



DLA Piper advises Gaming Innovation Group



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DLA Piper has advised Gaming Innovation Group Inc. ("GiG") in connection with the signing of an agreement to sell their B2C business to Betsson Group (Betsson). GiG's B2C business operates the brands Guts, Kaboo, Rizk and Thrills. The brands are operated under licenses in Malta, the United Kingdom, Sweden and Germany. GiG is listed on the Oslo and Stockholm stock exchanges.

GiG and Betsson simultaneously enters into an agreement to use GiG's service platform for at least 30 months. The total transaction value may amount to approximately EUR 50 million. The transaction requires customary regulatory approval.

The acquisition is expected to be completed in mid-April 2020. DLA Piper's team consisted of Mikael Moreira, Gabriel Liska, Jessica Ehrling, Sebastian Råsberg (M&A), Christopher Büller, Daniel Eriksson (IP&IT), Johanna Svantesson (Competition Law), Tim Hagberg and Carl Schwieler (Finance).