

PRESS RELEASE
28.9.2009

Players pit their wits against each other on the Internet - HiQ provides a platform for the Finnish Championship Games by Veikkaus

In the end of September, the Finnish national lottery Veikkaus will launch the online service Finnish Championship for Football pools (Vakion SM-kisat). HiQ has developed and implemented the gaming platform, which will allow Veikkaus customers to try sports betting without risking money.

"An electronic environment offers an entertaining opportunity to become familiar with sports betting, free of charge. The Finnish Championship for Football pools online service is important to our registered customers. It is a popular way for sports bettors to pit their wits against each other. There have been a few tens of thousands of participants during the past few years," explains Antti Tiihonen, manager of Veikkaus.

Vakion SM-kisat for Finnish Championships for football pools will start in the week 40. The event was first organized in 1946 and it was moved online in 2004. Since 2008, HiQ has been responsible for providing and implementing the gaming platform.

"We wanted to integrate odds betting and horse betting championships into the same platform, so we chose HiQ Softplan as our partner," Antti Tiihonen continues.

"HiQ is aware of the goals and objectives of the business of Veikkaus. There was a risk involved in changing the platform, but HiQ mastered the new technology effortlessly and carried out the project on an extremely tight schedule. We have been very pleased with the cooperation with HiQ," says Elina Leppänen, planning manager of Veikkaus.

"The system has been fine-tuned for every round based on the players' wishes. HiQ has implemented the changes in an excellent manner," Elina Leppänen continues.

"We have been cooperating with Veikkaus for more than 20 years now. Taking advantage of new technology has rendered it possible to improve the usability of the electronic services offered by Veikkaus, which, in turn, has enhanced the customer experience," says Pekka Neva, managing director of HiQ Softplan Oy.

For further information, please contact:

Lars Stugemo, Group Chief Executive Officer, HiQ International, Tel.: +46 8 588 90 000
Annika Billberg, Head of Corporate Communications, HiQ, Tel.: +46 8 588 90 015, +46 704 200 103
Pekka Neva, MD HiQ Softplan Oy, Tel.: +358 9 4355 8634, +358 40 524 3743
Antti Tiihonen, Director, Veikkaus Oy, Tel.: +358 20 750 7497

Vakion SM-kisat: <https://www3.veikkaus.fi/vakiosm>

HiQ

HiQ is an IT and management consultancy company focusing on high-tech solutions in the fields of communication and software development. The company is a leading player in these fields and the Nordic region is its domestic market. HiQ employs more than 1,000 people at offices in the Nordic region and Eastern Europe. HiQ is listed on the Nasdaq OMX Nordic Exchange's MidCap list. For more information, please visit www.hiq.se.

Veikkaus Oy

Veikkaus Oy is a Finnish national lottery for Finnish players. The company offers high-quality gaming entertainment reliably and professionally. In 2008, the turnover of Veikkaus was 1 475 MEUR. The Ministry of Education distributed 408 MEUR of the proceeds of Veikkaus to support Finnish art, sport, science and youth work.