

# What our corporate members say



"I'm a member of EUROMAT to broaden our horizons and meet other companies in Europe. Our sector is difficult to manage and we're under pressure in several countries. We must combine our skills to find synergies so that our voice is stronger".

Roberto Marai, Owner, Faro Games



"EUROMAT represents great exposure for us. It's an excellent platform to access the full supply chain of our industry, Europe-wide."

Dr. Frank Vietze, Head of Cash Management, LÖWEN ENTERTAINMENT GmbH



"As the Dutch market leader, we take international alignment, industrydevelopments and information very seriously. EURO-MAT is the perfect platform to connect with peers and regulators, and deal with ever changing regulation. I am thrilled that corporate membership has been created for this."

Eric Olders, CEO, JVH Gaming

# Where do I sign up?

## Fee

Corporate membership is accessible for 5,000€/year payable either as a lump sum or in a monthly direct debit.

## Application

The corporate membership application form can be requested to [secretariat@euromat.org](mailto:secretariat@euromat.org). Applications are subject to approval by the EUROMAT Executive Committee and General Assembly.

## Contact

EUROMAT, Rue du Luxembourg 22-24  
1000 Brussels, Belgium

[secretariat@euromat.org](mailto:secretariat@euromat.org)

+32 (2) 761 66 84

# Corporate Membership Programme





Dear prospective member,

As an operator with decades of experience, I know how valuable networks can be for my business. Involvement in industry associations has helped me to understand not just the marketplace of today but also the marketplace of tomorrow and this knowledge has enabled me to plan with confidence for the future. For any association it is also important that you are close to the real businesses that are creating wealth and facing the challenges that it's your job to solve. This is why I believe that EUROMAT's corporate membership category is so important for the association and such good value for prospective members.

Specifically there is a very clear value proposition for you to consider:

**Knowledge and insight:** European level data on our industry is difficult to find under normal circumstances but immediately accessible once you're a member of EUROMAT. Good business is based on a good grasp of the facts about the industry and in EUROMAT you can always access it.

**Networking, access and profile:** Business is about contacts and by becoming a corporate member you'll have a front door to knock on in each of our member markets. Your brand will always be present in our communications.

**Representation and advocacy:** If you're not at the table then you're on the menu! This is why I believe that we need to organise ourselves effectively at European level. We're an industry of 1,331,000 machines employing 200,000 people. These are powerful statements and we have a right to be heard. As a corporate member you can make sure that you have a direct say on how we make the most of this.

I hope to welcome you as the newest corporate member of EUROMAT.

Yours sincerely,

Jason Frost,  
President, EUROMAT

## Why companies want to be EUROMAT corporate members



They want to join a network of operators with an installed base of more than 1,331,000 machines



They want to join a network that collectively employs 200,000 people (directly and indirectly)



They want to get access to up-to-date information on the biggest gaming markets in Europe



They want to get access to a Europe-wide network of contacts and gain exposure



They want their views to be better represented

## Advocacy in action

### Keeping low stakes gaming out of the scope of burdensome European regulation:

EUROMAT was instrumental in securing flexibility for national authorities to exempt our sector from the 4th Anti Money Laundering Directive (4<sup>th</sup> AMLD). Inclusion would have meant that operators would face costly due diligence procedures and substantial red tape. To date the vast majority of EUROMAT member countries have used this flexibility when transposing the legislation into national law.

### This was achieved through:

- Coordinated Brussels and Member State lobbying to ensure that our sector was recognised as being at a low risk of money laundering.
- Drafting of impactful position papers and informative briefings for members so that they could feed into the process.
- Presentation of national examples and case studies to support our arguments.
- Participation in Commission working groups to steer through a supranational risk assessment.
- Written representations to the Commission to maintain the low risk approach to our sector in its supranational risk assessment.

## The full package

### Policy impact

- Formulating policy recommendations for consideration by EUROMAT's Executive Committee and General Assembly.
- Accessing EUROMAT corporate roundtables focused on emerging policy challenges with high-level speakers.

### Quality networking

- Dedicated member-only forum, to discuss issues you face as a business.
- Series of roundtables on emerging policy and commercial challenges, to gain insights and ideas from regulators, business leaders and other industries.
- Access EUROMAT's Summit at preferential rates.

### Policy and regulatory intelligence

- Newsletters and ad-hoc alerts on emerging issues.
- Summaries of European case law.
- Regulatory updates (national and pan-European).

### Data and business intelligence

- Exclusive market data.
- Country reports - snapshots of regulatory developments in national markets.
- A horizon scan of upcoming threats and opportunities across Europe.

### Visibility

- Logo on EUROMAT's website.
- Logo and company information on monthly newsletters.
- Access to EUROMAT's members-only events, with special registration rates and sponsorship opportunities.