

Delivering for you  
in gambling

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The gambling industry is constantly in a state of change. While regulatory liberalisation continues to create new opportunities in some jurisdictions, tightening legislation is closing down avenues in many others. Our deep knowledge of the sector allows us to advise our clients on how to recognise, protect and optimise their opportunities within this shifting landscape.

Our gambling practice comprises lawyers drawn from across the firm, including our Commercial & Regulatory, Corporate, Tax, Dispute Resolution, Financial Services, EU & Competition and Intellectual Property practices and our expertise extends to all gambling products including betting, gaming, lotteries, prize competitions and promotions, both remote and land-based. As well as years of experience in advising on gambling products, we have market leading financial services expertise which underpins our advice on payments issues and anti-money laundering.

## Well connected

Through our work for gambling operators and other organisations involved in the gambling industry, we have built up a wide network of industry connections, including at the DCMS, the UK Gambling Commission and with regulators in other key jurisdictions.



## Global offering

Clients benefit from our experts in more than 45 countries. This, along with long-standing relationships with local counsel in other jurisdictions, means that we are well placed to offer advice as new licensing regimes are introduced, legislation changes or on cross-border M&A and new product launches. We can advise on the best jurisdiction for a client from both a regulatory and tax perspective. Whether a client wants to establish a new company, obtain a licence or needs market leading gambling tax advice, we provide a one-stop service.

» CMS offers a full range of assistance to leading names in the gambling industry. The firm regularly counsels on high-value transactions, regulatory investigations and commercial agreements. CMS is also well placed to advise on contentious matters as well as data protection and IP issues. The firm is additionally active on cross-border work.

*Chambers and Partners, 2024*

# Testimonials

» This is one of the premier UK law firms in this area. It has significant expertise and experience, deep "bench strength", and a practical approach to problem-solving. In particular, it is very strong on international matters.

*Legal 500 UK, 2025*

» The team's sector knowledge is exceptional to the degree that they understand the operational implications of the advice they give.

*Legal 500 UK, 2025*

» CMS has global reach and is able to rope in excellent lawyers almost anywhere in the world at the bat of an eyelid. The gaming and gambling team in the UK are used to working on large cross-border matters very efficiently. We've worked on countless deals with them seamlessly.

*Legal 500 UK, 2025*

» The CMS gambling group stands out for its 'deep industry knowledge' and full-service approach, leveraging the firm's broad expertise across commercial, regulatory, tax, and intellectual property disciplines to enhance its gambling practice. The team is further strengthened by its significant international reach.

*Legal 500 UK, 2025*

» The team project manage difficult projects well and drill down to the key issues to be addressed. Where any uncertainty exists, they seek clarity to ensure that the client has a clear understanding of the relevant issue.

*Legal 500 UK, 2024*

» CMS provides pragmatic advice for multi-jurisdiction gaming transactions. They have deep industry knowledge and are very responsive to client concerns.

*Legal 500 UK, 2024*





# How we can help you

## Commercial

Our commercial lawyers negotiate contracts from every perspective within the industry. Our experience includes advising on 'white label' arrangements, affiliate deals, hosting and cloud services agreements, linking agreements, carriage deals, brand licensing arrangements, games supply and software licences and payment processing agreements. We also advise a number of clients on the terms and conditions for their consumer websites, ensuring that they comply with gambling, data protection and consumer protection regulations.

## Regulatory

We have extensive experience of advising on the full range of regulations that apply to our gambling clients (including gambling regulations, licence conditions, advertising codes of practice, data protection, consumer protection and regulatory investigations and enforcement). Our gambling clients rely on us for commercial and practical advice in relation to new product and website launches, marketing clearance advice and responding to the ever-changing regulatory requirements.

## Regulatory investigations and enforcement

We support operators through the full range of regulatory investigations and enforcement action. We regularly represent clients in relation to investigations and licence reviews by the Gambling Commission, including through special measures, regulatory settlements, sanctions and Regulatory Panel hearings. We also have extensive experience advising clients in relation to investigations by the Competition and Markets Authority, Advertising Standards Authority and Information Commissioner's Office.

