

betfair novos clientes

Online Gambling Company

1xBet is an online gambling company licensed by Curaçao eGaming License. It was founded in 2007 and registered in Cyprus. In 2024, they experienced considerable growth, briefly sponsoring Chelsea FC and Liverpool FC.[2][3]

The organisation operates a franchise business model.[4]

Expansion

Since the company's inception in 2007, 1xBet has operated within the Indian Market.[5]

In 2024, 1xBet made partnerships with the Nigerian Football Federation and African Confederation of Football. Later, in January 2024, 1xBet was granted a Nigerian national licence and expanded into the region.[6]

In 2024, 1xBet announced that the company had signed an agreement with MGA Games, expanding its portfolio to include a range of new online slot and

video bingo games.[7]

In March 2024, 1xBet confirmed the company's expansion into the Mexican market following its approval for an operational licence. The company also

announced its plan to focus on the esports betting market within the Latin American country.[8]

In March 2024, 1xBet expanded into the Chilean market via the signing of

a partnership agreement with the Chilean football championship, with the company becoming part of the 138 matches of the 2024 season.[9]

During August 2024, 1xBet announced that as part of its expansion plan the company had acquired a partnership deal with local Latin American payment company PayRetailers. The partnership saw the companies deploying a payment

strategy tailored to the Latin American region.[10]

In August 2024, 1xBet signed an operation agreement with DS Virtual Gaming (DS VG). The agreement resulted in 1xBet expanding its virtual sports offering with DS VG's virtual games, including RacingDogs, RacingHorses and Roulette.[11]

In May 2024, OneTouch, a supplier of mobile slot and table games, announced an agreement with 1xBet. The deal would see OneTouch's full library of

both mobile and table games added to the 1xBet games portfolio.[12]

In July 2024, FC Barcelona announced they had signed a partnership