



## Casino Barrière Montreux launches its online casino platform, GAMRFIRST.CH

**Paris, January 13th 2022 – A leading player in the world of gaming in Switzerland, with 3 casinos in Montreux, Fribourg and Courrendlin, Groupe Barrière is pursuing its digital development by launching an online casino platform for the Swiss market: GAMRFIRST offers Swiss residents 80 casino games, accessible as of now.**

Owner of Casino Barrière Montreux, Groupe Barrière is expanding its offering in Switzerland by making a name for itself in online casino gaming. This new offering lets Swiss residents continue, or discover the Casino Barrière online gaming experience.

GAMRFIRST already features **80 games**, across 4 different categories: **slot machines, video poker, electronic table games** and **live casino**, which are realtime table games. GAMRFIRST counts market leaders that are particularly appreciated by players, such as *Book of Ra, SuperCherry, Gonzo Quest, Avalon, Adventure Palace, Lord of Ocean* and even *Immortal Romance* among these games. Casino Barrière Montreux aims to develop its offering with GAMRFIRST gradually, with the aim of showcasing hundreds of games on its platform by the end of 2022.

GAMRFIRST was designed to offer players a fun, high-end, responsible gaming experience, along with excellent customer service and a live chat facility available 7 days a week, operated by multi-lingual advisors speaking the country's 3 official languages. This desire to provide GAMRFIRST players constant support is part of the group's DNA, with particular attention paid to Responsible Gaming.

For **Alexandre Desseigne-Barrière, Groupe Barrière's Director of Strategy and Development**: *«We are very proud to be able to provide a digital offering that complements our casino in Montreux, allowing Swiss residents to discover Barrière's world of gaming, with the same high level of consideration to Responsible Gaming as ever. The launch of GAMRFIRST, 1 year after our online sports betting platform BarrièreBet in France, is part of the Group's development strategy, digitally speaking in particular, allowing us to reach a new audience and adapt to new uses.»*



For **Jérôme COLIN, General Manager of Casino Barrière Montreux**: *«The launch of GAMRFIRST, our online casino site, is the result of a collaboration between the teams at Casino Barrière Montreux and the teams at Barrière's head office, with the support of Gamanza, our technical partner. With GAMRFIRST, our driving ambition, as can be seen with Casino Barrière Montreux, is to offer our customers a unique gaming experience based on Groupe Barrière's high standards, and to position ourselves as one of the Swiss market leaders.»*

#### **Responsible Gaming, a Barrière commitment since 2004**

Since 2004, Barrière has been committed to an exemplary Responsible Gaming policy. Inspired by Swiss regulations - which include a programme of compulsory social measures - the group embarked on global measures to fight against addiction in each of its 32 casinos in France and beyond. The aim is to reduce the troublesome risks of gambling by offering players tailor-made preventative solutions such as Voluntary Access Limitation in gaming areas (VAL), a service made available to Casino Barrière customers who are looking to lower the number of casino visits they make. A «monthly visit credit» is determined by the customer with the teams of the relevant casino, and once the credit has run out, entry to a Casino Barrière will be denied.

#### **A propos de Barrière**

Barrière est une Marque sous laquelle sont commercialisés les hôtels, casinos et restaurants de deux groupes distincts : Groupe Lucien Barrière (GLB) et Société Fermière du Casino Municipal de Cannes (SFCMC).

Fondé en 1912 par François André et développé successivement par Lucien Barrière, Diane Barrière-Desseigne et Dominique Desseigne, Barrière a développé des offres sans équivalent dans le domaine des loisirs haut de gamme, fondées sur le souci de l'excellence opérationnelle, de la qualité de service, et de l'art de vivre à la française. Elle regroupe aujourd'hui 32 Casinos, 1 Club de Jeux, 18 Hôtels (pour la majorité des 5 étoiles et un Palace à Courchevel) et plus de 140 restaurants et bars, dont le célèbre Fouquet's à Paris (décliné dans 9 autres destinations) et propose près de 3 500 spectacles et animations par an. Le chiffre d'affaires des deux Groupes s'élève à 1,24 milliard d'euros pour l'exercice clos le 31 octobre 2019. Ils comptent près de 7 000 collaborateurs.

Barrière bénéficie également d'une forte notoriété dans les métiers de la restauration avec près de 2,5 millions de repas servis, dans les loisirs avec 15 spas, 1 centre de thalassothérapie à La Baule, 1 balnéothérapie à Ribeaupillé, 3 golfs et 2 tennis club, et se distingue à travers des Resorts implantés dans des stations touristiques de renommée internationale.



Press contact:

Emmanuelle Galizzi – +33 (0)1 42 86 39 87 / +33 (0)6 30 89 19 07

egalizzi@groupebarriere.com

www.groupebarriere.com

