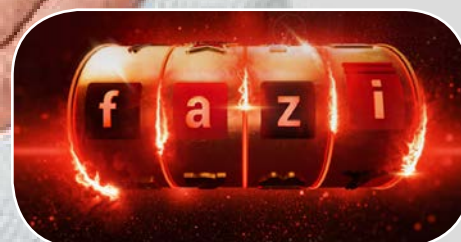




FAST-FORWARD FOR FAZI: Bojan Mitic, driven to excel

Bojan Mitic's visionary leadership and dedication have been instrumental in the Fazi Company's success over the past two decades. With a passion for technology and innovation, Bojan has driven Fazi to excel in the competitive gaming industry, setting new standards for both employee engagement and partner relations.

An avid sports enthusiast and traveller, Bojan embodies the true spirit of entrepreneurship, fostering a unique and inspiring company culture that resonates throughout the entire organisation. Next year marks 20 years of Fazi's growth and prosperity under his guidance.



A year of significant growth
With an MSc in Computer Science from the prestigious University of Nis, Bojan understands the 'nuts and bolts' of the company's dual-development focus, enabling him to explain what he believes to be the main contributing factors to Fazi's year of significant growth, which includes expansion into stunning new headquarters premises.

"This has been driven by expansion in both land-based and online sectors. Internally, the rapid expansion of our iGaming sector has played a key role, alongside the introduction of new products in the land-based market, such as our slot machine.

"Externally, the overall growth of the iGaming industry has created opportunities for us to scale further, requiring additional resources in development, sales and account management. With these combined efforts and the dedication of our team of over 270 professionals, we have achieved significant milestones."

Dual development focus

The dual-development focus is, of course, a key component for Fazi. Having been established in 1991 as a developer and manufacturer of products for the land-based sector, 2021 saw the addition of iGaming to the company's portfolio. The competitive differentiation of this 'parallel' product development process is a cornerstone of the company's success.

"Our product development process begins with insights drawn from the land-based market, evolving through localized content creation tailored to different regions," explains Bojan Mitic.

"As the demand for online-specific games grew, we expanded our product teams to focus on both types of games, those linked to land-based experiences and typical online games with more new features.

"This versatility sets us apart from competitors, as we can offer a rich, multi-dimensional gaming experience."

Harnessing the game-changer

Looking further ahead, the role of Artificial Intelligence is evolving rapidly within the gaming industry, bringing unprecedented levels of personalization, security and efficiency to gaming experiences. But despite what is literally a 'game-changing' role in the industry's continuing evolution, Bojan does not see AI totally replacing human functions.

"AI is revolutionizing the gaming industry by enhancing player experiences, offering personalized game recommendations, and even improving game design.

"Currently, AI analyses player behaviour in order to recommend games and tailor content. In the future, AI will play a larger role in game creation, potentially developing entire games autonomously based on player preferences.

"But whilst AI will streamline many processes, it won't replace human roles but will instead require new creative approaches and collaboration between AI and humans. These advancements bring new demands for more interesting and interactive content. Game providers will need to not just use AI, but also bring new ideas and additional creativity to the table.

"Like others in the industry, we are continuously learning how to effectively harness AI to maximize its potential."

The Greatest Show in Gaming

With SBC Summit in Lisbon poised to become the biggest ever trade show for the iGaming and sports betting sectors, Bojan Mitic is keen to emphasise the importance of active participation in such events and in terms of Lisbon itself, Fazi's expectations.

"Participating in global events like the SBC Summit in Lisbon is crucial for us. We expect to engage with a wider audience than at other shows, particularly from regions like Europe, Africa and Latin America.

"These events offer invaluable knowledge-transfer opportunities, where we can exchange experiences and stay current with industry trends.

"At Fazi, we also have a great tradition of meeting with our

clients personally during these events, ensuring we are good hosts and showing our appreciation through our hospitality, which is one of our key strengths.

"SBC Summit Lisbon, in particular, has the potential to become the world's biggest iGaming event. It is important for maintaining continuous client contact, reaching a broader audience and the timing is perfect - just before the busiest months in iGaming."

Trust, transparency and continuous collaboration

The dedication to client relationships is a recurring theme across all Fazi messaging and it is clear that the company has specific policies and guidelines for nurturing and strengthening these relationships.

"Our approach to nurturing client relationships is rooted in clear communication, customisation and proactive engagement.

"Our account management team follows well-defined procedures, ensuring daily involvement with clients' businesses. We focus on understanding client needs, offering tailored solutions and constantly seeking opportunities for improvement.

"Strong relationships are built through trust, transparency and continuous collaboration."

Expanding into emerging markets

The word on the tip of so many tongues in recent times has been 'Brazil' and like so many, Fazi is always looking to expand its reach, not least in current 'hotspots' such as Latin America and Africa.

"To expand global reach, especially in regions like Latin America, we have formed local teams with extensive industry knowledge," explains Bojan Mitic.

"This includes creating region-specific content, adapting games and ensuring our account management teams speak the local languages. We are also establishing a presence in Africa and have future plans to grow further in these emerging markets."

Reasonable and responsible regulation

All around the world, an ever-increasing amount of attention is being placed on regulation, responsible gambling and ethical practices. How the industry moves forwards with regard to these shifting sands may be the most important question to ask right now. It is one on which Bojan and Fazi are happy to adopt a very clear position.

"As more countries introduce regulations, the industry is becoming safer and more transparent for players. These regulations ensure game quality and secure payment systems, giving players confidence.

"However, overly restrictive regulations can push players toward unlicensed operators. We believe that more balanced regulations will help keep players within licensed environments, which is crucial for maintaining a safe and fair gaming experience."

Collective responsibility

This sense of responsibility towards the wider industry, being part of a collective that can work together towards a greater good, is an asset shared by many leaders within the gaming and iGaming industry. With almost two decades of experience and expertise now under his belt, Bojan understands that collaboration can live hand-in-hand with competition.

"As part of the entertainment industry, we feel a responsibility to provide quality leisure experiences. Our role is to offer fair games that ensure players have fun while giving them a real chance to win.

"It is essential that the gaming industry works collectively to maintain a fair and enjoyable environment for all players, focusing on ethical practices and responsible gaming."

As we all make our final preparations for the trip to Lisbon and the first of the next generation of SBC Summit events, there is probably no better message to share than Bojan Mitic's closing notion of all moving forwards together. After all, as President John F Kennedy famously said: "a rising tide lifts all boats."