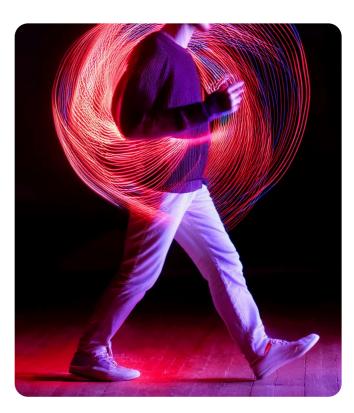


## Powering Sisu Group's success: How Zimpler helped them soar.

Sisu Group operates Epicbet and ReSpin, two next-generation iGaming brands in a fast-growing market. Built on innovation and player experience, they demand the best - both in gaming and payments. With Zimpler's seamless and adaptive payment solution, they've been able to focus on scaling their brands while ensuring a frictionless player experience.



## The challenge.

In the evolving and competitive iGaming landscape, a flawless payment experience is critical to player acquisition, retention, and business growth. Sisu Group needed a payment partner who could:

- Ensure high approval rates: Consistency in payment performance was a must to maximize player deposits
- Optimize conversion: Reducing friction in the payment journey was crucial to keeping players engaged
- Adapt to their needs: A flexible, collaborative partner who evolves with them and builds based on their feedback

## The Zimpler solution.

As Sisu Group's exclusive payments partner, Zimpler delivered a tailored and responsive solution designed to meet their high standards:

- Top-tier approval rates: With up to 94% acceptance, players enjoy a smooth and reliable deposit experience
- Industry-leading conversion: Achieving up to 98% conversion, players move seamlessly from deposit to gameplay
- Built-in flexibility: Zimpler actively incorporates product feedback, offers custom flows, and continuously refines their solution to match Sisu Groups's evolving needs
- A true partnership: From branding the payment flows to offering promotional support during slower months, Zimpler provides value far beyond payments

This collaborative approach has created a balanced and mutually beneficial relationship – where Sisu Group's growth is Zimpler's growth.

