

Cola Holding Enters Cryptocurrency Market

Cola Holding announces the launch of gambling platform and cryptocurrency



Man (Isle of), Douglas, Sep 11, 2021 ([Issuewire.com](https://www.issuewire.com)) - Cola Holding is a startup that recently announced the development of their own cryptocurrency which is connected to the gambling platform currently being rolled out across various markets internationally. Placing an emphasis particularly on the continent of Latin America and Africa, and gambling licenses already obtained in Kenya, Zambia, Ethiopia, and Curaçao, the company is finalizing licenses for an additional 7 more African countries, with more nations currently in the final stages of legal and market research evaluation. The mission of [Cola Holding](#) is to obtain several gambling licenses worldwide and explore opportunities in Argentina, North America, and more.

The ambitious growth strategy for Cola Holding acknowledges the limitations of the current COVID-19 climate internationally, while also recognizing the expansion of land-based services as a means for people to interact via online, mobile, and cash solutions for gambling more than ever before. The current objective involves capturing substantial market share through the operation of their own gambling platform through licensing gambling companies and then distributing the software as a white-label solution through [Cola Coin](#), which will be offered to other operators. The move expands access to

previously unavailable wealthy players across several regions of the world where gambling is an obstacle or impossible, due to a host of reasons.

With staking, repurchasing, speculation, and gambling possible directly on the platform, the availability of Cola Coin will grant players unparalleled access to local as well as international fixed odds betting and casino gambling. Cola Holding enables players to enjoy gambling products while simultaneously eliminating the hassles of currency exchanges and complicated payment methods. Cola Coin is currently in the process of being listed on various exchanges.

Please contact holding@cola.com if you're interested in arranging an interview with a Cola Holding spokesperson or to receive the latest information.

About Cola Holding

Cola Holding is part of Cola Group, a conglomerate of several entities focused primarily on gambling and entertainment products. Licensed currently in Africa and South America, their competence center is based in Dubai, with offices in Kyiv, Nairobi, Lusaka, and Addis Ababa. With more than 80 employees now and a projected 250 by the end of 2021, Cola Group has assets currently valued at more than \$7 million USD.

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