## Gambling Duties and Tax

We are unique in the UK legal market in that we have a gambling taxes group who have been working in the industry for over 20 years, made up of tax advisers who have a specific focus on the gambling industry. Our work with both traditional and online gambling operators and proprietary gambling operations covers all of the UK's seven different gambling duties, VAT in a gambling context and all other, more generic, UK taxes. We regularly assist clients in structuring their operations including advising on where and how to set up their overseas subsidiaries and have successfully represented clients in dispute with HMRC on gambling tax issues.

## Dispute Resolution

We have considerable experience in litigating complex commercial disputes involving companies in the gambling sector. This includes advising on commercial disputes, judicial review proceedings and other public and regulatory disputes. We also have significant experience in all forms of alternative dispute resolution, having acted in major gambling disputes in the UK, Gibraltar and the BVI.

## Corporate

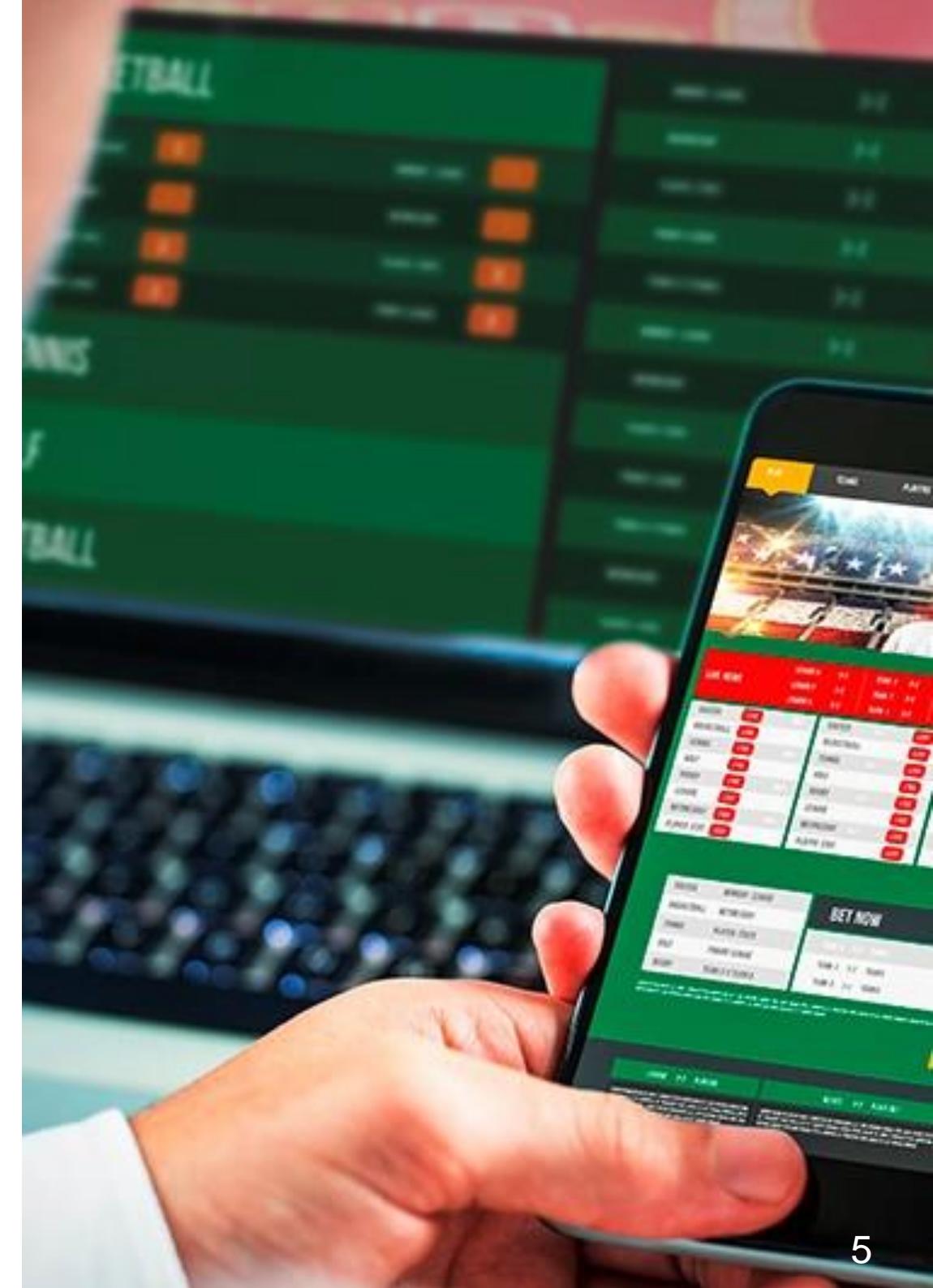
Our full service Corporate group is able to assist clients with any corporate outcome that they might be seeking to achieve, be that fundraising, listing on a public market, public or private corporate acquisitions or disposals, joint ventures, internal re-organisations, tax planning and structuring or employee incentive arrangements.

