

A Long-term Poker Growth Strategy

Analyzing Amaya in 2017

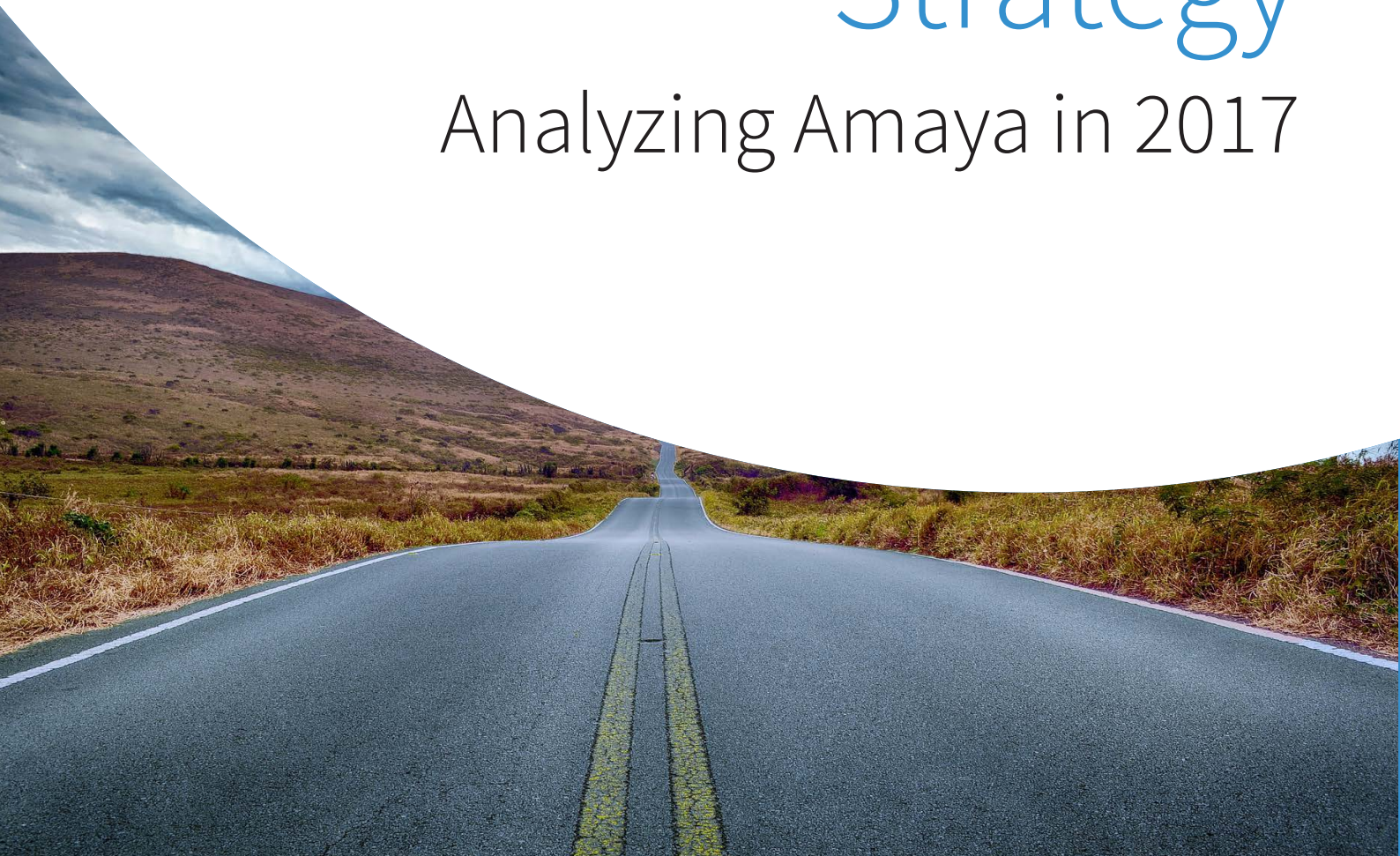


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Understanding Amaya's ambitious strategy to revitalize its monolithic online poker room in a new age.

In line with its status as the worldwide leader in poker, Amaya is now at the forefront of industry efforts to balance online poker player pool ecologies and provide an enjoyable playing environment for their customers, free from the predatory practices that have become common among high-volume online poker players.

Though PokerStars built much of its business and reputation by catering to the needs of professional poker players, it has been slow in changing its business practices to reflect the industry trend of shifting focus to recreational players over their highly-skilled counterparts.

As Amaya embarks on what will be the most significant change in its history to its player loyalty program, it now finds itself in the role of innovator as it risks losing its positive momentum in poker and many of its most frequent customers for what it believes is a more sustainable long-term business strategy.

“As we continue to implement [our] long term poker plan, we should take a few moments to talk about the continued evolution of our poker business model as we transition from our traditional professional-player emphasis to a focus on recreational players.”

Amaya CEO Rafi Ashkenazi, during the Q1 2017 earnings call.