

SIGMA 10 YEARS

Endorsed By



Government
of Malta



Curaçao's
Minister
of Finance



Betting Control
and Licensing
Board



GOVERNMENT OF DUBAI



Government of
Sri Lanka

As the SiGMA Group approaches its milestone 10th anniversary, the organisation has continued to gain momentum, with its Malta Week event going from strength to strength.

SiGMA has become a key driver of economic activity on the island, significantly contributing to the sustainable growth and development of the Maltese economy through job creation, high level business networking, and a boost in tourism.

This year we anticipate a crowd of 27,000 attendees.

Studies have highlighted that SiGMA in Malta generates enough economic activity to sustain the equivalent of 1,700 jobs for a year, with delegates occupying over 75% of 4 and 5 star hotels during Malta Week, providing a welcome economic boost during what was previously considered a cold, shoulder month.

As we come close to SiGMA Europe 2024, I invite you to join us this November 11th to 14th, at the Mediterranean Maritime Hub (MMH), and witness Malta's entrepreneurial spirit shine on the world stage. I look forward to welcoming you all with open arms.

Eman Pulis

SIGMA Group Founder & Ikigai Ventures GP



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Mission Statement

From Stigma to SiGMA

Developing a trusted, safe and responsible ecosystem for our industry, serving as the destination for education, regulation, innovation and entertainment.

From Start-Up to Global Enterprise

Established in 2014 in Malta, the SiGMA Group held its first event at the Bay Arena in St. Julian's, an iGaming conference attended by 1500 delegates. Built upon six foundational pillars—SiGMA Events, SiGMA ADR, SiGMA Foundation, SiGMA Media, SiGMA Brokerage, and SiGMA Play—the Group has since achieved remarkable growth, evolving into a global powerhouse in the tech and gaming sectors. A year into the Covid pandemic, SiGMA held its first international expo outside of Malta, SiGMA Eurasia, in Dubai in 2021. Two successful virtual summits, SiGMA Americas Digital and SiGMA Focus Asia Digital were also held. 2021 was also the year the SiGMA Foundation, the Group's charitable arm launched. Today SiGMA orchestrates 7 major international events, focusing on both online and land-based gaming, cutting-edge technologies like AI, Blockchain, and affiliate marketing.

Backed by a robust media division, the SiGMA Group is eagerly preparing for its 2024 SiGMA Europe event, anticipated to draw a staggering 27,000 delegates.



WORLD TOUR 2024-2025

A Multi-Dimensional Offering

EVENT



SIGMA gathers the best in business, bringing a meticulously curated selection of tier 1 suppliers, operators, startups, and affiliates together. From VIP lounges to poker tournaments, there's no shortage of avenues for delegates looking to connect.

PLAY



SIGMA Play is an internationally renowned site for online casinos and sportsbooks, featuring online reviews, bonuses, and guides for players navigating the casino game industry. SIGMA is currently licenced to provide affiliate marketing services across 11 US states.

ADR



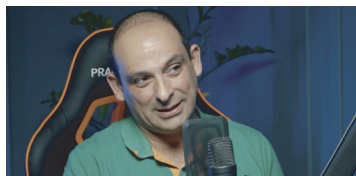
SIGMA has launched its own ADR platform to assist players with gambling disputes involving licensed operators. The service is offered free of charge to players, while operators pay a fixed monthly fee.

INVESTMENT



Ikgai Ventures is a seed-stage venture fund of industry insiders investing in the most promising founders in gaming. We don't just write cheques: we're smart money. We bring operating experience, a diversified network and strong relationship to every investment.

MEDIA



Backed by a robust media division we deliver quality content that seeks to educate, inspire, and lead. Delivered in 7 languages, we cover everything from the latest global news to in-depth market reports. Our multi-media platforms include SIGMA Magazine, podcasts and video content.

BROKERAGE



SIGMA announces the return of its Brokerage services, demonstrating its commitment to comprehensive solutions in iGaming. With a renewed focus and strategic vision, SIGMA aims to redefine brokerage services, fostering collaboration and driving growth.

FOUNDATION



The SIGMA Group's philanthropic arm, the Foundation, is dedicated to fostering positive social change by supporting projects and programs that uplift underprivileged communities, promote education, and enhance well-being worldwide.

POKER TOUR



The SIGMA Poker Tour is a series of live poker events designed to connect professionals and industry enthusiasts from around the globe. Launching with two events in 2025, the tour will offer unparalleled networking opportunities, friendly-competitive tournaments, and the chance to vie for substantial prize pools.

SiGMA Affiliate Brands & Group Acquisitions



SiGMA World: Remarkable Global Summits

\ EXCEPTIONAL EXHIBITIONS

SiGMA unites leading suppliers, operators, startups, and affiliates, offering a thoughtfully selected lineup of the industry's finest.