## Data Protection and GDPR

We regularly advise operators on their obligations in respect of data protection law and privacy issues. This has included successfully defending clients against joint investigations by the ICO and Gambling Commission in respect of their use of data in their marketing practices. We have also undertaken a number of GDPR audits, data breach responses and compliance projects for our gambling clients.

## Anti-Money Laundering

We advise on anti-money laundering (AML) compliance on a regular basis, providing strategic advice on operators' policies and procedures, the interaction of AML and safer gambling and engagement with the Gambling Commission in relation to these issues.



# Highlights of our recent experience

## 32 Red plc

On its GBP 176.5m recommended takeover by Kindred Group plc.

## 888

On its successful application for a GB gambling licence and a range of regulatory, commercial, tax, employment and litigation matters, as well as supporting with consumer law, data protection and advertising regulation matters.

## Anzo Group

On the sale of UK-based iGaming content supplier Roxor Gaming to Aristocrat Leisure, the Australian Stock Exchange listed leading global gaming content and technology company and top-tier mobile games publisher.

## Apax Partners

Undertaking multi-jurisdictional sports data and gambling regulatory reviews in support of its acquisition of Genius Sports.

## Avid Gaming

The owner of Sports Interaction, Canada's leading online sports betting brand, on its CAD \$300m sale to Entain plc.

## Bally's

On its exclusive sportsbook agreement with Kambi Group plc for Bally Bet.

## Bede Gaming

On the sale of a majority stake to the Gauselmann Group.

## Blackstone and CVC

On regulatory advice in the context of its successful bid for Paysafe Group plc.

## Bruin Capital

On the gambling regulatory, technology, data, IP, employment, real estate, pensions, AML and bribery aspects of its GBP 155m acquisition of Oddschecker from the Flutter group.

## Entain

On a preliminary reference to the Court of Justice of the European Union concerning the imposition of withholding tax.

## FSB

On the sale of a majority interest to Clairvest Group.

## Gamesys

On its c.GBP 490m sale to JPJ Group plc and pre-sale carve out of its sports betting and games content business and on the sale of its Jackpotjoy, Starspins and Botemania branded real money and social gaming business to The Intertain Group Limited, for an initial purchase price of GBP 425.8m in cash and shares, plus an earn out.

## Gamesys

We also advised on its online gaming partnership with the New Jersey casino Tropicana, acquisition of Virgin Games and acquisition of LiveScore, a global sports media publisher.

## GVC

On regulatory advice in the context of GVC's bid for bwin.party Digital Entertainment Plc, as well as providing support during the due diligence process running-up to the successful bid made by GVC for bwin.party.

