

Norway-Hamar: Gambling and betting services
OJ S 145/2023 31/07/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: LOTTERIES ENTERTAINMENT INNOVATION ALLIANCE AS

National registration number: 921756763

Postal address: Måsåbekkvegen 20

Town: HAMAR

NUTS code: NO020 Innlandet

Postal code: 2315

Country: Norway

Contact person: Christian Bjerke-Narud

E-mail: christian@leia.no

Telephone: +47 95289044

Internet address(es):

Main address: <https://permalink.mercell.com/196155786.aspx>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Purchase of games (eInstants) through Remote Gaming Server(s)

Reference number: LEIA #10

II.1.2. Main CPV code

92350000 Gambling and betting services

II.1.3. Type of contract

Services

II.1.4. Short description

Lotteries Entertainment Innovation Alliance AS (LEIA) is a joint-venture between five European lotteries (Danske Lotteri Spil, la Francaise des Jeux, Norsk Tipping, Svenska Spel, and Veikkaus). The company was established in October 2018 as a tool for the lotteries to strengthen their position in their respective home markets. LEIA has made a market place where all the lotteries are given access to games and services via LEIA. LEIA focuses its business operation on digital scratch games and number games.

LEIA is planning, through this procurement, to enter into a framework agreement with one or more professional actors that provide content to LEIA and our customers through a RGS (Remote Gaming Service) integration.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 8 000 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

37524800 Lotto games, 72212911 Computer game software development services

II.2.3. Place of performance

NUTS code: NO020 Inlandet

II.2.4. Description of the procurement

LEIA is looking for partners in order to assist us and our lotteries with new digital games and other content for the lotteries' local markets. Our ambition is to develop new and exciting content within a broad spectrum of game types and game mechanics for more entertainment, with a strong focus on responsible gaming.

We request the following deliveries:

- 1) Access to the tenderer's current and future portfolio of games;
 - 2) All software, hardware, and licences required to offer games, as well as the necessary operational services and maintenance services in the validity period of this framework agreement.
 - 3) Integration of the tenderer's games with LEIA's ITF integration platform and other technical and commercial platforms.
 - 4) Development, documentation, and adaptation of games that will be offered to our customers;
 - 5) Develop, design, construe, and adapt new games ordered by the contracting authority.
- Points 4) and 5) in the above list are optional as regards a response from tenderers.

The content will be call-offs from LEIA on behalf of the lotteries, based on the local market needs. The lotteries have different product portfolios, and can require different types of games depending on their local strategy and current regulations. There is joint interest amongst all the lotteries to have access to content within relevant game categories in order to deliver on current and future customer expectations.

The option (points 4 and 5) gives LEIA and the lotteries the possibility to cooperate with tenderers to develop tailor-made and innovative content in accordance with the lottery's ambitions.

The framework agreement(s) will be valid for 4 years from when the contract is signed. It is assumed that tenderers accept the contract terms when they submit a tender. Any deviations from the contract must be made clear in the tender letter. Any deviations that are not stated in the tender letter will not be binding for LEIA.

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Special development of games, cf. annex 1, point 8.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 035-102839](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Title:

Tender Phase: Purchase of games (eInstants) through Remote Gaming Server(s)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Instant Win Gaming Limited

Postal address: 2 Old Street Yard

Town: London

NUTS code: UK United Kingdom
Postal code: EC1Y8AF
Country: United Kingdom
E-mail: compliance@instantwingaming.com
Telephone: +44 2079207145
The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 8 000 000,00 EUR
Total value of the contract/lot: 4 000 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Title:

Tender Phase: Purchase of games (elstants) through Remote Gaming Server(s)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

13/07/2023

V.2.2. Information about tenders

Number of tenders received: 4
Number of tenders received from SMEs: 0
Number of tenders received from tenderers from other EU Member States: 2
Number of tenders received from tenderers from non-EU Member States: 2
Number of tenders received by electronic means: 4
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: NeoGames
Postal address: 63-65 Rue de Merl
Town: Luxembourg
NUTS code: LU Luxembourg
Postal code: L-2146
Country: Luxembourg
The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 8 000 000,00 EUR
Total value of the contract/lot: 4 000 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Hedmarken tingrett

Town: Hamar

Country: Norway

VI.5. Date of dispatch of this notice

26/07/2023