\ TREMENDOUS BRANDING OPPORTUNITIES

Benefit from high traffic and excellent brand visibility with a diverse range of sponsorships.



\ MAJOR GLOBAL INFLUENCERS

From Gary Vee to Jordan Belfort, SiGMA brings a world class lineup of KOLs and influencers to its stage.



\ OUTSTANDING NETWORKING OPPORTUNITIES

From a high energy expo floor and VIP lounges to a gala awards ceremony and poker tournaments, there's plenty of opportunities to network.



SiGMA World: Remarkable Global Summits

\ INVESTOR GATHERINGS

Known for our networking events and supported by our VC, Ikgai Ventures, SiGMA is committed to helping you meet the right people to help drive your business forward.



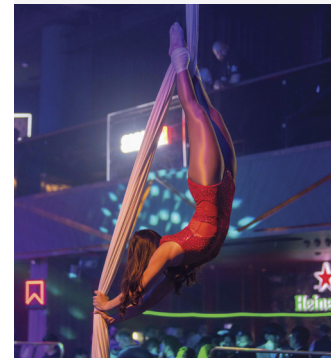
\ AWARD CEREMONIES

A showcase of excellence, where innovation, collaboration and success converge, the SiGMA award ceremonies celebrate the biggest triumphs in gaming, tech, and digital marketing - bringing focus to the projects leading the charge for change.



\ THEMED SOCIALS

All good things must come to an end – and what better way to celebrate our debut events than by throwing some incredible parties. From star studded lineups to legendary locations - we're pulling out all the stops for a night to remember.



Think Global, Act Local



SIGMA AMERICAS

2024 Brazil | 14K
2023 Curaçao | 500
2023 Brazil | 6K
2022 Canada | 4.5K

SIGMA AFRICA

2024 South Africa | 2K
2023 Kenya | 1K

SIGMA EUROPE

2024 Malta | 27K
2023 Malta | 25.5K
2022 Malta | 25K

SIGMA EAST EUROPE

2024 Hungary | 9K
2023 Cyprus | 5K
2022 Serbia | 2.5K

SIGMA EURASIA

2024 UAE | 14K
2023 UAE | 13.7K
2022 UAE | 13.5K

SIGMA ASIA

2024 Philippines | 17K
2023 Philippines | 15K

SIGMA SOUTH ASIA

2025 Sri Lanka

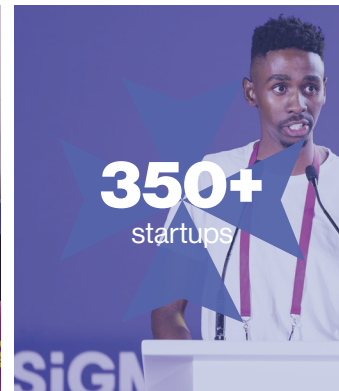
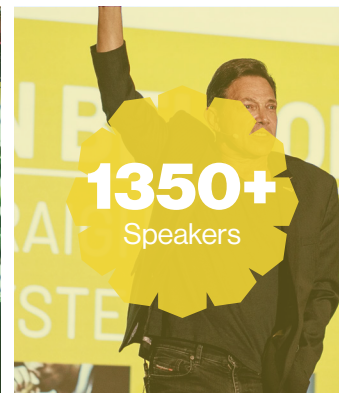
SiGMA Global reach



This is a fantastic event. So delightful to see that such a substantial company like SiGMA is now making a huge impact here in Brazil. As a new ambassador here, setting up the Embassy for Malta, it's a great delight to know that we've now got Brazil interested in Malta – What better way to start than with a fantastic conference like this?"

Hon. John Aquilina
Malta's ambassador to Brazil and Chile.

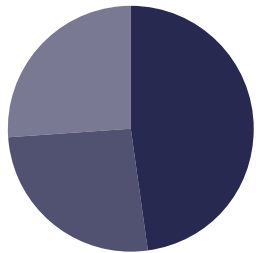
112K+
Delegates



Tap into a high quality network

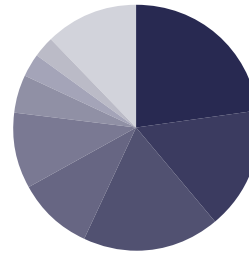


Attendees Designation Analysis



- 48% C-Level Executives & Founders
- 26% Management (Upper/Middle/Lower)
- 26% Others

Business Association: Analysis

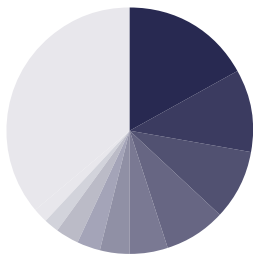


- 23% Operators
- 16% Affiliates
- 18% Game Providers
- 10% Platform Providers
- 10% Payment Providers
- 5% Investors & Startups
- 3% Media
- 3% Legal/Regulators/Diplomats
- 12% Others

