



EXCLUSIVE CONTENT

**BetConstruct: Innovation,  
strategic expansion, and a 2025  
defined by global consolidation in iGaming**

In a defining year for the iGaming industry, BetConstruct once again demonstrated why it remains one of the most influential technology leaders in the sector. Throughout 2025, the company not only strengthened its global footprint but also elevated the quality of its core solutions—betting on continuous development, smart AI adoption, and a clear vision for the future of online gaming.

### **2025: A year of sustained growth and technological evolution**

During 2025, BetConstruct reinforced its global positioning by strengthening its two flagship pillars: Sportsbook and Casino Suite.

On the Sportsbook side, the company introduced major improvements in

trading autonomy, market coverage, and configurable risk-management tools, giving operators the ability to craft more precise and business-aligned offerings.

Meanwhile, the Casino Suite expanded its content library and integrated new personalization and engagement features designed to maximize long-term player value.

These advancements were further supported by the evolution of BetConstruct AI, a suite of artificial intelligence tools that streamline operations, anticipate player behaviors, and enhance decision-making for operators. Together, these developments made 2025 one of the most strategic and impactful years for the company.





## Innovations that redefine the operator experience

Technology drives the iGaming industry—and BetConstruct has embraced this truth wholeheartedly.

This year, the company invested heavily in expanding BetConstruct AI, an ecosystem designed to help operators shift from a reactive approach to one that anticipates player behavior.

Among the standout innovations:

- **Umbrella AI**, enabling early risk detection and preventing operator losses.
- **CRM AI**, which enhances player journey management through smart segmentation and tailored retention strategies.

- **AI Game Recommendation System**, delivering real-time content recommendations based on individual player preferences.

Together, these tools offer operators greater clarity, operational speed, and efficiency—fueling sustainable growth across both Sportsbook and Casino.

## Latin America: A strategic region with high potential



Throughout 2025, BetConstruct placed strong emphasis on its expansion across Latin America and Europe, identifying Brazil as one of its most promising markets. A rapidly growing player base and an increasingly structured regulatory landscape make the country a key opportunity.

To reinforce its relationship with the region, the company hosted Harmony YoFuture Brazil, an exclusive event for partners and local iGaming stakeholders where BetConstruct showcased its full ecosystem and shared its vision for responsible market growth.



The Harmony YoFuture series will continue with upcoming editions in Kenya and Malta, strengthening the brand's role as a connector, educator, and technology partner in the regions where it operates.

Challenges persist in Latin America—such as payment localization, varied player behaviors, and regulatory differences—but BetConstruct addresses them through deep local understanding, adaptable platform configurations, and close collaboration with its partners.

### Strategic alliances for sustainable global growth

Partnerships were fundamental to BetConstruct's global progress in 2025. The company expanded its network of



operators and content providers, resulting in a richer, more diverse ecosystem for all its partners.

These alliances strengthened:

- The **Casino Suite**, with new premium titles and advanced engagement tools.
- The **Sportsbook**, with expanded flexibility, reach, and integration capabilities.

All of this is built on a philosophy of transparency, shared strategy, and long-term value—prioritizing solid, market-adapted relationships over short-term integrations.

### Commitment to social responsibility and sustainability

BetConstruct understands that innovation must go hand in hand with responsibility.







Its business model integrates a complete set of responsible gaming tools, behavioral alerts, self-exclusion options, and transparent communication to ensure player protection.

Sustainability is also a core priority. The company promotes environmentally conscious practices through efficient infrastructure management, optimized data hosting, and a shift toward cloud-based solutions to reduce environmental impact.

Furthermore, BetConstruct invests in education and professional development within the communities it serves, fostering long-term opportunities in emerging markets.

### **Looking ahead to 2026: more AI, more personalization, more efficiency**

As the company moves into 2026, BetConstruct will continue expanding the capabilities of its AI ecosystem.

Its next steps include refining machine-learning models to deliver even more personalized player experiences, smarter promotional strategies, and enhanced early-risk detection.

The goal remains clear: to develop technology that scales, responds to real user behavior, and empowers operators to work more efficiently, responsibly, and competitively.

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