



EXCLUSIVE CONTENT

Altenar closes 2025 with sustainable growth and a long-term technology vision



In an increasingly competitive and regulated global market, Altenar has closed 2025 by reinforcing its position as one of the most reliable and established sportsbook suppliers in the iGaming industry. Rather than pursuing growth for growth's sake, the company has focused on strategic expansion built on quality, stability, and long-term partnerships.

According to Charlie Williams, Commercial Director at Altenar, the past year has been defined by a clear philosophy: growing alongside

experienced operators that value technological flexibility, operational excellence, and scalable reliability.

"As a long-established supplier, we've been able to focus on sustainable, high-quality growth. It's about building relationships with operators who understand the long-term value of a stable and flexible sportsbook platform," Williams explains.

Modular architecture and managed trading at the core

One of the key drivers behind Altenar's performance in 2025 has been its modular architecture, designed to integrate seamlessly into complex infrastructures and align with the technological expectations of global brands operating across multiple verticals.

Another major differentiator has been Altenar's fully managed trading vertical. By taking ownership of trading strategy, risk exposure, and day-to-day sportsbook operations, Altenar enables partners to operate more efficiently, with reduced operational burden and greater cost control.

Front-end customisation has also played a significant role, with substantial investment over the past 12 months allowing operators to reflect their brand identity without compromising speed, performance, or security.

Innovation focused on personalisation, UX, and acquisition

Innovation remained a defining pillar for Altenar throughout 2025. Among its standout developments is Opti-X, an integrated API that enables deep real-time personalisation of the betting experience. Operators can dynamically tailor promotions, content modules, and bet feeds based on individual player behaviour.

Altenar also introduced a widget-based design approach, replacing rigid templates with highly configurable interfaces. This allows rapid layout changes, continuous A/B testing, and frequent visual updates while maintaining platform stability. On the acquisition side, advanced geofencing and localised content delivery tools have enabled operators to offer compliant, market-specific experiences that drive both user acquisition and engagement.

Latin America as a strategic growth market

Altenar's regional expansion strategy in 2025 followed a dual approach: strengthening its presence in mature European markets while expanding into newly regulated, high-growth jurisdictions. Within this framework, Latin America emerged as a key strategic focus.

The company secured important partnerships in Brazil, laying the foundations for long-term growth, while positioning itself as a highly compliant and culturally relevant technology partner for the region.

"LatAm represents explosive potential for sportsbook innovation. Our goal is to be the most compliant and culturally aligned partner in the region, offering localised solutions and native-language content," says Williams.





Altenar also expanded its footprint in Africa, entering South Africa, and continued investing in the US market, where new client onboardings are expected in the first half of 2026.

Responsibility, security, and sustainability by design

Corporate responsibility is embedded at the core of Altenar's platform. Its fully integrated PAM solution places responsible gaming and compliance at the heart of the product, with mandatory tools such as self-exclusion, financial limits, and real-time behavioural monitoring.

Security remains a fundamental priority, supported by Altenar's ISO 27001:2022 recertification, reinforcing its commitment to data protection and long-term industry sustainability.

Looking ahead to 2026

For 2026, Altenar will focus on deeper technology integration and expanding data-driven capabilities for its partners. A key initiative will be the cross-vertical fusion of sportsbook and casino, including unified loyalty programmes, single customer views, and a consistent data layer across all verticals.

AI and machine learning will play a central role, supporting predictive player behaviour insights, advanced churn forecasting, and more effective responsible gaming interventions.

Finally, a major operational milestone will be the large-scale rollout of Altenar's sportsbook across all brands included in its new long-term global partnership, setting the pace for sustained growth throughout 2026.

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