

LeoVegas launches Pink Casino brand into Canada

Written by Administrator

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LeoVegas has executed the first launch of its **Pink Casino** brand outside of the UK this week. The firm has introduced the brand to

Canada

, it said, “to be able to offer world-class entertainment and a safe gaming experience”.

According to the firm, the Pink Casino brand embodies entertainment and is targeted at predominantly a female audience.

The company, which already has several brands operating in Canada, believes that Pink Casino will benefit from the experiences and local knowledge it has built up to date. In a statement it explained that the brand’s expansion has been made possible by the successful migration of the UK brands to LeoVegas’ proprietary technical platform that was conducted this past spring.

The launch, it added, is part of LeoVegas’ strategy to use existing brands and resources to deliver profitable growth.

Group CEO **Gustaf Hagman** commented: “It is super exciting to continue expanding in North America. This is a superb way to use our strong brands and deliver profitable growth. I look forward to offering the Canadian market even more gaming fun and entertainment in the form of Pink Casino.”

Canada is already incorporated into LeoVegas’ ‘Rest of World’ region, which accounted for 18% of total revenue during the third quarter of 2020. The Pink Casino brand embodies entertainment and is targeted at the female target group.

Read more <https://sbcamericas.com/2020/12/14/leovegas-launches-pink-casino-brand-into-canada/>