the online licence in Spain in July 2019 and the lotteries management licence in Turkey in August 2020.

Marco Caccavale, Sisal International Managing Director, said: "Winning the tender in Tunisia is a significant achievement for Sisal. Not only does it showcase our lottery expertise and leadership at a local and international level, it demonstrates execution against our strategic ambition to enter into regions which have considerable growth opportunities and development prospects in the future".

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