

Hitting the mark

End 2 End is looking towards the US and Canada with its multiplayer bingo solutions, with ilottery also on the agenda, as CEO *Alejandro Revich* outlines



THE 2020s have so far been a rocky road for omnichannel bingo supplier End 2 End, but CEO Alejandro Revich believes the company has finally turned a corner.

The Buenos Aires and Miami-headquartered business was partly acquired by Aspire Global in 2021. Aspire Global's subsequent acquisition by NeoGames led to an appearance at ICE in 2023 alongside the likes of BtoBet and Pariplay, before End 2 End was enveloped within Aristocrat Leisure's takeover of NeoGames.

"The idea was to follow Aspire Global's strategy for the group, so in 2022 and 2023 we had our technology certified in a range of jurisdictions," Revich told *INTERGAMINGi* editor Jonny Whitfield.

However, the war in Ukraine – where Aspire Global had a key office – meant End 2 End, and the integration of bingo technology into the group, fell down the priority list.

Nevertheless, Revich believes End 2 End is onto bigger and better things with Aristocrat, including the first operator integration of End 2 End's technology using Aristocrat's platform.

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NEW PHASE

"The idea is to resume the growth process," Revich said. "We have had several good meetings with Aristocrat, the most recent being at ICE in Barcelona, and there is joint interest in growing this vertical."

Of course, End 2 End has its own operations away from Aristocrat, with existing operator partners including Apuesta Total in Peru – for integrations into points of sale – Caliente in Mexico and Colombia's BetPlay. Revich believes the company's key differentiator in the bingo space is omnichannel, connecting bingo participation across online and land-based settings.

"Online bingo is a bit simpler as you can support 500, maybe 1,000 players per session," he said. "When you are in the land-based sector and you want unified games between different venues, you can reach maybe half a million players at the same time, but you need to have a technology that supports that."



"Our platform has enjoyed a lot of growth, and we are in a position to provide different types of bingo in different situations."

US, CANADA FOCUS

Revich is part of a management team that has, by and large, stuck together for around 20 years. Before overseeing End 2 End's involvement in the Aspire Global/Aristocrat acquisitions, Revich helped develop YoBingo in Spain, which was sold to The Rank Group in 2018.

For End 2 End, which launched in 2019, all eyes are now on partnering with commercial and tribal operators across the US and Canada.

"The land-based bingo market in the US is closely related to charity organisations, and we believe our technology can grow that market," he said.

"The land-based bingo market in the US is very, very big. It's different across the country in terms of regulation based on each state, so we have started to look into that opportunity. The idea is to spend some time in the US and explore this market."

"Another focus for us is to partner with tribes. It's a goal for this year."

"We are also exploring a couple of potential options in Canada."

ILOTTERY

While bingo is End 2 End's core product, the

provider also offers player account management and platform services.

What's more, the growing ilottery industry – especially in the US – is now on the company's radar amid investment stateside from the likes of Scientific Games and Brightstar Lottery.

"We haven't launched our ilottery platform just yet, but operators will be able to make the same integration as with bingo for our ilottery product," Revich said.

2026 AMBITIONS

Growth in Latin and Central America will also be key to End 2 End achieving its goals, with launches in Costa Rica and Ecuador on the agenda.

While the company is based in Argentina, the state-by-state regulations there mean multiplayer bingo is, in Revich's eyes, an "underexploited vertical."

"This year we have started a serious conversation with some of the main operators to introduce bingo in Argentina," he said. "I think bingo can have a strong influence in Argentina because it's very popular, and while it's underexplored, it's a good retention tool for online casino players."

The headline goal for Revich in 2026 is to double End 2 End's EBITDA.

"Last year we enjoyed a lot of growth and finished 2025 very well, so we have big expectations for 2026."