## Intellectual Property & Software/Rocket 9

On the GBP 65m sale to LeoVegas of IPS' B2C multi-brand gaming assets (including brands such as Pink Casino, 21.co.uk, Slotboss, Bet UK and UK Casino) and the assets of UK marketing services business Rocket 9.

## Lottomatica

On gambling regulatory aspects of its Euro 639 million acquisition of SKS365.

## GeoComply

The global leader in geolocation compliance technology for the online gaming and other industries, on its minority investment from Blackstone Growth and Atairos.

## Hard Rock Digital

On the long-term commercial agreements for its strategic partnership with Playtech plc, under which Playtech will supply casino, live games and other software and services to HRD in the US and internationally.

## International Sports Governing Body

On multi-jurisdictional gambling regulatory advice for its betting partnership.

## NetEnt

On its up to GBP 223m acquisition of B2B casino supplier, Red Tiger Gaming.

## Gibraltar Betting and Gaming Association

In relation to the UK Government's reform of the taxation of remote gambling services. We also advised on its legal challenge to the introduction of place of consumption licensing and regulation in Britain.

## Instant Win Gaming

Instant Win Gaming, the leading supplier of online instant win games, on its sale of a 70% interest to multi-national lottery operator Allwyn.

## LiveScore

On a strategic investment from Swiss- based media and technology company Ringier, valuing the business at £500 million and on its partnership with Kambi Group plc to power the LiveScore Bet and Virgin Bet online brands.

## Pollard Banknote Limited

On its acquisition of Mkodo Limited, a provider of digital apps and user interfaces for the lottery and gaming industry.

## Pragmatic Group

On its exclusive multi-year online sports betting and gaming partnership with the DAZN Group.

## RAW iGaming

The B2B online casino studio on its acquisition of online slot developer, Leander Games.

## Sports Entertainant Acquisition Corp

On multi-jurisdictional regulatory reviews and due diligence in support of its agreement to combine with Super Group, the parent company of leading global online sports betting and gaming businesses Betway and Spin, valuing the combined group at USD 4.75bn.

## Spreadex

On a range of commercial and regulatory matters.

## XL Media

On its acquisition of sportsbettingdime.com, its tender offer to buy back 9.5% of its issued share capital and the demotion and restoration of certain of its key websites by Google.

## Rank

On a GBP 70m fundraising, on the sale of a casino in Belgium, on the sale of five bingo clubs, on its GBP 115m recommended takeover of online gaming company Stride Gaming plc, and on its acquisition of YoBingo, a leading Spanish online casino and bingo business, for up to EUR 52m.

## Royal Panda

Defending database infringement proceedings brought by Genius Sports.

## Sports Information Services

On defending a claim brought by The Racing Partnership and others in relation to the creation and dissemination of betting odds and other data concerning horseraces, a key case as regards the legal rights arising in respect of the information flowing from sports events.

## Superbet

On its acquisition of Belgium's Napoleon Sports and Casino.

## Multiple operators

On recent and ongoing Gambling Commission investigations, minded to refuse licence applications, special measures and licence reviews and change of corporate control applications.



# Knowledge and know-how

As market leaders, we have to know what's new and what's coming – not just legal and regulatory developments, but commercial, technological, social, political and economic changes. And as well as knowing about new things, we work hard to make sure we genuinely understand them, and can make a realistic assessment of the impact they will have on our clients.

We make a point of sharing these insights with our clients. This page shows a small selection of the thought leadership and regular news and analysis that's available to you.

## **Gambling Laws in Africa**

An interactive guide to the regulation of online gambling in Africa.

<https://cms.law/en/int/expert-guides/cms-expert-guide-to-gambling-laws-in-africa>



## **Gambling in Europe**

An interactive guide to the regulation of online gambling.

[Gambling law - Insights into gambling regulation | CMS Expert Guides](#)



## **Gambling in CEE**

An interactive guide to the legal landscape of gambling law regulation and changes in Central and Eastern Europe.

[Gambling laws in CEE | CMS Expert Guide](#)



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