

SUZOHAPP TO SHOWCASE ITS LATEST INNOVATIONS AT ICE 2023

London, UK, January 20, 2023 — SUZOHAPP is excited to once again exhibit at ICE 2023 from February 7-9 at the Excel Centre in London.

At this year's event, SUZOHAPP will be showcasing new additions to its sports betting ecosystem along with a few new product launches for OEMs.

SUZOHAPP aims to elevate the gaming and betting experience by creating solutions that optimize the settings that customers want to be in and create immersive experiences.

In the European sports betting market, almost 70% of sports betting revenue is generated by in-play betting and SUZOHAPP offers a solution to allow customers to place those in-play bets from the comfort of a bar or table without removing themselves from the social atmosphere. "We are constantly on the hunt to find ways to seamlessly integrate sports betting in retail settings with where and how customers want to watch sports" said Tim Kennedy, Vice President of Sales for Europe. "Watching sports is inherently social and we believe that sports betting can and should be that way too".

"As a primary supplier to OEMs in the gaming industry, at ICE we will be also launching new designs from our component portfolio including new Elo and VisionPro monitors, the BluMax™ PC platform, a Microhard card reader and free fall coin validator, Newland scanners and new printer and POS options from Custom" says Kennedy. "Be sure to stop by booth #N3-130 to see our new innovations in action!"

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About SUZOHAPP

SUZOHAPP is a world leader in the manufacturing and distribution of gaming, amusement, and sports betting products. Serving operators and OEMs for over 60 years, SUZOHAPP carries a vast portfolio of components available for immediate distribution and for developing custom built solutions. More information, along with a comprehensive online components catalogue, is available at www.suzohapp.com. SUZOHAPP is owned by affiliates of ACON Investments, L.L.C., a Washington, D.C.- based international private equity investment firm that has responsibility for managing approximately \$5.5 billion of capital. For more information, visit www.aconinvestments.com.

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