Tap into a high quality network

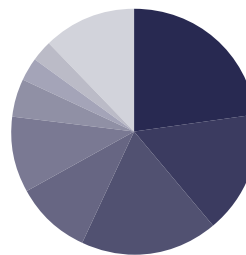


Attendees Demographic Analysis



17%	Malta
11%	Brazil
9%	Philippines
8%	Cyprus
5%	United Kingdom
4%	Malaysia
3%	Ukraine
3%	United Arab Emirates
2%	Taiwan
2%	Armenia
36%	Other

Attendee count distributed on events for A.Y 2023



21%	Eurasia 2023
9%	Americas 2023
22%	Asia 2023
7%	Balkans 2023
1%	Curaçao 2023
38%	Europe 2023
2%	Africa 2023

Exhibitors & Sponsors



iGaming



Land-Based



Emerging
Tech



Regulation



Payment
Solutions



Related
Suppliers



Media



Government

Advocated by Experts & Thought Leaders



When it comes to innovation, in spite of all advancements, what matters begins and ends with people.

Prof. W. Scott Stornetta
Partner and Chief Scientist at
Yugen Partners



Next to a Las Vegas event I attended this year, this gaming show – SiGMA Asia – is the biggest and most successful I've seen and experienced since then.

Alejandro H. Tengco
PAGCOR Chairman



From keynotes to workshops you will get value from your attendance, not only through your sessions and exhibitors, but also through meeting each other in a very good setting – the AIBC conference.

Dr. Marwan Al Zarouni
CEO,
Dubai Blockchain Centre



SiGMA celebrates the spirit of Malta's economic vision and entrepreneurial drive. By working together, we will be able to ensure more successful years of this already thriving gaming industry.

Hon. Robert Abela
Prime Minister of Malta



I believe in the resilience and adaptability of the Curaçao spirit. Together we can create a future where Curaçao can shine as a beacon of responsible gaming in the Caribbean.

Javier Sylvania
Minister of Finance of Curaçao



Endorsed by Celebrities and Major Global Influencers



I think too many people take a chance and try to predict what people are going to do vs acting very quickly on what people are actually doing.

Gary Vee
Creator & CEO VeeFriends



What you focus on, you move towards. It's a universal law. What you focus on you attract into your life. But you don't do that from the couch.

Jordan Belfort
Investment Guru



It's really cool to have been able to show people that women can play. I never imagined all of this could happen.

Natalia Guilter
Brazilian Soccer Star



If you are venturing in tech as a woman, you should not limit yourself or be intimidated because it is a man's industry.

Dr Sara Al Madani
The Emirati Entrepreneur



This is an exciting time for the betting market, with a favorable outlook for growth and professionalisation.

Ronald Lopes
Founder Grupo Loyalty



Supported by Top Gaming Companies



Backed by Key Tech Players



Championed by Global Media Outlets



Global Press Coverage: Online



"By bringing together key stakeholders, thought leaders and innovators, this summit promises to foster collaboration, drive innovation, and explore opportunities for growth and development within these dynamic sectors."



SIGMA Asia 2024 says Pagcor fully supporting Manila show



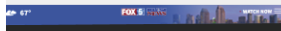
"Taking place once again in the Philippines, this unrivalled gaming hub will host a conference and expo geared towards the Asian markets, and is expected to welcome over 20k delegates."



Following an incredible response to the 2023 Manila event, SIGMA Asia has announced plans to hold a second summit for the 2024 calendar. Taking place once again in the Philippines, this unrivalled gaming hub will host a conference and expo geared towards the Asian markets, and is expected to welcome over 20k delegates.



"At the heart of Pulis' purpose is a notion called 'Globalization', which means being able to present every event to the local people in their language while also attracting a global audience."



How Eman Pulis Built SIGMA One Of The World's Largest Events Platform

The event ecosystem is gaining authority and attention as a result of the efforts of outliers such as Eman Pulis, who not only decided to transform the once-ignored sector but also because, in less than a decade, he successfully leveraged blockchain technology, gaming, and emerging tech to create SIGMA, an events and media organization that is disrupting Gaming, emerging tech, digital health, and affiliate marketing.



"Neil Shih, managing director of SIGMA Asia, presents Philippine Amusement and Gaming Corp. chairman and chief executive Alejandro Tengco a copy of the SIGMA magazine."



