

Exciting Milestones and Looking Ahead: Rightlander's Latest Updates

As we wrap up another successful year at Rightlander, we would like to take this opportunity to wish you and your family a wonderful Christmas and holiday season. Thank you from our entire team for your invaluable support. Our growth and success would not be possible without your contributions. Wishing you a happy, healthy, exciting, successful 2025!

But before we bid 2024 adieu, we would like to reflect on some key milestones we achieved together. These included the developments of our Intel and Trackback solutions, which were built following the repeated requests we received to support you in maximising your marketing potential with your affiliates. By providing real-time data insights on traffic sources, volumes and trends, these new features help you make smarter, faster business decisions while safeguarding your program from non-compliant practices.

If you haven't explored them yet, we would be delighted to show you how you could benefit from them.



Additionally, as 2024 ends, we are thrilled to inform you of our latest partnerships with BetComply and the Performance Marketing Association (PMA), deepening our commitment to industry excellence. With January around the corner, we take a closer look at the Brazilian market and gear up to showcase our latest innovations at ICE 2025. This event is particularly exciting for us as we have partnered with the team at ICE to be allies of its DEIB initiatives, which promote the importance of Diversity, Equality and Inclusion in our industry.

You can read more about it here https://www.icegaming.com/dei/?utm_campaign=ice25visprom&utm_medium=referral&utm_source=gleanin&utm_content=deib

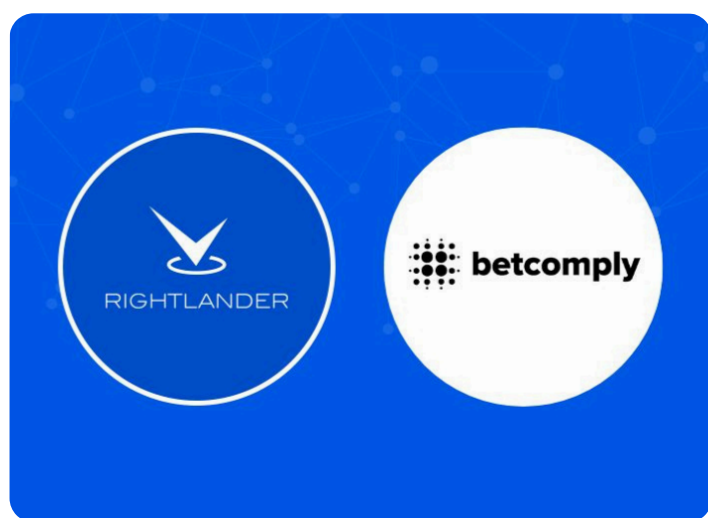
Spotlight on Brazil's Booming iGaming Market

With new regulations set to take effect on January 1st, Brazil's iGaming market is tipped to become a significant market in size and revenue. We took this opportunity to examine the new, exciting and vibrant market and the potential it offers. Our [research](#) gives you insights into the market, which can be found here. Below are a couple of market projections:

- 🎲 The market is projected to reach US\$1.97 billion (€1.82 billion | £1.52 billion) in 2024.
 - 🎲 By 2029, this is expected to soar to US\$4.03 billion (€3.73 billion | £3.11 billion) – doubling in just five years!
- *(<https://www.statista.com/outlook/amo/online-gambling/brazil>)



With the market set for explosive growth, we are ready to support you with your marketing compliance needs and uncover advertising opportunities should you expand into Brazil. Contact your Customer Success Manager to learn more about our dedicated solutions for this market.



Rightlander Joins Forces with BetComply!

We are delighted to partner with BetComply, a leading technical and regulatory compliance consultancy for the iGaming industry. Together, we're raising the bar for marketing compliance and risk management across regulated markets.

This collaboration offers a full suite of compliance solutions to help you stay ahead of regulatory requirements worldwide!



Shaping the Future of Performance Marketing

We're proud to announce that we've joined the [Performance Marketing Association](#). Being part of this initiative underscores our commitment to promoting transparency, trust, and innovation in performance marketing.

By collaborating with industry leaders, we aim to shape the future of compliance standards and drive meaningful change for advertisers, affiliates, and beyond.



Meet the team - Where to next?

We plan on attending a few affiliate events in the coming months and would be delighted to meet you.

Find us at the following events:

ICE Barcelona | January 20 - 22
IGB Affiliate Barcelona | January 20 - 23
Affiliate Summit West | February 3 - 5

We look forward to seeing you. Contact us to book a time to catch up.

