



STADTCASINO BADEN AG

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Stadtcasino Baden AG sells stake in Casino Davos

The Stadtcasino Baden Group is selling its shareholding in Casino Davos AG to its previous partner, the Belgian Ardent Group. The parties have agreed not to disclose the sale price. The employees will be taken over by the buyer. The transaction still has to be approved by the Swiss Federal Gaming Board (ESBK).

Until now, the ownership of Casino Davos was divided between Stadtcasino Baden AG with 46 percent of the shares, the Belgian Ardent Group with 44 percent and the Davos Destinations Organisation (DDO) with 10 percent. The Ardent Group played a key role, particularly with regard to the development of the online casino casino777.ch, and contributed its experience as a provider of online casinos.

With regard to the further development of the online activities on casino777.ch in particular, the partners recently had differing ideas. They finally led to the agreement that it would be advantageous for the further development of Casino Davos if one partner took the lead and Stadtcasino Baden AG sold its share to the Ardent Group.

Drive own software development

Stadtcasino Baden AG deliberately opted for a dual strategy when setting up the online casinos casino777.ch and jackpots.ch: casino777.ch as the online offshoot of Casino Davos was set up on the platform of a third-party provider. For jackpots.ch, the online project of Grand Casino Baden, the subsidiary Gamanza developed its own platform under the brand name "GaminGenius". This platform is now used not only by jackpots.ch, but also by five other Swiss casinos as the software basis for their online casinos, making it the market leader in Switzerland.

The sale of the shares in Casino Davos will enable the Stadtcasino Baden Group to concentrate on the further development of its own software solution within Gamanza in the future and to focus on further projects of its own.



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Page 2 from 2

Further information & interview requests:

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