SIGMA Asia summit



Global Press Coverage: Online



GamingMalta TV - ICE 2024 - Interview with Eman Pulis, Founder, SiGMA Group



NEXT.io - Podcast - Pierre Lindh, Owner and MD, NEXT.io and Eman Pulis, Founder, SiGMA Group



The Future - The Future of Gaming and Business - Documentary featuring SiGMA Asia



Manila 2023- Sara Al Madani interviews Eman Pulis, Founder, SiGMA Group



CoinGeek - Malta AI and Blockchain Summit 2019 - Interview with Eman Pulis, Founder, SiGMA Group



ICE VOX 2020 - London - Interview with Eman Pulis, Founder, SiGMA Group

SIGMA **EUROPE**

11-14 NOV 2024, VALLETTA

Malta Week Is Around The Corner

Why is SiGMA in Malta so important? The summit portrays Malta as a vibrant home for gaming excellence.

In other words, after attending SiGMA and meeting stakeholders, C-level executives feel comfortable investing in Malta.





Sitting on the edge of the Grand Harbour, the MMH - an operational shipbuilding yard, offers an unconventional space unlike anything ever used before; with three large industrial sheds, an outside exhibition area, and waterside facilities.





Exhibitors benefit from an incredible 32 thousand square metres of space with cathedral high ceilings.

The venue will be accessible through an exclusive ferry service which docks at the venue, providing a direct link to Malta's ancient and fortified capital city - Valletta.



Over a 1,000 metres of berthing spots ensures tier one gaming brands can hold c-level meetings in a more private setting.

Just 5 minutes drive away from Malta's capital city, Valletta, a UNESCO World Heritage Centre home to Malta's impressive Baroque architecture and a host for SiGMA Europe's prestigious networking events.



The SiGMA effect: Driving economic growth in Malta

€80
MILLION

SiGMA attendees bring a total spend of **€80 million** to Malta.

€2.7
BILLION

Business from SiGMA connected sectors accounts for **€2.7 billion** in Malta and **27,000 jobs**. (This is equivalent to 22% of the Maltese economy and 11% of Malta's full time workers).

1,700
full time
jobs annually

SiGMA generates the equivalent of **1,700 full time jobs** annually.



SIGMA FOUNDATION

Empowering communities, one step at a time. The SiGMA Foundation is dedicated to fostering positive social change by supporting projects and programs that uplift underserved communities, promote education, and enhance well-being worldwide.

Fundraising efforts are supported by charity auctions, adventure expeditions, sponsors.



SIGMA FOUNDATION

Our international initiatives and achievements

Jan 2023



3-in-1 school
Bonga, Ethiopia

Jun 2024



Construction of a
Multi-sensory Hall
Bataan, Philippines

Oct 2024



The Women
Empowerment
Project supporting
training programs
Bonga, Ethiopia

Jan 2024



The G.L.O.W
Campaign supporting
cleft palate surgeries
North Colombia

Jun 2024



Purchase of a
52-seater bus as part of
The Philippine Youth Program

SIGMA FOUNDATION

Our local initiatives and achievements

Nov 2020



Sharing is Caring Collection — donated government vouchers given to local charities during the pandemic.

Apr 2024



Support for Dreams of Horses therapy farm Gozo, Malta

Mar 2021



Tech for Ed - provision of equipment to help underprivileged families switch to online during the pandemic.

SiGMA FOUNDATION

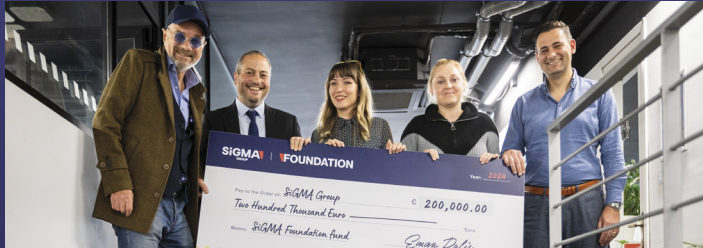
The **SiGMA Foundation's auctions** infuse a spirit of philanthropy into our prestigious events, with funds raised supporting a range of impactful charitable projects.

At these auctions, held towards the end of each SiGMA Awards ceremony, guests engage in lively bidding wars for generously donated items, including stunning artworks donated by prominent figures in the art world. Every bid and purchase directly supports meaningful initiatives, including providing education and skill-building opportunities for women in Ethiopia, constructing a multi-sensory music hall for underprivileged children in the Philippines, and funding cleft palate surgeries for children in Colombia. In 2023 SiGMA supported Foundation projects with a €200,000 donation.

These auctions are a testament to the power of collective effort in driving positive change. It's not just about acquiring valuable items—it's about uniting to make a tangible difference in communities around the globe.



Leading the charge for change



Get In Touch!



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**\ Vinícius Moraes
de Carvalho**
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Meet the squad behind a winning mindset. | See our open career opportunities.



SIGMA YEARS

Join the community

