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Former Vera&John chief to lead new B2B content firm

David Flynn tells EGR his new business will provide localised content in a market currently lacking innovation

Brad Allen

Former Jackpotjoy operations chief David Flynn will lead a new content supplier business that aims to take on the likes of NetEnt and Playtech with a proprietary portfolio of RNG and live casino games.

Flynn took up the role of CEO at Swintt last month after a year and a half at JPJ and a 12-year career at NYX..

Flynn said the new business has bought up a number of assets across globe, including game studios and live dealer studios, with plans to launch a first tranche of 25 games on a Malta licence towards the end of Q3.

The business is backed by Glitnor Group, an investment vehicle helmed by former Vera&John chief Johan Königslehner and partner Dan Andersson.

Glitnor acquired the LucyCasino brand last year as part of its B2C business, with Swintt forming the B2B arm.

“Think of us like Cherry’s Yggdrasil,” Flynn told EGR..

Flynn said Swintt would stand out in a crowded market by partnering with market-specific land-based content providers to develop localised games.

“There’s obviously a lot of providers in the market today but there still not hitting the mark,” Flynn said.



“There’s some innovation but not at the speed I think it should be. I’ve been on the B2B side for 16 years building up the largest content distribution network in the industry in the NYX OGS, and then while on the operator side I just didn’t see anyone standing out from the market. Its all very same-same.

“I want to create those points of differentiation and meet our customers’ needs in terms of games, but also corporate needs in terms of responsibility and sustainability.” Swintt will start with Malta and Isle of Man licences, with a UK licence in the pipeline.

Flynn added: “From a personal view, starting a new business within the B2B segment of iGaming requires experience, determination, deep pockets, differentiated product, lasting relationships and a never-ending will to succeed..

“Needless to say, at Swintt we have all the above.”

About Swintt

Swintt is the innovative new star in the I-gaming market with the goal to become a leading digital gaming provider. Headquartered in Malta, with a staff of more than 70 employees and partnerships globally, Swintt delivers quality games built on local knowledge and data. We strive to build lasting relationships and increase player engagement through innovations in game design and retention tools. Our philosophy is to create sustainable gaming products delivered for a new generation of player.

For more information about Swintt visit: www.swintt.com

